

FH-Prof. Dr. Eva Lienbacher

Education

- 2012 Doctor of Business Administration,
WU Vienna University of Economics and Business (Vienna, Austria)
- 2006 Master of Business Administration, WU Vienna
WU Vienna University of Economics and Business (Vienna, Austria)

Selected Work Experience

- 2018 to present *Salzburg University of Applied Science, Puch/Urstein, Austria,*
<https://www.fh-salzburg.ac.at>
Prof.-FH and Senior Lecturer (part-time)
- Research activities
 - Administrative activities (e.g. International Departmental Coordinator)
 - Teaching activities (undergraduate and graduate courses)
- 2019 to present *New Design University, St. Pölten, Austria,* <https://www.ndu.ac.at/>
Senior Researcher, project based (part-time)
- Project „Entrepreneurial Resilience and Collaborative Engagement in Digital Marketing Tools in the Form of Virtual Reality / Augmented Reality: An Analysis of Small-Scale Stationary Retail in Austria“

- 2013 to 2018 **WU Vienna University of Economic and Business, Institute for Retailing and Marketing (Prof. Peter Schnedlitz), Vienna, Austria, www.wu.ac.at/retail**
Assistant Professor, non-tenure track (full-time)
Deputy Head of Institute (April 2015 to Jan 2017)
Maternity leave (Jan 2017 to Sept. 2018; part-time/min. employment)
- Research activities
 - Administrative activities (e.g. academic advisor for WU partner universities in Singapore; staff responsibility)
 - Teaching activities (two undergraduate courses per semester – 4 hours per week)
- 2008 to 2012 **WU Vienna University of Economic and Business, Institute for Retailing and Marketing (Prof. Peter Schnedlitz), Vienna, Austria, www.wu.ac.at/retail**
Junior Lecturer and Researcher, prae-doc (full-time)
- Research activities (doctoral thesis and publications)
 - Administrative activities (e.g. assistant of the editor of the Journal ERR-European Retail Research)
 - Teaching activities (two undergraduate courses per semester – 2 hours per week)
- Sept. to Dec. 2007 **MAM Group – MAM Babyartikel GesmbH, Vienna, Austria, www.mambaby.com**
Internship in Product Management
- Market Research
 - New Product Development (pacifier)
 - General support and administrative activities
- Apr. 2005 to July 2006 **WU Vienna University of Economic and Business, Institut für Organisation und Materialwirtschaft (Prof. Oskar Grün), Vienna, Austria, www.wu.ac.at**
Research and Teaching Assistant (part-time)
- Feb. to April 2005 **Austrian Institute for SME Research, Vienna, Austria, <https://www.kmuforschung.ac.at/>.**
Research Assistant (part-time)
- Aug.-Okt. 2004 **Grey Worldwide Austria GmbH, Vienna, Austria.**
Marketing Internship
- Summer internships **Wüstenrot Versicherung, Vienna, Austria (July to August 2002).**
Bank Austria Creditanstalt, Vienna, Austria (July 2001)
Stiller & Hohler Immobilien, Salzburg, Austria (August 1997)
- Sales advice & Promotion **Siemens AG Österreich, Wien (Aug. 2001-Dec. 2004)**
T-Mobile Austria GmbH, Vienna, Austria (Oct. 1999-March 2001)

Research Stays

02 and 09/2016 and 10/2017	Department of Trade, University of Zagreb (Zagreb, Croatia)
09/2014- 03/2015	Harvard University (Boston, USA)
09/2014- 03/2015 and 08-09/2015:	GeoDa Center for Geospatial Analysis and Computation in the School of Geographical Sciences and Urban Planning, Arizona State University (Phoenix, USA)

Selected Consulting Projects, Research and Business Collaborations

2017	<i>"New Parents – New Shopping Habits?"</i> , in cooperation with MAM Group <u>Project supervisor:</u> E. Lienbacher
2009	<i>"The New Retail Format of the Social Supermarkets,"</i> in cooperation with the Vinzi Markt Vienna <u>Project supervisors:</u> C. Holweg and/or E. Lienbacher
2016 to 2017	<i>"Are Web Shops in Food Retailing Meeting Customer Expectations?,"</i> in cooperation with Red Bull GmbH <u>Project supervisors:</u> E. Lienbacher, and V. Harrauer
2016	<i>"An Empirical Investigation of the Second-hand Shop 48er-Tandler,"</i> in cooperation with the Municipal Department Waste Management, Street Cleaning and Vehicle Fleet, City of Vienna <u>Project supervisor:</u> E. Lienbacher
2014	<i>"An Empirical Investigation of Customer Satisfaction in the Art Trade,"</i> in cooperation with the Austrian Auction House Dorotheum Vienna <u>Project supervisor:</u> E. Lienbacher
2013	<i>"An Empirical investigation of the retail checkout at a discount supermarket,"</i> in cooperation with the Austrian food retailer Hofer AG (Aldi) <u>Project supervisors:</u> E. Lienbacher, and N. Rychly
2012	<i>"Self-service Versus Personal Sales in the DIY Sector,"</i> cooperation with the DIY retailer bauMax Austria <u>Project supervisors:</u> E. Lienbacher, and C. Holweg
2012	<i>"Scan Performance of Barcodes at the Point of Sale (POS) in Food Retailing,"</i> in cooperation with GS1 Austria <u>Project supervisors:</u> E. Lienbacher, and C. Holweg
2011-2012	<i>"Evaluation of the WU Vienna Specialization Field Retailing and Marketing,"</i> <u>Project supervisors:</u> P. Schnedlitz and E. Lienbacher

- 2010-2011 *“The First Ranking of Austrian Shopping Centers from a Business Owners Perspective,”* cooperation with the **Austrian Council of Shopping Centers (ACSC)**
Project supervisors: P. Schnedlitz, E. Lienbacher
- 2010 *“An Empirical Investigation of Decorative Cosmetics in Food Retailing,”* in cooperation with **L’Oreal Austria**
Project supervisors: P. Schnedlitz, E. Lienbacher, and E. Walter
- 2009 *“Mobile TV in Austria,”* in cooperation with **TTP Marketing and Business Development GmbH, Hutchison 3G Austria, and Universal Music Austria**
Project supervisors: P. Schnedlitz, and E. Lienbacher

Teaching Experience

- 2020 to present Digitalisation & Communication (Salzburg University of Applied Sciences)
- 2020 to present Social & Sustainable Business (Salzburg University of Applied Sciences)
- 2020 to present Distribution Management (Salzburg University of Applied Sciences)
- 2018 to present Corporate Communication in Change and Risk (Salzburg University of Applied Sciences)
- 2015 to present Children’s University (WU Vienna)
- 2018 to present Marketing (Salzburg University of Applied Sciences)
- 2018 Children’s University (Salzburg University of Applied Sciences)
- 2009 to 2017 Retail Marketing Consulting Project (WU Vienna)
- 2013 to 2017 Retail Marketing (WU Vienna)
- 2013 to 2016 Research Methods in Retailing and Marketing (WU Vienna)
- 2016 Retail Management & Marketing (WU Vienna, MORE Initiative for Refugees)
- 2011-2016 Retail Logistics (WU Vienna)
- 2009, 2016 Research Methods (University of Applied Sciences for Management & Communication, FH Vienna)
- 2014 Project based Case Studies in Wine Marketing (University of Applied Sciences, FH Burgenland)
- 2012 Marketing Communication (University of Applied Sciences, FH St. Pölten)
- 2008-2011 Project based Seminar in Retailing and Marketing (WU Vienna)
- 2010 Academic Writing (University of Applied Sciences for Management & Communication, FH Vienna)
- 2009 Marketing II (WU Vienna)

Supervised Diploma and Bachelor Theses

- Number of supervised diploma and master theses: 25
- Number of supervised bachelor theses: 50

Awards

2014	“Forschungsprojekt 2014” (WU Wien), together with R. Zniva
2013	Stephan Koren Award for Doctoral Thesis (WU Vienna)
2012	Dr. Maria Schaumayer Award for Doctoral Thesis
2012	Vienna Award for Retailing Research for Doctoral Thesis (Austrian Economic Chamber and WU Vienna)
2012	Forschungsprämie für eine hervorragende Dissertation (WU Wien)
2011	Research Award for Top Journal Publication (WU Vienna), together with C. Holweg
2011	Excellence in Teaching Award (WU Vienna), together with R. Zniva and S. Wiesel

Funding

2019	Project “ <i>Web-Applikation - interaktive Weltkarte</i> ” (supported by Salzburg University of Applied Sciences) – Funding of 7,460€, together with T. Heistracher and E. Hirsch.
2016-2017	“ <i>Evaluating Corporate Social Responsibility (CSR) at the Point of Sale: From the New Parents Perspective,</i> ” (supported by the Centre for International Cooperation & Mobility (ICM) of the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)) - Funding of 5,760€, together with N. Rychly.
2014-2016	“ <i>Social Supermarkets in Europe,</i> ” (supported by WU Vienna - Additional Budget for Research Projects) – together with C. Holweg.
2013-2016	“ <i>The Effect of Convenience on Retail Format Choice Behavior of Elderly Consumers - Focusing on Viennese Street markets,</i> ” (supported by the Vienna Anniversary Fund for WU Vienna (Jubiläumsfonds der Stadt Wien für die Wirtschaftsuniversität Wien)) - Funding of 19,500€, together with R. Zniva and P. Schnedlitz.
2015	<i>Outgoing Research Grant 'WU Visiting Fellow'</i> (Arizona State University's GeoDa Center for Geospatial Analysis and Computation in the School of Geographical Sciences and Urban Planning)
2014-2015	<i>Outgoing Research Grant 'WU Post-doc Research Contracts'</i> (Department of Psychology at the Harvard University and Arizona State University's GeoDa Center for Geospatial Analysis and

- Computation in the School of Geographical Sciences and Urban Planning)
- 2011-2012 "CSR in Food Retailing: What's Really on Customers' Minds?," (supported by WU Vienna Funding for Small Research Projects) - Funding of 3,500€.
- 2010 "Potential Analysis of Social Supermarkets in Austria," (supported by WU Vienna - Funding for Small Research Projects) - Funding of 2,428€.

Publications in Peer Reviewed Journals

- Lienbacher, E., Koschinsky, J., Holweg, C., and C. Vallaster (Forthcoming), „*Spatial Decision Support for Social Hybrid Organizations: Siting New Social Supermarkets in Austria*,“ International Journal of Retail & Distribution Management.
- Lienbacher, E., Cesinger, B., and C. Vallaster (2020), „*Stand der Forschung zum Einsatz von Augmented Reality und Virtual Reality im stationären Einzelhandel und Implikationen für KMU*,“ ZfKE - Zeitschrift für KMU und Entrepreneurship, 3/4, 259-284.
- Lienbacher, E., Holweg, C., and C. Vallaster (2020), „*Sinnhaftigkeit als Erfolgsfaktor? Das Sozialmarkt-Konzept. Für soziale Integration und die Weitergabe wertvoller Lebensmittel*,“ Zeitschrift Führung + Organisation, 4, 236-240.
- Krasteva, Y., H. Kotzab, and E. Lienbacher (2019), „*Analyzing logistical challenges to address food waste in the grocery retail sector*,“ Global Business Management Review 11, (2), 97-123.
- Zniva, R., Lienbacher, E., and D. Weber (2018), „*Revising the Influence of Aging on the Food Shopping Environment*,“ Innovation in Aging, Suppl. 1, 678.
- Berger, T., E. Lienbacher, and T. Reutterer (2011), "*Crowdsourcing - Wertschöpfung 2.0 [Crowdsourcing - Value Added 2.0]*," transfer - Werbeforschung & Praxis, 3, 28-37.
- Holweg, C., and E. Lienbacher (2011), "*Social Marketing Innovation: New Thinking in Retailing*," Journal of Nonprofit & Public Sector Marketing, 23 (4), 307-326.
- Holweg, C., and Lienbacher, E. (2010), "*Social Supermarkets: A New Challenge in Supply Chain Management and Sustainability*," Supply Chain Forum: An International Journal, 11 (4), 50-58.

Books, Monographs and Chapters in Edited Volumes

- Holweg, C., and E. Lienbacher (2016), „*Social Supermarkets in Europe - Investigations from a retailing perspective in selected European countries*,“ Vienna.
- Lienbacher, E., Metzler, A., and C. Holweg (2016), „*Sozialmärkte als innovatives Beispiel für gelebte CSR im Lebensmittelhandel*,“ in *Management-Reihe Corporate Social Responsibility. CSR und Lebensmittelwirtschaft*, Ch. Willers, ed., Springer Gabler, 345-358.
- Lienbacher, E. (2013), *Corporate Social Responsibility im Handel. Diskussion und empirische Evidenz des alternativen Betriebstyps Sozialmarkt* [Corporate Social

Responsibility in Retailing. A Discussion and Empirical Investigation of Social Supermarkets as Alternative Retailers]. Wiesbaden: Gabler.

- Schnedlitz, P., E. Lienbacher, B. Waldegg-Lindl, and M. Waldegg-Lindl (2013), “Last Mile: Die letzten – und teuersten – Meter zum Kunden im B2C E-Commerce [The Last Mile Challenge: The Last and Most Expensive Steps to the Consumer],” in *Handel in Theorie und Praxis. Festschrift zum 60. Geburtstag von Prof. Dr. Dirk Möhlenbruch*, G. Crockford, F. Ritschel and U.-M. Schmieder, eds. Wiesbaden: Springer Gabler Verlag, 249-274.
- Lienbacher, E. (2012), “Corporate Social Responsibility im Handel. Diskussion und empirische Evidenz des alternativen Betriebstyps Sozialmarkt [Corporate Social Responsibility in Retailing. A Discussion and Empirical Investigation of Social Supermarkets as Alternative Retailers],” doctoral thesis, Institute for Retailing and Marketing, WU Vienna.
- Schnedlitz, P., N. Rychly, E. Lienbacher (2012), “Dynamik im Handel: Vom Fachgeschäft zum Fachmarkt [Dynamic Retailing: From Retail Markets to Specialist Shops],” in *Handbuch Handel*, Vol. 2, J. Zentes, B. Swoboda, D. Morschett, H. Schramm-Klein, eds. Wiesbaden: Springer Gabler Verlag, 259-276.
- Lienbacher, E., and C. Holweg (2011), „Strukturanalyse Sozialmärkte in Österreich [Structural Analysis of Social Supermarkets in Austria],“ in *Schriftenreihe Handel und Marketing*, Vol. 74, P. Schnedlitz, Vienna: Institute for Retailing and Marketing.
- Schnedlitz, P., E. Lienbacher, and V. Harrauer (2011), “Erstes österreichisches EKZ-Ranking 2010. Aus Perspektive der Bestandnehmer/innen [The First Ranking of Austrian Shopping Centers from a Business Owners Perspective],“ in *Schriftenreihe Handel und Marketing*, Vol. 73, P. Schnedlitz, Vienna: Institute for Retailing and Marketing.
- Holweg, C., E. Lienbacher, D. Weber, and P. Schnedlitz (2010), “Sozialmarkt - Imagegewinn oder Gefahr für die Marke? [Social Supermarket – Image Improvement or Risk Reduction for Collaborating Retailers and Manufacturers],“ in *Aktuelle Beiträge zur Markenforschung*, W. Mayerhofer and M. Secka, eds. Wiesbaden: Gabler, 225-243.
- Lienbacher, E., P. Schnedlitz, and M. Bachler (2009), “Strategische Positionierung eines Sozialmarktes: VinziMarkt [Strategic Positioning of Social Supermarkets: A Case Study of the Vienna VinziMarkt],“ in *Fallstudien zum NPO-Management. Praktische BWL für Vereine und Sozialeinrichtungen*, R. Buber and M. Meyer, eds. Stuttgart: Schäffer Poeschel, 388-403.
- Eberherr, H., E. Hanappi-Egger, E. Lienbacher, P. Schnedlitz, A. von Dippel, and R. Zniva (2009), “Altern in der Stadt, Aktuelle Trends und ihre Bedeutung für die strategische Stadtentwicklung [Ageing Societies. Demographic Changes and Their Consequences for Strategic Urban Development],“ in *Ageing Society. Altern in der Stadt, Aktuelle Trends und ihre Bedeutung für die strategische Stadtentwicklung*, E. Hanappi-Egger and P. Schnedlitz, eds. Wien: Facultas, 110-140.
- Buber, R., E. Lienbacher, and R. Zniva (2009), “Zur gesellschaftlichen Verantwortung von Coca-Cola: La Fundación Colombia para la Educación y la Oportunidad [Corporate Social Responsibility of Coca Cola in Columbia],“ in *Fallstudien zum NPO-Management. Praktische BWL für Vereine und Sozialeinrichtungen*, R. Buber and M. Meyer, Wien: Schäffer Poeschel, 332-356.
- Lienbacher, E. (2006), “Innovationen in Alten- und Pflegeheimen Österreichs [Innovations in retirement and nursing homes],” diploma thesis, Institute of Business Organisation and Supply Management, WU Vienna.

Research Reports and Expertise

- Cesinger, B., Kulas, K., Lienbacher, E., and C. Vallaster (2020), *“Neugierig auf Virtual Reality und Augmented Reality im Handel?”* St. Pölten, Salzburg: New Design University.
- Lienbacher, E., Rychly-Resetar, N., and R. Zniva (2018), *“Awareness and Relevance of Corporate Social Responsibility (CSR). New Parents – New Shopping Habits? Final Report,”* Vienna, Institute for Retailing and Marketing.
- Lienbacher, E., and K. Petljak (2017), *“Awareness and Relevance of Corporate Social Responsibility (CSR) WU Study: New Parents – New Shopping Habits? Additional Analysis for MAM Group. Project Phase A. Results Presentation,”* Vienna, Institute for Retailing and Marketing.
- Paiker, M., M. Oberrauch, E. Lienbacher, and N. Rychly-Resetar (2017), *„WU Studie: New Parents – New Shopping Habits? Zusatzanalyse für MAM Group. Projektphase B Blickregistrierungsstudie,”* Schriftlicher Abschlussbericht.
- Schnedlitz, P., and E. Lienbacher (2013), *“Nahversorger in Österreich im Spannungsfeld zum sich ändernden Konsumverhalten [Local Supply in Austria in the Interplay of Changing Consumer Behavior],”* Vienna, Institute for Retailing and Marketing.
- Schnedlitz, P., and E. Lienbacher (2013), *“Nahversorger in Österreich. Anforderungen an die Distributionsstruktur der österreichischen Lotterien aufgrund des sich ändernden Konsumverhaltens [Local Supply in Austria. Requirements Concerning the Distribution Structure of the Austrian Lottery based on Changing Consumer Behavior],”* report by order of Österreichische Lotterien Gesellschaft m.b.H [Austrian Lottery], Vienna: Institute for Retailing and Marketing.
- Gittenberger, E., E. Lienbacher, W. Ziniel (2013), *“Handel 2020. Aktuelle Entwicklungen in ausgewählten Bereichen des Handels in Österreich [Trade 2020. Current Developments in Selected Areas of Commerce in Austria],”* Aktuelle Unterlage. Wir bringen die Wirtschaft ins Klassenzimmer. AWS Arbeitsgemeinschaft Wirtschaft und Schule im Rahmen des Instituts für Bildungsforschung der Wirtschaft, Vienna.
- Schnedlitz, P., and E. Lienbacher (2012), *“Auswirkung des Angebotes an Sitzflächen in einem Tankstellenshop auf das Konsumverhalten [The Effect of the Number of Seats in a Convenience Store on Consumer Behavior],”* report by order of Autogrill Austria AG, Vienna: Institute for Retailing and Marketing.
- Lienbacher, E. (2012), *“CSR-Aktivitäten im Lebensmittelhandel [An Empirical Investigation of the Communication of CSR Activities in Food Retailing],”* final report, project supported by WU Vienna Funding for Small Research Projects, Vienna: Institute for Retailing and Marketing.
- Lienbacher, E., and C. Holweg (2011), *“Potentialanalyse Sozialmarkt [Potential Analysis of Social Supermarkets],”* final report, project supported by WU Vienna Funding for Small Research Projects, Vienna: Institute for Retailing and Marketing.
- Schnedlitz, P., E. Lienbacher, and V. Harrauer (2011), *“Erstes österreichisches EKZ-Ranking 2010. Aus Perspektive der Bestandnehmer/innen [The First Ranking of Austrian Shopping Centers from a Business Owners Perspective],”* final report, project based seminar in cooperation with the Austrian Council of Shopping Centers (ACSC), Vienna: Institute for Retailing and Marketing.
- Schnedlitz, P., and E. Lienbacher (2010), *“Plausibilitätscheck der Geschäftsentwicklung der Libro-Gruppe nach 1999 [Plausibility Check of the Libro Group’s Business Development after 1999],”* report by order of Dr. Werner Sporn.

- Schnedlitz, P., E. Walter, and E. Lienbacher (2010), “*Dekorative Kosmetik im Lebensmitteleinzelhandel [Decorative Cosmetics in Food Retailing]*,” final report, project based seminar in cooperation with L'oréal GmbH, Vienna: Institute for Retailing and Marketing.
- Hanappi-Egger, E., P. Schnedlitz, H. Eberherr, E. Lienbacher, A. von Dippel, and R. Zniva (2009), “*Ageing Societies. Demographic Changes and Their Consequences for Strategic Urban Development*”, summarized report, Vienna: Institute for Retailing and Marketing and Institute for Gender and Diversity in Organizations.
- Schnedlitz, P., E. Walter, and E. Lienbacher (2009), “*Mobile TV in Österreich [Mobile TV in Austria]*,” final report, project based seminar in cooperation with TTP Marketing and Business Development GmbH, Hutchison 3G Austria and Universal Music Austria, Vienna: Institute for Retailing and Marketing.
- Hanappi-Egger, E., P. Schnedlitz, H. Eberherr, E. Lienbacher, A. von Dippel, and R. Zniva (2009), “*Ageing Society. Altern in der Stadt: Aktuelle Trends und ihre Bedeutung für die strategische Stadtentwicklung [Ageing Societies. Demographic Changes and Their Consequences for Strategic Urban Development]*,” Working Paper, Vienna: Institute for Retailing and Marketing and Institute for Gender and Diversity in Organizations.
- Schnedlitz, P., E. Lienbacher, and R. Zniva (2009), “*Neuer Betriebstyp Sozialmarkt? [The New Retail Format of the Social Supermarkets]*,” final report, project based seminar in cooperation with the Viennese Social Supermarket VinziMarkt, Vienna: Institute for Retailing and Marketing.
- Hanappi-Egger, E., P. Schnedlitz, H. Eberherr, A. von Dippel, G. Wirrer, E. Lienbacher (2008), “*Ageing Society - Altern in der Stadt: Aktuelle Trends und ihre Bedeutung für die strategische Stadtentwicklung [Ageing Societies. Demographic Changes and Their Consequences for Strategic Urban Development]*”, second interim report, Vienna: Institute for Retailing and Marketing and Institute for Gender and Diversity in Organizations.

Conferences and other Presentations

- Holweg, H., & Lienbacher, E. (2020), “*Food Waste: An Opportunity For Grocery Retailers By Cooperating With Social Supermarkets*,” paper presented at informs annual meeting, USA (virtual conference), 7-13 Nov. 2020.
- Lienbacher, E., Koschinsky, J., Holweg, C., and C. Vallaster (2020), “*Hybridity in Food Retailing to facilitate social change: Social Supermarkets in the context of suppliers and demand. A neighborhood-level geospatial analysis of Austria*,” paper presented at the EGOS 2020 conference.
- Zniva, R., Lienbacher, E., and D. Weber (2018), “*Revising the Impact of Aging on Food Shopping*,” poster presented at the Gerontological Society of America 2018 Annual Scientific Meeting, Boston, USA (Nov. 14-18).
- Zniva, R., P. Schnedlitz, and E. Lienbacher (2016), “*Street Markets - A retail format for the elderly?*,” paper presented at the Colloquium on European Research in Retailing, Toulouse, France (June 2-6).
- Holweg, C., and E. Lienbacher (2015), “*Social Supermarkets även i Sverige? För minskad fattigdom och minskat matsvinn*,” presentation at the Almedalen Week, Visky, Gotland (July 1).

- Zniva, R., E. Lienbacher, and P. Schnedlitz (2015), “*Does Ageing Change the Marketplace. Empirical Evidence from U.S. and Europe*,” paper presented at the EMAC conference, Leuven, Belgium (May 26-29).
- Zniva, R., E. Lienbacher, and P. Schnedlitz (2014), “*Do Older Consumers Change the Marketplace?: Investigating the Person-Environment Relationship in Food Shopping*,” paper presented at the ACR North American Conference, Baltimore, USA (Oct. 23-26).
- Zniva, R., E. Lienbacher, and P. Schnedlitz (2014), “*Do Retailers Adapt to the Needs of Older Food Shoppers? Empirical Evidence from a Cross-Cultural Multiple Case Study Design*,” paper presented at the AMA 2014 Summer Marketing Educators’ Conference, San Francisco, USA (Aug. 1-3).
- Zniva, R., E. Lienbacher, and P. Schnedlitz (2014), “*Do Older Consumers Change Food Retailing?*,” paper presented at the CERR Conference, Bremen, Germany (Sept. 24-26).
- Lienbacher, E., C. Holweg, S. Lackner, and P. Schnedlitz (2013), “*Scan Performance of Barcodes at the Point of Sale (POS) in Food Retailing*,” paper presented at the EAERCD Conference, Valencia, Spain (July 3-5).
- Lienbacher, E., C. Holweg, N. Rychly, and P. Schnedlitz (2013), “*CSR in Food Retailing: What’s Really on Customers’ Minds?*,” paper presented at the AMA 2013 Winter Marketing Educators’ Conference, Las Vegas, USA (Feb. 15-17).
- Wieland, W., E. Lienbacher, and C. Holweg (2012), “*Same but Different? In-store Logistics in a Social Supermarket*,” paper presented at the EIRAS Conference 2012, Vienna, Austria (July 3-5).
- Stadler, J., V. Harrauer, E. Lienbacher, and R. Zniva (2012), “*Consumer Trends in Food Retailing – What’s hot? What’s not?*,” paper presented at the EIRAS Conference 2012, Vienna, Austria (July 3-5).
- Holweg, C., E. Lienbacher, and P. Schnedlitz (2011), “*Risk Assessment in Non-profit and Business Partnerships*,” paper presented at the ANZMAC Conference, Perth, Australia (Nov. 28-30).
- Lienbacher, E., P. Schnedlitz, and E. Walter (2011), “*Charitable Retailers in Academic Literature: A Systematic Review of Three Decades (1980-2010)*,” paper presented at the EMAC European Marketing Academy, Ljubljana, Slovenia (May 24-27).
- Holweg, C., and E. Lienbacher (2011), “*Sozialmärkte aus Handlungsperspektive. Facts und Figures der ersten Retail-Gesamtstudie in Österreich [Social Supermarkets (SSMs) from a Retailers Perspective. Facts and Figures from the First Retail-Survey on SSMs in Austria]*,” presentation at the ECR-Austria Info-Day 2011, Vienna, Austria (Nov. 6).
- Lienbacher, E. (2011), “*Anregungen zur Vermarktung von 1-Personenunternehmen [Suggestions for Successful Marketing Strategies of Small Businesses]*,” presentation at the ÖAGG Generalversammlung 2011, Vienna, Austria (April 9).
- Lienbacher, E. (2010), “*Corporate Social Responsibility and Retailing*,” paper presented at the Doctoral Colloquium of the ANZMAC Conference, Christchurch, New Zealand (Nov. 26-28).
- Holweg, C., E. Lienbacher, and P. Schnedlitz (2010), “*Social Supermarkets: Typology within the Spectrum of Social Enterprises*,” paper presented at the ANZMAC Conference, Christchurch, New Zealand (Nov. 11-Dez. 1).
- Correia Loureiro, S. M., E. Lienbacher, and E. Walter (2010), “*Effects of Customer Value on Internet Banking Corporate Reputation and Satisfaction; a Comparative Study in Portugal and Austria*,” paper presented at the KAMS-Conference, Tokyo, Japan, (Sept. 9-12).

- Holweg, C., E. Lienbacher, and P. Schnedlitz (2010), “*Social Supermarkets: A new type of retailer?*,” paper presented at the KAMS-Conference, Tokyo, Japan (Sept. 9-12).
- Holweg, C., E. Lienbacher, and P. Schnedlitz (2010), “*Do we need an extension of the traditional typology of retailers?*,” paper presented at the Conference Retail Research [Wissenschaftliche Tagung Handelsforschung 2010], Berlin, Germany (Nov. 25-27).
- Holweg, C., E. Lienbacher, D. Weber, and P. Schnedlitz (2010), “*Social Supermarkets – an innovative example of Reverse Logistics*,” paper presented at the EIRASS Conference, Istanbul, Turkey (July 2-5).
- Lienbacher, E., C. Holweg, D. Weber, and P. Schnedlitz (2009), “*Sozialmarkt – Gefahr für die Marke? [Do Social Supermarkets Pose a Risk to Manufacturer Brands?]*,” paper presented at the third International Brand-Day, Vienna, Austria (Sept. 24-25).
- Walter, E., P. Schnedlitz, T. Foscht, and E. Lienbacher (2009), “*Payment Behavior at the stationary POS*,” paper presented at the 6th International Conference on Partial Least Squares and Related Methods (PLS'09), Beijing, China (Sept. 4-7).
- Weber, D., E. Lienbacher, W. Ziniel, and P. Mair (2009), “*Statistical Challenges in Search Engine Marketing - Schuhplattler Go Google AdWords*,” poster presentation at the Austrian Statistics Days, Vienna, Austria (Sept. 21-23).
- Holweg, C., E. Lienbacher, D. Weber, and P. Schnedlitz (2009), “*Social Supermarket - A New Marketing Channel?*,” poster presented at the ANZMAC Conference, Melbourne, Australia (Nov. 30-Dez. 2).
- Schnedlitz, P., E. Lienbacher, and E. Walter (2008), „*Handel und Ageing Society [Retailing and Ageing Society]*,” paper presented at the Conference Retail Research, Vienna, Austria, (Nov. 27-29).

Proceedings Publications

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- Zniva, R., E. Lienbacher, and P. Schnedlitz (2015), “*Do Older Consumers Change the Marketplace? Investigating the Person-Environment Relationship in Food Shopping*,” in *Advances in Consumer Research*. J. Cotte, & S. Wood, eds., Vol. 42, 754-755.
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Memberships and Voluntary Activities

2017 to present	Member of the ECR Academic Partnership Program (Coordination ECR Academic Student Award; ECR Academic Partner Institute for Retailing and Marketing)
2016 to present	Member of the German Academic Association for Business Research (VHB)
2012 to present	Deputy Chairman of the Association “Plattform für den Handel [Retailing Platform]”
2015 to present	Lecturer at the Children’s University (WU Vienna)
2008 to present	Treasurer of the Association “Sozialmarkt VinziMarkt Wien [Social Supermarket VinziMarkt Vienna]”
2018-2019	Mittelbau-Mitglied der Berufungskommission “Nachfolge Prof. Schnedlitz“ der WU Wien
2017-2018	Akademische Betreuung/Organisation des ECR Academic Student Awards.
2012-2017	Mittelbau-Mitglied der Departmentkonferenz (Marketing) an der WU Wien
2018	Lecturer at the Children’s University (Salzburg University of Applied Sciences)
2016	Lecturer of the course “Retail Management & Marketing” (WU Vienna, MORE Initiative for Refugees)
2013-2016	Academic Advisor for WU partner universities in Singapore (Nanyang Technological University, National University of Singapore and Singapore Management University)
2009-2013	Member of the Efficient Consumer Response (ECR) Group “Social Sustainability”
2008-2012	Treasurer of the Association “Plattform für den Handel [Retailing Platform]”