

RECENT SELECTED PUBLICATIONS

Journals/ Book Chapters

Perceptions and practices of media engagement: A global perspective.

Sylvia M. Chan-Olmsted & Lisa-Charlotte Wolter (2018). *International Journal on Media Management*. Pages 1-24 | Published online: 04 Jan 2018

Emotional engagement in a new marketing communication environment.

Sylvia M. Chan-Olmsted & Lisa-Charlotte Wolter (2018). *The Handbook of Communication Engagement*. (Ed. Kim Johnston, Maureen Taylor). Wiley ISBN: 978-1-119-16749-5. June 2018

Employer Branding in der Digitalbranche – Erfolgreiche Kommunikation mit Digital Talents von morgen.

Sylvia M. Chan-Olmsted, Lisa-Charlotte Wolter, Tammy Kresin, Sarah Schwartz & Anne Seemann (2018). *Arbeitswelt der Zukunft: Arbeitsmarkt, Organisation, Arbeitnehmer, Kompetenzen*. (Hrsg. Harald Fortmann & Barbara Kolocek).

Understanding Video Engagement on Global Service Networks – The Case of Twitter Users on Mobile Platforms.

Lisa-Charlotte Wolter, Sylvia M. Chan-Olmsted & Claudia Fantapié Altobelli (2017). *Dienstleistungen 4.0*. (Ed. Bruhn M., Hadwich K.). Springer Gabler, Wiesbaden

Conducting neuromarketing studies ethically – practitioners perspectives.

Hensel, D.; Iorga, A.; Wolter, L.; Znanewitz, J. (2017). *Cogent Psychology*, Vol. 4, No. 1, pp. 1-13.

A Guideline for Ethical Aspects in Conducting Neuromarketing Studies.

Wolter, L.; Hensel, D.; Znanewitz, J. (2016). *Ethics and Neuromarketing – Implications for Market Research and Business Practice*. (Ed. Thomas, A.R., Pop, N.A., Iorga, A.M., and Ducu, C.). Springer

Conference Paper

Achieving Engagement in a Cross-Platform World: Measuring Online- and Offline-Video Consumption Experiences.

Lisa-Charlotte Wolter, Daniel McDuff, Sylvia Chan-Olmsted & Dinah Lutz (2018). *Under Review*.

Implicit Voter's Engagement with Political Debates in TV.

Lisa-Charlotte Wolter, Sylvia Chan-Olmsted, Lindsey Streamer, Duane Varan & Tammy Kresin (2018). *Under Review*.

Towards A Conceptual Framework of Brand Closeness.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2018). *Under Review*.

Exploring Digital Media's Impact on Sports Sponsorship: A Global Perspective.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2018). *World Media Economics (WME) 2018*.

Media Management in the Age of Tech Giants: Collaboration or Co-opetition?

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2018). *World Media Economics (WME) 2018*.

Exploring Cross-Platform Engagement in an Online-Offline Video Market.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2017). *Association for Education in Journalism and Mass Communication (AEJMC) 2017 in Chicago*. Media Management, Economics and Entrepreneurship Division.

The Making of Social Sports Fans: Factors Affecting Sports Consumption on Social Media.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2017). *Association for Education in Journalism and Mass Communication (AEJMC) 2017 in Chicago*. Sports Social Media as Game Changer Session.

Conceptualizing Branded Content in a Changing Media Marketplace.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2017). *International Communication Association (ICA) 2017 in San Diego*. Native Advertising, Branded Content, and Audience Engagement Session.

Digital Audio and Sports Sponsorship: Audience Connection through Podcasting.

Sylvia Chan-Olmsted, Sabrina Maaß & Lisa-Charlotte Wolter (2017). *European Media Management Association (emma) 2017 in Ghent*.

Toward a Multidimensional Framework of Media Engagement: Conceptualizing Consumer Experience and Connection with Media Content in a Digital Environment.

Sylvia Chan-Olmsted & Lisa-Charlotte Wolter (2017). *European Media Management Association (emma) 2017 in Ghent*.

Content Marketing: Begriffsabgrenzung, Forschungsstand und Expertenanalyse.

Pagel, S. & Wolter, L. (2016). *Kongress „Mediaplanung und Zielgruppenforschung: Ansätze, Modelle, Zukunft“*. 3. Tagung der Fachgruppe Werbekommunikation der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaft, Münster, Fr. 18.11.2016