

Contents

**What’s in a Name? Communicating Forms of Toponyms
at Greek Wine Labels** 1
Eleni Anagnostou and Theodosios Tsiakis

**Digital Grocery Retailing—The Influence of Product-Related and
Personal-Related Factors on the Purchase Decision** 13
Katharina Angerer

**Economic Relevance of Data Protection and Ethical Aspects
in Affiliate Marketing** 27
Lukas Blunder

**Employer Attractiveness in Alpine Destinations: The Influence of
Destination Factors** 37
Alexandra Brunner-Sperdin and Mario Situm

**Nothing Ever Happens, and I Wonder: Dynamic Standstill of PR
Between 1984–2020** 51
Peter Dietrich, Christoph Hauser and Sascha Leiber

**On the Agenda: Maslow. An Investigation of Hybrid Meetings Based
on the Hierarchy of Needs** 73
Lisa Tremmel and Peter Dietrich

**Tourism Enterprises and Their Positioning as Employer Brands via
Digital Channels** 95
Lukas Hartleif

Green, Digital Storytelling: Communicating Sustainable Fashion on Instagram	111
Selina Sommer and Mario Jooss	
Digital Dialogic Communication: How Does Genuine Dialogue Shape Customer Retention?	127
Tanja Kostner	
A Management Model for the Effective and Sustainable Implementation of Operational Excellence Initiatives at Plant-Level—from a Leadership & Communication Perspective . . .	139
Horst J. Lechner	
Social Media Communication in the Tyrolean State Parliament Election Campaign 2022	159
Peter Schneckleitner, Nina Faerberboeck and Philip Kreisern	
Media Use in the Covid-19 Pandemic: An Empirical Analysis Using the Uses-And-Gratifications Approach During the First Lockdown in Austria	177
Peter Schneckleitner and André Haller	
Trends in Communication 2023—A New Methodological Approach . . .	197
Peter Schneckleitner and Sonja Lisa Windhager	
Analysing the Behaviour of Online Daily Newspaper Readers—Tyrolean Case Study	215
Andreas Stöckl, Simone Sandler, Oliver Krauss and Emmanuel Helm	
The Storyporting Method in the Context of Sports Journalism	233
Torsten Wojciechowski, Susanne Doppler and Rainer Nübel	