

## Publikationen von / Publications of Vivien Marx (Status 04/2026)

### Artikel in Zeitschriften mit Peer Review / Articles in peer reviewed journals

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Teufer B., & Marx V. (2025). Advancing equity in alternative food systems: funding models and communication strategies for inclusive community-supported agriculture. *Frontiers in Sustainable Food Systems*, 9, 1693633.

Marx V., Schwarzenberger H., Aghamanoukjan A. (2019). Soziale Repräsentation gemeinnütziger Organisationen - Was wir über gemeinnützige Organisationen denken und wie sich das auf unser Spendenverhalten auswirkt. *Sozialwissenschaftliche Rundschau*, 59 (2)

### Konferenzbeiträge / Conference presentations

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#### 2025

##### SCORAI EU conference – Lund, Sweden

Oral presentation title: *“Enhancing Accessibility and Inclusion in Community-Supported Agriculture: Pathways for Expanding Direct Sales to Diverse Consumer Groups through Pricing Strategies”*

##### EUPRERA 2025 Congress – Lund, Sweden

Oral presentation title: *“Diversity Perceptions in Comparison: Meaning and Evaluation of Associations to “Diversity in Organizations””*

#### 2024

##### 28th International Conference on Corporate and Marketing Communications – Vienna

Valuing Diversity in Corporate and Marketing Communications: Towards an Inclusive Corporate and Market Environment

Oral presentation title: *“Evaluating community supported agriculture: Accessibility and attractiveness for low-income families in Austria”*

##### STS Conference 2024 – Graz

Oral presentation title: *“Promoting diversity among consumers to strengthen sustainable agriculture: CSAs accessibility to a broader target group through pricing strategies”*

##### 35<sup>th</sup> international geographical congress 2024 – Dublin

Session: Future Earth: Cultivating a just transition of urban and peri-urban food systems

Oral presentation title: *Cost-offsetting CSA's fostering sustainable urban and peri-urban food systems and social justice: preferred pricing strategies from the perspective of economically disadvantaged groups in Austria*