



Katharina ZEUGNER-ROTH

Ph.D. in Management

Associate Professor, Marketing

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EDUCATION

- 2009** Ph.D. in Management, University of Vienna, Austria
- 2003** CEMS Master in International Management, University of Vienna, Austria

RESEARCH INTERESTS

Country-of-Origin Effects, Ethical Consumer Behavior, Global Branding, International Marketing

EMPLOYMENT EXPERIENCE

ACADEMIC:

- 2009 - 2009** Visiting professor, George Washington University, Washington D.C, USA
- 2009 - 2011** Professor, Vlerick Leuven Gent Management School, Leuven, Belgium

COURSES TAUGHT

- Global brand management, Grande ecole
- International marketing, Grande ecole
- International marketing strategy simulation, Grande ecole

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Fischer P., Zeugner-Roth P., (2017), Disentangling Country-of-Origin Effects: The Interplay of Product Ethnicity, National Identity, and Consumer Ethnocentrism, *Marketing Letters*, 28(2), pp. 189-204

Zeugner-Roth K., Žabkar V., (2015), Bridging the gap between country and destination image: An assessment of common facets and their predictive validity, *Journal of Business Research*, 68(9), pp. 1844-1853

Zeugner-Roth K., Zabkar V., Diamantopoulos A., (2015), Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective, *Journal of International Marketing*, 23(2), pp. 25-54

Zeugner-Roth K., Diamantopoulos A., (2010), Advancing the Country Image Construct: Reply to Samiee's (2009) commentary, *Journal of Business Research*, 63(4), pp. 446-449

Baldauf A., Diamantopoulos A., Cravens K., Zeugner-Roth K., (2009), The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis, *Journal of Retailing*, 85(4), pp. 437-452

Zeugner-Roth K., Diamantopoulos A., (2009), Advancing the Country Image Construct, *Journal of Business Research*, 62(7), pp. 726-740

Diamantopoulos A., Riefler P., Roth K., (2008), Advancing Formative Measurement Models, *Journal of Business Research*, 61(12), pp. 1203-18

Zeugner-Roth K., Diamantopoulos A., Angeles Montesinos M., (2008), Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study, *Management International Review*, 48(5), pp. 577-602

Communications in refereed conferences

International

Zeugner-Roth K., Bartsch F., (2017), *Stuck in the Middle: The Authenticity Seeking Consumer* AMA Global Marketing SIG, Havana, Cuba

Zeugner-Roth K., Bartsch F., (2017), *The Role of Authenticity Seeking in a Glocal World* 46th European Marketing Academy Conference (EMAC), Groningen, Netherlands

Zeugner-Roth K., Weijters B., (2016), *Consumer Response to Price Levels of Organic Foods* 45th European Marketing Academy Annual Conference, Oslo, Norway

Zeugner-Roth K., Fischer P. M., (2015), *The Role of Product Ethnicity in Domestic Country Bias* 44th European Marketing Academy Conference, Leuven, Belgium

Fischer P., Zeugner-Roth K., (2014), *Pride and Prejudice - Promotion or Prevention? Investigating the Role of Domestic Country Biases in Consumers' Product Choices* 2014 ACR North American Conference, Baltimore, MD, USA

Fischer P., Zeugner-Roth K., (2014), *Pride and Prejudice – Promotion or Prevention? Unraveling Domestic Country Biases* 43rd European Marketing Academy Conference, Valencia, Spain

Fischer P., Zeugner-Roth K., (2014), *The Role of Product Ethnicity in Home Country Bias* 2014 Global Marketing Conference, Singapore, Singapore

Zeugner-Roth K., Dimofte C., (2013), *Consumers' Global Versus Local Brand Choice In Foreign Contexts* 2013 ACR North American Conference, Chicago, IL, USA

Fischer P., Zeugner-Roth K., (2012), *Pride And Prejudice – Explaining Home Country Biases When Foreign Products Are More Typical* 41st European Marketing Academy Conference, Lisbon, Portugal

Zeugner-Roth K., Žabkar V., (2012), *Positioning Countries on Cognitive, Affective or Symbolic Image Dimensions: An Inter-Disciplinary Review of the Literature and Assessment of Predictive Validity* 2012 Global Marketing Conference, Seoul, Korea

Zeugner-Roth K., Fischer P., Reinecke S., Grabner L., (2011), *Product Ethnicity Revisited: How Firms can Leverage Product-Country (Mis-)Matches* 2011 AMA Winter Educators' Conference, Austin, USA

Zeugner-Roth K., Fischer P., Weijters B., Reinecke S., (2011), *The Impact Of Product Ethnicity On Behavioral Intentions: An Analysis Of Moderating And Mediating Factors* 40th European Marketing Academy Conference, Ljubljana, Slovenia

Zeugner-Roth K., Zabkar V., (2011), *Cognitive, Affective and Symbolic Country Connotations: Conceptual Underpinnings, Interrelationships and Impact on Consumers' Behavioral Intentions* 2011 AMA Summer Marketing Educators' Conference, San Francisco, CA, USA

Dimofte C., Johansson J., Zeugner-Roth K., (2010), *Local or Global Brand Choice: Do Travellers Really Prefer Global Brands?* Global Brand Management Conference, Istanbul, Turkey

Frietsch E., Zeugner-Roth K., Diamantopoulos A., (2010), *Home Country Bonds And Biases: Linkages And Impact On Purchase Intentions* 39th European Marketing Academy Conference, Copenhagen, Denmark

Zeugner-Roth K., Weijters B., Baldauf B., (2010), *The Relative Impact Of Self Congruity And Perceived Value On Brand Attitude And Intention: A Study In A Low-Involvement Informational Product Category* 39th European Marketing Academy Conference, Copenhagen, Denmark

Refereed proceedings

Published

- Zeugner-Roth K., Bartsch F., (2017), The Role of Authenticity Seeking in a Glocal World, in: Verhoef, Peter; Van Ittersum, Koert; Bijmolt, Tammo; Wieringa, Jaap(Eds.) in *Leaving Footprints, European Marketing Academy (EMAC)*
- Zeugner-Roth K., Weijters B., (2016), Consumer Response to Price Levels of Organic Foods, in: Berg, Sissel et al.(Eds.) in *Marketing in the Age of Data, European Marketing Academy (EMAC), pp. 201*
- Zeugner-Roth K., Fischer P., (2015), The Role of Product Ethnicity in Domestic Country Bias, in: Warlop, Luk and Muylle, Steve(Eds.) in *Collaboration in Research, European Marketing Academy (EMAC), pp. 48*
- Fischer P., Zeugner-Roth K., (2014), Pride and Prejudice - Promotion or Prevention? Investigating the Role of Domestic Country Biases in Consumers' Product Choices , in: Cotte, J., Wood, S.(Eds.) in *ACR Conference Proceedings , Advances in Consumer Research, pp. 476*
- Fischer P., Zeugner-Roth K., (2014), Pride and Prejudice – Promotion or Prevention? Unraveling Domestic Country Biases, in: Bigné, Enrique(Eds.) in *Paradigm Shifts and Interactions: Proceedings of the 43rd European Marketing Academy Conference, European Marketing Academy (EMAC), pp. 197*
- Zeugner-Roth K., Dimofte C., (2014), Consumers' Global versus Local Brand Choice in Foreign Contexts, in: Bigné, Enrique(Eds.) in *Paradigm Shifts and Interactions: Proceedings of the 43rd European Marketing Academy Conference, European Marketing Academy (EMAC), pp. 197*
- Zeugner-Roth K., Dimofte C., (2013), Consumers' Global Versus Local Brand Choice In Foreign Contexts, in: Botti, S. Aparna Labroo, A.(Eds.) in *ACR Conference Proceedings, Advances in Consumer Research, chapter 41*
- Fischer P., Zeugner-Roth K., (2012), Pride And Prejudice – Explaining Home Country Biases When Foreign Products Are More Typical, in: Rita, Paulo(Eds.) in *Marketing to Citizens - Going beyond Customers and Consumers: Proceedings of the 41st European Marketing Academy Conference, European Marketing Academy (EMAC), pp. 274-5*
- Zeugner-Roth K., Fischer P., Reinecke S., Grabner L., (2011), Product Ethnicity Revisited: How Firms can Leverage Product-Country (Mis-)Matches, in: Srinivasan, R.(Eds.) in *Marketing Theory and Applications: Proceedings of the AMA Winter Educators' Conference 2011, American Marketing Association, Chicago, IL, pp. 39*
- Zeugner-Roth K., Fischer P., Weijters B., Reinecke S., (2011), The Impact Of Product Ethnicity On Behavioral Intentions: An Analysis Of Moderating And Mediating Factors, in: Brencic, MM., Dmitrovic, T., Lapanja, M. and Senicar, A.(Eds.) in *The Day After - Inspiration, Innovation, Implementation: Proceedings of the 40th European Marketing Academy Conference, European Marketing Academy (EMAC)*
- Zeugner-Roth K., Zabkar V., (2011), Cognitive, Affective and Symbolic Country Connotations: Conceptual Underpinnings, Interrelationships and Impact on Consumers' Behavioral Intentions, in: Noble, S.(Eds.) in *Delivering Value in Turbulent Times: Proceedings of the AMA Summer Educators Conference 2011, American Marketing Association, Chicago, IL, pp. 252*
- Frietsch, E., Zeugner-Roth K., Diamantopoulos A., (2010), Home Country Bonds And Biases: Linkages And Impact On Purchase Intentions, in: Beckmann,S.C., Ringberg, T. and Ritter, T.(Eds.) in *The Six Senses - The Essentials of Marketing: Proceedings of the 39th European Marketing Academy Conference, European Marketing Academy (EMAC)*
- Zeugner-Roth K., Weijters B., Baldauf A., (2010), The Relative Impact Of Self Congruity And Perceived Value On Brand Attitude And Intention: A Study In A Low-Involvement Informational Product Category, in: Beckmann,S.C., Ringberg, T. and Ritter, T.(Eds.) in *The Six Senses - The Essentials of Marketing: Proceedings of the 39th European Marketing Academy Conference, European Marketing Academy (EMAC)*

Chapters in books

Published

- Zeugner-Roth K., (2017), Country-of-Origin Effects, in: van Herk, Hester and Torelli, Carlos J.(Eds.), *Cross-Cultural Issues in Consumer Science and Consumer Psychology: Current Directions and Future Perspectives, 978-3-319-65090-6, Springer International Publishing AG, chapter 7, pp. 111-128*
- Diamantopoulos A., Zeugner-Roth K., (2010), Country of Origin as Brand Element, in: Sheth, J.N., Malhotra, N.K.(Eds.), *Wiley International Encyclopedia of Marketing, 978-1-4051-6178-7, Wiley-Blackwell, Hoboken, NJ*
- Wirtz B., Beckmann R., Roth K., (2004), Das Internet als Kommunikations- und Distributionskanal im Export: Perspektiven für den B2B- und B2C-Bereich, in: Zentes, J., Morschett, D., Schramm-Klein, H.(Eds.), *Außenhandel: Marketingstrategien und Managementkonzepte, 978-3409125116, Springer Gabler, Wiesbaden, chapter C, pp. 575-96*

Grants

- 2012 The Basic Research Fund of the University of St. Gallen, University of St. Gallen (Switzerland)
- 2010 Academic Research Fund, Flanders, Vlerick Leuven Gent Management School (Belgium)
- 2010 Academic Research Fund, Flanders, Vlerick Leuven Gent Management School (Belgium)
- 2007 Austrian Central Bank, University of Vienna (Austria)

SCIENTIFIC PRIZES AND AWARDS

- Award**
- 2018 Best Paper Award, American Marketing Association, USA
- 2011 Awarded among the top ten reviewers for 2008-2010, International Marketing Review, United Kingdom
- 2006 Best Paper Award, Consortium for International Marketing Research, Unknown

PROFESSIONAL MEMBERSHIPS

- European Marketing Academy (EMAC)
- American Marketing Association (AMA)
- Korean Academy of Marketing Science (KSMS)

EDITORIAL ACTIVITY

Member of the editorial board of an academic journal

- 2016 Journal of International Marketing, USA
- 2010 International Marketing Review, United Kingdom

INSTITUTIONAL SERVICE

Course Coordinator

- International Marketing, IÉSEG School of Management, France
- International Marketing Strategy Simulation, IÉSEG School of Management, France

Member of a recruitment jury (orals)

- 2018 Concours ACCES, IÉSEG School of Management, France

Participation in a pedagogical cafe

- 2018 Participation in a Pedagogical Café, IÉSEG School of Management, France
- 2017 Participation in a Pedagogical Café, IÉSEG School of Management, France

Participation in recruitment of professors

- 2018 Veronica Valli, University of Mannheim, Germany

2018 Laetitia Memoun , HEC Paris Business School, France

2018

2018 Goedele Grekels, HEC Lausanne, Switzerland

2017 Kristina Klein, University of Cologne, Germany

2017 Iman Ahmadi, Goethe University Frankfurt, Germany

2017 Burcu Sezen, Özyegin University, Turkey

2017 Tim Böttger, University of St. Gallen, Switzerland

2017 Alina Simion, University of Lorraine, France