



## **Fabian BARTSCH**

**Ph.D. in Management, International Marketing**

**Assistant Professor, Marketing**

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### **EDUCATION**

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- 2016** Ph.D. in Management, International Marketing, University of Vienna, Austria
- 2012** Master, Business Administration, Management, University of Maastricht, Netherlands
- 2011** Master, Business Administration, Marketing, Queen's University, Canada
- 2010** Bachelor, Business Administration, Business, University of Maastricht, Netherlands

### **RESEARCH INTERESTS**

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Consumer Behavior, Consumer Dispositions, Cross-Cultural Consumer Groups, Global Brands, Local Brands

### **EMPLOYMENT EXPERIENCE**

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#### **ACADEMIC:**

- 2013 - 2013** Lecturer, University of Applied Sciences FH Eisenstadt, Eisenstadt, Austria
- 2012 - 2016** Research and Teaching Assistant, University of Vienna, Vienna, Austria
- 2011 - 2011** Tutor, University of Maastricht, Maastricht, Netherlands

### **COURSES TAUGHT**

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- Business to business marketing, Grande ecole
- Market research, Grande ecole
- Marketing management, Grande ecole
- Marketing research seminar, Grande ecole
- B2b marketing
- International marketing strategy simulation
- Introduction to marketing 2
- Human resource management

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Published**

Bartsch F., Diamantopoulos D., Paparoidamis N., Chumpitaz R., (2016), Global brand ownership: The mediating roles of consumer attitudes and brand identification, *Journal of Business Research*, 69(9), pp. 3629-3635

Bartsch F., Riefler P., Diamantopoulos A., (2016), A Taxonomy and Review of Positive Consumer Dispositions Toward Foreign Countries and Globalization, *Journal of International Marketing*, 24(1), pp. 82-110

#### **Forthcoming**

Cleveland M., Bartsch F., (2019), Global Consumer Culture: Epistemology and Ontology, *International Marketing Review*, just accepted, pp. just accepted

### **Communications in refereed conferences**

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#### **International**

Bartsch F., Mandler T., (2018), *Global Brand Localness: A Three Country Investigation* AMS World Marketing Congress, Porto, Portugal

Mandler T., Bartsch F., Han C. M., (2018), *Building Brand Credibility in Post- Globalizing Markets: The Role of Perceived Brand Globalness and Cultural Symbolism* AMA Global SIG, Fira, Greece

Mandler T., Bartsch F., Han C. M., (2018), *Marketplace globalization and shifting brand perceptions: The role of perceived brand globalness and cultural symbolism* Global Marketing Conference, Tokyo, Japan

Bartsch F., Mandler T., Kirchhofer M., (2017), *The Differential Effect of Global Brand Origin: How Domestic-Global Brands Create Value* European Marketing Academy (EMAC), Groningen, Netherlands

Mandler T., Bartsch F., Davvetas V., (2017), *Hitting the Bull's Eye: Cultural Intelligence and Managers' Accuracy of Psychic Distance Estimations* 5th French-Austrian-German Workshop on Consumer Behavior, Vienna, Austria

Mandler T., Bartsch F., Davvetas V., (2017), *Hitting the Bull's Eye: Cultural Intelligence and Managers' Accuracy of Psychic Distance Estimations* AMA Global Marketing SIG, Havana, Cuba

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

Bartsch F., Diamantopoulos A., (2016), *Uncovering the Perceived Globalness and Localness of Brands: A Repertory Grid Approach* 7th European Marketing Academy Regional Conference, Sarajevo, Bosnia and Herzegovina

Mandler T., Bartsch F., (2016), *The Value of Consumer Dispositions as Moderators in Global Branding Research* Global Marketing Conference, Hong Kong, China

Bartsch F., Diamantopoulos A., (2015), *Predicting Global Brand Ownership: An Empirical Investigation of Positive Consumer Dispositions towards Globality* European Marketing Academy, Leuven, Belgium

### **Other conference and seminar presentations**

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#### **International**

Bartsch F., Diamantopoulos A., Paparoidamis N., Chumpitaz R., (2015), *Global Brand Ownership: The Mediating Role of Consumer Attitudes and Brand Identification* 6th European Marketing Academy Regional Conference, Vienna, Austria

### **Refereed proceedings**

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#### **Published**

Bartsch F., Mandler T., Kirchhofer M., (2017), The Differential Effect of Global Brand Origin: How Domestic Global-Brands Create Value, in: Verhoef, Peter; Van Ittersum, Koert; Bijmolt, Tammo; Wieringa, Jaap(Eds.) in *Leaving Footprints, European Marketing Academy (EMAC)*

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)*

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

2018 AMA Global SIG Best Overall Conference Paper, American Marketing Association, USA

2017 Susan P. Douglas Award, European Marketing Academy, Netherlands

2017 Outstanding Reviewer Award for the International Marketing Review , Emerald Literati Network Awards for Excellence, United Kingdom

## **PROFESSIONAL MEMBERSHIPS**

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European Marketing Academy

Korean Scholars of Marketing Science

American Marketing Association

Academy of Marketing Science (AMS)

## **EDITORIAL ACTIVITY**

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### **Guest editor of an a academic journal**

International Marketing Review

### **Reviewer in an academic journal**

Journal of International Business Studies

Production Planning & Control

Journal of International Marketing

International Marketing Review

Journal of Business Research

Journal of Consumer Behavior

## **PROFESSIONAL SERVICE**

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### **Chair in an academic conference**

Global Fashion Management Conference, Austria

Global Marketing Conference 2017, Japan

### **Reviewer for an academic conference**

Global Fashion Management Conference, Austria

EMAC Conferences

AMA Conferences

AIB Conference

AMS Conference

French-German-Austrian Workshop