Katharina S. Guese

CONTACT INFORMATION

Otto-Friedrich University Faculty of Social Sciences, Economics & Business Chair of Marketing, F230 Feldkirchenstr. 21 96052 Bamberg, Germany Phone : +49 951 8632613 Fax : +49 951 8635566

Katharina.Guese@uni-bamberg.de

RESEARCH INTERESTS

Brand Management, Consumer Behavior, International Marketing, Innovation Marketing, Price Management, Marketing Ethics

EDUCATION

2009 to present	Otto-Friedrich University, Bamberg, Germany
_	PhD Candidate in Marketing (PhD expected: automn 2010)
12/2006 - 8/2009	University of Lausanne, HEC, Switzerland
	PhD Candidate in Marketing
2003 to 2006	University of Erlangen-Nuremberg, Germany
	Master of Business Administration
	(Marketing, Business Psychology, International Management)
09/2002 to 06/2003	Montesquieu University, Bordeaux IV, France
	Erasmus scholarship
2000 to 2002	University of Bayreuth, Germany
	Bachelor of Business Administration

RESEARCH PAPERS

- "Do Relational Norms influence Consumer Behavior? An Analysis of Mediating Effects in Consumer-brand Relationships"
- (nominated for the best paper award based on a doctoral dissertation, EMAC 2010)
 "An Empirical Comparison of the Stereotype Content Model and the Aaker Scale of Brand Personality in Purchasing Processes"
 (with Bjoern Ivens, Franziska Krings and Brigitte Müller)
- "Customer Brand Personality Perception: A Taxonomic Analysis" (with Bjoern Ivens)

TEACHING

2009 to present	Otto-Friedrich University, Bamberg, Germany Lecturer , International Marketing (B.Sc.), Marketing & Innovation (B.Sc.), Marketing Ethics (M.Sc.), Introduction to Academic Writing (M.Sc.)
2009 to present	Otto-Friedrich University, Bamberg, Germany Teaching Assistant , Strategic Marketing (B.Sc.)
2006 to 2008	University of Lausanne, Switzerland Teaching Assistant , Quantitative Methods and Models in Marketing (M.Sc.)

REFEREED CONFERENECE PROCEEDINGS

Guese, K.S., Ivens, B.S, Müller, B. and Franziska Krings (2010), "An Empirical Comparison of the Stereotype Content Model and the Aaker Scale of Brand Personality in Purchasing Processes", American Marketing Association Summer Educators' Conference, Boston, 13th-16thAugust.

Guese, K.S. (2010), "Relational Norms in Consumer-brand Relationships: A comprehensive framework and an empirical test", **39**th European Marketing Academy (EMAC) Conference, Copenhagen, 1st-4th June.

Guese, K.S. (2010), "Relational Norms in Consumer-brand Relationships: A comprehensive framework and an empirical test", 6th International Colloquium: Academy of Marketing Brand, Identity and Corporate Reputation, Barcelona, 9th-11th April.

Ivens, B.S, Müller, B. and Katharina S. Guese (2008), "A Taxonomy of Price Behavior", North American Association of Consumer Research Conference, San Francisco, 21st-24th October.

Guese, K.S. and Karine Gautschi Hälg (2008), "The Effects Of Intimacy On Consumer-Brand Relationships", North American Association of Consumer Research Conference, San Francisco, 21st-24th October.

Guese, K.S. and Björn S. Ivens (2008), "A Taxonomy of Brand Personalities", 37th European Marketing Academy (EMAC) Conference, Brighton, 27th-30th May.

Ivens, B.S, Müller, B. and Katharina S. Guese (2008), "Types of Price Behaviour and Their Influence on the Purchase of Discount Product Lines: An Empirical Study in FMCG Retailing", **37th European Marketing Academy (EMAC) Conference, Brighton**, 27th-30th May.

Guese, K.S. and Björn S. Ivens (2007), "Une taxonomie des personnalités de marque", Actes des 12èmes Journées de Recherche en Marketing de Bourgogne, Université de Dijon, 8th-9th November.

AWARDS AND SCHOLARSHIPS

2010

EMAC scholarship, European Marketing Academy Conference, Copenhagen

PROFESSIONAL EXPERIENCE

10/2005 to 12/2005	TNS Infratest, internship, Bielefeld, Germany
08/2003	Deutsche Bank, internship, Köln, Germany
09/2001 to 10/2001	Hatje Cantz Verlag, internship, Stuttgart, Germany

INFORMATION

Date of Birth	December 10, 1980
Citizenship	Germany
Languages	German native, English fluent, French fluent, Spanish basic
Computer Skills	SPSS, AMOS, LatentGOLD, Mplus, STATA, EndNote, Office
Hobbies	Jogging, travelling, cinema, art exibitions

April 2010