

Katharina S. Guese

CONTACT INFORMATION

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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: autumn 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.)

