

# Katharina S. Valta

## CONTACT INFORMATION

---

Otto-Friedrich University  
Faculty of Social Sciences, Economics &  
Business  
Chair of Marketing, F230  
Feldkirchenstr. 21  
96052 Bamberg  
Germany

Phone : +49 951 8632564

Fax : +49 951 8635566

Katharina.Valta@uni-bamberg.de

## PERSONAL INFORMATION

---

Date of birth     December 10, 1980

Marital status     Married, 1 child (2011)

Maiden name     Guese

Citizenship     Germany

Languages     German native, English fluent, French fluent, Spanish basic

## RESEARCH INTERESTS

---

Brand Management

Consumer Behavior

International Marketing

Corporate Social Responsibility

Marketing Ethics

## ACADEMIC POSITIONS

---

01/2011 to present     **Post-Doc Researcher at Otto-Friedrich University, Bamberg, Germany**

10/2010 to 07/2011     **Visiting Scholar at HEC Paris, France**  
Chair: Social Business, Enterprise and Poverty (Frédéric Dalsace)

09/2009 to 01/2011     **Research Assistant at Otto-Friedrich University, Bamberg, Germany**

12/2006 to 08/2009     **Research Assistant at University of Lausanne, Lausanne, Switzerland**

## EDUCATION

---

- 09/2009 to 01/2011 **Otto-Friedrich University, Bamberg, Germany**  
PhD in Marketing (summa cum laude)
- 12/2006 to 08/2009 **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)

## ACADEMIC PUBLICATIONS

---

- Valta, K.S. (2012), Do Relational Norms influence Consumer Behavior?, **Journal of Business Research**, forthcoming.
- Ivens, B. and Katharina S. Valta (2012), Customer Brand Personality Perception: A Taxonomic Analysis, **Journal of Marketing Management**, Vol. 28, No. 9/10, 1062-1093.
- Guese, K.S. (2011), **Brand personalities and Consumer-Brand Relationships as Elements of Successful Brand Management**, Bamberg: University of Bamberg Press (doctoral thesis published).
- Guese, K.S. and Karine Gautschi Hälg (2009), “The Effects Of Intimacy On Consumer-Brand Relationships”, **Advances in Consumer Research – North American Conference Proceedings**, Vol. 36, 1001-1002.
- Ivens, B.S., Mueller, B. and Katharina S. Guese (2009), “A Taxonomy of Price Behavior”, **Advances in Consumer Research – North American Conference Proceedings**, Vol. 36, 1005-1006.

## WORKING PAPERS

---

- 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)
- Governance Mechanisms and Price Level: An Empirical Study in Vertical Business-to-Business Relationships**  
(with Bjoern Ivens and Cathrine Pardo)

## REFEREED CONFERENCE 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**, 13<sup>th</sup>-16<sup>th</sup> August.
- Ivens, B.S., Pardo, C. and Katharina S. Guese (2010), „Governance Mechanisms and Price Level: An Empirical Study in Vertical Business-to-Business Relationships“, **ISBM Academic Conference: Advances in B-to-B Marketing, Boston**, 11th-12th August.
- Guese, K.S. (2010), "Relational Norms in Consumer-brand Relationships: A comprehensive framework and an empirical test", **39<sup>th</sup> European Marketing Academy (EMAC) Conference, Copenhagen**, 1<sup>st</sup>-4<sup>th</sup> June.
- Guese, K.S. (2010), "Relational Norms in Consumer-brand Relationships: A comprehensive framework and an empirical test", **6<sup>th</sup> International Colloquium: Academy of Marketing Brand, Identity and Corporate Reputation, Barcelona**, 9<sup>th</sup>-11<sup>th</sup> 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**, 21<sup>st</sup>-24<sup>th</sup> 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**, 21<sup>st</sup>-24<sup>th</sup> October.
- Guese, K.S. and Björn S. Ivens (2008), "A Taxonomy of Brand Personalities", **37<sup>th</sup> European Marketing Academy (EMAC) Conference, Brighton**, 27<sup>th</sup>-30<sup>th</sup> 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", **37<sup>th</sup> European Marketing Academy (EMAC) Conference, Brighton**, 27<sup>th</sup>-30<sup>th</sup> May.
- Guese, K.S. and Björn S. Ivens (2007), "Une taxinomie des personnalités de marque", **Actes des 12<sup>èmes</sup> Journées de Recherche en Marketing de Bourgogne**, Université de Dijon, 8<sup>th</sup>-9<sup>th</sup> November.

## TEACHING EXPERIENCE

---

- |                 |   |
|-----------------|---|
| 2009 to present | Otto-Friedrich University, Bamberg, Germany<br><b>Lecturer</b> , International Marketing (B.Sc.), Marketing & Innovation (M.Sc.), Marketing Ethics (M.Sc.), Introduction to Academic Writing (M.Sc.), Strategic Marketing (B.Sc.) |
| 11/2010         | Groupe Sup de Co Montpellier, Business School, France<br><b>Lecturer</b> , Marketing Management (MBA)   |

2006 to 2008      University of Lausanne, Switzerland  
**Teaching Assistant**, Quantitative Methods and Models in Marketing  
(M.Sc.)

#### **AWARDS AND SCHOLARSHIPS**

---

2012                **Hans-Loewel-Foundation**  
Award for Outstanding Doctoral Thesis

2010                **European Marketing Academy**  
Student Bursary (Top 10 best papers based on a doctoral thesis)

2010                **Otto-Friedrich University**  
Award for Exceptional Organizational Commitment

#### **REFEREEING**

---

European Journal of Marketing

#### **INDUSTRY 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

August 2012