

**Katharina ZEUGNER-ROTH**

Professeur

Académie : Globalisation

Centre de recherche : Marketing Interactions

Campus : LILLE

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## Intérêts de recherche

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marketing international, comportement interculturel du consommateur, (Brand) Authenticity, Country-of-origin effects, Global consumer segmentation variables , Sustainable business practices

## Domaines d'enseignement

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Gestion du Parcours Client, pratiques commerciales durables, Simulations d'entreprise

## Formation

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2008 PhD in Management, Vienna University of Economics and Business, Autriche

## Expérience Professionnelle

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### Autres affiliations académiques

Depuis 2022 Professeur, SKEMA Business School, France  
2015 - 2022 Professeur Associé, IÉSEG School of Management, France  
2011 - 2015 Professeur Assistant, IÉSEG School of Management, France  
2009 - 2011 Professeur Assistant, Vlerick Business School, Belgique  
2008 - 2009 Post-doctoral Researcher, University of Bern, Suisse

## Contrats de recherche, prix et distinctions

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### Prix et distinctions

2023 Hans B. Thorelli Award - Journal of International Marketing, American Marketing Association, Etats-Unis d'Amérique  
2018 Meilleur article de conférence global, American Marketing Association, Etats-Unis d'Amérique  
2018 Outstanding Reviewer Award, Journal of International Marketing  
2015 Emerald Literati Network Awards for Excellence, International Marketing Review  
2006 Best Overall Conference Paper, Consortium for International Marketing Research

## Publications

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### Articles académiques revus

MANDLER, T., BARTSCH, F. et ZEUGNER-ROTH, K. (2023). Are Brands Re-Evaluated When Consumers Learn about Brand Origin Misperceptions? Outcomes, Processes, and Contingent Effects. *Journal of Business Research*, 164, pp. 113941.

- BARTSCH, F., ZEUGNER-ROTH, K.P. et KATSIKEAS, C.S. (2022). Consumer authenticity seeking: conceptualization, measurement, and contingent effects. *Journal of the Academy of Marketing Science*, 50(2), pp. 296-323.
- FISCHER, P.M., ZEUGNER-ROTH, K.P., KATSIKEAS, C.S. et PANDELAERE, M. (2022). Pride and prejudice: Unraveling and mitigating domestic country bias. *Journal of International Business Studies*, 53(3), pp. 405-433.
- BARTSCH, F. et ZEUGNER-ROTH, K. (2020). COO in Print Advertising: Developed versus Developing Market Comparisons. *Journal of Business Research*, 120, pp. 364-378.
- FISCHER, P.M. et ZEUGNER-ROTH, K. (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. et ŽABKAR, V. (2015). Bridging the gap between country and destination image: Assessing common facets and their predictive validity. *Journal of Business Research*, 68(9), pp. 1844-1853.
- ZEUGNER-ROTH, K., ŽABKAR, V. et 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.
- FISCHER, P.M. et ZEUGNER-ROTH, K. (2014). Pride and Prejudice - Promotion or Prevention? Investigating The Role of Domestic Country Biases in Consumers' Product Choices. *Advances in Consumer Research*, 42, pp. 476.
- ZEUGNER-ROTH, K. et DIAMANTOPOULOS, A. (2010). Advancing the Country Image Construct: Reply to Samiee's (2009) Commentary. *Journal of Business Research*, 63(4), pp. 446-449.
- ZEUGNER-ROTH, K. et DIAMANTOPOULOS, A. (2009). Advancing the Country Image Construct. *Journal of Business Research*, 62(7), pp. 726-740.
- BALDAUF, A., CRAVENS, K.S., DIAMANTOPOULOS, A. et 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.
- DIAMANTOPOULOS, A., RIEFLER, P. et ZEUGNER-ROTH, K. (2008). Advancing Formative Measurement Models. *Journal of Business Research*, 61(12), pp. 1203-18.
- ZEUGNER-ROTH, K., DIAMANTOPOULOS, A. et MONTESINOS, M. (2008). Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study. *Management International Review*, 48(5), pp. 577-602.

### **Chapitres d'ouvrage**

- ZEUGNER-ROTH, K. et BARTSCH, F. (2021). Country of Origin Cues in Advertising: Theoretical Insights and Practical Implications. Dans: Papadopoulos, Nicolas and Cleveland, Mark (Eds.) eds. *Marketing Countries, Places, and Place-Associated Brands*. 1st ed. Edward Elgar Publishing, pp. 212-227.
- ZEUGNER-ROTH, K. (2017). Country-of-Origin Effects. Dans: van Herk, Hester and Torelli, Carlos J.(Eds.) eds. *Cross-Cultural Issues in Consumer Science and Consumer Psychology: Current Directions and Future Perspectives*. 1st ed. Springer, pp. 111-128.
- DIAMANTOPOULOS, A. et ZEUGNER-ROTH, K. (2010). Country of Origin as Brand Element. Dans: Sheth, J.N., Malhotra, N.K. eds. *Wiley International Encyclopedia of Marketing*. 1st ed. Hoboken, NJ: Wiley-Blackwell.
- WIRTZ, B. et ZEUGNER-ROTH, K. (2004). Grundlagen der Markenbewertung. Dans: Wirtz, B.W., Göttgens, O. eds. *Integriertes Marken- und Kundenwertmanagement*. 1st ed. Wiesbaden: Springer, pp. 267-296.
- WIRTZ, B., BECKMANN, R. et ZEUGNER-ROTH, K. (2004). Das Internet als Kommunikations- und Distributionskanal im Export: Perspektiven für den B2B- und B2C-Bereich. Dans: Zentes, J., Morschett, D., Schramm-Klein, H. eds. *Außenhandel: Marketingstrategien und Managementkonzepte*. 1st ed. Wiesbaden: Springer, pp. 575-96.

### **Présentations dans des conférences**

- ZEUGNER-ROTH, K., FISCHER, P. et HESSEL, I. (2023). Do Customers Perceive Your Ethical Measures as Authentic? A Global Brand Assessment. Dans: AMA Global Marketing SIG Conference. Santiago, Chile (May 30-June 2).

TRAN, J., ZEUGNER-ROTH, K. et KATSIKEAS, C.S. (2023). Responsible Innovation for a Better World: Conceptualization, Measurement, and its Underlying Mechanism. Dans: 30th Innovation and Product Development Management Conference. Lecco, Italy (June 7-9).

## Autres activités de recherche

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### **Supervision de thèses / HDR**

2023 L. GOMEZ DIAZ, University of Vienna, Doctorat, Membre de jury

### **Autres activités académiques**

Depuis 2023 Membre du comité de révision éditoriale, Journal of International Business Studies

### **Autres activités académiques**

Depuis 2019 Track chair, AMA Global Marketing SIG, Etats-Unis d'Amérique

### **Autres activités académiques**

Depuis 2016 Membre du comité de révision éditoriale, Journal of International Marketing

Depuis 2010 Membre du comité de révision éditoriale, International Marketing Review