Katharina ZEUGNER-ROTH

Professor

Academy: Globalization

Research center: Marketing Interactions

Campus: Lille

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Research interests

international marketing, cross-cultural consumer behavior, (Brand) Authenticity, Country-of-origin effects, Global consumer segmentation variables , Sustainable business practices

Education

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

Experience

Other academic affiliations and appointments

Since 2022	Professor, SKEMA Business School, France
2015 - 2022	Associate Professor, IÉSEG School of Management, France
2011 - 2015	Assistant Professor, IÉSEG School of Management, France
2009 - 2011	Assistant Professor, Vlerick Business School, Belgium
2008 - 2009	Post-doctoral Researcher, University of Bern, Switzerland

Research grants, Awards and Honors

Awards and Honors

2024	2024 Excellence in Global Marketing Research Award, American Marketing Association, United States of America
2023	Hans B. Thorelli Award – Journal of International Marketing, American Marketing Association, United States of America
2018	Outstanding Reviewer Award, Journal of International Marketing
2018	Best Overall Conference Paper, American Marketing Association, United States of America
2015	Emerald Literati Network Awards for Excellence, International Marketing Review
2006	Best Overall Conference Paper, Consortium for International Marketing Research

Publications

Peer-reviewed journal articles

ZEUGNER-ROTH, K., FISCHER, P.M. and HESSEL, I. (2025). Authentic Brand Ethicality: Conceptualization, Measurement, and Validation in the Fashion Industry. *Journal of Business Ethics*, 196, pp. 883–915.

MANDLER, T., BARTSCH, F. and 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. and 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. and PANDELAERE, M. (2022). Pride and prejudice: Unraveling and mitigating domestic country bias. *Journal of International Business Studies*, 53(3), pp. 405-433.

BARTSCH, F. and ZEUGNER-ROTH, K. (2020). COO in Print Advertising: Developed versus Developing Market Comparisons. *Journal of Business Research*, 120, pp. 364-378.

FISCHER, P.M. and 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. and 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. and 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. and 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. and 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. and DIAMANTOPOLOUS, A. (2009). Advancing the Country Image Construct. *Journal of Business Research*, 62(7), pp. 726-740.

BALDAUF, A., CRAVENS, K.S., DIAMANTOPOULOS, A. and 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. and ZEUGNER-ROTH, K. (2008). Advancing Formative Measurement Models, *Journal of Business Research*, 61(12), pp. 1203-18.

ZEUGNER-ROTH, K., DIAMANTOPOULOS, A. and MONTESINOS, M. (2008). Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study. *Management International Review*, 48(5), pp. 577-602.

Book chapters

ZEUGNER-ROTH, K. and BARTSCH, F. (2021). Country of Origin Cues in Advertising: Theoretical Insights and Practical Implications. In: 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. In: 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. and ZEUGNER-ROTH, K. (2010). Country of Origin as Brand Element. In: Sheth, J.N., Malhotra, N.K. eds. *Wiley International Encyclopedia of Marketing*. 1st ed. Hoboken, NJ: Wiley-Blackwell.

WIRTZ, B. and ZEUGNER-ROTH, K. (2004). Grundlagen der Markenbewertung. In: Wirtz, B.W., Göttgens, O. eds. *Integriertes Marken- und Kundenwertmanagement*. 1st ed. Wiesbaden: Springer, pp. 267-296.

WIRTZ, B., ZEUGNER-ROTH, K. and BECKMANN, R. (2004). Das Internet als Kommunikations- und Distributionskanal im Export: Perspektiven für den B2B- und B2C-Bereich. In: Zentes, J., Morschett, D., Schramm-Klein, H. eds. *Außenhandel: Marketingstrategien und Managementkonzepte*. 1st ed. Wiesbaden: Springer, pp. 575-96.

Conference presentations

ZEUGNER-ROTH, K., BARTSCH, F. and DIMOFTE, C. (2024). A Meta-Analytical Review of the Effect of Cosmopolitanism on Consumers' Global/Domestic/Foreign Product Preference. In: Proceedings of the 53rd European Marketing Academy Annual Conference, (May 28-31). Bucharest, Romania.

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

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

ZEUGNER-ROTH, K., ŽABKAR, V. and DIAMANTOPOULOS, A. (2023). Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective. In: Paper presented at the special award session of the 2023 AMA Summer Academic Conference. Virtual, San Francisco.

Other research activities

Organization of a conference or a seminar

Since 2023 Co-organizer of the doctoral colloquium of the AMA Global Marketing SIG

PhD supervision

2023 L. GOMEZ DIAZ, University of Vienna, PhD thesis, Thesis jury member

Other academic activities

Since 2025 Editorial Review Board Member, Journal of the Academy of Marketing Science

Since 2023 Editorial Review Board Member, Journal of International Business Studies

Other academic activities

Since 2019 Track chair, AMA Global Marketing SIG, United States of America

Other academic activities

Since 2016 Editorial Review Board Member, Journal of International Marketing

Since 2010 Editorial Review Board Member, International Marketing Review