Katharina ZEUGNER-ROTH

Professeur

Académie : Globalisation

Centre de recherche : Marketing Interactions

Campus : Lille

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Intérêts de recherche

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

Formation

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

Expérience Professionnelle

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

Prix et distinctions

2024	2024 Excellence in Global Marketing Research Award, American Marketing Association, Etats-Unis d'Amérique
2023	Hans B. Thorelli Award – Journal of International Marketing, American Marketing Association, Etats-Unis d'Amérique
2018	Outstanding Reviewer Award, Journal of International Marketing
2018	Meilleur article de conférence global, American Marketing Association, Etats-Unis d'Amérique
2015	Emerald Literati Network Awards for Excellence, International Marketing Review
2006	Best Overall Conference Paper, Consortium for International Marketing Research

Publications

Articles académiques revus

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

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, T.T.H., 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).

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

Autres activités de recherche

Organisation d'une conférence ou d'un séminaire

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

Supervision de thèses / HDR

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

Autres activités académiques

Depuis 2025 Membre du comité de révision éditoriale, Journal of the Academy of Marketing Science

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