

## **Dr. Katja H. Brunk**

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### **Education**

2007-2010

PhD in Management Science, Department of Marketing, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles, Brussels, Belgium.

2006-2007

DEA (Diplômé d'études approfondies en sciences de gestion; postgraduate degree in Advanced Studies in Management Science), Solvay Business School, Université Libre de Bruxelles, Brussels, Belgium.

2001-2002

MBA with High Honours in Marketing and Corporate Strategy, Solvay Business School, Université Libre de Bruxelles, Brussels, Belgium.

1999-2001

Diploma in Marketing and Communication Studies – “Marketing/Kommunikationswirt (IMK),“ Privates Institut für Marketing und Kommunikation, Berlin, Germany.

### **Past employment**

2012-2014

Post-doctoral Researcher, position funded by the [Seventh Framework Programme: Marie Curie Actions](#), Support for training and career development of researcher, Intra-European Fellowships (IEF) Call: FP7-PEOPLE-IEF-2011  
ESMT European School of Management and Technology, Berlin, Germany.

2007-2012

Research Fellow (Chercheuse Mini-Arc), Department of Marketing, Brussels School of Economics and Management, Université Libre de Bruxelles, Brussels, Belgium.

2010

Research Visitor, Department of Marketing, Cass Business School, City University London, London, UK, October-November 2010.

2002-2006

Manager, Client Consulting (Europe, Africa and Middle East), BASES - A Nielsen Company (Marketing research consultancy and leading provider of pre-market consumer insights for the consumer packaged goods industry), Brussels, Belgium.

1995-1999

Central London Revenue and Reservations Manager, Starwood Hotels and Resorts Worldwide, Inc. (NYSE: HOT), London, UK.

## **Teaching**

Strategic Brand Management, Privates Institut für Marketing und Kommunikation (IMK), Berlin, Germany, 2012 and 2013.

## **Honors and awards**

Marie Curie post-doctoral research fellowship by the ERC, funded by the Seventh Framework Programme: Marie Curie Actions, Support for training and career development of researcher, Intra-European Fellowships (IEF) Call: FP7-PEOPLE-IEF-2011, 2012-2014.

Top 20 of papers awarded based on doctoral research, 39th EMAC Conference "The Six Senses – The Essentials of Marketing," Copenhagen, Denmark, June 2010.

Full-time doctoral research scholarship (Mini-Arc), French speaking community of Belgium, Brussels, Belgium, 2008–2012.

Best thesis, DEA (Diplômé d'études approfondies en sciences de gestion), Solvay Business School, Université Libre de Bruxelles, Brussels, Belgium, 2006–2007.

## **Referee**

Adhoc reviewer for the Journal of Business Research, Journal of Business Ethics, Journal of Consumer Behaviour, and the annual conferences of the Association for Consumer Research, the European Marketing Academy, the Academy of Marketing Science, and the American Marketing Association.

## **Peer-reviewed international journal publications**

Brunk, K.H., Giesler, M, and Hartmann, B.J. (forthcoming). Creating a Consumable Past: How Memory Making Shapes Marketization. *Journal of Consumer Research*, forthcoming.

Herz, M.F. and Brunk, K.H. (2017). Conceptual Advances in Consumers' Semantic and Episodic Brand Memories: A mixed methods exploration. *Psychology & Marketing* 34(1): 70-91.

Brunk, K.H., Hartmann, B.J., and Veresiu, E. (2016). The Politicization of Markets: Exploring the Interplay Between Politics and Markets. *Advances in Consumer Research*, Vol. 44, eds P. Moreau and S. Puntoni, Association for Consumer Research, Duluth, MN (forthcoming).

Hartmann, B.J., Brunk, K.H., and Giesler, M. (2016). Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture. *Advances in Consumer Research*, Vol. 44, eds P. Moreau and S. Puntoni, Association for Consumer Research, Duluth, MN (forthcoming).

Brunk, K.H. and De Boer, C. (2015). Ethical brand perception formation when information is inconsistent – An impression formation perspective. *Advances in Consumer Research*, Vol. 43: 319-323, eds K. Diehl and C. Yoon, Association for Consumer Research, Duluth, MN.

Hartmann, B.J. and Brunk, K.H. (2015). Negotiating the Merger of Contrasting Consumer Cultures: Ideological Myth and Identity. *Advances in Consumer Research*, Vol. 43: 358-363, eds K. Diehl and C. Yoon, Association for Consumer Research, Duluth, MN.

Brunk, K.H. and Hartmann B.J. (2014). Zooming In While Zooming Out: How a consumption context animates a macrofocus investigation and stimulates new opportunities for theoretical insights. *Advances in Consumer Research*, Vol. 42: 255-259, eds J. Cotte and S. Wood, Association for Consumer Research, Duluth, MN.

Brunk, K.H., Veresiu, E. and Visconti, L. (2013). Expanding the Theoretical Boundaries of Consumer Acculturation: Investigating the Role of Institutional Forces and Nostalgic Consumption. *Advances in Consumer Research*, Vol. 41: 94-99, eds S. Botti and A. Labroo, Association for Consumer Research, Duluth, MN.

Brunk, K.H. (2012). Un/ethical company and brands perceptions: Conceptualising and operationalising consumer meanings. *Journal of Business Ethics* 111(4): 551–565.

Brunk, K.H., and Bluemelhuber C. (2011). One strike and you're out: Qualitative insights into the formation of consumers' ethical company or brand perceptions. *Journal of Business Research* 64(2): 134–141.

Brunk, K.H. (2010). Exploring origins of ethical company/brand perceptions: Reply to Shea and Cohn's commentaries. *Journal of Business Research* 63(12): 1364–1367.

Brunk, K.H. (2010). Reputation building: Beyond our control? Inferences in consumers' ethical perception formation. *Journal of Consumer Behaviour* 9(4): 275–292.

Brunk, K.H. (2010). Ethical reputation: Fact or Fiction? *Marketing Theory and Applications*, Vol. 21, eds M.K. Brady and M.D. Hartline, American Marketing Association, Chicago, IL.

Brunk, K.H. (2010) \*. Exploring origins of ethical company/brand perceptions - A consumer perspective of corporate ethics. *Journal of Business Research* 63(3): 255–262.

Brunk, K.H., and Bluemelhuber C. (2009). The impact of un/ethical corporate conduct on consumers' ethical perceptions: A multidimensional framework. *Advances in Consumer Research*, Vol. 37: 368–373, eds M.C. Campbell, J. Inman and R. Pieters, Association for Consumer Research, Duluth, MN.

\* Article currently ranked among the **top 40 most cited articles** of the *Journal of Business Research* published during the past 5 years (google scholar rankings – h5 index)

### **Other international publications**

Brunk, K.H. (2016). Towards a Better Understanding of the Ethical Brand and its Management. In: Dall'Olmo Riley, F., Singh, J., and Blankson, C. (eds.), *The Routledge Companion to Brand Management*. Routledge, London: 280-293.

Brunk, K.H. (2013), "Consumer Perceived Ethicality of a Brand/Company (CPE)", PsychTESTS, American Psychological Association (APA), DOI 10.1037/t15261-000.

Brunk, K.H. (2009). De ce avem o imagine proastă? O perspectivă a consumatorului asupra comportamentului lipsit de etică al corporațiilor. *Revista Romana de Marketing*, anul IV, 3: 73-93. Number one marketing journal in Romania. Invited publication.