

**PD DR.
CHRISTINE VALLASTER**

Konferenzbeiträge in der Übersicht

1. Vallaster, C. and von Wallpach, S. (2014), "Linking strategy-as-practice knowledge and multi-stakeholder brand meaning co-creation: Insights from a small, non-commercial institutional context", EMAC Valencia, June 3rd – 6th, Spain.
2. Vallaster, C. and Bechtold, B. (2012), "Improving the Legitimacy in Controversial Industries Through Shared Value: A Corporate Branding Perspective, presented at the 15th ICIG Symposium, September 19-21, Aarhus, Denmark.
3. Lindgreen, A., Vanhamme, J., Maon, F. and Vallaster, C. (2011), "Sustainable Brands: Religious Brands vs. Non-Religious Brands", presented at the Eighteenth Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John's University, USA, October 26-28.
4. Vallaster C. and von Wallpach, S. (2011), "Brand Meaning Co-Creation of Newcomers: A Founder's Perspective", accepted for 7th Global Brand Conference of the AM Brand, Corporate Identity and Reputation SIG, Oxford.
5. Vallaster C. (2010), 13th ICIG Symposium, "CSR and Corporate Branding: Out-of-the-box Thinking Required", St. Gallen, Switzerland, September.
6. Proposal for a Presenter Symposium (2010), European Marketing Academy Society (EMAC), Title: Virtuality and Brands, Contribution by Vallaster, C., von Wallpach, S. and de Chernatony, L. (2010), "Social Discourse Theory and Inquiry into Multi-Stakeholder Co-Creation of Brand Meaning", Copenhagen, June.
7. Vallaster, C. and von Wallpach, S. (2010), "The struggle for corporate legitimacy: A discursive inquiry into multi-stakeholder brand meaning co-creation", presented at 6th International Colloquium of the Academy of Marketing "Brand, Corporate Identity and Reputation Special Interest Group", ESADE, Barcelona, April 2010.
8. Vallaster, C. (2009), "Entrepreneurial Branding: Living authenticity during times of growth", presented at 5th International Colloquium of the Academy of Marketing "Brand, Corporate Identity and Reputation Special Interest Group", Branding and Society, the Social, Cultural and Financial Impact of Brands in the 21st Century, Cambridge, September 1st – 3rd 2009.
9. Fisher-Buttinger, C. and Vallaster, C. (2009), "Authenticity in Brand Management: A Myth or a Source of Competitive Advantage?", 3. Internationaler Markentag 2009 in Wien 24. und 25. September.
10. Vallaster, C. and de Chernatony, L. (2009), "Modelling the way social interactions build corporate brands internally: Implications for Service management", 71st VHB Annual Congress 2009, German Academic Association for Business Research (VHB), 3 - 6 June, "Service Management"
11. Jones, M. Y., Spence M.T. and Vallaster, C. (2007), "Using a Website to Create Brand Emotion", presented at 2nd Asia Pacific Symposium on Emotions and Worklife, Friday, 23rd November.

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12. Vallaster, C., L. de Chernatony, and von Wallpach, S. (2005), "Weblogs: How they contribute to co-construct a corporate brand: The case of Gate Gourmet". Paper presented at Branding Conference in Birmingham.
13. Vallaster, C. et al. (2005), "Brands as Complex Social Phenomena". Paper presented at Branding Conference in Birmingham.
14. Proposal for a Presenter Symposium (2005), Academy of Management Annual Meeting, Title: Organizational Identity and Organizational Culture: What's the Difference?
My contribution: "Culture and Identity in Multicultural Work Groups: A Social Representation Perspective".
15. Vallaster, C. and Jones, M. (2005), "Identifying Routes to Product Acceptance: Results from a Cross-Cultural Investigation", presented at EMAC (European Marketing Academy), Milan May 2005.
16. Vallaster, C. and de Chernatony, L. (2004), "How much do leaders matter in internal brand building? An international perspective", presented at IFSAM conference, Göteborg, July.
17. Jones, M., and Vallaster, C. (2004), "Culture and Emotion: A Brand That Fits", presented at AMS Cultural Perspectives on Marketing Conference in Puebla, Mexico, September.
18. Holden, S. J., McIntyre, S., Jones, M. and Vallaster, C. (2003), "Guess What? Having the audience guess the result increases the impact of a communication", *Proceedings of LaLonde Conference, LaLonde (France)*.
19. Hartl, K. and Vallaster, C. (2002), "Leadership in a Multicultural Context: Introducing Structuration Theory as a Conceptual Framework", *Proceedings of Identifying Culture Conference, IIB-School of Economics, Stockholm, May, 1 – 25 (handouts)*.
20. Vallaster, C. (2002), "Brand Management in a Multicultural Environment: Towards an Action Research / Action Learning Framework", presented at 1st International Workshop on Qualitative Research in Marketing and Management, University of Economics and Business Administration, Vienna, April.
21. Vallaster, C. (2001), "Strategic decision-making by Multicultural Groups", presented at AIB Paris, December – Gunnar Hedlund Award.
22. Vallaster, C. (2001), "Successful Strategic Brand Management in Multinational Corporations: The Role of Shared Meaning Development and Leadership", presented at the Research Seminar 2001 at Torcuatta di Tella, Buenos Aires (Argentina), October.
23. Vallaster, C. (2001), "Strategic Decision Making by Multicultural Groups", presented at the 2001 Academy of Marketing Science Annual Conference in San Diego, May/June, Award 'doctoral dissertation'.
24. Jones, M. and Vallaster, C. (2000), "Branding on the Internet: A Virtual Competitor to Conventional Media?", *Proceedings of the 20th annual Advertising and Consumer Psychology Conference, September, 24 – 40 (CD-Rom)*.
25. Vallaster, C. (2000), "Strategic Decision Making in an International Setting", *Proceedings of the Multicultural Marketing Conference in Hong Kong (AMS), August, 87 – 104 (CD-Rom)*.
26. Vallaster, C. (2000), "Strategic Decision Making as an Emerging Process of Social Representations in Multicultural Organizations", *Proceedings of the American Marketing Association The International Marketing Educators Conference in Buenos Aires (Argentina), June, 18 – 25*.

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27. Vallaster, C. (2000), "Surviving the Doctoral Thesis", presented at New Zealand Strategic Management Society Educators Conference at Canterbury University, Christchurch, New Zealand (with Adam Lindgreen and Joelle Vanhamme), February.
28. Vallaster, C. (1999), "Strategy Development and Implementation - A Case Study of an Asian/Western Multicultural Group", Proceeding of the 7th Cross-Cultural Research Conference, Cancun/Mexico, December, 203 – 229 (CD-Rom). <http://marketing.byu.edu/htmlpages/ccrs/proceedings99/vallaster.htm>
29. Vallaster, C., (1998), "Shared Mental Model Development", presented at ANZMAC, Colloquium for Doctoral Students in Marketing, University of Otago, Dunedin (New Zealand), November/December, Best Paper Award.
30. Vallaster, C. (1998), "In Search for Pan-European Customer Segments: Using Means-end Theory to Determine the Degree of Convenience Food Product Standardization", presented at ANZMAC, University of Otago, Dunedin (New Zealand) (with Antretter, Ch.), November/December, Proceedings of the Australia and New Zealand Marketing Academy Conference 1998, Otago, Dunedin, 81-87.
31. Vallaster, C. (1998), "The Development of Shared Mental Models and Shared Vision by Multicultural Groups - A Case Study Approach Exploring Marketing Decision-Making Process", presented at EMAC, Colloquium for Doctoral Students in Marketing, Stockholm, May, 24 – 35.
32. Vallaster, C. (1997), "Development and Implementation of Positioning Strategies in Theory and Practice? What Researchers and Managers Should Benefit From A Comparison? in: Bergadà, M. (ed.), Proceedings of the 24th Annual Conference of the European Marketing Academy, Paris, 1443-1450. (with Botschen, G. / Rigger, W. / Bradley, F.)