

**PD DR.  
CHRISTINE VALLASTER**

**Auszug betreute Masterarbeiten von 2010 – 2014**

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2014, Stephanie de Meyer, Master: Social Innovators in Europe: Perspectives of their dynamic capabilities, Munich Business School.

2013, Azad Omrani, Master: Customer Behavior Analysis of Nanotechnology Product – A B2B Analysis, University of Würzburg.

2013, Bernd Aernie, Master: Multichannel-Retailing von Luxusmarken. Der Einfluss von Multichannel-Retailing auf Luxus Flagship-Stores, University of Liechtenstein.

2013, Stephanie Fetz, Master: Generierung von Shared Value entlang der Wertschöpfungskette: Implikationen für das Markenmanagement auf Unternehmensebene (*Generation of Shared Value along the value chain: Implication for brand management on a corporate level*), University of Liechtenstein.

2013, Bernhard Berchtold, Master: Shared Value Proposition - A facilitator for SME recovery from company crises, Case study exploration with ENJO International GmbH, University of Liechtenstein.

2012, Sophie Reichart, Master: Veränderung der Markenbedeutung bei Unternehmenskrise Fallstudienanalyse im Kontext der Nonprofit-Organisation Unicef (*Change of brand meaning: Case analysis in the context of the nonprofit-organisation Unicef*), University of Liechtenstein.

2012, Tantiratanawat, Pornchanok, Master: How does an integrated marketing communication during new product launch affect the customer perception of brand promise, Munich Business School.

2012, Mareike Ost, Master: The impact of online brand communities on the consumer decision journey in the Fast Moving Consumer Goods sector.

2012, Kathrin Meffert, Master: The influence of anti- brand- movements on a brand meaning on the basis of the Nestlé case – Implications how to deal with anti- brand movements, Munich Business School.

2012, Tina Kautler, Master: Nachhaltigkeitsmarketing im Mittelstand (*Sustainability Marketing amongst SMEs*), University of Würzburg.

2011, Felix Motzko, Master: Experiential Branding in the FMCG Industry, Munich Business School.

2011, Elina Schefenacker, Master: CSR als Kern der Markenstrategie - Nische oder Notwendigkeit? (*CSR as core of the branding strategy – niche or necessity?*), Munich Business School.

2011, Karolin Egger, Master: Authentische Markenführung im Social Web (*Managing Brands authentically in the Web*), University of Liechtenstein.

2011, Tobias Fuchs, Master: Der Einfluss von Betreuung und Finanzierung einer Venture Capital Gesellschaft auf die Unternehmensmarke der Portfoliounternehmung (*The influence of coaching and financing of a Venture Capital Company on a Corporate Brand of the Portfolio-company*), University of Liechtenstein.

2010, Rebecca Salokat, Master: Rebuilding A Corporate Brand – Strategy development to Regain the Strength of a Corporate Brand, case analysis of bank listed at the stock exchange, University of Liechtenstein.