

**PD DR.
CHRISTINE VALLASTER**

Journal contributions

Editor (together with Temi Abimbola, University of Warwick, UK) of special issue on Brand, Identity and reputation in SMEs and entrepreneurial organisations, *Qualitative Market Research: An International Journal*, 10 (4), 2007.

Double-blind refereed Journals:

1. Vallaster, C. and Czinkota, M. (2015, forthcoming), "Brand orientation in a culturally-diverse environment – Insights from structuration theory", *International Journal of Entrepreneurial Venturing*. **Rank B according to VHB.**
2. Vallaster, C. and von Wallpach, S. (2013), "An online discursive inquiry into multi-stakeholder corporate brand meaning co-creation", *Journal of Business Research*, 66: 1505–1515. **5-Year Impact Factor: 2.203.**
3. Vallaster, C. et al. (2013), "The Impact of Corporate Brand Authenticity on Brand Trust and SME Growth: A CEO Perspective", *Journal of World Business*, 48 (3), 340 – 348. **5-Year Impact Factor: 3.330.**
4. Vallaster, C. and Lindgreen, A. (2013), "The Role of Social Interactions in Building Internal Corporate Brands: Implications for Sustainability", *Journal of World Business*, 48 (3), 297–310. **5-Year Impact Factor: 3.330.**
5. Vallaster, C. and Mühlbacher, H. (2012), "Strategy-as-practice: What Social Representation Theory can Contribute to Account for the Dynamic Forces Involved in Strategy Formation ", *DBW*, 72 (5): 393 – 405. **Impact Factor: 1.31.**
6. Vallaster, C., Lindgreen, A. and F. Maon (2012), "Strategically Leveraging Corporate Social Responsibility to the Benefit of Company and Society: A Corporate Branding Perspective", *California Management Review*, 54 (3), 34 – 60. (this article is amongst the top 10 most downloaded articles within the past 16 months; **5-Year Impact Factor: 2.554.**
7. Vallaster, C. and Lindgreen, A. (2011), "Corporate Brand Strategy Formation: Brand Actors and the Situational Context for a Business-to-Business Brand", *Industrial Marketing Management*, 40 (7), 1133-1143. **Impact Factor: 2.376.**
8. Vallaster, C. and Kraus, S. (2011), "Entrepreneurial Branding: Growth and its Implications for Brand Management", *International Journal of Entrepreneurship and Small Business (IJESB)*, 14 (3), 369–390.
9. Vallaster, C. (2010), "Corporate Branding von Start-Ups - der erfolgreiche Aufbau der Unternehmensmarke", *ZfKE - Zeitschrift für KMU und Entrepreneurship*, 58 (4), 329 – 335.
10. Fisher-Buttinger, C. and Vallaster, C. (2009), "Spielregeln für die Interaktion von Online Communities zur Stärkung der Marke", *Marketing goes Viral, Marketing Review St. Gallen*, 1, 29 – 33.
11. Jones, M., Spence, M. and Vallaster, C. (2008) "Creating Emotions via B2C Websites", *Business Horizons*, 51 (5), Sep – Oct, 419 - 428. **Impact Factor: 1.416.**
12. Vallaster, C. (2007), "Markenbildung nach innen: Der Beitrag von Mitarbeiter-auswahlprozessen beim Aufbau einer Unternehmensmarkenidentität – eine strukturations-theoretische Analyse", *Marketing ZfP*, 29 (4), 263–276. **VHB Ranking B.**

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13. Vallaster, C. and de Chernatony, L. (2006), "Internal brand building and structuration: the role of leadership", *European Journal of Marketing*, 40 (7/8), 761 - 784.
14. Vallaster, C. and Hasenoehrl, S. (2006), "Assessing new product potential in an international context: Lessons learned in Thailand", *Journal of Consumer Marketing*, 23 (2), 67 – 76.
15. Rode, V. and Vallaster, C. (2005), "Corporate branding for start-ups: The crucial role of entrepreneurs", *Corporate Reputation Review*, 8 (2), 121 - 135.
16. Vallaster, C. (2005), "Cultural diversity and its impact on social interactive processes: Implications from an empirical study", *International Journal of Cross-Cultural Management*, 5 (2), 139 - 163.
17. Vallaster, C. and de Chernatony, L. (2005), "Internationalisation of services brands: The role of leadership during the internal brand building process", *Journal of Marketing Management*, 21 (1-2), 181 – 203.
18. Vallaster, C. (2004), "Internal Brand Building in Multicultural Organizations: A Roadmap Towards Action Research", *Qualitative Market Research: An International Journal*, 7 (2), 100 – 113.
19. Vallaster, C. and Koll, O. (2002), "Participatory Group Observation – A Tool to Analyze Strategic Decision Making", *Qualitative Market Research: An International Journal*, 5 (1), 40-57.
20. Lindgreen, A., Vallaster, C. and Vanhamme, J. (2001), "Getting on Top of your PhD –Experiences of Three Survivors", *the Marketing Review*, 1 (4), 505 – 529.
21. Vallaster, C. (2001), "Strategy Making in Multicultural Groups – It Works if Leadership is Effective", *Asia Pacific Journal of Marketing and Logistics*, 13 (3), 19 – 40.
22. Vallaster, C. (2000), "Conducting Field Research in Asia: Fundamental Differences as Compared to Western Societies", *Culture and Psychology*, 6 (4), 461 - 476.
23. Antretter C. and Vallaster, C. (1999), "Consumers' Meaning Structures and Their Information Value for Marketing-Mix Standardization: An Application of Means-End Theory in the European Convenience Food Sector", *Journal of International Marketing and Exporting*, 4 (2), 93 – 103.