

Lebenslauf / Curriculum Vitae

Univ.-Prof. Dr. Christine Vallaster

Paris Lodron Universität Salzburg
Fachbereich BWL / Marketing
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Education

30 June 2009	Habilitation <i>venia legendi</i> for business and management at the Institute for Marketing at University of Innsbruck (Austria) on the topic of: "Aligning organizations along the corporate brand values in an intercultural environment: Contributions from Structuration Theory" under the guidance of Univ. Prof. Dr. Hans Mühlbacher
31 May 2000	Completion of the doctoral degree program at the Institute for Marketing University of Innsbruck (Austria) on the topic of: "Strategy Making by Multicultural Groups" under the guidance of Univ. Prof. Dr. Hans Mühlbacher Empirical phase of two years was carried out with the support of City University of Hong Kong and in cooperation with international companies
28 February 1997	Completion of the diploma program for international business at University of Innsbruck (Austria).
1989	University entrance qualification gained from Feldkirch Handelsakademie (Austria).

Previous Experience

Mid Sept 2015 – Jan 2023	Senior Lecturer & Head of Research, leading the Marketing & Relationship Management (MRM) section at the University of Applied Sciences Salzburg FHS (Austria); from May 2022 – December 2022, I was appointed <i>Head of Business and Tourism</i> Head of interdisciplinary study programme <i>Circular economy</i> (www.fh-salzburg.ac.at/cew) (<i>Weiterbildung</i>), responsible for entire content of the programme plus marketing
08/2015 – 12/2017	Senior Researcher at the Department of Controlling and Accounting, Bundeswehr University Munich

2008 – 08.2015	<p>Main responsibilities: Book editing and organization; development of grant applications (e.g. Alpine Space); Bachelor-supervision (one bachelor work was excellent is now a contribution in the book <i>Measuring Sustainability: Spanning Theory and Practice from Social Innovations to Strategic Corporate Social Responsibility (SCSR)</i>, Routledge, Taylor & Francis: UK.</p> <p>I also took part in PhD-seminars to teach and sensitize participants of the challenges of qualitative research.</p>
2008 – 08.2015	<p>Senior lecturer Liechtenstein University, Institute for Entrepreneurship</p> <p><u>Fields of responsibility:</u> In addition to classic development work at a fledgling university (e.g. curriculum development, representation on various committees, acquisition of third-party funds, publications, etc.), I took on the lead for the project “Structural change promoting gender equality in academia” http://www.sapgeric.eu2013.vu.lt/geirica-liechtenstein/</p> <p><u>Case study development:</u></p> <ul style="list-style-type: none"> • BIONADE (Topic: A Nobody Transforms into a Star – Challenges for Brand and Reputation Management, Industry: soft drinks) • attocube systems (Topic: Strong growth and implications for reputation and management; Industry: Technology) • CEDES (Topic: Growth strategies – Entrepreneurial strategies in the B2B context; Industry: Technology) • Brauhaus Liechtenstein (Topic: Corporate Branding of Start-Ups – building up a corporate brand successfully)
2003 to 2008	<p>Research Fellow Alexander at the Humboldt Foundation and the German Research Foundation (DFG) –University of Giessen (Germany) and University of Innsbruck (Austria)</p>
01/2002 – 12/2002	<p>Co-Director of Center for Management Studies in Latin America (CMLA) and Assistant Professor at WHU Otto Beisheim Graduate School of Management, Herbert Quandt Endowed Chair for International Management</p>
2001	<p>Assistant Professor at IAE, Universidad Austral, Buenos Aires (Latin American spin-off of IESE Business School in Argentina)</p>
1998 – 2001	<p>Assistant Professor at Department of Value-Process Management/Marketing, University of Innsbruck (Austria)</p>