

## List of publication

### Double-blind refereed Journals

- Lienbacher, E., Vallaster, C., and Huis, C. (2024). "Green Organizations und Kooperationen", Zeitschrift für Führung und Organisation, Jhg. 93, 25 – 30. 10.34156/0722-7485-2024-3-25
- Vallaster, C., Cesinger, B., Niemand, T., Huis, C. and Lienbacher, E. (2023). "Conscientious enterprises: The role of decision makers' social identity and the preference to engage in B2B relationships", *Industrial Marketing Management*, 111, 16–228.  
[doi.org/10.1016/j.indmarman.2023.04.006](https://doi.org/10.1016/j.indmarman.2023.04.006)
- Kinzinger, A., Steiner, W., Tatzgern, M., and Vallaster, C. (2022). „Comparing low sensory enabling (LSE) and high sensory enabling (HSE) virtual product presentation modes in e-commerce“, *Information Systems Journal*, 32(5), 1034–1064. (VHB Jourqual 3: A)  
[doi.org/10.1111/isj.12382](https://doi.org/10.1111/isj.12382)
- Cesinger, B., Vallaster, C. and Müller, J. (2021). "The Ebb and Flow of Identity among Sustainable Entrepreneurs: Implications for Dealing with their Hybridity", *European Management Journal*, 40(1), 77–89. (VHB Jourqual 3: B) [doi.org/10.1016/j.emj.2021.04.003](https://doi.org/10.1016/j.emj.2021.04.003)
- Lienbacher, E., Koschinsky, J., Holweg, C., and Vallaster, C. (2020). "Spatial Decision Support for Hybrid Organizations: Siting New Social Supermarkets in Austria", *International Journal of Retail & Distribution Management*. 49(7), 999–1024 (VHB Jourqual 3: C)  
[doi.org/10.1108/IJRDM-10-2020-0422](https://doi.org/10.1108/IJRDM-10-2020-0422)
- Vallaster, C. and Sageder, M. (2020). "Verändert Covid19 die Akzeptanz virtueller Lehrformate in der Hochschulausbildung?", *Zeitschrift für Hochschulentwicklung*, 15(4), 281–301.
- Lienbacher, E., Cesinger, B., and Vallaster, C. (2020). "Stand der Forschung zum Einsatz von Augmented Reality und Virtual Reality im stationären Einzelhandel und Implikationen für KMU", *ZfKE: Zeitschrift für KMU und Entrepreneurship*, 68(3–4), 259–284. (VHB Jourqual 3: C).
- Lienbacher, E., Holweg, C., and Vallaster, C. (2020). „Sinnhaftigkeit als Erfolgsfaktor? Das Sozialmarkt-Konzept. Für soziale Integration und die Weitergabe wertvoller Lebensmittel“, *Zeitschrift Führung + Organisation*, 4, 236–240. (VHB Jourqual 3: D).
- Vallaster C., Maon, F., Lindgreen A. and Vanhamme, J. (2019). „Serving Multiple Masters: Micro-Foundations of Dynamic Capabilities in Hybrid For-Profit Organizations“, *Organization Studies*, 42(6), 911–947. [doi.org/10.1177/0170840619856034](https://doi.org/10.1177/0170840619856034). (VHB Ranking A, AJG ranking \*\*\*\*+, 5-Year Impact Factor 3.543),
- Vallaster, C., Kraus, S., Lindahl, J.M. and Nielson, A. (2019). "Ethics in Entrepreneurship: Identifying Streams of Past and Future Research", *Journal of Business Research*, 99, 226–237. (VHB Ranking B, 5-Year Impact Factor: 4.747).
- Zenker, S., von Wallpach, S., Braun, E., and Vallaster, C. (2018). „How the refugee crisis impacts the decision structure of tourists: A cross-country scenario study“, *Tourism*

- Management, 71(April), 197–212. [doi.org/10.1016/j.tourman.2018.10.015](https://doi.org/10.1016/j.tourman.2018.10.015) (*Impact Factor 5.9, AJG ranking \*\*\*\**)
- Vallaster, C. and Von Wallpach, S. (2018). “Brand Strategy Co-creation in a Nonprofit Context: A Strategy-as-Practice Approach”, *Nonprofit and Voluntary Sector Quarterly*, 47(5), 984–1006. [doi.org/10.1177/0899764018776373](https://doi.org/10.1177/0899764018776373), (*VHB Ranking B, Impact Factor 2.901*).
- Vallaster, C., Kraus, S., Kailer, N. and Baldwin, B. (2018). “Responsible entrepreneurship: outlining the contingencies”, *International Journal of Entrepreneurial Behavior & Research*, 25(3), 538–553. [doi.org/10.1108/IJEBR-04-2018-0206](https://doi.org/10.1108/IJEBR-04-2018-0206) (*Impact Factor 2.391*)
- Kraus, S., Burtscher, J., Vallaster, C., and Angerer, M. (2018). „Sustainable Entrepreneurship Orientation: A Reflection on Status-Quo Research on Factors Facilitating Responsible Managerial Practices”, *Sustainability*, 10(2):444, 1–21. [doi.org/10.3390/su10020444](https://doi.org/10.3390/su10020444) (*Impact Factor: 2.592; VHB Ranking C*)
- Vallaster, C., Zenker, S. and von Wallpach, S. (2017). “The Interplay Between Urban Policies and Grassroots City Brand Co-creation and Co-destruction During the Refugee Crisis: Insights From the City Brand Munich (Germany)”, *Cities*, 80, 53–60. [10.1016/j.cities.2017.07.013](https://doi.org/10.1016/j.cities.2017.07.013) (*Impact Factor: 3.853*)
- Vallaster, C. (2017). “Managing a Company Crisis Through Strategic Corporate Social Responsibility: A Practice-based Analysis”, *Corporate Social Responsibility and Environmental Management*, 24(6), 509 – 523. [doi.org/10.1002/csr.1424](https://doi.org/10.1002/csr.1424) (*Impact Factor: 5.513, VHB Ranking C*)
- Vallaster, C. and Czinkota, M. (2016). “Brand orientation in a culturally-diverse environment – Insights from structuration theory”, *International Journal of Entrepreneurial Venturing*, 8(4), 355–377. [doi.org/10.1504/IJEV.2016.082219](https://doi.org/10.1504/IJEV.2016.082219) (*VHB Ranking B*)
- Vallaster, C. and von Wallpach, S. (2013). “An online discursive inquiry into multi-stakeholder corporate brand meaning co-creation”, *Journal of Business Research*, 66(9), 1505–1515. [doi.org/10.1016/j.ibusres.2012.09.012](https://doi.org/10.1016/j.ibusres.2012.09.012) (*VHB Ranking B, 5-Year Impact Factor: 4.747*)
- Eggers, F., O’Dwyer, M., Kraus, S., Vallaster, C. and Guldenberg, S. (2013). “The Impact of Corporate Brand Authenticity on Brand Trust and SME Growth: A CEO Perspective”, *Journal of World Business*, 48(3), 340–348. [doi.org/10.1016/j.jwb.2012.07.018](https://doi.org/10.1016/j.jwb.2012.07.018) (*VHB Ranking B, 5-Year Impact Factor: 6.078*)
- 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. [doi.org/10.1016/j.jwb.2012.07.014](https://doi.org/10.1016/j.jwb.2012.07.014) (*VHB Ranking B, 5-Year Impact Factor: 6.078*)
- 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.
- 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. [doi.org/10.1525/cmr.2012.54.3.34](https://doi.org/10.1525/cmr.2012.54.3.34) (*VHB Ranking B, 5-Year Impact Factor: 13,5*).

- 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. [doi.org/10.1016/j.indmarman.2011.09.008](https://doi.org/10.1016/j.indmarman.2011.09.008) (VHB Ranking B, Impact Factor: 4.779, 5-year Impact Factor 5.088)
- 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. [doi.org/10.1504/IJESB.2011.042759](https://doi.org/10.1504/IJESB.2011.042759) (VHB Ranking C)
- Vallaster, C. (2010). "Corporate Branding von Start-Ups - der erfolgreiche Aufbau der Unternehmensmarke", *ZfKE - Zeitschrift für KMU und Entrepreneurship*, 58(4), 329–335. (VHB Ranking C)
- 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. [doi.org/10.1007/s11621-009-0007-8](https://doi.org/10.1007/s11621-009-0007-8)
- Jones, M., Spence, M. and Vallaster, C. (2008). "Creating Emotions via B2C Websites", *Business Horizons*, 51(5), 419–428. [doi.org/10.1016/j.bushor.2008.03.009](https://doi.org/10.1016/j.bushor.2008.03.009) (VHB Ranking C, Impact Factor: 2.157, 5-year Impact Factor 3.329).
- Vallaster, C. (2007). "Markenbildung nach innen: Der Beitrag von Mitarbeiterauswahlprozessen beim Aufbau einer Unternehmensmarkenidentität – eine strukturierungstheoretische Analyse", *Marketing ZfP*, 29(4), 263–276. [dx.doi.org/10.15358/0344-1369-2007-4-261](https://dx.doi.org/10.15358/0344-1369-2007-4-261) oder [www.jstor.org/stable/41922093](http://www.jstor.org/stable/41922093)
- 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. [doi.org/10.1108/03090560610669982](https://doi.org/10.1108/03090560610669982) (VHB Ranking C, Impact Factor: 1.333, Five-year Impact Factor: 2.686).
- 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. [doi.org/10.1108/07363760610655005](https://doi.org/10.1108/07363760610655005) (VHB Ranking C).
- Rode, V. and Vallaster, C. (2005). "Corporate branding for start-ups: The crucial role of entrepreneurs", *Corporate Reputation Review*, 8(2), 121–135. [doi.org/10.1057/palgrave.crr.1540244](https://doi.org/10.1057/palgrave.crr.1540244) (VHB Ranking C)
- 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. [doi.org/10.1177/1470595805054490](https://doi.org/10.1177/1470595805054490)
- 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. [doi.org/10.1362/0267257053166839](https://doi.org/10.1362/0267257053166839) (VHB Ranking C).
- Vallaster, C. (2004). "Internal Brand Building in Multicultural Organizations: A Roadmap Towards Action Research", *Qualitative Market Research: An International Journal*, 7(2), 100–113. (VHB Ranking C)
- 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. (VHB Ranking C)

- 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.
- Vallaster, C. (2001). "Strategy Making by Multicultural Groups – It Works if Leadership is Effective", *Asia Pacific Journal of Marketing and Logistics*, 13(3), 19–40.  
[doi.org/10.1108/13555850110764810](https://doi.org/10.1108/13555850110764810)
- Vallaster, C. (2000). "Conducting Field Research in Asia: Fundamental Differences as Compared to Western Societies", *Culture and Psychology*, 6(4), 461–476.  
[doi.org/10.1177/1354067X0064003](https://doi.org/10.1177/1354067X0064003) (*Impact Factor 0.8*).
- 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.

### **Editorials**

- together with Kraus, S. and Norat, T., special issues on Sustainable Development in SMEs, *Sustainability*, online [https://www.mdpi.com/journal/sustainability/special\\_issues/SMEs](https://www.mdpi.com/journal/sustainability/special_issues/SMEs).  
together with Temi Abimbola, University of Warwick, UK); special issue on brand, identity and reputation in SMEs and entrepreneurial organisations, *Qualitative Market Research: An International Journal*, 10(4), 2007. [doi.org/10.1108/13522750710819685](https://doi.org/10.1108/13522750710819685)

### **Book contributions**

- Vallaster, C. and Lechner, P. (2022). "Co-Creation of Conscientious Corporate Brands – Facilitating Societal Change Towards Sustainability - A Structured Literature Analysis", in: Markovic, S., Gyrd-Jones, R., von Wallpach, S., Lindgreen, A. (eds) *Research Handbook on Brand Co-Creation - Theory, Practice and Ethical Implications*, Edward Elgar Publishing Ltd, 256–273 (Chapter 16). <https://doi.org/10.4337/9781839105425>
- Wecht, C.H., Cesinger, B., Vallaster, C., Aleksić, N. (2022). "Sustainable Circular Business Models: The Circular Economy Needs Responsibility and Purpose to Fulfil its Promises", in: Prokop, V., Stejskal, J., Horbach, J., Gerstlberger, W. (eds) *Business Models for the Circular Economy. Sustainability and Innovation*, Springer, 65–80. Cham.  
[https://doi.org/10.1007/978-3-031-08313-6\\_3](https://doi.org/10.1007/978-3-031-08313-6_3)
- Cesinger, B., Lienbacher, E., Kulas, C., und Vallaster, C. (2021). "Digitalisierung im stationären Einzelhandel. Fallstudienbetrachtung zweier österreichischer Unternehmerfamilien", in: *Sammelband zum 20-jährigen Jubiläum der EQUA-Stiftung*, 379–393.
- Theiner, M. and Vallaster, C. (2018). "Runter von den Barrikaden – Emotionale Intelligenz im öffentlichen Kontext", in: Gölzner, H. und Meyer, P. (eds) *Emotionale Intelligenz in Organisationen*, Springer Wiesbaden, 315–332. [doi.org/10.1007/978-3-658-19127-6\\_15](https://doi.org/10.1007/978-3-658-19127-6_15)

- Lindgreen, A., Maon, F. and Vallaster, C. (2016). "Building Brands via Corporate Social Responsibility", in: Dall'Olmo Riley, F., Singh, J., Blankson, C. (eds) The Routledge Companion to Contemporary Brand Management. [doi.org/10.4324/9781315796789-19](https://doi.org/10.4324/9781315796789-19)
- Omrani, A. and Vallaster, C. (2015). "Accepting a new nano-tech based technology in the fruit storage industry: A B2B perspective from the Middle-East", in: Rishi, B. (ed) Islamic Perspectives on Marketing and Consumer Behaviour: Planning, Implementation and Controlling, IGI Global, USA, 268–295. [dx.doi.org/10.4018/978-1-4666-8139-2.ch012](https://dx.doi.org/10.4018/978-1-4666-8139-2.ch012)
- Vallaster, C., Kraus, S. and Baldegger, U. (2013). Liechtenstein Brewing Co.: The Corporate Branding of a Start-Up, in: Hayton, J., Salvato, C. and Manimala, M. J. (eds.): Academy of Management (AoM) Entrepreneurship Division Ambassadors Program Casebook, Routledge, Global Entrepreneurship Case Studies of Entrepreneurial Firms Operating around the World, 110–127.
- Vallaster, C. and Kraus, S. (2012). "Attocube Systems", in: Kraus, S. (ed) Entrepreneurship – Fallstudien, Springer Wien, 35–60. [doi.org/10.1007/978-3-7091-0761-4\\_3](https://doi.org/10.1007/978-3-7091-0761-4_3)
- Fisher-Buttinger, C. and Vallaster, C. (2011). "Corporate Branding and Corporate Reputation – divided by a shared purpose?", in: Helm, S. et al. (eds) Reputation Management – Management for Professionals, Springer Berlin Heidelberg, 59–73. [https://doi.org/10.1007/978-3-642-19266-1\\_7](https://doi.org/10.1007/978-3-642-19266-1_7)
- Vallaster, C. (2010). "Change Communication – erfolgreich Wandel initiieren durch Wahrnehmung und Reflexion", in: Harringer, C. und Maier, H. (Hrsg.) Change Communications Jahrbuch 2010 (Einleitung), Springer Berlin Heidelberg, 16–19. [doi.org/10.1007/978-3-642-14500-1\\_1](https://doi.org/10.1007/978-3-642-14500-1_1)
- Vallaster, C. (2010). "Was kann Papa von Hannah und Samuel abschauen? Oder Was erfolgreiche Unternehmer von Kindern lernen können", in: Marxt, C., Kraus, S., Müller, D. (Hrsg.) Festschrift für Prof. Urs Baldegger, Institut für Entrepreneurship, Hochschule Liechtenstein, ibidem Stuttgart, 129–144.
- Fisher-Buttinger, C. and Vallaster, C. (2008). "Brand Ambassadors – Strategic Diplomats or Tactical Promoters?", in: Kitchen, P. (ed) Metaphor in Marketing, Palgrave Macmillan London, 132 – 145. [doi.org/10.1057/9780230227538\\_9](https://doi.org/10.1057/9780230227538_9)
- Reisigl, G. and Vallaster, C. (2007). "Critical Multicultural Team Situations: The Role of Anger", in: Wagner, D., Voigt, B.-F. (eds) Diversity-Management als Leitbild von Personalpolitik, DUV Wiesbaden, 249 - 271. [doi.org/10.1007/978-3-8350-9610-3\\_11](https://doi.org/10.1007/978-3-8350-9610-3_11)
- Vallaster, C. (2005), "Markenbildung nach innen und Personalauswahl: Der Versuch einer strukturationstheoretischen Integration", in: Matzler, K., Hinterhuber, H., Renzl, B., Rothenberger, S. (Hrsg.) Immaterielle Vermögenswerte - Handbuch der intangible Assets, Schmidt Berlin, 515 - 527.
- Esch, F.-R. and Vallaster, C. (2005), "Mitarbeiter zu Markenbotschaftern machen: Die Rolle der Führungskräfte", in: Esch, F.-R. (ed) Moderne Markenführung, Gabler Wiesbaden, 1009–1021. [doi.org/10.1007/978-3-8349-4541-9\\_41](https://doi.org/10.1007/978-3-8349-4541-9_41)
- Esch, F.-R., Rutenberg, J., Strödter, K. and Vallaster, C. (2005), "Verankerung der Markenidentität durch Behavioral Branding", in: Esch, F.-R. (ed) Moderne Markenführung, Gabler Wiesbaden, 985–1008. [doi.org/10.1007/978-3-8349-4541-9\\_40](https://doi.org/10.1007/978-3-8349-4541-9_40)

- Vallaster, C. (2004), "Action Research for Study Internal Branding", in: R. Buber, R., Gadner, J. and Richards, L. (eds) *Applying Qualitative Methods to Marketing Management Research*, Palgrave Macmillan New York, 194 – 205.
- Mühlbacher H. and Vallaster, C. (2002), "Managing Diversity in Multicultural Project Teams", in: Auer-Rizzi, W., Innreiter-Moser, C. and E. Szabo (eds) *Management in a World of Globalization and Diversity: European and North-American Perspectives (Management in einer Welt der Globalisierung und Diversität: Europäische und nordamerikanische Sichtweisen)*, Schäffer-Poeschel Stuttgart, 75–89.
- Vallaster, C. (2002), "Customer Relationship Management (CRM) in der Pharmaindustrie: Management-Hype oder Geheimnis des Erfolges?", *Annalen der Deutsch-Brasilianischen Wirtschaftstage 2002*.

### **Conferences**

- Neureiter, T., Netsch, S. und Vallaster, C. (2021), Partizipative Kleinstadtgestaltung: Open Innovation als Tool zur Findung von kreislaufbasierten Innovationen, Cottbus Konferenz Klein(e) Stadt ganz groß?, Cottbus (Deutschland), online, Juni.
- Huis, C., Lienbacher, E., and Vallaster C. (2021), Game changer: The need for radical collaboration for innovation, ISPIM Innovation Conference, Berlin (Germany), online, 21. June 2021.
- Wecht, C., Cesinger, B., and Vallaster, C. (2021), Refocusing innovation management activities on sustainable circular business models – a framework and pathway for further research, ISPIM, Berlin, June.
- Vallaster, C., Cesinger, B., Lienbacher, E. and Huis, C. (2021), Driving societal change through cross-sectoral collaboration: The role of Entrepreneurial Identity, ISPIM, Berlin, June.
- Lienbacher, E., Koschinsky, J., Holweg, C., and Vallaster, C. (2020). Hybridity in Food Retailing to facilitate social change: Social Supermarkets in the context of suppliers and demand. A neighborhood-level geospatial analysis of Austria, paper presented at the EGOS 2020 conference.
- Vallaster, (2018), "Hybrid Corporate Brands: The role of co-creational stakeholder practices enabling bifocal-innovation processes", presented during EMAC 2018 in Glasgow on 30<sup>th</sup> May 2018.
- Kinzinger, A., Tatzgern, M., Emsenhuber, G. and C. Vallaster (2018), „Der Einsatz von Virtual Reality im Marketing: Implikationen für die Entwicklung von neuen Vertriebsmodellen“, presented at FFH conference in April, FH Salzburg (includes preliminary results of the research project Virtual Reality & e-Commerce in SMEs)
- Vallaster, C. and Ertl, L.M. (2017), „Resilience and hybrid organizations: Empirical insights“, presented at the 1st LUISS-IESE conference in Roma, Italy.
- Vallaster, C. and Theiner, M. (2016), "Der lange Weg zu einer verantwortungsvollen Unternehmensmarke: Die Rolle der emotionalen Intelligenz“, Workshop Beitrag für Emotionale Konferenz an der FH Salzburg, November 2016.

- Vallaster, C. (2016), "Corporate CSR brands and Resilience: Implications from an Entrepreneurial Perspective", presented at ICIIG 2016, University of Essex, UK.
- Vallaster, C. and von Wallach, S. (2015), "Brand strategy co-creation: A strategy-as-practice approach", accepted for presentation at the Global Brand Conference, Finland.
- 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.
- Vallaster, C. and Bechtold, B. (2012), "Improving the Legitimacy in Controversial Industries Through Shared Value: A Corporate Branding Perspective, presented at the 15th ICIIG Symposium, September 19-21, Aarhus, Denmark.
- 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.
- 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.
- Vallaster C. (2010), 13th ICIIG Symposium, "CSR and Corporate Branding: Out-of-the-box Thinking Required", St. Gallen, Switzerland, September.
- 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.
- 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.
- 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.
- 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.
- 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"
- 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.



- 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.
- Vallaster, C. et al. (2005), "Brands as Complex Social Phenomena". Paper presented at Branding Conference in Birmingham.
- 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.
- 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.
- 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.
- 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).
- 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).
- 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.
- Vallaster, C. (2001), "Strategic decision-making by Multicultural Groups", presented at AIB Paris, December – Gunnar Hedlund Award.
- 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.
- 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'.
- 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).
- 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).
- 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.
- 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.



- 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>
- 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.
- 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.
- 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.
- 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.)

### **Published books**

- Lindgreen, A., Vallaster, C., Yousofzai, S. and Hirsch, B. (2018) Measuring Sustainability: Spanning Theory and Practice from Social Innovations to Strategic Corporate Social Responsibility (SCSR), Routledge, Taylor & Francis UK. [doi.org/10.4324/9781315401904](https://doi.org/10.4324/9781315401904)
- Lindgreen, F., Maon, F., Vanhamme, J., Florencio, B.P., Vallaster, C., and Strong, C. (2018) Engaging with Stakeholders: A Relational Perspective on Responsible Business, Routledge, Taylor & Francis UK. [doi.org/10.4324/9780429450341](https://doi.org/10.4324/9780429450341)
- Lindgreen, F., Vallaster, C., Maon, F., Florencio, B.P., Yousofzai, S. (2018) Sustainable Entrepreneurship: Discovering, Creating and Seizing Opportunities for Blended Value Generation, Tylor & Francis UK. [doi.org/10.4324/9781315611495](https://doi.org/10.4324/9781315611495)
- Vallaster, C. (2009) "Research Synopsis: Aligning organizations along the corporate brand values in an intercultural context", epubli Berlin.
- Fisher-Buttinger, C. and C. Vallaster (2008) "Connective Branding: Building Brand Equity in a Demanding World", John Wiley & Sons Ltd London. [doi.org/10.1002/9781119208396](https://doi.org/10.1002/9781119208396)
- Vallaster, C. (2005) "Strategic Decision Making by Multicultural Groups", Verlag Dr. Kovac Hamburg.

## Selected contributions to practice

### [Berichte Marketing des FB BWL der PLUS](#)

Vallaster, C. (2020) Welche Zukunft wollen wir hinterlassen, Spotlight, Copadata Kundenmagazin, 8-9. [e8b4b2e6-f142-4258-9839-6ec2ea5655d9 \(copadata.com\)](https://doi.org/10.1007/978-3-658-34696-9_151)

Vallaster, C. (2012) "Wenn der Kunde nicht zahlt", Harvard Business Manager, Case Development, December.

[www.researchgate.net/publication/346969151\\_WENN\\_DER\\_KUNDE\\_NICHT\\_ZAHLEN\\_WILL](https://www.researchgate.net/publication/346969151_WENN_DER_KUNDE_NICHT_ZAHLEN_WILL)

Fisher-Buttinger, C. and Vallaster, C. (2008) „Marketing trifft Personal“, Personal – Zeitschrift für Human Resource Management, 05, 10–12.

Vallaster, C. (2005) "Versprochen ist versprochen", Harvard Business Manager, Oktober, 110–114. [Versprochen ist versprochen](#)

Rode, V. and Vallaster, C. (2004) "Starthilfe für Gründer", Harvard Business Manager, Mai, 6–9.