

## CURRICULUM VITAE

### Andrea Giuffredi-Kähr

*Assistant Professor  
Marketing in the Digital Economy*

University of Zurich  
Department of Business Administration  
Plattenstrasse 14, CH-8032 Zurich  
Phone: +41 44 634 0540  
E-Mail: andrea.giuffredi-kaehr@business.uzh.ch

#### RESEARCH PROFILES

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Orc ID 0000-0002-7045-701X  
Researcher ID AAJ-6471-2020  
Google Scholar ID twWUh-MAAAAJ

#### ACADEMIC POSITIONS / PROFESSIONAL EXPERIENCE

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11/2019 – today **University of Zurich, Switzerland**  
Assistant Professor in Marketing in the Digital Economy, Department of Business Administration

06/2017 – 10/2019 **University of Bern, Switzerland**  
Postdoctoral Researcher, Marketing Department

09/2013 – 05/2017 **University of Bern, Switzerland**  
Research and Reaching Assistant, Marketing Department

06/2011 – 08/2013 **University of Bern, Switzerland**  
Student Research Assistant, Marketing Department

12/2007 – 08/2011 **NOVO Business Consultants AG**  
Marketing Assistant

07/2007 – 10/2007 **M.I.S. Marktforschungsinstitut**  
Interviewer for telephone surveys

#### EDUCATION AND PROFESSIONAL DEGREES

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04/2018 – 09/2019 **Certificate of Advanced Studies in Higher Education**  
University of Bern, Switzerland

09/2013 – 05/2017 **PhD in Marketing, Dr. rer. oec.**  
University of Bern, Switzerland – Marketing Department

02/2012 – 08/2013 **MSc. in Business Administration**  
University of Bern, Switzerland

09/2010 – 02/2011 **Erasmus Exchange Student in Business Administration**  
University of Valencia, Spain

09/2008 – 01/2012 **BSc. in Business Administration**  
University of Bern, Switzerland

09/2007 – 08/2008 **Completion of 1<sup>st</sup> year Studies in Law**  
University of Fribourg, Switzerland

08/2004 – 06/2007 **Bilingual Matura**  
Gymnasium Thun-Schadau, Switzerland

## MAIN RESEARCH INTERESTS

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- Brand management
- Consumer-brand relationships
- Pricing
- Behavioral change toward sustainable consumption

Particularly in the light of how the digitalization transformed these areas and the resulting implications for marketing management

## RESEARCH PAPERS

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### REFEREED JOURNAL PUBLICATIONS (bold: VHB-Journal Classification A+)

1. Kähr, Andrea, Bettina Nyffenegger, Harley Krohmer und Wayne D. Hoyer (2016), “When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage,” *Journal of Marketing*, 80 (3), 25-41. <https://doi.org/10.1509/jm.15.0006>
2. Malär, Lucia, Daniela Herzog, Harley Krohmer, Wayne D. Hoyer, and Andrea Kähr (2018), “The Janus Face of Ideal Self-Congruence: Benefits for the Brand versus Emotional Distress for the Consumer,” *Journal of the Association for Consumer Research*, 3 (2), 163-74. <https://doi.org/10.1086/697080>
3. Nyffenegger, Bettina, Andrea Kähr, Harley Krohmer, and Wayne D. Hoyer (2018), “How Should Retailers Respond to Consumer Brand Sabotage,” *Journal of the Association for Consumer Research*, 3 (3), 379-95. <https://doi.org/10.1086/698875>
4. Giuffredi-Kähr, Andrea, Alisa Petrova, and Lucia Malär (2022), “Sponsorship Disclosure of Micro vs. Mega Influencers – A Curse or a Blessing?”, *Journal of Interactive Marketing*, 57 (1), 18-34. <https://doi.org/10.1177/10949968221075686>

### BOOKS

5. Kähr, Andrea (2017), “Consumer Aggression in Marketing,” *Dissertation*. Available at: <https://boristheses.unibe.ch/id/eprint/1264>

## CONFERENCE PRESENTATIONS (presenter in bold)

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6. **Andrea Giuffredi-Kähr**, Malin Pimper, Sabrina Stöckli, Sybilla Merian, and Martin Natter "Share a future without plastic - by strengthening group identity and group efficacy," In: *Climate Change Challenge Conference (Pre-conference to the Conference of the Society of Consumer Psychology)*, Puerto Rico, March 2, 2023.
7. **Sylvia Häusermann**, Andrea Giuffredi-Kähr, Lucia Malär, and Mansur Khamitov "Why you keep purchasing from brands with a Dark Triad brand personality even if it makes you feel bad" In: *EMAC – Doctoral Colloquium*. Budapest, May 22-24, 2022.
8. **Giulia Crestini**, Radu Tanase, Andrea Giuffredi-Kähr and Martin Natter “Does Pricing Transparency Benefit or Harm the Retailer-Customer Relationship?,” In: *Annual Conference of the Decision Sciences Institute*. Virtual conference, November 20-22, 2021.
9. **Petra Tipaldi**, Andrea Giuffredi-Kähr, Martin Natter and Vincent Mak “Flexibility in Commitment Devices Contingent on Self- vs. Other-Achieved Goals,” In: *Conference of the Swiss Academy of Marketing Science*, Lucerne, October 15, 2021.
10. **Lucia Malär**, Andrea Giuffredi-Kähr, Mansur Khamitov, “The Dirty Thirty of Brand Personality: Narcissistic, Machiavellian, and Psychopathic Brands,” In: *Conference of the Association for Consumer Research*. Virtual conference, October 1-3, 2020.

11. **Clemens Ammann**, Andrea Giuffredi-Kähr, Bettina Nyffenegger, Harley Krohmer, Wayne D. Hoyer, “Brand Defense,” In: *American Marketing Association Winter Academic Conference*. San Diego, February 14-16, 2020.
12. Andrea Giuffredi-Kähr, Bettina Nyffenegger, **Wayne D. Hoyer**, Mansur Khamitov, Harley Krohmer, “Consumer Brand Sabotage,” In: *American Marketing Association Winter Academic Conference*. San Diego, February 14-16, 2020.
13. **Giuffredi-Kähr, Andrea**, Bettina Nyffenegger, Mansur Khamitov, Harley Krohmer, Wayne D. Hoyer, “How Consumer Brand Sabotage Affects Observing Consumers: Buffering versus Amplifying Effects of Consumers’ Prior Self-Brand Connections,” In: *Association for Consumer Research Conference*. Atlanta. October 17 -20, 2019.
14. **Giuffredi-Kähr, Andrea**, Bettina Nyffenegger, Mansur Khamitov, Harley Krohmer, Wayne D. Hoyer, “How Consumer Brand Sabotage Affects Other Consumers: The Differential Role of Self-Brand Connection,” In: *Consumer Behavior Special Interest Group Conference*. Bern. July 5 - 7, 2019.
15. **Ammann, Clemens**, Andrea Kähr, Bettina Nyffenegger, Harley Krohmer, Wayne D. Hoyer, “What Drives Consumers to Defend Your Brand Against Criticism? Egoistic versus Altruistic Motives,” In: *Annual Conference of the European Marketing Academy*. Hamburg. May 27 -31, 2019.
16. **Petrova, Alisa**, Andrea Kähr, Lucia Malär, and Dominik Hauert (2019), “Ad Transparency in Influencer Marketing: A Curse or A Blessing?,” In: *American Marketing Association Winter Academic Conference*. Austin. February 22 - 24, 2019.
17. **Kähr, Andrea**, Bettina Nyffenegger, Harley Krohmer and Wayne D. Hoyer (2018), “When Consumer Brand Sabotage Harms Other Consumers Relationship with the Brand,” In: *The Association for Consumer Research Conference*. Dallas. October 14-14, 2018.
18. **Petrova, Alisa**, Andrea Kähr, Lucia Malär, and Nadine Stucki (2018), “Influencer Marketing: When and Why Does Ad Disclosure Matter?,” In: *Annual Conference of the European Marketing Academy*. Glasgow. May 29 – June 1, 2018.
19. **Kähr, Andrea**, Bettina Nyffenegger, Harley Krohmer and Wayne D. Hoyer (2017), “How Should Retailers Respond to Consumer Brand Sabotage,” In: *Conference of the Jay H. Baker Retailing Center, Wharton School of Business Accompanying the Special Issue of the Journal of the Association for Consumer Research on the Consumer Response to the Evolving Retailing Landscape*. Philadelphia. June 22-23, 2017.
20. **Kähr, Andrea**, Bettina Nyffenegger, Harley Krohmer and Wayne D. Hoyer (2016), “Consumer Brand Sabotage – Phenomenon and Managerial Challenges,” In: *Conference of the Institute of Brands and Brand Relationships*. Toronto. May 18-20, 2016.
21. **Kähr, Andrea**, Marco Casanova, Patrick Heri, and Harley Krohmer (2016), “Response Strategies to Negative Electronic Word-of-Mouth and Marketing Performance: The Moderating Role of Message Credibility,” In: *Annual Conference of the European Marketing Academy*. Oslo. May 24-27, 2016.

#### **CONFERENCE POSTERS (presenter in bold)**

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22. **Kähr, Andrea**, Bettina Nyffenegger, Harley Krohmer and Wayne D. Hoyer (2017), “Consumer Brand Sabotage: When and Why Does it Cause Damage among Consumers?,” In: *Association for Consumer Research Conference*. San Diego. October 26-29, 2017.

## PUBLIC OUTREACH

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### *Contributions to Journals of the Industry and Radio Programs*

23. Michael Schlechtriem, Alexander Derno, Kerstin Bolliger, Clemens Koob, Christian Blümelhuber, und Andrea Giuffredi-Kähr (2022), Next Communication – eine Studie zur Zukunft der Kommunikation, Hrsg. Deutsche Telekom AG, <https://www.telekom.com/resource/blob/1018970/b8c3bc40bc90ca1d04eeff28e43ba062/dl-studie-kommunikation-der-zukunft-data.pdf>
24. Andrea Giuffredi-Kähr (2021), “Schöner Schein Die sonst so konsumbewusste Generation Z kauft beim chinesischen Onlinehändler Shein Fast Fashion zu Spottpreisen. Warum bloss, fragt sich unsere Autorin Maren Meyer,“ *SonntagsZeitung* (August 15).
25. Andrea Giuffredi-Kähr (2021), “Bezahlen mit Daten: Ein neues Geschäftsmodell macht die Privatsphäre im digitalen Raum zum Luxusgut,“ *Neue Zürcher Zeitung* (May 31).
26. Nyffenegger, Bettina and Andrea Kähr (2019), “Vom Konsumenten zum Markensaboteur,“ *Blickpunkt KMU*, 1 (19).
27. Nyffenegger, Bettina and Andrea Kähr (2018), “Markensabotage durch Konsumenten – Wie reagieren?,“ *Marketing und Kommunikation*, October.
28. Nyffenegger, Bettina and Andrea Kähr (2017), “Erste Untersuchung zu Markensabotage: Wenn der Kunde zum Feind wird,“ *Werbewoche*, 13.
29. Nyffenegger, Bettina and Andrea Kähr (2017), “Das Phänomen der Markensabotage,“ *OTX World Magazine*, 139 (May/June), 16-17.
30. Nyffenegger, Bettina and Andrea Kähr (2017), “Markensabotage - Wenn Konsumenten einer Marke schaden wollen,“ White Paper, *GfK Business Reflector* 2017.
31. Kähr, Andrea (2016), “Beitrag zu Markensabotage durch Konsumenten,“ *Hintergrundmagazin Radio Bern*, (June 7).

### *Invited Talks in the Industry*

32. Michael Schlechtriem and Andrea Giuffredi-Kähr, “Feel the beat – wie PR, Marke und Marketing im Unternehmen gemeinsam den Takt finden,“ *Harbour Club Symposium*, November 11, 2022, Zug.
33. Kähr Andrea (2018 & 2019), “Markensabotage – Wieso Konsumenten einer Marke schaden wollen und wie Unternehmen darauf reagieren können,“ Gastvortrag im Rahmen des *CAS Online Marketing & Social Media der Universität Bern*, Bern.
34. Nyffenegger, Bettina and Andrea Kähr (2018), “Markensabotage - Wenn Konsumenten einer Marke schaden wollen und wie Unternehmen darauf reagieren können,“ *Vortragsreihe ip@6 des Eidgenössischen Instituts für Geistiges Eigentum*, June 20, 2018, Bern.
35. Krohmer, Harley and Andrea Kähr (2017), “Wenn Konsumenten deine Marke angreifen,“ *EspaceLab der Schweizerischen Post*, December 6, 2017, Bern.
36. Nyffenegger, Bettina and Andrea Kähr (2017), “Markensabotage - Wenn Konsumenten einer Marke schaden wollen,“ *Informationstagung zum GfK Business Reflector* inkl. Vorträgen zu “Markensabotage” und “Krise der Wirtschaftsberichterstattung”, March 30, 2017, Zürich.
37. Krohmer, Harley and Andrea Kähr (2016), “Consumer Brand Sabotage,“ *Online-Marketing Konferenz*, August 18, 2016, Bern.

## ACADEMIC SERVICE

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### REFEREEING

- Journals Journal of Consumer Behaviour, St. Gallen Marketing Review, International Journal of Management Reviews, International Journal of Consumer Studies
- Conferences American Marketing Association Winter Academic Conference (AMA), European Marketing Academy Conference (EMAC), Association for Consumer Research Conference (ACR), Conference of the Consumer Behavior Special Interest Group

### PhD SUPERVISION AND CO-SUPERVISION

- 02/2021 - 02/2023** **Sylvia Häusermann**, subject area: Dark Triad of Brand Personality (funded by the Swiss National Science Foundation), Start: February 2021
- 01/2021 - today** **Giulia Crestini**, subject area: OCRs, Pricing & Brands (funded by the CanDoc of the University of Zurich), Start: January 2021
- 11/2020 - today** **Malin Pimper**, subject area: Behavioral Change in Sustainability (Co-Supervision together with Martin Natter), Start: December 2020

### PhD COMMITTEE MEMBERSHIPS

- February 2022** **Andrea Bublitz**, “The miscalibration of online news knowledge: Why consumers feel better informed than they objectively are” (PhD Supervisor: Anne Scherer)
- October 2020** **Julia Wamsler**, “Digitally Enabled Pricing and Promotion Strategies” (PhD Supervisor: Martin Natter)

### SUPERVISION OF SCIENTIFIC PROJECTS

- 2013 – today** **Supervision of 33 research-oriented master theses**
- 2013 – today** **Supervision of 24 master theses in cooperation with industry partners**
- 2013 – today** **Supervision of 60 research-oriented bachelor theses**

### THIRD PARTY FUNDS ACQUIRED

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- 10/2020 – today **Swiss National Science Foundation (SNSF)** funding of the project “Narcissistic, Machiavellian, and Psychopathic Brands: Measurement, Outcomes, and Contingency Factors” (total funding CHF 240'555)
- 06/2011 – 06/2019 **Consulting**, University of Bern, Switzerland, Project Leader: persona development and customer experience management, large Swiss railway company; Project Member: image analysis, large shopping and leisure center

### TEACHING ACTIVITIES

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- 2023 - today **Digitales Marketing**, CAS Medical Leadership, 23 students, University of Zurich, Switzerland
- 2020 - today **Digital Marketing**, Master level, 78 – 132 students, University of Zurich, Switzerland (each fall semester)
- 2020 - today **Brand Management in the Digital Age**, Master level, 34 – 62 students, University of Zurich, Switzerland (each spring semester)
- 2019 - today **Introduction to Scientific Writing**, Executive MBA in Marketing Management, approx. 15 students, University of Bern, Switzerland (approx. 3x per year)
- 2015, 2017, 2019 **Research Seminar Marketing**, Master level, 12 – 18 students, University of Bern, Switzerland

- 2015 **Tutorial Communication and Sales Management**, Master level, 250 students, University of Bern, Switzerland
- 2014 **Tutorial Brand Management**, Master level, approx. 250 students, University of Bern, Switzerland
- 2014 **Tutorial Marketing Management**, Master level, approx. 250 students, University of Bern, Switzerland
- 2013 **Proseminar Marketing**, Bachelor level, 24 students, University of Bern, Switzerland

## MEMBERSHIPS AND ADDITIONAL EXPERIENCES

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- 2021 – today** **Member of the Center for Crisis Competence**  
The *UZH Center for Crisis Competence* is a scientific network with the purpose of promoting research on the topics of crises and crisis management at the University of Zurich and coordinating the corresponding teaching, University of Zurich, Switzerland
- 2019 – today** **Member of the Center for Research in Sports Administration**  
The Center for Research in Sports Administration (CRSA) is a scientific network with the goal to support and coordinate top-level academic research in sports management, sports economics, sports administration, and adjacent areas, University of Zurich, Switzerland
- 2019** **Certificate of Advanced Studies in Marketing Management and Sales**  
Co-leadership, Executive MBA level, University of Bern, Switzerland
- 2015 – 2017** **Member of the Working Group for “Excellence”**  
Interdisciplinary and inter-faculty working group on the term of “excellence”, University of Bern, Switzerland; Featured in: Lilian Fankhauser, Ursina Anderegg: Exzellenz ist vielfältig. Karrierewege an der Universität Bern
- 2012 – 2017** **Member of the Working Group for Equality**  
Interdisciplinary working group for gender equality for men and women, Faculty of Business, Economics, and Social Sciences, University of Bern, Switzerland
- 2012 – 2016** **WISO-Mentoring Program**  
Project coordinator of the mentoring program to support women in science, Faculty of Business, Economics, and Social Science, University of Bern, Switzerland

## AWARDS AND NOMINATIONS

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- 2017** **Swiss Academy of Marketing Science**  
Nomination of the paper *When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage* for the Rigour & Relevance Research Award: the Rigour & Relevance Research Award honors research papers that earn highest recognition in the scientific community and contribute substantially to solving current and relevant problems in the marketing practice
- 2014** **Vereinigung Berner Wirtschaftswissenschaftler (VBW)**  
VBW Excellence Award Silver 2014 (2. Rank): the VBW Awards honor excellent master theses in business administration and economics
- 2014** **REHAU Group**  
REHAU Recognition Award (2. Rank): the REHAU Awards honor excellent scientific theses of students that offer valuable insights for international industrial companies

## **ADDITIONAL SKILLS**

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### **LANGUAGES**

German native speaker (Swiss German)

English proficient (Cambridge Advanced Certificate; CEFR level C1)

French upper intermediate (CEFR level B2)

Spanish upper intermediate (CEFR level B2)

Italian basic (CEFR level A2)