

# Curriculum Vitae



## Priv.-Doz. Dr. Petra Riefler

Studiengangsleitung Bachelorstudiengang Wirtschaftsberatung  
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### Akademische und Berufliche Laufbahn

2016 – dato	Studiengangsleitung, Bachelor Wirtschaftsberatung, FH Wiener Neustadt
2016 – dato	Lehrbeauftragte für Hochschuldidaktik, Universität Wien
2015 – dato	Lehrbeauftragte für Messtheorie & Strukturgleichungsmodelle, RWTH Aachen
2015 – dato	Nationale Koordinatorin für Österreich, EMAC Executive Committee
2014 – 2014	Forschungsaufenthalt, University of North Carolina, USA.
2010 – 2016	Assistenzprofessor für Internationales Marketing, Universität Wien
2008 – 2009	Projektmanagement für Marktforschung, marketmind GmbH
2007 – 2007	Forschungsaufenthalt, City University - Cass Business School, London
2004 – 2008	Assistent für Forschung & Lehre, Universität Wien
2002 – 2008	Lehrbeauftragte, FH Burgenland

### Ausbildung

01/2016	<b>Habilitation</b> (Venia Docendi in BWL), Universität Wien Titel: "The Role of Brand Globalness in Re-Localizing Consumer Markets" Externe GutachterInnen: Dan Bello (Georgia State, US), Sabine Benoit (Roehampton, UK), und David Griffith (Lehigh, US)
03/2008	<b>PhD Management</b> (mit Auszeichnung), Universität Wien "Consumer Attitudes towards buying other countries' products: Conceptual and Empirical Insights into Consumer Animosity, Consumer Affinity, and Consumer Cosmopolitanism". Externe Gutachter: Hartmut Holzmüller (TU Dortmund, GER) und George Balabanis (CASS Business School, UK)
02/2004	<b>Diplomstudium in Internationaler Betriebswirtschaft</b> , Universität Wien
2002	<b>Erasmus Semester</b> , Université Sorbonne, Paris

### Mitgliedschaft in wissenschaftlichen Herausgeber-Beiräten von

- *Journal of International Business Studies*
- *Journal of International Marketing*
- *International Marketing Review*

### Tätigkeit als Gutachterin für folgende wissenschaftliche Zeitschriften

*Journal of Marketing, Journal of International Business Studies, International Journal of Research in Marketing, Journal of Business Research, European Journal of Marketing, International Business Review, Management Review Quarterly, Asian Business & Management, Journal of Consumer Behavior, Journal of Marketing Theory and Practice, Marketing ZFB, Economic Business Review, AMA Conference, EMAC Conference, Schweizerischer Nationalfonds zur Förderung der wissenschaftlichen Forschung (SNF)*

### Mitgliedschaften in sonstigen Verbänden

- European Marketing Academy (EMAC)
- Verband der Hochschullehrer für Betriebswirtschaft e.V. (VHB)
- Fachhochschulkonferenz (FHK)

## **Auszeichnungen**

2016	<b>Emerald Literati Network 2016 Awards for Excellence</b> , Outstanding Reviewer for International Marketing Review
2014	<b>Fulbright Scholarship</b> awarded by the Austrian-American Educational Commission (AAEC)
2014	<b>Anerkennungspreis</b> der Bank Austria zur Förderung innovativer Forschungsprojekte 2014
2013	<b>Susan P. Douglas Award</b> for the Best Conference Paper on International Marketing (Juni 2013, Istanbul)
2012	<b>BWL Handelsblatt-Ranking 2012</b> : Platziert unter den Top-100 JungwissenschaftlerInnen im deutschsprachigen Raum
2012	<b>Emerald Outstanding Author Contribution Award</b>
2011	Highly commended winner of the 2010 <b>Emerald/EFMD Outstanding Doctoral Research Awards</b> (category: Marketing Research)
2010	<b>Best Paper Award</b> , Global Brand Management Conference, Istanbul
2008	<b>Emerald Outstanding Paper Award</b> , International Marketing Review

## **Lehrportfolio**

Bachelor-Niveau	<ul style="list-style-type: none"><li>• Grundlagen in Marketing</li></ul>
Master-Niveau	<ul style="list-style-type: none"><li>• Internationales Marketing</li><li>• Marktforschung</li><li>• Datenanalyse und –präsentation</li><li>• Wissenschaftliches Arbeiten</li></ul>
PhD-Niveau	<ul style="list-style-type: none"><li>• Strukturgleichungsmodelle (SEM)</li><li>• Messtheorie und Skalenentwicklung</li></ul>
Lehraufträge (aktuell und vergangen)	<ul style="list-style-type: none"><li>• Universität Wien</li><li>• RWTH Aachen (Deutschland)</li><li>• FH Eisenstadt (Österreich)</li><li>• FH Krems (Österreich)</li></ul>

## **Publikationen**

### **Forschungsbeitrag (Stand: Oktober 2016)**

Google Scholar: Gesamtzitationen: 1441, h-Index: 9

### **Begutachtete Zeitschriftenartikel**

Bartsch, F., Riefler, P., Diamantopoulos, A. (2016). A taxonomy and review of positive consumer dispositions toward foreign countries and globalization. *Journal of International Marketing*, 24(1), 82-110.

Grinstein, A., Riefler, P. (2015), Citizens of the (Green) World? Cosmopolitan Orientation and Sustainability, *Journal of International Business Studies*, doi:10.1057/jibs.2015.1.

Alden, D., Kelley, J., Riefler, P., Lee, J., Soutar, G. (2013). The Effect of Global Company Animosity on Global Brand Attitudes in Emerging and Developed Markets: Does Perceived Value Matter? *Journal of International Marketing*, 21(2), 17-38.

Riefler, P. (2012). Why consumers do (not) like global brands: The role of globalization attitude, GCO and brand origin, *International Journal of Research in Marketing*, 29(1), 25-34.

Riefler, P., Diamantopoulos, A., Sigauw, J. (2012). Cosmopolitan consumers as a target group for segmentation. *Journal of International Business Studies*, 43(2), 285-305.

Mitchell, V. W., Balabanis, G., Bruce, I. and Riefler, P. (2012). A Conceptual Stress Coping Model of Factors Influencing Marketplace Engagement of Visually-Impaired Consumers", *Journal of Consumer Affairs*, 46(3), pp. 485-505.

Riefler, P. and Diamantopoulos, A. (2009). Consumer cosmopolitanism: Review and replication of the CYMYC scale, *Journal of Business Research*, 62(4), pp. 407-419.

Riefler, P. (2009). Vergleichende Werbung – Wirkung, Gestaltung und Rahmenbedingungen, *transfer – Werbeforschung & Praxis*, Heft 01/09, pp. 50-57.

Diamantopoulos, A., Riefler, P. and Roth, K.P. (2008). Advancing formative measurement models, *Journal of Business Research*, 58(12), pp. 1203-1218. (listed among the most cited JBR article since 2007)

Oberecker, E., Riefler, P. and Diamantopoulos, A. (2008). The consumer affinity construct: conceptualization, qualitative investigation, and research agenda, *Journal of International Marketing*, 16(3), pp. 23-56.

Riefler, P. and Diamantopoulos, A. (2007). Consumer animosity: a literature review and a reconsideration of its measurement, *International Marketing Review*, 24(1), pp. 87-119. Winner of the Outstanding Paper Award 2008.

Diamantopoulos, A. and Riefler, P. (2007). Formative Indikatoren: Einige Anmerkungen zu ihrer Art, Validität und Multikollinearität, *Zeitschrift für Betriebswirtschaft*, 78(11), pp. 1182-1195.

### **Beiträge zu Sammelbänden**

Riefler, P. Segmentation Strategies for Cosmopolitan Consumers. In: Prince, M. (ed.): *Globalization and the Cosmopolitan Consumer*, NY: Business Expert Press, 2012, pp. 143-162.

Diamantopoulos, A., and Riefler, P. Using formative measures in international marketing models: A cautionary tale using consumer animosity as an example. In: Sarstedt, M., Schwaiger, M. and Taylor, C.R. (eds): *Advances in International Marketing*, Vol. 22, 2011, pp. 11-30. Winner of the Outstanding Author Contribution Award 2012.

Riefler, P. Bel Cheese – Käse im Visier, Fallstudienbuch, in: Wagner/Reisinger/Schwand (eds.), *Fallstudien aus der österreichischen Marketingpraxis*, 2009, facultas.wuv, pp. 83-94.

### **Präsentationen im Rahmen von internationalen Konferenzen (Auswahl)**

- Riefler, P., Katholnig, S. The East and the West: the fading shine of brand globalness and the trend towards brand authenticity, 7<sup>th</sup> EMAC Regional Conference (September 2016, Sarajevo)
- Riefler, P. Re-Localizing consumer markets: Potential strategies for global players, Global Marketing Conference (Juli 2016, Hongkong)
- Riefler, P. Combining Globalness and Authenticity: How Global Brands Benefit From Authentic Brand Stories, 44<sup>th</sup> European Marketing Academy Conference (May 2015, Leuven)
- Diamantopoulos, A., Riefler, P. and Frigo, P. Country-of-Origin Effects for Service Providers, AMA SERV SIG Conference (June 13-15, 2014, Thessaloniki, Greece).
- Herz, M, and Riefler, P. Making Memories Manageable, 4<sup>th</sup> EMAC Regional Conference (Sept 26-27, 2013, St. Petersburg).
- Riefler, P., and Grinstein, A. „Local or Global Warming? Cosmopolitan Orientation and Environmental Behavior, 42<sup>th</sup> European Marketing Academy Conference (June 4-7, 2013, Istanbul), winner of the Susan Douglas Best Paper Award.
- Diamantopoulos, A., and Riefler, P. Consumer Cosmopolitanism: Using the C-COSMO Scale to Predict Product Ownership, Special Session on Emerging Issues in Global Marketing, AMA Winter Marketing Educators' Conference (Feb 15-17, 2013, Las Vegas).
- Diamantopoulos, A. and Riefler, P. Using formative measures in theoretical models: A cautionary tale, 4<sup>th</sup> German-French-Austrian Conference on Quantitative Marketing (Sept 16-18, 2010, Vienna).
- Riefler, P., Globalization attitude, global consumption orientation and global brand preferences, Global Brand Management Conference (June 20-22, 2010, Istanbul), winner of the best paper award.
- Riefler, P. and Diamantopoulos, A. Evaluations, attitudes, and purchase intentions of global brands with domestic or foreign origins: The impact of globalization attitude and global consumption orientation, Consortium of International Marketing Research (CIMar) Conference (May 26-28, 2010, Oslo).
- Riefler, P. and Diamantopoulos, A. Consumer cosmopolitanism: Scale development and validation, 36<sup>th</sup> European Marketing Academy Conference (May 22–25, 2007, Reykjavik).
- Riefler, P. and Diamantopoulos, A. Consumer cosmopolitanism: An in-depth investigation of the CYMYC scale, 35<sup>th</sup> European Marketing Academy Conference (May 23–26, 2006, Athens).