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Research interests

Responsible Marketing & Consumer Quality-of-Life

Customer Well-Being over Life Course & Across Generations

- Balancing Needs in Consumers' Various Life Domains

- Internal Customers' Work-Life Balance & Employer Branding

- Sustainability, Diversity, and Inclusion Issues in Marketing

- Marketing Ethics, Culture & Values

Mixed Research Designs & Qualitative Methodology

Employment

Scientific Director
ParentsToday GmbH, Salzburg
Austria
1 Oct 2017 → 5 May 2019

Visiting Professor of Marketing
Paris-Lodron Universität Salzburg
Salzburg, Austria
1 Mar 2010 → 31 Aug 2017

SWAROVSKI Endowed Professor in Multi-cultural Brand Research
Leopold-Franzens-Universität Innsbruck
Innsbruck, Austria
1 Jun 2009 → 31 Dec 2009

Adjunct Professor of Marketing
Université Libre de Bruxelles
Brussel, Belgium
1 Mar 2003 → 30 Jun 2006

Visiting Scholar, FWF-funded Erwin-Schrödinger-Grant
Universität St. Gallen
St.Gallen, Switzerland
3 Sept 2001 → 31 Aug 2002

Study Assistant
Institute for Human Sciences
Austria
1 Jul 1994 → 30 Sept 1994

Qualifications

Supervision, Mediation and Coaching, Postgraduate Programme, Paris-Lodron Universität Salzburg
1 Oct 2017 → 30 Jun 2018

Foster Care Training, Amt der Salzburger Landesregierung, Referat Soziale Kinder- & Jugendarbeit
1 Oct 2012 → 16 Mar 2013

Women in Science, Curriculum, University of Vienna
25 Feb 2003 → 25 Jun 2004

Sozial- und Wirtschaftswissenschaften, Doktoratsstudium, Doktorat (Dr. rer.soc.oec.), University of Vienna
1 Oct 1996 → 19 Dec 2000

International Program, Ecole Supérieure de Commerce de Paris (ESCP)
1 Sept 1993 → 31 Mar 1994

International Business Studies, Master, University of Vienna
1 Oct 1991 → 3 Jul 1996

Current further Education

2026	Copyright in digital Education, Center for Teaching and Learning, University of Vienna
2026	Teaching Conversations: AI-Powered Literature Research, Center for Teaching and Learning, University of Vienna
2025	u:respect - Prevention and Sensitive Handling of Sexual Harassment, University of Vienna
2024	Moderating Disagreements and Conflict, University of Vienna
2024	Creating Teaching Materials in Times of AI; Center for Teaching and Learning, University of Vienna
2024	Psychological First Aid, Johanniter Emergency Aid Austria, Vienna.
2024	Using AI in Exams: Chances & Risks, Center for Teaching & Learning, University of Vienna
2023	"Teaching with AI", ditact womens' IT studies, University of Salzburg
2023	"Visual Data Analysis", ditact womens' IT studies, University of Salzburg
2023	"MAXQDA Basics", Central IT Unit, University of Vienna
2022	Dealing with neurodiverse people (especially in the autism spectrum), University of Vienna

Memberships

ISQOLS - International Society for Quality-of-Life Studies

AMA - American Marketing Association