

Dr. Johanna Gollnhofer

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Current Position

Assistant Professor, University of Southern Denmark, Department for Marketing and Management
Project Leader for Ethnographic Insights, University of St. Gallen, Institute for Customer Insight
Main research interests: Sharing Economy, Branding, Sustainability, Ethnography

Work Experience

- 07/16 – present **DEPARTMENT FOR MARKETING AND MANAGEMENT**, University of Southern Denmark
Assistant Professor for Marketing
- 09/15 – present **INSTITUTE FOR CUSTOMER INSIGHT**, University of St. Gallen, St. Gallen, Switzerland
Project Leader for Customer Insights
- Team leader for several research projects
 - Development of executive education
 - Consulting Projects
- 01/13 – 09/2015 **INSTITUTE FOR CUSTOMER INSIGHT**, University of St. Gallen, St. Gallen, Switzerland
Research associate (qualitative and quantitative projects) including the development of dissertation, own teaching assignments and consulting work for company partners:
- Best-Practice Study on Brand Management (qualitative empirical research with 19 marketing managers across different industries; development of a branding strategy for a German car manufacturer)
 - Organization of B2B Brand Conferences (Seminars for B2B companies, including Hilti, Schindler & Miele regarding relevant B2B topics)
 - Own workshops for Executive Education (Storytelling, Ethnographic approaches)
- 03/11 – 09/11, 11/12 **LEONARDO GROUP GmbH**, Munich, Germany
Project work and workshops in lean-management (production, logistics)
- Increase in efficiency: 17%
 - Introduction of Just-in-Time production
- 01/12 – 04/12 **CONSULTING CLUB**, HEC Montréal, Canada
Project leader on the development of a communication strategy of a cooperative
- Development of a communication plan
 - Interactive management of the member community resulting in an increase of member activity of 32%
- 01/10 – 02/10 **GERMAN EMBASSY**, Moscow, Russia
Development of a German-Russian integration project
- 08/08 – 10/08 **LBS** (home loan bank), Munich, Germany
Controlling department

Education

- 10/12 – 09/15 **UNIVERSITY OF ST. GALLEN**, St. Gallen, Switzerland
Doctoral Program (summa cum laude)
- 02/15 – 02/16 **AALTO UNIVERSITY**, School of Business, Helsinki, Finland
Visiting Researcher (research grant Swiss Science Foundation: 100.000 CHF)
- 10/10 – 10/12 **UNIVERSITY OF PASSAU**, Passau, Germany
Master of Science in Business Administration (3rd in class)
- 09/11 – 07/12 **HEC MONTREAL**, Montréal, Canada
Exchange student (under scholarship of the German Academic Exchange Service)
- 09/09 – 06/10 **STATE UNIVERSITY FOR MANAGEMENT**, Moscow, Russia
Exchange student (under scholarship of the German Academic Exchange Service)

10/07 – 09/10

UNIVERSITY OF PASSAU, Passau, Germany
Bachelor of Arts in International Cultural and Business Studies

06/07

German Abitur and French Baccalauréat: Dante-Gymnasium, Munich, Germany

List of Publications

- Gollnhofer, J. F. (in print): *The Legitimation of a Sustainable Practice through Dialectical Adaptation in the Marketplace*, in: Journal of Public Policy & Marketing.
- Gollnhofer, J. F. & J. W. Schouten (in print): *Normalizing Alternative Practices: The Recovery, Distribution and Consumption of Food Waste*, in: Journal of Marketing Management.
- Gollnhofer, J. F. & J. W. Schouten (in print): *Complementing the Dominant Social Paradigm with Sustainability*, in: Journal of Macromarketing.
- Gollnhofer, J. F. (2016): *Creating a Hyper-Place: How Refugee Helpers Create a Place for Their Values*, in: Research in Consumer Behavior (Vol.19) (Eds. Rinallo, Ozcaglar-Tourlouse, Belk), Emerald: Bingley.
- Otnes C., Mirabato A., Gollnhofer et al. (2016): *The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma*, in: Journal of Public Policy & Marketing.
- Gollnhofer, J. F., Hellwig K. and F. Morhart (2016): *Fair is Good but What is Fair? Negotiations of Distributive Justice in an Emerging Non-Monetary Sharing Model*, in: Journal of the Association for Consumer Research 1(2), pp. 226-241.
- Gollnhofer, J. F. and E. Turkina (2015): *Cultural Distance and Entry Modes – Implications for Global Strategy*, in: Cross Cultural Management: An International Journal, 22(5), pp. 21-41.
- Gollnhofer, J. F. (2015): *Moral Sharing*, in: Marketing Review St. Gallen, 32(4), pp. 40-47.
- Gollnhofer, J. F. (2015): *Taste the waste - Constructing New Moralities through Taboo Consumption*, in: NA - Advances in Consumer Research, Vol. 43, pp. 541-542.
- Gollnhofer, J. F., K. Hellwig and F. Morhart (2015): *Institutional Alignment of Ideological Tensions Within a Sharing Community*, in: NA -Advances in Consumer Research, Vol. 43, pp. 540-541.

Teaching

Executive Education	Storytelling, Ethnographic Research
PhD	Ethnographic Research
Master	Advanced Brand Management Market Ethnography Advanced Qualitative Methods Marketing for Sustainability
Bachelor	Introduction to Academic Writing Integrated Marketing Communications Consumer Behavior and Market Research

Extracurricular Activities (recently)

2014 - 2016	Coaching Program of the University of St. Gallen (Mentoring and coaching of first year students regarding their academic and professional skills)
03/14 - 03/15	Head of Sponsoring of the Doctoral Network of the University of St. Gallen (Sponsor relationship management, organization and coordination of networking events)

Software Skills

ATLAS.TI (advanced), SPSS (advanced), STATA (basic), SQL (basic)

Language Skills

English (fluent), French (fluent), German (native), Russian (conversational), qualification in Latin

Personal Interests

Cooking, Yoga, Skiing