

Prof. Dr. Marc Fetscherin

Gelbman Family Chair of International Business
Professor of Marketing
Director, International Business

Rollins College

Department of Business

170 W. Fairbanks Avenue - 2779

Winter Park, FL 32789

United States

phone: + 1 (407) 691-1759

e-mail: mfetscherin [at] rollins.edu

web: www.fetscherin.com

LinkedIn: http://www.linkedin.com/profile/view?id=118768&trk=tab_pro

Google Scholar: <https://scholar.google.com/citations?user=IJXfGtYAAAAJ&hl=en>

H-index: 31

EDUCATION

2005/02 – 2005/08	Harvard University Post-Doc (Fellow Programs at HKS) Cambridge, USA
2004/07 – 2004/12	University of California (U.C.) Berkeley Visiting Researcher Berkeley, USA
2002/03 – 2004/06	University of Bern Ph.D. (Dr. rer. oec.) Bern, Switzerland
1998/10 – 1999/06	London School of Economics (LSE) Diploma in Business Studies London, UK
1995/10 – 1998/06	University of Lausanne - Hautes Etudes Commerciales (HEC) Master of Science in Management Lausanne, Switzerland

LANGUAGES

Swiss	Mother tongue
German	Bi-lingual
English	Bi-lingual
French	Fluent
Spanish	Good
Russian	Very Basic

WORK EXPERIENCE

Visiting Professor & Fellowships

2015 - current	Université of Lausanne Hautes Etudes Commerciales (HEC) Lausanne, Switzerland
2013 - current	Lucerne University of Applied Sciences and Arts Business School Switzerland Lucerne, Switzerland
2019 - 2019	Université of Geneva Geneva School of Economics and Management Geneva, Switzerland
2009 - 2015	University of Fribourg International Institute of Management in Technology (IIIMT) Fribourg, Switzerland
2011 - 2014	Jacobs University School of Business Bremen, Germany
2005 - 2014	Harvard University (Fellow) HKS - Asia Programs Cambridge, USA
2006 - 2010	East China University of Science and Technology (ECUST) School of Business Shanghai, China
2009 (summer)	Copenhagen Business School School of Business Copenhagen, Denmark

Professional Experience & Employment

2005 – current	Rollins College, Professor (2017); Associate Professor (2011); Assistant Professor (2005) Winter Park, USA
2012 – 2013	Member of the Swiss Federal Commission of Consumer Affairs
2004 – 2010	Bonfort SA Chief Executive Officer (CEO) Bern, Switzerland
2002 – 2004	University of Bern Research and Teaching Assistant, Ph.D. student Bern, Switzerland
1999 – 2001	McKinsey & Company Senior Consultant Zurich, Switzerland

Other Executive Positions

- Co-creator of the Medical Tourism Index (in collaboration with Renee-Marie Stephano, President of the Medical Tourism Associations)
- VP Consumer Brand Relationships Association (2014-17)
- VP College Relations of American Marketing Association, Central Florida Chapter (2005-07)
- Board of Directors Bella Terra Condominium Association (2006-20)

EXTERNAL FUNDING AND AWARDS

Grants & Scholarship

2017-20	Fulbright Specialist Program
2017	Critchfield Research Grant (Brand Forgiveness), \$5K
2017	Full-Year Research Stipend (FYRST), \$20K
2015	Critchfield Research Grant (Brand Hate), \$4K
2013	President's Internationalization Grant, \$3.5K
2011-12	Full-Year Research Stipend (FYRST), \$10K
2011	Critchfield Research Grant (CEO Brand), \$5K
2010-12	Swiss National Science Foundation, joint research with University of Fribourg, \$200K
2010	Individual Development Grant (SPSS), \$3K
2009	Cornell Research Grant (Case Study), \$3K
2008-10	Alexander von Humboldt Stiftung, joint research with Harvard & Potsdam University, \$90K
2008	President's Internationalization Grant, \$3K
2006	President's Internationalization Grant, \$3K
2005	Jaggen-Poehn Stiftung, funding for Post-Doc at Harvard University, \$15K
2004	Swiss National Science Foundation, funding for doctoral researcher at UC Berkeley, \$18K

Awards and Fellowship

2020	Stanford University top global scientists published in PLoS Biology, ranked <1% globally
2017	Most Impactful Professor (voted by INB senior students)
2016	Most Impactful Professor (voted by INB senior students)
2016	Ivey Publishing's 20 th best-selling case in the 2015-2016 year (Swiss Army, Case 9B14AS066)
2016	Outstanding Faculty Award (college wide, voted by all students)
2015	Excellence in Medical Tourism Research Award (given out by Medical Tourism Association)
2015	Most Impactful Professor (voted by INB senior students)

2012-15	Cornell Distinguished Faculty
2011	International Business Professor of the Year Award (voted by INB senior students)
2009	Beta Gamma Sigma
2008	Hugh F. McKean Award, Distinguished Teacher Award (college wide, voted by all senior students)
2007	Arthur Vining Davis Fellowship
2007	International Business Professor of the Year Award (voted by INB senior students)
2007	Outstanding Paper Award at the 7th Annual Conference of the International Academy of E-Business, April 5-8, 2007 Vancouver, Canada
2006	International Business Professor of the Year Award (voted by INB senior students)
2006	Most Challenging Professor at Rollins College (college wide, voted by all students)
2006	Outstanding Paper Award at the 6th Annual Conference of the International Academy of E-Business, March 23-26, 2006 Orlando, USA
2005	Magna Cum Laude, Ph.D., University Bern, Switzerland
1999	Merit, Diploma in Business Studies, London School of Economics, UK

RESEARCH

Selected Journal Articles since 2008

1. Fetscherin, M., Veloutsou, C., Guzmán, F. (2021), "Models for Brand Relationships", *Journal of Product and Brand Management*, (forthcoming).
2. Fetscherin, M. and Raghavendra KC (2020), "Anti-Consumption in the context of Brand Relationship", *Strategic Change*, Vol 30(1), pp.53-58.
3. Andreini, D., Fetscherin, M., & Zarantonello, L. (2020), "How a CEO's Personality, Performance, and Leadership Predict Advertising Credibility: Conceptualizing and Measuring CEO Brand Image", *Journal of Advertising Research* (in print).
4. Fetscherin, M., Tantleff-Dunn, S., & Klumb, A. (2020), "Effects of facial features and styling elements on perceptions of competence, warmth, and hireability of male professionals", *Journal of Social Psychology*, Vol 160(3), pp. 332-345.
5. Fetscherin, M., Guzmán, F., Veloutsou, C., Cayolla, R. (2019), "Latest Research on Brand Relationships: Introduction to the Special Issue", *Journal of Product and Brand Management*, Vol. 28(2), pp. 133-139.
6. Fetscherin, M., Sampiedro, A., (2019), "Brand Forgiveness", *Journal of Product and Brand Management*, Vol. 28(5), pp. 633-652.*
7. Fetscherin, M., (2019), "The five types of brand hate: How they affect consumer behavior", *Journal of Business Research*, Vol. 101, pp. 116-127.

8. Zarantonello, L., Romani, S., Grappi, S., & Fetscherin, M. (2018), "Trajectories of brand hate", *Journal of Brand Management*, Vol. 25(6), pp. 549-560.
9. Hegner, S., Fetscherin, M., van Delzen, M. (2017), "Determinants and outcomes of brand hate", *Journal of Product and Brand Management*, Vol. 26(1), pp. 13-25.
10. Fetscherin, M., Cayolla, R., Guzman, F. Veloutsou, C. (2016), "Special Issue Consumer Brand Relationships", *Journal of Product and Brand Management*, Vol. 25(6), pp. 505-506.
11. Fetscherin, M. (2016), "The CEO Branding Mix", *Journal of Business Strategy*, Vol. 36(6), pp. 22-28.
12. Fetscherin, M. Stephano, R-M. (2016), "The Medical Tourism Index: Scale Development and Validation", *Tourism Management*, Vol. 52, pp.539-556.
13. Barker, R., Peacock, J., Fetscherin, M. (2015), "The Power of Brand Love", *International Journal of Market Research*, Vol. 57(5), pp. 669-672.
14. Fetscherin, M., Diamantopoulos, A., Chan, A., Abbott, R., (2015), "How are Brand Names of Chinese Companies perceived by Americans?", *Journal of Product and Brand Management*, Vol. 24(2), pp. 110 - 123.*
15. Fetscherin, M., Heinrich, D. (2015), "Consumer-Brand Relationship Research: A Bibliometric Citation Meta-Analysis", *Journal of Business Research*, Vol. 68(2), pp. 380-390.
16. Fetscherin, M. (2014), "What Type of Relationship Do We Have With Loved Brands?", *Journal of Consumer Marketing*, Vol. 31(6/7), pp. 430-440.
17. Fetscherin, M., Heinrich, D. (2014), "Consumer Brand Relationships Landscape", *Journal of Brand Management*, Vol. 21(5), pp. 366-371.
18. Fetscherin, M., Boulanger, M., Gonçalves Filho, C., Souki, G. (2014), "The Effect of Product Category on Consumer Brand Relationships", *Journal of Product and Brand Management*, Vol. 23(2), pp. 78-89.
19. Fetscherin, M., Alon, I., Little, R., Chan, A. (2012). "In China? Pick Your Brand Name Carefully", *Harvard Business Review*, September, p. 706. Translated into German, Chinese and Portuguese.
20. Fetscherin, M., Alon, I., Little, R., Chan, A. (2012), "Wachsgeglättete Stute", *Harvard Business Manager*, October, pp. 2-3.
21. Fetscherin, M., Usunier, J-C. (2012), "Corporate Branding: An Interdisciplinary Literature Review", *European Journal of Marketing*, Vol. 46(5), pp. 733 – 753.
22. Toncar, M., Fetscherin, M. (2012), "A Study of Visual Puffery in Fragrance Advertising Is the message sent stronger than the actual scent?", *European Journal of Marketing*, Vol. 46 (1/2), pp. 52-72.
23. Lattemann, C., Alon, I., Chang, J., Fetscherin, M., McIntyre, J. (2012), "The Globalization of Chinese Enterprises", *Thunderbird International Business Review*, Vol. 54 (2), pp. 145-153.
24. Rothschild, N., Alon, I., Fetscherin, M. (2012), "The Importance of the Historical Tang Dynasty in Place Branding Contemporary Xi'an", *Journal of Management History*, Vol. 18(1), pp. 96 - 104.
25. Schlegel, F., Jacot, O., Fetscherin, M. (2011), "Science Diplomacy with Swissnex China: A Swiss Nation Brand Initiative", *Journal of Place Branding and Public Diplomacy*, Vol. 7, pp. 289-298.
26. Alon, I., Fetscherin, M., Johnson, J.P. (2011), An Integrated Framework for Export Competitiveness: Evidence from the Global Alcoholic Beverages Industry, *European Journal of International Management*, Vol. 5(2), P. 99-121.
27. Fetscherin, M. (2010), "The Measurement and Determinants of a Country Brand: The Country Brand Strength Index", *International Marketing Review*, Vol. 27(4), pp. 466-479.

28. Fetscherin, M. (2010), "The Main Determinants of Bollywood Movie Box Office Sales", *Journal of Global Marketing*, Vol. 23(5), pp. 461-476.
29. Fetscherin, M. (2010), "How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding", *International Marketing Review*, Vol. 27(4), pp. 480-483.
30. Li, S., Fetscherin, M., Alon, I., Lattemann, C., and Yeh, K. (2010), "Corporate Social Responsibility in Emerging Markets - The Importance of the Governance Environment", *Management International Review*, Vol. 50(5), pp. 635-654.
31. Fetscherin, M., Voss, H., Gugler, P. (2010), "30 Years of Foreign Direct Investment to China: An Interdisciplinary Literature Review", *International Business Review*, Vol. 16, pp. 235-246.
32. Fetscherin, M., Toncar, M. (2010), "The effects of the country of brand and the country of manufacturing of automobiles: An Experimental Study of U.S. Consumers' Brand Personality Perceptions", *International Marketing Review*, Vol. 27(2), pp. 164-178.
33. Fetscherin, M., Marmier, P. (2010), "Switzerland's Nation Branding Initiative to Foster Science and Technology, Higher Education, and Innovation", *Journal of Place Branding and Public Diplomacy*, Vol. 6, pp. 58-67.
34. Fetscherin, M., Toncar, M. (2009), "Valuating Brand Equity and Product Related Attributes in the Context of the German Automobile Market", *Journal of Brand Management*, Vol. 17(2), pp. 134-145.
35. Fetscherin, M., Toncar, M. (2009), "Visual Puffery in Advertising", *International Journal of Market Research*, Vol. 51(2), pp. 147-148.
36. Lattemann, C., Fetscherin, M., Li, S., Alon, I., and Schneider, A-M. (2009), CSR Communication Intensity of Chinese and Indian Multinational Companies, *Corporate Governance: An International Review*, (2009), Vol. 17(4), P. 426-442.
37. Fetscherin, M., Sardy, M. (2008), "Chinese Brands: Build or Buy Considerations", *International Journal of Chinese Culture and Management*, Vol. 1(4), pp. 418-438.
38. Alon, I., Fetscherin, M., Sardy, M. (2008), Geely Motors Case: The Internationalization of a Chinese Automotive Firm, *International Journal of Chinese Culture and Management*, Vol. 1(4), P. 489-498.

Selected Books since 2008

1. Fetscherin, M., (2020), *The BRAND RELATIONSHIP PLAYBOOK*, 180 Pages (forthcoming)
2. Fetscherin, M., Heilmann, T. (2015), *Consumer Brand Relationships: Meaning, Measuring, Managing*, Palgrave Macmillan, 260 Pages, book website: www.consumer-brand-relationships.com
3. Fetscherin, M., (2015), *CEO Branding: Theory and Practice*, Taylor and Francis, 320 Pages, book website: www.ceobranding.org
4. Fournier, S., Breazeale, Fetscherin, M., (2012), *Consumer Brand Relationships: Theory and Practice*, Foreword: Kevin L. Keller, Taylor and Francis, 424 pages, book website www.consumer-brand-relationship.com
5. Alon, I., Fetscherin, M., Gugler, P. (2012), *Chinese International Investments*, Foreword: Peter Buckley, Palgrave Macmillan, P. 419 pages.
6. Alon, I., Chang, J., Fetscherin, M., Lattemann, C., McIntyre, J., (2009), *China Rules: Globalization and Political Transformation*, Foreword: Tarun Khanna, Palgrave Macmillan, P. 291 pages.

Selected Book Chapters since 2008

1. Fetscherin, M., (2020), "Foreword", in ***Building Consumer-Brand Relationship in Luxury Brand Management***, (Ed) Rodrigues, P., and Borges, A. IGI Global, xiii
2. Fetscherin, M., (2015), "The 4P's of CEO Branding", in ***CEO Branding: Theory and Practice***, (Ed) Fetscherin, M., Taylor and Francis, pp. 1-17.
3. Fetscherin, M., Heilmann, T., (2015), "Brand Relationships Rule", in ***Consumer Brand Relationships: Meaning, Measuring, Managing***, (Eds), Fetscherin, M. and Heilmann, T., Palgrave Macmillan, pp. 1-12.
4. Fetscherin, M., Conway-Dato-on, M. (2012), "Brand Love: Investigating two alternative love relationships", in ***Consumer Brand Relationships: Theory and Practice***, (Eds) Fournier, S., Breazeale, and Fetscherin, M., Taylor and Francis, pp. 151-164.
5. Fetscherin, M., Marmier, P. (2011), "Public Private Partnership to foster Science, Higher Education and Innovation: swissnex Boston", in ***International Place Branding Yearbook***, (Eds) R. Govers and F. Go, Palgrave Macmillan, pp. 97-109.

Selected Teaching Cases

1. Fetscherin, M., Sell, P. (2017), "True Fruits: A Juiced up internationalization strategy", **Ivey Publishing**, pp. 1-13.*
2. Fetscherin, M., Kasper, E. (2017), "No Grain no Gain: Mymuesli's International Market Selection", **Ivey Publishing**, pp. 1-11.*
3. Azhar, W., Fetscherin, M. (2017), "Avari Ramada Hotel: Pricing Hotel Rooms", **Stanford Graduate School of Business Publishing**, pp. 1-16.
4. Fetscherin, M., Pett, T. (2017), "Paillasse International SA: Global Market Selection", Ivey Publishing, pp. 1-9.
5. Alon, I., Fetscherin, M. Carnevale C. (2014), "Swiss Army: Diversifying into the Fragrance Business", **Ivey Publishing**, pp. 1-10.*
6. Fetscherin, M., Beuttenmuller, P. (2012), "Price Wars in the Chinese TV Manufacturing Industry: The Case Study of Hisense", in *Global Marketing*, (Eds) I. Alon and E. Jaffe, **McGraw-Hill/Irwin**, pp. 329-333.*
7. Fetscherin, M., Beuttenmuller, P. (2012), Geely's Internationalization and Volvo's Acquisition, in *Chinese International Investments*, I. Alon, M., Fetscherin, P., Gugler (Eds), **Palgrave**, P. 374-388.*
8. Fetscherin, M., Beuttenmuller, P. (2011), "Marketing Strategy of a Chinese Manufacturer: The Case of Konka", in *Handbook of Contemporary Marketing*, (Ed) C. Wang, **Nova Science Publishers**, pp. 245-261.*
9. Fetscherin, M., Beuttenmuller, P. (2010), "Marketing Strategy of a Chinese TV Manufacturer: The Case of Chonghong", in *Strategic Marketing: Creating Competitive Advantage*, (Eds) West, D. and Ford, J., **Oxford University Press**, pp. 557-567.*

Selected Conference Presentations

1. Ivanov, S., Konečnik Ruzzier, M., Fetscherin, M., Ruzzier, M. (2020), "Understanding Brand Hate Internationally: A Validation Study from Slovenia",
2. Fetscherin, M., (2019), "Brand Hate: Antecedences, Types and Consequences", *International Conference on Marketing, Tourism, & Hospitality*, Zurich, Switzerland, July 12-14.
3. Fetscherin, M. (2019), "Five Types of Brand Hate and their Behavioral Outcomes", *6th International Consumer Brand Relationship Conference*, Cancun, Mexico, 19-21 May.
4. Gonçalves, C., Fetscherin, M., Blandina, A., Nacif Rocha, M. (2019), "The Influence of Brand Relationships on Sense of Justice in the Context of Service Recovery", *6th International Consumer Brand Relationships Conference*, Cancun, Mexico, 19-21 May.
5. Fetscherin, M., Dunn, S., Klumb A, (2019), "Effects of Facial Features and Styling Elements on Perceptions of Competence, Warmth, and Hireability of Male Professionals", *Southeaster Psychological Association (SEPA), 65th Annual Meeting*, Jacksonville, USA, 20-23 March.*
6. Fetscherin, M., Sampedro, A. (2018), "Brand Hate and Brand Forgiveness: A Dynamic Analysis", *International Conference on Marketing, Tourism, & Hospitality*, Zurich, Switzerland, July 13-15.
7. Fetscherin, M., Hegner, S. (2017), "Theory of Brand Hate", *European Academy of Marketing Conference (EMAC)*, Groningen, Netherlands, May 23-26.
8. Fetscherin, M. (2017), "Brand Hate and its Consequences on Consumers' Willingness to Take a Flight or Fight the Brand", *5th International Consumer Brand Relationships Conference*, Porto, Portugal, May 18-21.
9. Fetscherin, M., Hegner, S. (2016), "Antecedents and Outcomes of Brand Hate (revised version)", *European Academy of Marketing Conference (EMAC)*, Oslo, Norway, May 24-27.
10. Fetscherin, M., Stephano, R-M (2016), "The Medical Tourism Index", *8th World Medical Tourism Congress*, Orlando, USA, September 25-28.
11. Cayolla, R., Fetscherin, M., Costa, S., Duarte, C., Castelo-Branco, M. (2015), "The Neurological Aspects of Brand Love", *4th Consumer Neuroscience Symposium*, Miami, USA, September 24.
12. Fetscherin, M., Hegner, S. (2015), "Antecedences and Outcomes of Brand Hate", *4th International Consumer Brand Relationships Conference*, Porto, Portugal, May 21-23.
13. Fetscherin, M., Heilmann, T. (2014), "CEO Branding Scale", *European Marketing Academy Conference (EMAC)*, Valencia, Spain, June 3-6.
14. Fetscherin, M. (2013), "Marketing Research: Understanding Consumer Insights", *6th Annual World Medical Tourism & Global Health Congress*, Las Vegas, USA, November 3-5.
15. Fetscherin, M. (2013), "Medical Tourism Destination Ranking", *6th Annual World Medical Tourism & Global Health Congress*, Las Vegas, USA, November 3-5.
16. Fetscherin, M., Boulanger, M., Gonçalves Filho, C., Souki, G. (2013), "The Effect of Product Category on Consumer Brand Relationships", *3rd International Consumer Brand Relationships Conference*, Winter Park, USA, September 26-28.
17. Boulanger, M., Fetscherin, M. (2013), "EFA, CFA and SEM Applied to Brand Love", *Discovery Summit*, San Antonio, USA, September 9-12.
18. Heilmann, T., Fetscherin, M. (2013), "Place Brand Personality: Development and Validation of a Place Personality Scale", *European Marketing Academy Conference (EMAC)*, Istanbul, Turkey, June 4-8.

19. Fetscherin, M. (2012), "Keynote: Measuring the Brand Image of a Place", *5th Annual World Medical Tourism & Global Health Congress*, Miami, October 24-26.
20. Fetscherin, M. (2012), "The importance of String Lengths and Semantic Relevance for China Brand Naming Preference", *European Marketing Academy Conference (EMAC)*, Lisbon, Portugal, May 22-25.
21. Fetscherin, M., Gonçalves C., (2012), "Does Love towards Brands make Consumers blind? The Role of Product Category", *European Marketing Academy Conference (EMAC)*, Lisbon, Portugal, May 22-25.
22. Greenberg, Y., Fetscherin, M. (2011), "The Theory of Religious Brands: The role and centrality of Love, Religions as Brands", *The Marketization of Religion and Spirituality Conference*, Lausanne, Switzerland, October 12-14.
23. Fetscherin, M., Abbott, R. (2011), "Western Consumer Preference for Chinese Brand Names", *5th China Goes Global Conference*, Harvard University, Cambridge, USA, October 2-4.*
24. Fetscherin, M., Voss, H., Gugler, P. (2011), "The Influence of psychic distance on cross-border investment decisions - A host country perception assessment", *Academy of International Business (AIB) Annual Meetings*, Nagoya, Japan, June 24-28.
25. Fetscherin, M., Alon, I., Johnson, J.P. (2011), "The Export Competitiveness of Global Industries in Major Asian Economies", *Academy of International Business (AIB) Annual Meetings*, Nagoya, Japan, June 24-28.
26. Fetscherin, M., Albert, N. (2011), "A Bibliometric Analysis of Consumer Brand Relationship Research", *European Marketing Academy Conference (EMAC)*, Ljubijana, Slovenia, May 24-27.
27. Fetscherin, M., Usunier, J-C. (2011), "Corporate Branding Perspectives and Research Streams", *1st International Colloquium on Corporate Branding, Identity, Image and Reputation*, Zurich, Switzerland, February 15-16.
28. Fetscherin, M., Gugler, P. (2010), "Does the Country Brand affect FDI Location Decisions?", *4th China Goes Global Conference*, Harvard University, Cambridge, USA, October 6-8.
29. Fetscherin, M., Marmier, P. (2010), "A Case Study of Switzerland's Nation Brand Initiative to advocate Science, Technology, Higher Education and Innovation", *2nd International Colloquium on Place Marketing and Branding*, Brunel University, UK, September 23-24.
30. Fetscherin, M. (2010), "The Relationship between Brand Loyalty and Brand Love and their effects on Purchase Behavior and Word-of-Mouth", *AMA Summer Marketing Educators' Conference*, Boston, USA, August 13-16.
31. Fetscherin, M., Melewar, T.C. (2010), "Predecessor and Effects of Brand Love: Applying Parasocial Love Theory to Consumer Brand Relationships", *European Marketing Academy Conference (EMAC)*, Copenhagen, Denmark, June 1-4.
32. Fetscherin, M., Conway-Dato-on, M. (2010), "Brand Love: Interpersonal Love or Parasocial Love", *6th Thought Leaders International Conference in Brand Management*, University of Lugano, Lugano, Switzerland, April 18-21.
33. Fetscherin, M. (2009), "The Determinants of Motion Picture Box Office Performance: Evidence from Bollywood Films in the US", *Society for Marketing Advances (SMA)*, New Orleans, USA, November 4-7.
34. Fetscherin, M. (2009), "Can Objective Factors Explain a Country Brand?", *1st International Colloquium on Place Marketing and Branding*, Brunel University, UK, September 24-25.
35. Fetscherin, M. (2009), "Country Branding: A Conceptual Framework", *European Marketing Academy Conference (EMAC)*, Nantes, France, May 26-29.

36. Galvez, D., Fetscherin, M. (2009), "Measuring the Effect of Country of Origins on Consumer's Brand Perception: An Explorative Study of Chinese and Brazilian Beer", *AMA Winter Marketing Educators' Conference*, Tampa, USA, February 20-23.*
37. Fetscherin, M., Lattemann, C., Schneider, Alon, I. (2008), "Corporate Social Responsibility of Chinese Companies: An Analysis of Corporate Communication", *Research Symposium on Corporate Governance in China and India*, Virginia, USA, October 24-25.
38. Lattemann, C., Fetscherin, M., Schneider, A-M., Alon, I. (2008), "Chinas Interpretation of Corporate Social Responsibility", *3rd International CSR-Conference "Corporate Responsibility and Governance"*, Berlin, Germany, October 8-10.
39. Fetscherin, M. (2008), "An Industry Export Policy Framework: An Application to China and Japan", Invited speaker Harvard University, Cambridge, USA, September 11.
40. Fetscherin, M., Alon, I., Johnson, J.P. (2008), "Measuring the Global Competitiveness of the Automotive Manufacturing Industry", *Academy of International Business (AIB) Annual Meetings*, Conference Proceeding, Milan, Italy, June 30-July 3.
41. Powers, N., Fetscherin, M. (2008), "Measuring the Joint Effect of Country Image and Brand Perception in Consumer Evaluations of Televisions", *The Global Management & Information Technology Research Conference*, New York, USA, May 21-24.*
42. Lang, G., Fetscherin, M., Lattemann, C. (2008), "Using virtual Worlds to Develop New Products", *8th Annual Conference, International Academy of E-Business*, San Francisco, USA, March 20-23.*
43. Lang, G., Fetscherin, M., Lattemann, C. (2008), "Virtual Customer Integration in New Product Development - First Insights from Second Life", *International Conference on Reality Shift in Media*, Bern, Switzerland, February 2-6.*
44. Fetscherin, M., Alon, I. (2007), "Measuring Global Industry Competitiveness Using the Specialization-Growth Matrix: The Case of China", *Euro-Asia Management Studies Association (EAMSA) Annual Conference about The Rise of the Asian Multinational Firm: Implications for Management, Competition and Cooperation*, Leeds, UK, November 29-30.
45. Fetscherin, M., Lattemann, C. (2007), "Motives and Willingness to Pay for Digital Music", *3rd International Conference on Automated Production of Cross Media Content for Multi-channel Distribution (AXMEDIS)*, Barcelona, Spain, November 28-30, pp. 189-196.
46. Toncar, M., Fetscherin, M. (2007), "U.S. Consumer perceptions of automobiles from emerging markets", *International Academy of Business and Economics (IABE) 2007 Annual Conference*, Las Vegas, USA, October 14-17, pp. 162-167.
47. M., Zelina, M., Fetscherin M. (2007), "Estimating Brand Equity in the Context of the Global Automotive Industry", *Academy of Marketing (AM) Conference*, Surrey, UK, July 3-6.*
48. Whitmore, S., Fetscherin, M. (2007), "The Poetry of Fashion: Universal Semiotic Appeals in Standardized International Fragrance Advertising", *INFORMS Marketing Science Conference*, Singapore, Singapore, June 28-30.*
49. Fetscherin, M., Toncar, M. (2007), "Consumer Perceptions of Imported Automobiles: Challenges for China and Indian Automotive Manufacturers", in: Philippe Beraud and Jean-Louis Perrault (Ed.), *Proceeding of the Third Annual Conference on Global Asian Perspectives*, Paris, France, June 7-8, P. 23.
50. Fetscherin, M., Sardy, M. (2007), "Globalization of the Chinese and India's Automotive Industry: Who is the Next Global Player?" in: Philippe Beraud and Jean-Louis Perrault (Ed.), *Proceeding of the Third Annual Conference on Global Asian Perspectives*, Paris, France, June 7-8, p. 22.

51. Powers, N., Fetscherin, M. (2007), "Brand Premium of Luxury Goods and the Counterfeit Market: The Case of Louis Vuitton Handbags", *Undergraduate Research Conference on Global Enterprise*, Indiana, USA, March 24.*
52. Fetscherin, M., Sardy, M. (2007), "Branding or Buying? China's cross-boarder M&A in the 21st Century", Invited speaker Harvard University, Kennedy School of Government, Cambridge, USA, March 15.
53. Fetscherin, M., Sardy, M. (2006), "The Globalization of Chinese Brands", *The Globalization of Chinese Enterprises: The Advent of a New Age Multinational Enterprise*, Orlando, USA, November 30-December 1.
54. Fetscherin, M., Sardy, M. (2006), "The Chinese Automotive Industry is Driving West", *The Globalization of Chinese Enterprises: The Advent of a New Age Multinational Enterprise*, Orlando, USA, November 30-December 1.
55. Fetscherin, M. (2006), "Economics of Online Music and Consumer Behavior", *The 8th International Conference on Electronic Commerce (ICEC)*, Fredericton, New Brunswick, Canada, August 14-16, pp. 599-604.
56. Fetscherin, M. (2006), "Consumer behavior for digital content - Implication of Digital Rights Management", *6th Annual Conference, International Academy of E-Business Orlando*, Florida, USA, March 23-26, pp. 50-55.
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58. Fetscherin, M. (2005), "Implications of DRM on the Consumer Behavior and the Demand for Digital Content", *Jupitermedia's DRM Strategies Conference*, New York, USA, July 27-28.
59. Vlietstra, C., Fetscherin, M. (2005), "Digital Music: Key Factors Determining the Download Price", *5th Annual Conference, International Academy of E-Business*, San Francisco, USA, March 24-27.*
60. Fetscherin, M. (2004), «Legales vs. illegales Digitales Musikangebot», *Praxisorientiertes Musik-Symposium, organized by Schweizerische Vereinigung der Musikverleger SVMV*, Föhlingen, Germany, May 14.
61. Zaugg, S., Fetscherin, M. (2004), "Music Piracy on Peer-to-Peer Networks", in: Yuan Soe-Tsyr and Liu Jiming (Ed.), *IEEE International Conference on e-Technology, e-Commerce, and e-Service (IEEE)*, Taipei: IEEE Computer Society Press, Taipei, Taiwan, March 2004, pp. 431-440.*
62. Fetscherin, M. (2003), "Movie Piracy on Peer-to-Peer Networks"; *8th Annual CTI Conference - Copyright and software patents*, Copenhagen, Denmark, December 5.
63. Fetscherin, M. (2003), "A model for a better understanding of the consumer acceptance of protection technologies", *2. Thüringer Medienseminar der FKFG: Rechte Digitaler Medien - Intellectual Properties & Content Management*, Erfurt, Germany, May 10-12.

Other publications

1. Fetscherin, M., (2020), [Will coronavirus 'infect' Central Florida's economy?](#) Orlando Sentinel, 4. March, 2020.
2. Fetscherin, M., and Stephano, R-M (2020), Medical Tourism Global Ranking. <http://www.medicaltourismindex.com/>

3. Fetscherin, M., and Stephano, R-M (2016), Medical Tourism Global Ranking.
<http://www.medicaltourismindex.com/>
4. Fetscherin, M., and Stephano, R-M (2015), Perception of a Destination: Medical Tourism Index, Medical Tourism Magazine, No. 33, pp. 32-34.
5. Fetscherin, M., and Stephano, R-M (2014), Medical Tourism Global Ranking.
<http://www.medicaltourismindex.com/>
6. Fetscherin, M., Heilmann, T. (2012), Measuring the Brand Image of a Place, Medical Tourism Magazine, September/October, pp. 58-59.
7. Fetscherin, M. (2011), Consumer Protection Law in the context of the Consumer-Company Relationship, in a special report published by the Federal Consumer Affairs Bureau, a division of the Swiss Federal Department of Economic Affairs, pp. 72-77.
8. Knolmayer, G., Fetscherin, M. (2004), Gegensatz der Musik und Filmindustrie: Mit technischen Mittlen gegen Piraten, in Neue Zürcher Zeitung (NZZ), 23. January.
9. Knolmayer, G., Fetscherin, M. (2003), Digitale Piraten in Peer-to-Peer-Netzwerken: Was leisten Kazaa und Co. wirklich?, in Neue Zürcher Zeitung (NZZ), 21. November.

SERVICE TO THE UNIVERSITY (Rollins College)

Leadership and Committees Member

- 2019 – current Director, International Business Major
- 2006 – current AACSB Accreditation Team
- 2016 – 2018 Executive Committee (EC) & Executive Counsel
- 2016 – 2018 Director, International Business Major
- 2015 – 2016 Tenure and Promotion Committee (T&P) in College of Professional Studies (CPS)
- 2010 – 2015 Dual Degree Program Director
- 2012 – 2014 Curriculum Committee (for INB)
- 2006 – 2012 Rollins China Center
- 2009 – 2011 Professional Standards Committee (PSC)
- 2010 – 2011 Student Success Committee
- 2007 – 2009 Financial and Service Committee (FSC)
- 2007 – 2008 IT Master Plan Committee

Ad-hoc Committees or activities

- Taskforce to Review Service Requirements in the Tenure/Promotion Process (2019/2020)
- Various faculty search committees
- Rollins Discovery (and local counselor breakfast)
- Maintained department website (2005-2009)
- INB club advisor (2006-2008)
- Established the Rollins the first American Marketing Association (AMA) Chapter (2007)
- IT Peer Review Group (2005-2007)

SERVICE TO ACADEMIC COMMUNITY

Editorial Board Membership & Guest Editor

- Editorial Board Member of *Journal of Brand Management* (2010- current)
- Editorial Board Member of *Place Branding and Public Diplomacy* (2010-2015)
- Guest Editor, *Journal of Product and Brand Management* (2019)
- Guest Editor, *Journal of Product and Brand Management* (2016)
- Guest Editor, *Journal of Brand Management* (2014)
- Guest Editor, *Thunderbird International Business Review* (2012)

Reviewer or Ad-hoc Reviewer

- *Journal of Marketing*
- *Academic of Marketing Science*
- *Journal European Journal of Marketing*
- *International Marketing Review*
- *Journal of Brand Management*
- *Journal of Business Research*
- *Journal of Consumer Marketing*
- *Journal of International Marketing*
- *Journal of Marketing Management*
- *Journal of Marketing Theory and Practice*
- *Journal of Place Branding and Public Diplomacy*

Conference Organizer

- Organizer, *6th International Consumer Brand Relationships Conference, Cancun, Mexico, 19-21 May, 2019*
- Organizer, *2nd Global Consumer Brand Relationships Summit, Porto, Portugal, 18 May, 2017 (with R. Cayolla)*
- Organizer, *5th International Consumer Brand Relationships Conference, Porto, Portugal, 18-20 May, 2017 (with R. Cayolla)*
- Organizer, *1st Global Consumer Brand Relationships Summit, Porto, Portugal, 21 May, 2015 (with R. Cayolla, J-B Gouveia, N. Pereira)*
- Organizer, *4th International Consumer Brand Relationships Conference, Porto, Portugal, 21-23 May, 2015 (with R. Cayolla, J-B Gouveia, N. Pereira)*
- Organizer, *3rd International Consumer Brand Relationships Conference, Rollins College, FL, September 26-28, 2013.*
- Organizer, *Consumer Brand Relationships, Boston University, June 6-8, 2012 (with M. Breazeale, S. Fournier, J. Avery)*
- Organizer, *2nd International Consumer Brand Relationship Colloquium, Rollins College, FL, March 17-19, 2011 (with S. Fournier, M. Breazeale)*
- Organizer, *1st International Consumer-Brand-Relationship Colloquium, Rollins College, FL, April 23-24, 2010 (with S. Fournier, T.C. Melewar, M. Breazeale)*

Program or Session Chair

- Session Chair, Product and Brand Management, *European Marketing Academy Conference (EMAC)*, Oslo, Norway, May 25-28, 2016.
- Session Chair, International and Cross-Cultural Marketing, *European Marketing Academy Conference (EMAC)*, Lisbon, May 22-25, 2012.
- Session Chair, International Marketing and Product and Brand Management, *European Marketing Academy Conference (EMAC)*, Copenhagen, June 1-4, 2011.
- Session Chair, Product and Brand Management, *European Marketing Academy Conference (EMAC)*, Copenhagen, June 1-4, 2010.
- Session Chair, Brand Personality Track, *6th Thought Leaders International Conference in Brand Management*, University of Lugano, April 18-21, 2010.
- Session Chair, International Marketing Track, *Society for Marketing Advances (SAM)*, New Orleans, USA, November 4-7, 2009.
- Session Chair, Pedagogy Session, *AMA Winter Marketing Educators' Conference*, Tampa, USA, February 20-23, 2009.

TEACHING

- Global Branding
- International Business
- International Marketing
- Marketing Analytics
- Marketing Research
- Management Consulting