

Prof. Dr. Carsten Baumgarth

2023

Curriculum Vitae



Professor of Marketing, particular Brand Management

HWR Berlin – Berlin School of Economics and Law (Germany)

Faculty I (Business Administration)

Badensche Str. 50 – 51, 10825 Berlin, Germany

Phone: 0049/160/4328595

e-mail: carsten.baumgarth@hwr-berlin.de

Website: www.cbaumgarth.net

Instagram: [@prof.baumgarth](https://www.instagram.com/@prof.baumgarth)

LinkedIn: [linkedin.com/in/carsten-baumgarth](https://www.linkedin.com/in/carsten-baumgarth)

RESEARCH INTERESTS

- Brand management, especially b-to-b, media, cultural products and CSR/ESG
- Strategic marketing, especially brand orientation
- Market research, especially research strategies (e.g., replication, success factor research) and new market research technologies (e.g., eye tracking, face recognition)
- Entrepreneurial, b-to-b, cultural and SME marketing
- Collaborations between arts and companies
- Brand co-creation
- New technologies (e.g., AI, robotics) and brands

TEACHING INTERESTS

- Brand management
- CSR Management
- Arts marketing
- Empirical research strategies (“Empirical master techniques”)
- B-to-B marketing
- Strategic marketing
- Consumer behavior

EDUCATION

- Post-Doctorate (i.e., “Habilitation”) in Business Administration (2003), University of Siegen, Germany. Post-doctoral thesis entitled “Effects of Cobranding“

- PhD. (summa cum laude) in Business Administration (1998), University of Siegen, Germany. Dissertation entitled “Vertical marketing strategies for b-to-b products“
- Diploma (magna cum laude) in Business Administration (1994), University of Siegen, Germany.

ACADEMIC EXPERIENCE

- Professor of Marketing and Brand Management: HWR Berlin (since March 2010)
- Adjunct Professor: Ho-Chi-Minh City Open University (Vietnam)
- Visiting Professor: University of Shanghai for science and Technology (USST) (China) (February 2012)
- Associate Professor: Marmara University, Istanbul (Turkey) (October 2006 – February 2010)
- Visiting Professor: KTH (Royal Institute of Technology), Stockholm (Sweden) (September 2005)
- Visiting Professor of Media Management: University of Applied Sciences Cologne (October 2004 – October 2005)
- Visiting Professor of Marketing: University of Paderborn (October 2003 – October 2004)
- Visiting Professor of Media Management: University of Paderborn (October 2002 – April 2003)
- Assistant Professor of Marketing (“Privatdozent“): University of Siegen (October 1998 – July 2003)
- Lecturer: University of Applied Science Frankfurt (October 1994 – October 1997)
- Lecturer and Doctoral Student: University of Siegen (October 1994 – September 1998)

PROFESSIONAL EXPERIENCE

- Founder and chair of the advisory board of Baumgarth & Baumgarth – Brandconsulting, Germany (2005 – present): This consulting company is specialized on the management of b-to-b brands. Clients include leading b-to-b companies, e.g., Bayer Material Science, Keiper, Ritto, Ejot, Stauf.
- Management education: I’ve conducted courses on several topics like marketing, brand management, sales, market research, and communication for several companies (e.g., Bayer, Still, Deutsche Post, Deutsche Bahn, Qiagen) and universities (e.g., University of Wurzburg, University of St. Gallen, University of Applied Science Luzern, European Business School, Nordakademie).

**SERVICES TO THE
COMMUNITY**

- Editor-in-Chief of Journal “*transfer – Werbeforschung & Praxis*“ (2004-2008)
 - Member of editorial boards: *transfer – Werbeforschung & Praxis*, *Marketing ZFP*, *Journal of Product and Brand Management*, *International Journal of Arts Management*.
 - Guest editor of Special Issues: *Arts Marketing*, *Journal of Marketing Management*, *Journal of Product & Brand Management*, *Journal of Marketing Management*.
 - Ad hoc reviewer for several international academic journals, including *The International Journal of Media Management*, *International Journal of Retail and Distribution Management*, *European Journal of International Management*, *Journal of Marketing Management*, *Journal of Business Review*, *Journal of Product & Brand Management*, *Journal of Brand Management*, *International Journal of Arts Management*, *Industrial Marketing Management*.
 - Ad hoc reviewer for German several academic management and marketing journals including *Marketing ZFP*, *Die Unternehmung*, *Journal für Betriebswirtschaft*, *transfer – Werbeforschung & Praxis*.
 - Reviewer for several international conferences, including EMAC *European Marketing Academy Conferences*, *International Brand Conference* and *Global Brand Conference*.
 - Organizer of several academic conferences and events: *City Marketing* (Siegen, 2000), *Media Management* (Paderborn, 2003), *Summer School “Research Strategies for Empirical Studies”* (Siegen, 2006), *B2B Brand Symposium* (Siegen, 2006), 2nd *International Brand Conference* (Istanbul, 2007), 4th *International Brand Conference* (Berlin 2011), *Conference on cultural branding* (Berlin 2013), 5th *International Brand Conference* (Koblenz 2014), 6th *International Brand Conference* (Berlin 2016), 14th *Global Brand Conference* (Berlin 2019) and 6th *International Brand Conference* (Mainz 2021).
 - Vice-president of DWG (German Association of Advertising Science) (2004-2008)
 - Co-Founder of the research institute INa [Institut for Sustainability] at the Berlin School of Economics and Law.
 - Co-Founder of the network *Technologiemarken* [Technology brands].
 - Supervision of several PhD candidates.
-

ACCADEMIC AFFILIATIONS

- DWG (German Association of Advertising)
- Medinge Group
- G E M. (Society for Brand Research)
- VHB (German Academic Association of Business Research)

AWARDS

- 2007 Best Presentation Award II. Markentag, Istanbul.
- 2009 Overall Best Paper Award, 10th AIMAC conference, Dallas.
- 2009 Best Paper Track Marketing, 10th AIMAC conference, Dallas.
- 2009 Best Paper Award, 3. Internationaler Markentag, Wien.
- 2011 Best Paper Award, DerMarkentag2011, Berlin.
- 2011 Best Presentation Award, DerMarkentag2011, Berlin.
- 2012 Best Paper Award, 11th International Colloquium on Nonprofit, Social, Arts and Heritage Marketing, London.
- 2015 Best Paper Award Praxis 2014, *transfer - Werbeforschung & Praxis*.
- 2016 Emerald Citations of Excellence 2016.
- 2016 Best Paper Award Forschung & Essay 2015, *transfer - Werbeforschung & Praxis*.
- 2016 Elsevier Certificate for Highly Cited Research (2014 – 2016; *Journal of Business Research*).
- 2019: Winner of the Brand Science Slam Award (HWR Berlin).
- 2022: Best Reviewer Award 2021: *International Journal of Arts Management*.

SELECTED PUBLICATIONS

BOOKS & SPECIAL ISSUES

- Baumgarth, C.; Eisend, M.; Evanschitzky, H. (Eds.) (2009): *Empirische Mastertechniken: Eine anwendungsorientierte Einführung für Marketing und Managementforschung [Empirical Master Techniques]*, Wiesbaden: Gabler.
- Guest Editor (2013) of a special issue of the *Journal of Marketing Management*, topic: „Brand orientation“ (in cooperation with Bill Merillies and Mats Urde).

JOURNAL
ARTICLES (REFERED)

- Guest Editor (2014) of a special issue of the journal *Arts Marketing: An International Journal*, topic „Brands in the Arts and Culture Sector“ (in cooperation with Daragh O’Reilly).
- Baumgarth, C. (2014): *Markenpolitik [Brand Management]*, 4th edition, Wiesbaden: Springer Gabler.
- Baumgarth, C.; Sandberg, B. (Eds.) (2016): *Handbuch Kunst-Unternehmens-Kooperationen [Handbook Arts-Business-Collaborations]*, Bielefeld: transcript.
- Baumgarth, C. (Ed.) (2018): Special Issue of the *Journal of Product & Brand Management*, topic: „Arts & Branding: Collaboration, Co-Creation and Inspiration of Brands by Arts“.
- Baumgarth, C.; Schmidt, H. J.; Boltz, D.-M.; Ropper, S. (Eds.) (2020): Special Issue of the *Journal of Marketing Management*, topic: “Fresh Perspectives on Brands”
- Baumgarth, C. (2004): Evaluations of co-brands and spill-over-effects: further empirical results. *Journal of Marketing Communications*, 10(2), 115-131.
- Evanschitzky, H.; Baumgarth, C.; Hubbard, R.; Armstrong, J. S. (2007): Replication Research’s Disturbing Trend. *Journal of Business Research*, 60(4), 411-415.
- Baumgarth, C. (2008): Integrated model of Marketing Quality (MARKET-Q) in the B-to-B Sector. *Journal of Business Market Management*, 2(1), 41-57.
- Baumgarth, C. (2009): Brand Orientation of Museums: Model and Empirical Results. *International Journal of Arts Management*, 11(3), 30-45.
- Baumgarth, C. (2010): “Living the brand”: brand orientation in the business-to-business sector. *European Journal of Marketing*, 43(5), 653-671.
- Baumgarth, C.; Schmidt, M. (2010): How strong is the business-to-business brand in the workforce? An empirically-tested model of ‘internal brand equity’ in a business-to-business setting. *Industrial Marketing Management*, 39(5), 1250-1260.
- Baumgarth, C.; Binckebanck, L. (2011): Sales Force Impact on B-to-B Brand Equity: Conceptual framework and empirical test. *Journal of Product & Brand Management*, 20(6), 487-498.
- Baumgarth, C.; Binckebanck, L. (2012): Glaubwürdige CSR-Kommunikation durch eine identitätsbasierte CSR-Markenführung: Forschungsstand und konzeptionelles Modell

[Credible CSR communication by an identity-based CSR brand approach: Status quo and conceptual model].
UmweltWirtschaftsForum, 19(3/4), 199-205.

- Urde, M.; Baumgarth, C.; Merrilees, B. (2013): Brand orientation and market orientation: From alternatives to synergy, in: *Journal of Business Research*. 66(1), 13-20.
- Baumgarth, C.; Merrilees, B.; Urde, M. (2013): Brand orientation: Past, present, and future. *Journal of Marketing Management*, 29(9-10), 973-980.
- Baumgarth, C.; O'Reilly, D. (2014): Brands in the arts and culture sector. *Arts Marketing: An International Journal*, 4(1/2), 2-9.
- Baumgarth, C. (2014): "This theatre is a part of me" - Contrasting brand attitude and brand attachment as drivers of audience behaviour. *Arts Marketing: An International Journal*, 4(1/2), 87-100.
- Schmidt, H. J.; Baumgarth, C. (2014): Introducing a conceptual model of brand orientation within the context of Social Entrepreneurial Businesses. *International Journal of Strategic Innovative Marketing*, 1(1), 37-50.
- Schmidt, H.; Baumgarth, C.; Wiedmann, K.-P.; Lückenbach, F. (2015): Strategic orientations and the performance of Social Entrepreneurial Organisations (SEOs): A conceptual model, in: *Social Business*, 5(2), 131-155.
- Kristal, S.; Baumgarth, C.; Behnke, C.; Henseler, J. (2016): Is co-creation really a booster for brand equity? The role of co-creation in observer-based brand equity (OBBE). *Journal of Product & Brand Management*, 25(3), 247-261.
- Baumgarth, C.; Kaluza, M.; Lohrisch, N. (2016): Brand Audit for Cultural Institutions (BAC): A Validated and Holistic Brand Controlling Tool. *International Journal of Arts Management*, 19(1), 54-68.
- Baumgarth, C. (2018): Brand management and the world of the arts: collaboration, co-operation, co-creation and inspiration. *Journal of Product & Brand Management*, 27(3), 237-248.
- Kristal, S.; Baumgarth, C.; Henseler, J. (2018): "Brand play" versus "Brand attack": the subversion of brand meaning in non-collaborative co-creation by professional artists and consumer activists. *Journal of Product & Brand Management*, 27(3), 334-347.

- Schmidt, H. J.; Baumgarth, C. (2018): Strengthening internal brand equity with brand ambassador programs: development and testing of a success factor model. *Journal of Brand Management*, 25(3), 250-265.
- Lückenbach, F.; Baumgarth, C.; Schmidt, H. J., Henseler, J. (2019): To perform or not to perform? How strategic orientations influence the performance of Social Entrepreneurship Organizations. *cogent - business & management*, 6, 1-15.
- Baumgarth, C.; Wieker, J. B. (2020): From the (fine) art to the urban art infusion effect – Replication and extension of the art infusion hypothesis. *Creativity and Innovation Management*, 29(S1), 116-127.
- Kristal, S.; Baumgarth, C.; Henseler, J. (2020): Performative corporate brand identity in industrial markets: The case of German prosthetics manufacturer Ottobock. *Journal of Business Research*, 114, 240-253.
- Hesse, A.; Schmidt, H. J.; Baumgarth, C. (2020): Practices of corporate influencers in the context of internal branding: The case of Pawel Dillinger from Deutsche Telekom, *Corporate Reputation Review*, 25, 191-204.
- Baumgarth, C.; Boltz, D.-M.; Schmidt, H. J.; Roper, S. (2020): Fresh perspectives on brand management. *Journal of Marketing Management*, 36(11-12), 973-980.
- Gabrielsson, P.; Kusi, S. Y.; Baumgarth, C. (2022): Decision-making Logic and Brand Orientation of Internationalizing Small and Medium-Sized Enterprises and Performance Implications. *Journal of World Business*, 57(5), 101311.

IMPACT

More than 500 publications

Google Scholar (February 2023):

- Citations: 5,561
- h-index: 31
- i10-index: 87

ResearchGate (February 2023):

- Research Interest Score: 1.849 (> 98 % of all RG members with a focus on marketing)