

Curriculum Vitae

Dr. Philipp Scharfenberger

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Date of Birth: 26th of August 1982

Nationality: German

Research Interests

Consumer Behavior, Symbolic Consumption, Branding, Semiotics, Extended Self, Ownership

Education

since 03/2014	Researcher University St. Gallen, Switzerland
07/2009-02/2014	Doctoral Candidate University of St. Gallen, Switzerland; Doctor of Philosophy in Management since 02/2014
08/2010-09/2010	Methodological Studies Summer School at University of Essex, Great Britain
04/2003-09/2008	Studies of Media Economics Johannes Gutenberg-University Mainz, Germany; Diploma in Media Economics since 09/2008
08/1994-06/2001	Gymnasium Prälat-Diehl-School, Gross-Gerau, Germany; Abitur since 06/2001
08/1998-06/1999	High School Sexton High School, Lansing (MI), USA

Awards & Scholarships

2014-2017	Post-Doc Scholarship (for 3 years) Awarded by the Research Fund of the University of St. Gallen
2010	Scholarship for Methodological Studies Abroad Awarded by the Swiss National Fund
2009	Winner of the EHI Research Award 2009 Awarded by the EHI Retail Institute; Category Diploma Theses

Professional Experience

since 11/2019	Vice Director at the Institute for Customer Insight University of St. Gallen, Switzerland
since 07/2004	Founder and Owner of <i>Agentur Unnütz</i> Creative Agency in the Field of Communication and Design, St. Gallen, Switzerland
03/2014-10/2019	Project Leader at the Institute for Customer Insight University of St. Gallen, Switzerland
07/2009-02/2014	Research Associate at the Institute for Customer Insight University of St. Gallen, Switzerland
11/2002-06/2009	Working Student at Deutsche Lufthansa Airline, Frankfurt/ Main, Germany
08/2006-02/2007	Intern at J. Walter Thompson Advertisement Agency, Frankfurt/Main, Germany
09/2005-02/2006	Intern at Springer & Jacoby Advertisement Agency, Hamburg, Germany
05/2002-04/2003	Intern at Greb & Neckermann Movie Production Enterprise, Wiesbaden, Germany
10/2001-06/2002	Civilian Service Foundation Waldmühle, Institute for Detoxification, Darmstadt, Germany

Project Leadership at the Following Industry Projects

since 2014	Brand Excellence Circle Cooperation with adidas, Airbnb, BMW Group, Credit Suisse, Deutsche Telekom, Freitag, GoPro, Hermès, Hilti, IBM, Ikea, Lange & Söhne, Leica, Lindt & Sprüngli, LinkedIn, Lufthansa, Nivea, Red Bull, Tempo, Uber, Vitra, Wikimedia, Zalando
2019-2020	Needs-based Configuration @ Audi Cooperation with Audi
2015-2016	Behavioral Branding @ Bosch Cooperation with Bosch Purchasing Department
2013-2014	Best Practice in Brand Management Cooperation with BMW, IWC, SWISS, Emmi, ABB, BILD, Swarovski, Deutsche Telekom, FC Bayern München, Vitra, UBS, Lindt & Sprüngli, Dornbracht, American Express, Heineken, St. Moritz
2012-2013	Consumption Vocabulary and Product Discussions Cooperation with Audi
2012-2013	Behavioral Branding Cooperation with KIND Hearing Aids
2010-2012	Brand Controlling Cooperation with REWE
2009-2011	Internal Branding Cooperation with ABB
2009-2010	Strategic Brand Leadership Cooperation with Credit Suisse

Teaching

since 09/2019	Consumer Behavior and Methods Lecture on Master Level (in English and in German)
since 02/2020	Marketing Communications Lecture on Bachelor Level (in English)
since 09/2014	Marketing Seminar Lecture on Bachelor Level (in English)
02/2014-06/2019	Customer Value and Communication Management Lecture on Master Level (in English and in German)
since 2011	Various Lectures in Executive Education Programs

Other Activities

since 2014	Reviewer for ACR Conference (since 2016); RAM Journal (since 2015); AMS Conference (since 2015); EMAC (since 2014); SCP Conference (since 2018)
since 2014	Supervisor for Master- and Bachelor-Theses at the University of St. Gallen; Co-Supervisor for Master-Theses at the BI Norwegian Business School
since 2019	Supervisor of Applied Research Projects Projects on Master Level (in English)
2014-2017	Member of the Jury of the ELMAR Brand Award The ELMAR is awarded annually to the best German brands in the electronics industry
2016	Member of the Jury of the Marketing Intelligence and Innovation Award The Marketing Intelligence and Innovation Award is awarded to companies that are particularly innovative with regard to marketing controlling and performance measures

Publications

Working Papers in Review:

- Scharfenberger, P., Wentzel, D., Tomczak, T., and Warlop, L.: Embodied Cognition and the Extended Self - How Bodily Proximity to Symbolic Objects Influences Self Extension to their Symbolized Meanings
- Scharfenberger, P., Landwehr, J., Herrmann, A., Tsai, C., and McGill, A.: How Consumption Vocabulary Directs Product Discussions – The Guiding Influence of Feature Labels on Consumers' Communication and Learning about Products in Online Communities
- Nägele, N., Von Walter, B., Scharfenberger, P., and Wentzel, D.: From Physical Connectedness to Personal Connectedness: How Providing Physical Objects Affects Behavioral Intentions towards Services
- Graf, L., Scharfenberger, P., Schonauer, M., and Landwehr, J.: How Object Associations influence Aesthetic Liking

Articles:

- Tomczak, T., Scharfenberger, P., Morhart, F., and Treiber-Ruckenbrod, J. (2018): Die neue Welt der Markenkommunikation – Ein zukunftsorientierter Ansatz zum ganzheitlichen Management von Markenauftritten, *GfM-Forschungsreihe*, Zurich, Switzerland.
- Tomczak, T. and Scharfenberger, P. (2018): Kreativität bleibt der Schlüssel zum Erfolg, *Handelszeitung*, S.45.
- Jahn, B., Treiber-Ruckenbrod, J., Tomczak, T., and Scharfenberger, P. (2017): Spagat in der Transformation: Marken als Treiber der Veränderung und Bewahrer der Unternehmensessenz, *Absatzwirtschaft* (11), 54-57.
- Feige, S., Annen, R., Hirsbrunner, R. and Scharfenberger, P. (2017): Was ist Herkunft wert? Eine empirische Studie zu Regionalprodukten, ISBN 978-3-905819-27-4
- Scharfenberger, P. and Pikali, G. (2016): Branding at Fond of Bags, Business Case at University of St. Gallen
- Tomczak, T. and Scharfenberger, P. (2015): Zur Idee einer Object-Dominant Logic im Marketing, in: *Always Ahead im Marketing – Offensiv, Digital, Strategisch*, ed. Barsch, S. and Blümelhuber, C., Wiesbaden: Springer Gabler, 69-85.
- Scharfenberger, P. (2014): Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings, Dissertation-Thesis, University of St. Gallen, Switzerland.
- Tomczak, T. and Scharfenberger, P. (2013): Haben, Greifen, Sein: Die Object-Dominant Logic, *GfM-Forschungsreihe*, Zurich, Switzerland.
- Scharfenberger, P., Tomczak, T., and Henkel, S. (2010): Emotionen aus Sicht der Kommunikation, in: *Erfolgsfaktor Emotionalisierung*, ed. Rüeger, B. and Hannich, F., Stuttgart: Schäffer-Poeschel, 3-15.
- Scharfenberger, P. (2008): Personifizierte Intermediäre: Grundkonzept und Empirische Untersuchung zur Erfolgswirksamen Umsetzung im Internet, Diploma-Thesis, University of Mainz, Germany (Winner of the EHI Science-Award 2009).

Presentations:

- Scharfenberger, P. (2019): Opinion Leaders and Branding, *Keynote Speech at the Brand Excellence Circle*, Wetzlar, Germany.
- Scharfenberger, P. (2019): How to Make it Tangible, *Best Practices in Marketing: Management Fokusgruppe "Making Services Tangible" des Institut für Marketing der Universität St. Gallen*, Schaffhausen, Switzerland
- Tomczak, T. and Scharfenberger (2019): Transformation Markenkommunikation – Ein zukunftsorientierter Ansatz zum ganzheitlichen Management von Markenauftritten, *Transformamus Conference*, Zürich, Switzerland.
- Scharfenberger, P. (2018): Aesthetics, Semiotics and Marketing Research, *Keynote Speech at the Brand Excellence Circle*, Weil am Rhein, Germany.

- Blumer, S., Scharfenberger, P., Häubl, G., and Tomczak, T. (2016): Experiencing the Self through Products: How Direct Product Experiences Paired with Abstract Product Construals Increase Consumers' Identification with and Evaluation of Product, *ACR Conference*, Berlin, Germany.
- Scharfenberger, P. (2016): Semiotics and Branding; *Presentation at SNK Identities*, Zurich, Switzerland.
- Scharfenberger, P. (2015): Creativity and Marketing Efficiency; *Keynote Speech at the Marketing Intelligence Day*, Berlin, Germany.
- Scharfenberger, P. and Tomczak, T. (2015): The Concept of Graspability in the Context of Perceived Ownership and the Extended Self, *77. Annual Conference of the VHB*, Vienna, Austria.
- Scharfenberger, P. (2015): The Embodied Self – The Relevance of the Physical Surrounding for the Psychological Construction of the Self, *Lehrstuhltreffen der Universität St.Gallen*, Switzerland.
- Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2014): Tangible Possessions and the Self – How Objects Reduce Perceived Distance to Their Symbolized Meanings, *ACR North American Conference*, Baltimore, USA.
- Henkel, S., Herhausen, D., Scharfenberger, P. (2014): How Employees' Distance to Headquarter Affects the Influence of Internal vs. External Communication on Employee Behavior. *European Marketing Academy 2014. - 43rd Annual EMAC Conference 2014. - Valencia*, S. 7.
- Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2014): Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings, *International Congress of Applied Psychology*, Paris, France.
- Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2013): Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings, *Workshop on Ownership and Decision Making of the Vienna University of Economics and Business*, Vienna, Austria.
- Scharfenberger, P., Wentzel, D., Warlop, L. and Tomczak, T. (2013): Solid Possessions: How Objects Reduce Psychological Distance to Intangible Meanings, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Scharfenberger, P. (2011): Self-Extension Through Services: The Effect of a Possession's Tangibility on its Ability to Self-Extend, *European Marketing Association Conference (EMAC), Doctoral Colloquium*, Ljubljana, Slovenia

In the Media:

- St. Galler Tagblatt (Ausgabe 6.7.2019): Kleiner grosser Luxus – die Modeindustrie hat die Familie entdeckt.
- Brand eins (2011, Heft 12: Die Sehnsucht nach dem Echten): Nicht gucken – anfassen (S.121-124).