

# Curriculum Vitae — Katherine Rother

## Contact Information

Research Associate and PhD Candidate  
Chair for Marketing and Market Research

University of Zurich  
Department of Business Administration  
URPP Social Networks  
Andreasstrasse 15, 8050 Zurich, Switzerland  
Email: [katherine.rother@business.uzh.ch](mailto:katherine.rother@business.uzh.ch)

Web: [business.uzh.ch/de/research/professorships/market-research/teamoverview/tcurrent/Rother.html](https://business.uzh.ch/de/research/professorships/market-research/teamoverview/tcurrent/Rother.html)

LinkedIn: [linkedin.com/in/katherine-rother](https://www.linkedin.com/in/katherine-rother)

Google Scholar: [scholar.google.com/citations?user=p3tKxKYAAAAJ&hl=en](https://scholar.google.com/citations?user=p3tKxKYAAAAJ&hl=en)

## Contents

Short Profile .....	2
Education .....	2
Grants .....	2-3
Honors & Awards .....	3
Publications .....	3
Presentations .....	3-4
Trainings & Workshops .....	4
Teaching & Professional Experience .....	4-5
BA & MA Thesis Supervision .....	5
Languages .....	5
Membership of Professional Organizations .....	5

---

Last updated: November 2024

## SHORT PROFILE

---

I am a research associate and PhD candidate at the Chair for Marketing and Market Research at the University of Zurich. After earning dual Bachelor of Arts degrees (summa cum laude) in Anthropology and French & Francophone Interdisciplinary Studies at the University of California, Los Angeles, I continued to pursue research. To delve further into my interests, I went on to study at the University of Oxford, completing a Master of Science degree with a thesis on collaborative strategies in online language learning.

My current research focuses on socially relevant topics at the intersection of (sustainable) consumer behavior, marketing, and psychology. Topics of interest include decision-making, message framing, and sustainability communication, especially via digital channels. I am particularly intrigued by how consumers can be encouraged to adopt more sustainable consumption patterns, as well as the psychological processes and values associated with consumer decisions. In my free time, I enjoy reading classical novels, gardening, and hiking.

*Research focus: sustainable consumer behavior, online consumption, carbon offsetting, behavioral change*

*Methods and approach: experimental, qualitative, interdisciplinary*

## EDUCATION

---

### **University of Zurich | September 2019 – Present**

Research Associate & PhD Candidate

Chair for Marketing for Social Impact

Thesis: *The Role of Emotions in Sustainable Consumer Behavior*

### **University of Oxford | November 2017**

MSc in Social Science of the Internet

Thesis: *Identity and Decision-Making Online: Examining User Interaction Strategies in Online Language Learning Platforms*

### **University of California, Los Angeles | June 2016**

Highest Honors B.A. in French & Francophone Interdisciplinary Studies

Highest Honors B.A. in Anthropology

Thesis: *The Declining Trend of Child Support Cases in Monterey County, California: An Ethnographic Study Exploring the Dynamics of Case Closures*

## GRANTS

---

2024	European Institute for Advanced Studies in Management   Seminar Grant   €450
2022	University of Zurich   University Teaching Fund   CHF 40,000
2022	University of Zurich   Graduate Campus   Conference Grant   CHF 900
2021	VAUZ   Tagungsfonds Award   CHF 600

2020	Google   Google Cloud Academic Grant   \$5,000
2016	UCLA   Lemelson Undergraduate Research Grant   \$4,000
2015	UCLA   College of Letters and Science Research Grant   \$4,500
2015	UCLA   University Grant Recipient   \$3,000

## HONORS & AWARDS

---

- Impact Award | Swiss Academy of Marketing Science (SAMS)
- Outstanding Presentation Award | UCLA
- First Place: Library Prize for Honors Thesis | UCLA
- Brueck, Earnest, and Lotte Scholarship Recipient | UCLA
- Undergraduate Research Scholars Program Scholarship Recipient | UCLA
- Scholarship Recognition Award Recipient | UCLA
- Jean C. Cook Scholarship Recipient | UCLA
- Mersereau Scholarship Recipient | UCLA

## PUBLICATIONS

---

**Rother, K. (2017).** The Womb, Medicine, and Negativity: Cultural Understandings as Represented in Poetic Portrayals of Menstruation and Greensickness in Early Modern England. *ALEPH Research Journal for the Humanities and Social Sciences*: 14(0).

**Rother, K. (2016).** The Declining Trend of Child Support Cases in Monterey County, California: An Ethnographic Study Exploring the Dynamics of Case Closures. UCLA Library: *eScholarship*.

## PRESENTATIONS

---

**5<sup>th</sup> Annual Conference of the Swiss Academy of Marketing Science (SAMS) | University of Lucerne | November 2024**

**Presentation:** “Voluntary Carbon Offsetting in Online Retailing: A revealed-preferences perspective”

**Quantitative Marketing Research Seminar | University of Zurich | September 2024**

**Presentation:** “Voluntary Carbon Offsetting in Online Retailing: A revealed-preferences perspective”

**Alliance for Research on Corporate Sustainability (ARCS) Annual Conference| UCLA | June 2024**

**Presentation:** “Voluntary Carbon Offsetting in Online Retailing: A revealed-preferences perspective”

**Quantitative Marketing Research Seminar | University of Zurich | September 2020**

**Presentation:** “The Green Eats App: Fostering Sustainability in Food Choices”

**Job Talk | University of Zurich | June 2019**

**Presentation:** “Online Identity and Decision Making: An Examination of User Behavior on a Language Learning Platform”

**Michael Mahony Graduate Seminar | University of Oxford | November 2016**

**Lecture:** “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures”

**Lemelson Honors Conference | UCLA | June 2016**

**Presentation:** “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures”

**Undergraduate Research Week | UCLA | May 2016**

**Presentation:** “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures”

**Undergraduate Research Scholars Program Colloquium | UCLA | January 2016**

**Presentation:** “The Declining Trend of Child Support Cases in Monterey County, CA: An Ethnographic Study Exploring the Dynamics of Case Closures”

## **TRAININGS AND WORKSHOPS**

---

- Designing Great Questionnaires | UZH Seminar | 2024
- Generating Managerially & Societally Impactful Research Ideas | EIASM Seminar | 2024
- Experimental Methods in Consumer Research | UZH Seminar | 2023
- Theorizing and Writing Qualitative Work | UZH Seminar | 2022
- SHIFTing Consumer Behavior to be More Sustainable | UZH Seminar | 2021
- Experimental Methods for Behavioral Science | GSERM Summer School | 2021
- Making a Theory Contribution in Management Research | UZH Seminar | 2020
- Applied Empirical Methods for Business Administration | UZH Course | 2020

## **TEACHING & PROFESSIONAL EXPERIENCE**

---

**FS2023 – Present**     **Instructor | University of Zurich**

*Chair for Marketing and Market Research, URPP Social Networks*

**BA-Level Courses:**

03SM22BO0065 – R: A non-technical introduction with applications to marketing (L)

**FS2020 – FS2023**     **Teaching Assistant | University of Zurich**

*Chair for Marketing and Market Research, URPP Social Networks*

**BA-Level Courses:**

03SM22BO0065 – R: A non-technical introduction with applications to marketing (L) (TA until FS2022)

03SM22BO0064 – Marketing Analytics (L + E) (TA until FS2023)

**MA-Level Courses:**

03SMOEC0605 – Marketing for Sustainable Consumption (S)

- 2022 – 2024**      **Semester Planning Coordinator | University of Zurich**  
*Chair for Marketing and Market Research, URPP Social Networks*  
Lecture and seminar planning for BA, MA, and PhD level courses.
- 2018 & 2021**      **UCLA Alumni Scholarship Reviewer | Los Angeles, CA**  
*University of California, Los Angeles*  
Volunteer position reviewing scholarship applications to the UCLA Alumni Scholarship.
- 2017**              **Peer-Reviewer | Connected Life Conference 2017: Digital Inequalities**  
*Oxford Internet Institute, University of Oxford*  
Engaged in multi-stage reviewing process.
- 2016 – 2018**      **Peer-Reviewer | Student Anthropologist**  
*National Association of Student Anthropologists (NASA)*  
Multiple peer reviews.

## **BA & MA THESIS SUPERVISION**

---

- FS2020 – Present**      **Supervising Bachelor & Master Student Theses | University of Zurich**  
*Chair for Marketing and Market Research*  
**7 BA theses and 4 MA theses**
- Together with:** Prof. Dr. René Algesheimer  
**Topic realm:** Marketing for Sustainable Consumption
- Reducing product returns in online retailing
  - Carbon literacy, carbon offsetting
  - Seasonality and impact of (sustainable) food choices
  - Promoting sustainable travel options
  - Influence of place and context in pro-environmental decision-making

## **SKILLS**

---

**Languages:** English (native speaker); German (native speaker); French (B1 equivalency)

**Software and Tools:** Microsoft 365 Office Suite, SPSS, SMART-PLS, R, Qualtrics, Prolific, MTurk, Gorilla, Nvivo, Canva, Miro, Zoom, Slack, Connect, Mendeley

**Research Methods:** Online survey and experimental design, mediation and moderation analysis, field experiments, conjoint analysis, thematic analysis/grounded theory

**Emerging Technologies:** Familiarity with AI tools for research support (scite.AI, Elicit, Connected Papers, ChatGPT)

## **MEMBERSHIP OF PROFESSIONAL ORGANIZATIONS**

---

- European Marketing Academy (EMAC)
- Swiss Academy of Marketing Science (SAMS)