

## PROF. DR. PASCAL BRUNO

### Publikationen

#### Artikel

BRUNO, P. (2020). Nachhaltigkeit im Luxus ist kein Luxus mehr. *Markenartikel : Das Magazin für Markenführung*, 2020 (1-2), pp. 12-14.

KLEIN, K., VÖLCKNER, F., BRUNO, H. A., SATTLER, H., BRUNO, P. (2019). Brand positioning based on brand image–country image fit. *Marketing Science*, 38 (3), 516-538. doi:<https://doi.org/10.1287/mksc.2019.1151>.

BRUNO, P., MELNYK, V., VÖLCKNER, F. (2017). Temperature and emotions: Effects of physical temperature on responses to emotional advertising. *International Journal of Research in Marketing*, 34 (1), 302-320. doi:<https://doi.org/10.1016/j.ijresmar.2016.08.005>.

BRUNO, P., MELNYK, V., VÖLCKNER, F. (2012). Cooling down or heating up with emotions: How temperature affects customer response to emotional advertising appeals. *Advances in Consumer Research*, 40, pp. 651-652.

#### Buchbeiträge & Kapitel

BRUNO, P., MELNYK, V., VÖLCKNER, F. (2012). The influence of temperature on consumer's reaction to emotional appeals., *AP - Asia-Pacific Advances in Consumer Research* (pp. 174-176). Duluth, MN: Association for Consumer Research.

BRUNO, P., MELNYK, V., VÖLCKNER, F. (2012). When a warm ad leaves you cold - the moderating role of temperature on the effectiveness of warmth in advertising. In Rita, P. (Eds.), *Marketing to citizens : Going beyond customers and consumers : Conference proceedings* (pp. 207). Lissabon: ISCTE Business School.

BRUNO, P., KLEIN, K., SATTLER, H., VÖLCKNER, F. (2011). Survival of the fittest: The impact of image-based country fit on global branding. In Makovec Brencic, M. et al. (Eds.), *The day after : Inspiration, innovation, implementation : Conference proceedings* (pp. 161-172). Ljubljana : Faculty of Economics.

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