

PROF. DR. PASCAL BRUNO

Publikationen

Artikel

- BRUNO, P., MELNYK, V., MURRAY, K. B. (2022). The temperature dimension of emotions. *European Journal of Marketing*, 56 (8), 2172-2215. doi:10.1108/EJM-04-2020-0237.
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- OHLWEIN, M., BRUNO, P. (2021). A brand like a friend. How brand likeability influences brand perception. *International Journal of Market Research*, 64 (3), 295-305. doi:10.1177/14707853211039190.
- BRUNO, P. (2020). Nachhaltigkeit im Luxus ist kein Luxus mehr. *Markenartikel : das Magazin für Markenführung* (1-2), pp. 12-14.
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- 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:10.1016/j.ijresmar.2016.08.005.
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Buchbeiträge & Kapitel

- BRUNO, P., OHLWEIN, M. (2025). But I see your true colors shining through. CSR as moderator of the impact of rainbow washing., *Proceedings of the 53rd Annual Conference of the European Marketing Academy* (pp. nn-nn). Bukarest, Rumänien: European Marketing Academy.
- OHLWEIN, M., BRUNO, P., HÄUSER, J. (2023). The best has no reason to imitate. The effect of packaging imitation by established brands., *Proceedings of the European Marketing Academy* (pp. A2023-113959). Stockholm: European Marketing Academy .
- OHLWEIN, M., BRUNO, P. (2022). I am one of the good ones, forgive me!. The impact of CSR on brand forgiveness., *Proceedings of the European Marketing Academy (EMAC)* (pp. A2022-107547). Stockholm: European Marketing Academy .
- KLEIN, K., BRUNO, P. (2021). Blurring gender lines. Assessing the effect of androgynous models in advertising., *Proceedings of the European Marketing Academy (EMAC)* (pp. A2021-92950). Stockholm: European Marketing Academy .
- OHLWEIN, M., BRUNO, P., FAVORITE, J., LAUER, S., RAUCH, L.-M. (2021). Wearing rose-colored glasses. Can brand likeability enhance perceived price fairness and product quality?., *Proceedings of the European Marketing Academy (EMAC)* (pp. A2021-93689). Stockholm: European Marketing Academy .
- 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*

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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 ; Proceedings of the 40th EMAC Conference* (pp. 161-172). Ljubljana : Faculty of Economics.

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Vorträge

BRUNO, P., OHLWEIN, M. (2024). But I see your true colors shining through. CSR as moderator of the impact of rainbow washing., *53rd Annual Conference of The European Marketing Academy*.

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KLEIN, K., BRUNO, P. (2021). Blurring gender lines. Assessing the effect of androgynous models in advertising., *50th Annual Conference of the European Marketing Academy (EMAC)*.

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