



Publikationsliste Dipl.-Kffr. Katharina Hutter

1. Beiträge in Zeitschriften

1.1. Referierte Zeitschriften

Hutter, K.; Hoffmann, S. (2014): Surprise, Surprise. Ambient Media as Promotion Tool for Retailers, in: Journal of Retailing, 90 (1), 93-110.

Schwarz, U.; Hoffmann, S.; Hutter, K.: Do Men and Women Laugh About Different Types of Humor? A Comparison of Satire, Sentimental Comedy, and Comic Wit in Print Ads, in: Journal of Current Issues & Research in Advertising (forthcoming)

Hutter, K.; Hoffmann, S. (2013): Carrotmob and Anti-Consumption. Same Motives, but Different Willingness to Make Sacrifices? in: Journal of Macromarketing, 33 (3), 217-231.

Hutter, K. (2012): Mit Emotional Mapping Ambient-Media messen und steuern, in: transfer - Werbeforschung & Praxis, 58 (2), 58-65.

Hoffmann, S.; Hutter, K. (2012): Carrotmob as a New Form of Ethical Consumption. The Nature of the Concept and Avenues for Future Research, in: Journal of Consumer Policy, 35 (2), 215-236.

Hutter, K.; Hoffmann, S. (2011): Guerrilla Marketing. The Nature of the Concept and Propositions for Further Research, in: Asian Journal of Marketing, 5 (2), 39-54.

Hutter, K.; Hoffmann, S. (2011): Guerilla-Marketing – eine nüchterne Betrachtung einer vieldiskutierten Werbeform, in: der markt – International Journal of Marketing, 50 (2), 121-135.

1.2. Sonstige Zeitschriften

Hutter, K. (2013): Carrotmob: Gemeinsam für eine gute Sache, in Markenartikel, 75 (9), 100-101.

Hutter, K. (2013): Knapp inszeniert: Guerilla-Stores im Handel, in: Markenartikel, 75 (4), 64-65.

Hutter, K. (2013): Temporäre Kundeninspiration, in: Absatzwirtschaft, 56 (1/2), 38-40.

Hutter, K. (2012): Guerilla-Marketing als effiziente Kommunikationsform für Unternehmen, in: facts, 4 (4), 15-17.

2. Monografien

Hutter, K.; Hoffmann, S. (2014): Professionelles Guerilla-Marketing: Grundlagen – Instrumente – Controlling, Wiesbaden: Springer Gabler.

3. Beiträge in Herausgeberbänden

Schwarz, U.; Hutter, K. (2012): Marketing-Management: Wie sich das Verhalten von Konsumenten beeinflussen lässt, in: Hoffmann, S.; Schwarz, U.; Mai, R. (Hrsg.): Angewandtes Gesundheitsmarketing, Wiesbaden: Springer Gabler, 45-56.

Niemand, T.; Hutter, K.; Müller, S. (2010): Medienverhalten gesundheitsbewusster Konsumenten, in: Hoffmann, S.; Müller, S. (Hrsg.): Gesundheitsmarketing: Gesundheitspsychologie & Prävention, Bern: Hans Huber, 227-238.

4. Arbeitspapiere

Weiß, C.; Hutter, K. (2013): Theoretische Fundierung und Abgrenzung innovativer Ladenkonzepte: Eine explorative Untersuchung von Pop-up- und Guerilla-Stores, Dresdner Beiträge zur Betriebswirtschaftslehre Nr. 170/13, Dresden.

Hutter, K.; Schwarz, U.; Heide, N. (2011): Ambush Marketing bei Sportgroßveranstaltungen: Eine empirische Analyse am Beispiel der FIFA Fußball-Weltmeisterschaft 2010, Dresdner Beiträge zur Betriebswirtschaftslehre Nr. 160/11, Dresden.

Günther, E.; Hüske, A.-K.; Hutter, K.; Soyez, K.; Stechemesser, K. (2009): Hemmnisse umweltfreundlichen Verhaltens, Dresdner Beiträge zu Lehre der betrieblichen Umweltökonomie, Nr. 35, Dresden.

5. Vorträge auf Konferenzen

Hoffmann, S.; Schwarz, U.; Dalicho, L.; Hutter, K. (2013): Humor in Cross-Cultural Advertising: A Content Analysis and Test of Effectiveness in German and Spanish Print Advertisements, paper accepted for the 2nd International Conference on Strategic Innovative Marketing (ICSIM), September 13th-17th, 2013, Prague, Czech Republic.

Hutter, K.; Mai, R. (2013): Effective Incentives for Buzz Marketing: How Moral Concern Moderates the Willingness to Engage as Buzz Agent, paper accepted for the 42nd Annual Conference of the European Marketing Academy (EMAC), June 4th-6th, 2013, Istanbul, Turkey.

Niemand, T.; Hutter, K.; Gornikel, N. (2013): Who Says What to Whom in Facebook With What Effect? Investigating Electronic Word of Mouth Communication With the Lasswell Formula, paper accepted for the 42nd Annual Conference of the European Marketing Academy (EMAC), June 4th-6th, 2013, Istanbul, Turkey.

Hutter, K.; Mai, R. (2013): Buzz Marketing: What Motivates Consumers to Become a Buzz Agent?, paper accepted for the 7th International Research Days on Marketing Communications in Wolfsburg, Germany, April 18th-19th, 2013.

Mai, R.; Hutter, K. (2013): Absurdity in Advertising: Curvilinear Impact on Ad Effectiveness, paper accepted for the 2013 AMA Winter Marketing Educators' Conference in Las Vegas, NV, USA, February 15th-17th, 2012.

Hutter, K. (2013): Guerilla Marketing in Practice: An Exploration into Meanings and Motives, paper accepted for the 12th International Marketing Trends Conference in Paris, France, January 17th-19th, 2012

- Hutter, K.; Schwarz, U. (2012): Image Effect of Ambush Marketing: The Case of FIFA Soccer World Cup 2010, paper accepted for the Australian & New Zealand Marketing Academy (ANZMAC) 2012, in Adelaide, Australia, December 3rd – 5th, 2012. (Ausgezeichnet mit dem Best Paper Award im Track „Tourism, Events & Sports“).
- Hutter, K., Hoffmann, S. (2012): Carrotmob and Anti-Consumption. Same Motives, but Different Willingness to Make Sacrifices?, in: Proceedings of the ICAR 2012 Symposium, Griffith University, in Brisbane, June 27th-28th 2012.
- Mai, R.; Hutter, K. (2012): The Optimal Level of Absurdity in Advertising: The Moderating Effect of Product Category Attitude, in: proceedings of the 41th Annual Conference of the European Marketing Academy (EMAC), May 22th-25th, 2012, Lisbon, Portugal.
- Hoffmann, S.; Hutter, K. (2012): Collective Shopping for a Better World. Theoretical Background of the Carrotmob and a Call for Future Research, paper accepted for the 2012 AMA Winter Marketing Educators' Conference in St. Petersburg, FL, USA, February 17th-19th, 2012.
- Schwarz, U.; Hoffmann, S.; Hutter, K. (2012): Do Men and Women Laugh About Different Types of Humour? A Comparison Study in Print Ads, paper accepted for the 2012 AMA Winter Marketing Educators' Conference in St. Petersburg, FL, USA, February 17th-19th, 2012.
- Hutter, K.; Schwarz, U. (2012): Effectiveness of Humorous Print Ads, paper accepted for the 11th International Marketing Trends Conference, January 19th-21st, 2012, Venice, Italy.
- Hutter, K.; Hoffmann, S. (2011): Cooler than Boycotts. Carrotmob as an Innovative Form of Ethical Consumption, accepted for the 10th International Marketing Trends Conference in Paris, France, January 20th-22nd, 2011.