

# Dr. Andrea Hemetsberger

## Associate Professor

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## CV

Andrea Hemetsberger finished her doctorate in marketing in 1997. In 2000 she was granted a Marie-Curie fellowship from the European Commission and spent a year at the department of Marketing at Tilburg University, Tilburg, The Netherlands. She finished her Habilitation thesis in 2006 followed by visits at the Schulich School of Business, York University in Toronto, Canada, and at ESSEC Business School. Since that time she is visiting us regularly to lecture a course on 'Emergent Themes in Consumer Behavior'.

Andrea's favourite topics in research revolve around the Free Software and the Open Source movement, their motivational basis, their ideological core their collaborative, creative practices, and how these are dramatically altering our understanding of production, consumption, and innovation in the postindustrial economy. Her most recent Open Source project investigates the negotiation processes within the movement that accompany their development from a resistive towards an entrepreneurial culture.

Her second research interest is in consumer devotion, passion, and fandom, and how it relates to consumption behavior, evangelism, innovation, and ritual practices. She is also involved in research on branding and in brands as complex social phenomena, in particular.

Andrea Hemetsberger has published in leading scholarly Journals such as Organization Studies, Journal of Business Research, Advances in Consumer Research, Management Learning, or the Journal of Business-to-Business Research.

She is member of the Association for Consumer Research, the European Marketing Academy, and the Marie-Curie Fellowship Association.