



DR. JANA-VERENA GERHART

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PROFESSIONAL EXPERIENCE

- since 01/07/2024 *Gothenburg University, School of Business, Economics and Law (Sweden)*
post-doctoral researcher (scholarship by the Jan Wallanders och Tore Hedelius/Tore Browaldhs stiftelse foundation)
- since 19/04/2022 *eDOCation (international)*
[Academic consultant](#) for scientific outreach
- 01/07/2018 –
30/06/2024 *Johannes Gutenberg University, Mainz (Germany)*
Research Assistant
- 20/08/2017 –
20/12/2017 [Innovazing](#), Washington, D.C (USA)
Marketing Intern
- since 2016 *Freelance violoncellist and instrumental pedagogue, Mainz (Germany)*
Music lessons in violoncello
Musical accompaniment for exhibition openings and celebrations
Chamber music concerts
- 18/04/2016 –
23/07/2026 *Johannes Gutenberg University, Mainz (Germany)*
Tutorship: Empirical Economic Research (Prof. Reyn van Ewijk)
- 19/08/2013 –
19/10/2013 *PRIME Research international AG & Co. KG, Mainz (Germany)*
Internship: Media monitoring, research & resonance analysis
- 20/02/2012 –
16/03/2012;
02/04/2013 –
12/04/2013 *Frankfurter Societäts-Medien GmbH, Frankfurt (Germany)*
Editorial internship
Cultural editorial office internship
- 11/01/2010 –
15/01/2010 *DFS Deutsche Flugsicherung GmbH (German Air Traffic Control), Langen (Germany)*
Internship: Training and work profile in air traffic control

EDUCATION

- since 01/07/2024 *Gothenburg University, School of Business, Economics and Law*
Post-doctoral researcher
- 01/10/2023 –
31/10/2023 *BI Norwegian Business School*
Research visit (invited by Prof. Luk Warlop)
Brownbag seminar talk
- 01/07/2018 –
23/05/2024 *Johannes Gutenberg University Mainz*
Research Assistant; Ph.D. in Marketing (summa cum laude)
“A Darkness Shining in Brightness. The Role of Mixed Emotions in the Contexts of Consumer Psychology and Decision Making”; supervised by Prof. Oliver Emrich
- 01/10/2015 –
18/05/2018 *Johannes Gutenberg University Mainz*
M.Sc. in Management (grade 1,3)
Thesis: “Virtue of Vibes. The effect of structural congruency of visual and metric stimuli on the recall of numerical series” (1,0)

01/10 2011 – B.A. in Communication Science (grade 1,6)
 12/10/2015 Thesis: “With music to brand identity. Sonic branding in the automotive sector” (1,7)

20/08/2017 – *American University Washington DC*
 20/12/2017 Exchange semester as [Fulbright scholar](#) (grade A)
Peter Cornelius Conservatory Mainz

21/10/2015 – Diploma in Instrumental Pedagogy (with honors)
 31.05.2017

01/11/2014 – Artist Diploma in Violoncello (with honors)
 31/05/2017

01/08/2003 – *Spessart-Gymnasium Alzenau*
 31/07/2011 Abitur (equivalent to A level; grade 1,1)

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

Gerhart, J. V., & Oh, V. (2024). Mixed Emotions. In Elgar Encyclopedia of Consumer Behavior (pp. 211-215). Edward Elgar Publishing.

Gerhart, J.-V. (2024). A darkness shining in brightness: The role of mixed emotions in the contexts of consumer psychology and decision making (Publication No. HEB519391527) [Doctoral dissertation, Johannes Gutenberg University Mainz]. Mainz University Open Science. <https://openscience.ub.uni-mainz.de/handle/20.500.12030/10404>.

Gerhart, J.-V., Senyuz, A. & Kamleitner, B. (under third round review at International Journal of Research in Marketing [A-ranked]). “Inspire Awe – Survive Digitality. Higher Benefits of Product-Inspired Awe in Digital than Physical Environments”.

SELECTED WORKS IN PROGRESS

Gerhart, J.-V. & Emrich, O. (prepared for submission to the Journal of Consumer Research [A+-ranked]). "Feeling Mixed, Choosing Mild? Mixed Emotions Increase Preferences for Low-Arousal Products in Online Product-Recommendation Settings"

Senyuz, A. & Gerhart, J.-V. (ongoing research). "Navigating Digital Consumer Worlds: Intrinsic Qualities as Value Drivers of Cultural Goods in the Digital Environment", funded by The British Academy (SRG2324\240815)

Caldas de Souza, C. E., Gerhart, J.-V., Deventer, C., Hauff, J. & Nilsson, J. (ongoing research). "Emotion-Sensing AI Technology: Impacts on Consumer Privacy and Well-Being"

Gerhart, J.-V., Riehle, R. & Gollnhofer, J. (ongoing research). "The Role and Perception of Agency in Co-Creation Processes with Autonomous Systems"

PEER-REVIEWED CONFERENCE PROCEEDINGS

Jana-Verena Gerhart, Oliver Emrich, Michael Norton, Jordi Quidbach, and Ann-Kathrin Haderdauer (2020), "Mixed Emotions Inspire Missions (Im)Possible – the Role of Emotions in Setting and Achieving High Aspirations", in NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 1194-1194.

FURTHER RESEARCH OUTPUTS

Production of explanatory videos for communicating scientific concepts and educational approaches to be used for empirical studies and scientific outreach activities, licensed as creative commons and publicly available under <https://jvgerhart.de/science-communication>

- "The Judgement of Taste. An Introduction into Pierre Bourdieu's Theory of Social Powers"
- "A Practical Introduction to Design Thinking"
- "What is a Non-Fungible Token (NFT)? An Introduction to Blockchain-Based Authentication of Artistic Consumer Goods"
- "The Klanglabor Concept by Daniel Geiss"
- "Moving Beyond. An Introduction to the Self-Transcendence Concept in Marketing"

GRANTS & FUNDING

15/08/2024	BA/Leverhulme Small Research Grants Scheme (co-applicant with Aysu Seyuz; SRG2324\240815, £9,216)
01/04/2021 – 31/05/2024	Doctoral Scholarship of the German Academic Scholarship Foundation (€52,200)
11/10/2022	€4,000 Research Support by Central European University
11/11/2022 – 29/09/2023	Mobility research grants <ul style="list-style-type: none">• > €2,500 by Interdisciplinary Public Policy, JGU• > €2,000 by Equality and Diversity Office, JGU
01.02.2021 – 31.01.2023	Junior Member of the Gutenberg Academy (€5,000 Excellence Grant)

HONORS AND AWARDS

01.01.2023 – 31.01.2023	Falling Walls Foundation, Female Science Talent
16.11.2021 – 31.12.2022	Member of the Christine de Pizan Mentoring Program
23.11.2018	Special recognition for Master's thesis by Johannes Gutenberg University, Mainz
23.05.2017	Fulbright Scholarship (\$15,400 Tuition Grant)
15.09.2016 – 31.08.2018	Deloitte Scholarship (€4,800 Grant)

ACADEMIC SERVICE

since 10.08.2023	Ad-hoc reviewer at the <i>International Journal of Research in Marketing</i>
2020 – 2023	Member of the Senate (JGU Mainz)
2020	Member of the Information Technology and Digital Processes Committee
24.04.2023 – 30.06.2024	
2019 – 2023	Member of the Academic and Teaching Committee at the Department of Law & Economics (JGU Mainz)
07.11.2019 – 08.11.2019	Collegial Audit Delegation Member (JGU Mainz & Maastricht University)

SCIENTIFIC COMMUNICATIONS

- 28/05/2024 – EMAC Annual Conference, Bucharest (competitive paper & round table facilitation)
31/05/2024
07/03/2023 – Society for Consumer Psychology Annual Conference, Nashville (competitive paper)
09/03/2023
30/11/2023 – French-Austrian-German Workshop on Consumer Behavior, Innsbruck
01/12/2023
15/06/2023 – Frontiers in Service Conference (competitive paper)
18/06/2023
23/05/2023 – EMAC Annual Conference, Odense (competitive paper & special session “Inside the Mind: Psychology of Non-Fungible-Tokens”)
26/05/2023
05/12/2022 – Crypto Marketing Conference, Columbia University New York (competitive paper)
06/12/2022
15/09/2022 IJRM Paper Development Workshop by Martin Schreier and Riza Cassidy
31/03/2022 – Brand Camp Conference, University of Innsbruck (spotlight talk)
02/04/2022
03/06/2022 – Società Italiana Marketing Research Colloquium, University of Bologna
04/06/2022
18/11/2021 – German Scholarship Foundation Doctoral Forum, mentored by Nicola Fuchs-Schündeln
21/11/2021
29/10/2021 – Gutenberg Academy, Mainz (spotlight talk)
30/10/2021
16/05/2020 – Association for Consumer Research Conference, Paris/online (poster presentation)
19/05/2020
25/02/2019 – Methods of Emotion Research. Graduate College 1876, JGU Mainz
26/02/2019

PRACTICAL OUTREACH & INDUSTRIAL INNOVATION

- since 19/04/2022 Academic Consultant at eDOCation
since 23/11/2021 Member of the European Blockchain Association, [Tokenization & NFT Working Group](#)
Developed and facilitated cross-disciplinary workshops
16/11/2023 “Creative Catalysts. What science can teach us about creativity and innovation”,
Global Learnathon at Siemens Industries Software (international)
06/12/2017 “Scientific Perspectives on Creativity”, wework Washington, D.C. (USA)

ATTENDANCE OF PROFESSIONAL CONFERENCES (SELECTION)

- 07/11/2023 – Falling Walls Science Summit (Berlin)
09/11/2023
21/07/2023 – Blockchain Oracle Summit (Paris, France)
22/07/2023
24/02/2023 – NFT Paris (France)
25/02/2023
21/06/2022 – NFT NYC Conference (New York, USA)
23/07/2022
04/04/2022 – Crypto Assets Conference (Frankfurt School Blockchain Center, Germany)
06/04/2022

TEACHING, SUPERVISING & MENTORING ACTIVITIES

- 01/07/2018 –
30/06/2024
- Johannes Gutenberg University Mainz, Chair of Management and Social Media*
- Theses supervision (29 Bachelor theses, 11 Master theses); e.g.
- The Effect of Anthropomorphism on the Perception and Evaluation of AI-generated Aesthetic Goods With vs. Without Content Creator Fit (BA, 2023)
 - The Influence of Mixed Emotions on the Preference of Low-Arousal vs. High-Arousal Job Advertisements (MA, 2023)
 - The Influence of Emotions on Pro-social Behaviors towards Fantasy-Based vs. Human-Based Avatars in Virtual Environments (BA, 2022)
 - Feeling Mixed, Doing Good: The Influence of (Mixed) Emotions on Altruistic Behavior (MA, 2022)
 - Dimensions of Co-Experience & Their Impact on Music Experience on Streaming Platforms (MA, 2019)
- 01/07/2018 –
30/06/2024
- Lecturing (i.e., facilitation of courses, development of teaching material, grading of results)
- Decision Making in Retailing (M.Sc.)
 - Cultural Creation, Consumer Trends, and Social Media (Level: M.Sc.)
 - Netnography (M.Sc.)
 - Future Scenarios of Digital Technology (M.Sc.)
 - Social Media: Bridging Management and Science (B.Sc.)
- 15/04/2024 –
20/07/2024
- Course development and facilitation at Johannes Gutenberg University Mainz*
- “Cultural Management” (M.Sc.)
- 15/04/2019 –
20/07/2019
- “Game of Tones. Cognitive, motivational and social aspects in the marketing of classical music” ([interdisciplinary seminar](#) of the [Q+ program](#))

BEYOND ACADEMIA: VIOLONCELLIST

- Touring with concert program “Dreams in the Belle Époque” (own conceptualization, premiered in May 2022); concert program “Piazzolla!” in progress (premiere in 2025)
- Composition of own works (premiere of Cello Sonata in 2020)
- Studio recordings (e.g., for the duo „Bender&Schillinger“, 2015)
- Concert tours to China (2014) and Cambodia (supported by the art+ foundation, 2015)