



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Jeanette Hauff

Department of Business Administration
Marketing
0708-796561
jeanette.hauff@handels.gu.se

Academic degrees

2014	Ph.D., Marketing (consumer behavior), University of Gothenburg
2006	Licentiate, Marketing (consumer decision making), University of Gothenburg
1990	Bachelor, Finance and economics, Stockholm School of Economics

Positions within academia:

2016 - Senior lecturer (lektor), Högskolan i Borås

Main research fields:

Consumer behaviour, Behavioural finance

Main teaching fields:

Services marketing, service design, consumer decision-making

Academic experience

Reviewer assignments:

International Journal of Bank Marketing

Pedagogical training:

2017	PIL 2
2016	PIL 1

Pedagogical projects and development:

2017 Case: Det orange kuvertet: Emotionellt eller rationellt beslutsfattande. in Ekström, Ottoson och Parment; Konsumentbeteende: klassiska och samtida perspektiv

Other experience

Experience outside of academia within field:

- 2015 - Member of Board, QQM Fund Management
2010 - Member of board, nd swedish national pension fund
2009 - 2016 Spokesperson re. savings issues, Skandia

Publications

Journal article (peer-reviewed)

Hauff, Jeanette (2017) The impact of country-of-origin cues on consumer investment behavior: the moderating influence of financial brand strength and investment management style.. *European Journal of Marketing*.

Hauff Carlsson, Jeanette, Carlander, Anders, Gamble, Amelie, Gärling, Tommy, Holmén, Martin (2016) Breaking the ice of low financial involvement: Does narrative information format from a trusted sender increase savings in mutual funds?. *International Journal of Bank Marketing*, 34:2, p. 151-170.

Hauff Carlsson, Jeanette, Carlander, Anders, Gamble, Amelie, Gärling, Tommy, Holmen, Martin (2014) Storytelling as a means to increase consumers' processing of financial information. *International Journal of Bank Marketing*, 32:6, p. 494-514.

Hauff Carlsson, Jeanette (2014) Trust and risk-taking in a pension investment setting. *International Journal of Bank Marketing*, 32:5, p. 408-428.

Doctoral thesis

Hauff Carlsson, Jeanette (2014) *Trust and risk-taking: A study of consumer behaviour within a Swedish pension investment setting*. Doct. thesis, Göteborg: University of Gothenburg.

Licentiate thesis

Hauff Carlsson, Jeanette (2006) *Consumer decision-making regarding financial services: A study of mutual fund savings within the swedish pension system*.

Conference paper

Hauff Carlsson, Jeanette, Nilsson, Jonas (2015) The Impact of Country-of-Origin on Investor Evaluation of the Financial Quality of Mutual Funds. *The 44th European Marketing Academy Conference (EMAC), Leuven, Belgium, May 26-29, 2015*.