

# Curriculum Vitae

## Dr. Philipp Scharfenberger

Institute for Mobility / Institute for Marketing and Customer Insight, University of St.Gallen  
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**Date of Birth:** 26<sup>th</sup> of August 1982

**Nationality:** German

**City of Residence:** St.Gallen

## Research Interests

Marketing & Mobility Management, Consumer & Mobility Behavior,  
Marketing Communication, Semiotics & Branding, Aesthetics & Hedonism

## Education

07/2009-02/2014	<b>Doctoral Studies</b> University of St.Gallen, Switzerland Doctor of Philosophy in Management since 02/2014
08/2010-09/2010	<b>Methodological Studies</b> Summer School at University of Essex, Great Britain
04/2003-09/2008	<b>Studies of Media Economics</b> Johannes Gutenberg-University Mainz, Germany Diploma in Media Economics since 09/2008
08/1994-06/2001	<b>Gymnasium</b> Prälat-Diehl-School, Gross-Gerau, Germany Abitur 06/2001
08/1998-06/1999	<b>High School</b> Sexton High School, Lansing (MI), USA

## Awards & Scholarships

2014-2017	<b>Post-Doc Scholarship (for 3 years)</b> Awarded by the Research Fund of the University of St.Gallen (GFF)
2010	<b>Scholarship for Methodological Studies Abroad</b> Awarded by the Swiss National Fund (SNF)
2009	<b>Winner of the EHI Research Award 2009</b> Awarded by the EHI Retail Institute; Category Diploma Theses

## Professional Experience

since 01/2021	<b>Vice Director at the Institute for Mobility</b> University of St.Gallen, Switzerland
since 01/2021	<b>Researcher at the Institute for Marketing and Customer Insight</b> University of St.Gallen, Switzerland
11/2019-12/2020	<b>Vice Director at the Institute for Customer Insight</b> University of St.Gallen, Switzerland
03/2014-10/2019	<b>Project Leader at the Institute for Customer Insight</b> University of St.Gallen, Switzerland
07/2009-02/2014	<b>Research Associate at the Institute for Customer Insight</b> University of St.Gallen, Switzerland
11/2002-06/2009	<b>Working Student at Deutsche Lufthansa</b> Airline, Frankfurt/Main, Germany
08/2006-02/2007	<b>Intern at J. Walter Thompson</b> Advertisement Agency, Frankfurt/Main, Germany
09/2005-02/2006	<b>Intern at Springer &amp; Jacoby</b> Advertisement Agency, Hamburg, Germany
05/2002-04/2003	<b>Intern at Greb &amp; Neckermann</b> Movie Production Enterprise, Wiesbaden, Germany
10/2001-06/2002	<b>Civilian Service</b> Foundation Waldmühle, Institute for Detoxification, Darmstadt, Germany

## Project Leadership at the Following Research Projects and Industry Collaborations

since 2026	<b>The Auto-Schweiz Lab</b> Long-term Collaboration with the Swiss Automotive Association (auto-schweiz) on the Development of Individual Mobility in Switzerland
since 2026	<b>AI Utilization for Early-Stage Vehicle Design</b> Collaboration with Audi on the Utilization of AI to Assess the Potential of Vehicle Designs During the Early Stages of Vehicle Development
since 2025	<b>Future Scenarios for Urban Mobility in Switzerland</b> Collaboration with the Touring Club Switzerland (TCS) on the Development of Existing and Emerging Mobility Solutions up to 2045
since 2024	<b>Bicycle-Infrastructure in St.Gallen: A User-Oriented Approach</b> Collaboration with the City of St.Gallen on the Improvement of the Local Bicycle-Infrastructure from a User-Oriented Perspective
since 2023	<b>The AMAG Lab</b> Long-term Collaboration with AMAG on Sustainable and Shared Mobility Solutions
since 2022	<b>The PwC Smart Mobility Lab</b> Long-term Collaboration with PricewaterhouseCoopers on Smart Mobility Solutions
since 2021	<b>The Future Mobility Lab</b> Long-term Collaboration with various Mobility Providers and Stakeholders on Sustainable Mobility Behavior
2024-2026	<b>Innovation Booster New Mobility</b> Long-term Collaboration with Switzerland Innovation Park Central on Early-Stage Support for Mobility Innovations

2024-2025	<p><b>Public Transport Performance and Management</b>  A Comparative Analysis on Public Transport Performance and Management Approaches of Regions surrounding Lake Constance in Cooperation with the University of Constance and funded by the Lake Constance Arts &amp; Sciences Association</p>
2023-2024	<p><b>Multimodal Mobility</b>  Collaboration with TIER, Ostwind, SBB, Agglo St.Gallen-Bodensee, and the City of St.Gallen on Pricing- and Hub-Systems that Facilitate Multimodal Mobility</p>
2022-2023	<p><b>CO<sub>2</sub> Emissions of Car Sharing vs. Owning Usage</b>  Collaboration with SIXT on Structural Differences between Car Sharing vs. Car Owning in the Causation of CO<sub>2</sub> Emissions</p>
2021-2023	<p><b>Micromobility @ St.Gallen</b>  Collaboration with the City of St.Gallen on the Usage of Micromobility Vehicles within the Region of St.Gallen</p>
2014-2021	<p><b>Brand Excellence Circle</b>  Long-term Collaboration on Best-Practices in Branding (with Adidas, Airbnb, BMW Group, Credit Suisse, Deutsche Telekom, Freitag, GoPro, Hermès, Hilti, IBM, Ikea, Lange &amp; Söhne, Leica, Lindt &amp; Sprüngli, LinkedIn, Lufthansa, Nivea, Red Bull, Tempo, Uber, Vitra, Wikimedia, Zalando)</p>
2021-2021	<p><b>The Inclusivity Quotient Mobility Project</b>  Collaboration with the World Economic Forum and the Boston Consulting Group on Inclusive Mobility Solutions and Their Effect on Social Participation and Job Access</p>
2020-2021	<p><b>The Desire to Arrive</b>  Collaboration with Porsche on Core Mobility Needs</p>
2019-2020	<p><b>Needs-based Configuration</b>  Collaboration with Audi on the Optimization of Vehicle Configurators</p>
2015-2016	<p><b>Behavioral Branding in Purchasing Departments</b>  Collaboration with Bosch on Behavioral Branding Measures in the Context of the Interaction of the Purchasing Department with (Potential) Suppliers</p>
2013-2014	<p><b>Best Practice in Brand Management</b>  Collaboration on Best-Practices in Brand Management (with BMW, IWC, SWISS, Emmi, ABB, BILD, Swarovski, Deutsche Telekom, FC Bayern München, Vitra, UBS, Lindt &amp; Sprüngli, Dornbracht, American Express, Heineken, Regions St. Moritz)</p>
2012-2013	<p><b>Consumption Vocabulary and Product Discussions</b>  Collaboration with Audi on the Influence of Product Vocabulary on the Discussion and Perception of Vehicle Design</p>
2012-2013	<p><b>Behavioral Branding and Sales</b>  Collaboration with KIND Hearing Aids on the Utilization of Behavioral Branding Measures within KIND Stores as Part of a Rebranding Process</p>
2010-2012	<p><b>Brand Controlling</b>  Collaboration with REWE on the Measurement of Brand Behavior and the Identification of Relevant Optimization Fields</p>
2009-2011	<p><b>Internal (Re)Branding</b>  Collaboration with ABB on the Internal Perception of the Revised Brand Positioning</p>
2009-2010	<p><b>Strategic Brand Leadership</b>  Collaboration with Credit Suisse on the Utilization of the Brand as a Communication Vehicle for Corporate Strategy Changes</p>

## Teaching

- since 02/2020 **Marketing Communications**  
Core Elective Course on Bachelor Level (in English) in the Business Administration Program at the University of St.Gallen
- since 02/2023 **Marktorientierte Unternehmensführung**  
Mandatory Course on Bachelor Level (in German) in the Computer Science Program at the University of St.Gallen
- since 09/2014 **Marketing Exercise**  
Mandatory Exercise on Bachelor Level (in English and in German) in the Business Administration Program at the University of St.Gallen
- since 09/2019 **Consumer Behavior and Methods**  
Mandatory Course in the Master in Marketing Management (in English and in German) at the University of St.Gallen; Held together with Christian Hildebrand and Clemens Stachl
- since 2011 **Various Lectures in Executive Education Programs at the University of St.Gallen**  
CAS Marketing Management  
CAS Communication and Management  
CAS Smart Mobility Management  
CAS Change & Innovation Management
- since 2025 **Various Extracurricular Lectures at the University of St.Gallen**  
Lecture at the "Kinder-Uni" (2025)  
Lecture in the "Mentoring Program" (2025)  
Lecture at the "Bachelor-Infotag" (2026)  
Scheduled Lecture at the "Bachelor-Infotag" (2027)
- 02/2014-06/2019 **Customer Value and Communication Management**  
Mandatory Course in the Master in Marketing Management (in English and in German) at the University of St.Gallen

## Further Activities

### *Academia*

- since 2025 **Member of the Senate of the University of St.Gallen**  
Representative of the Intermediate Body (Mittelbau)
- since 2018 **Co-Coordinator of the BBWL Marketing Profile of the University of St.Gallen**  
Together with Reto Hofstetter
- since 2014 **Supervisor and Co-Supervisor for Master-, and Bachelor-Theses**  
At the University of St.Gallen; Co-Supervisor for Master-Theses at the BI Norwegian Business School
- since 2019 **Supervisor of Applied Research Projects**  
In the Master in Marketing Management (in English) at the University of St.Gallen
- since 2014 **Reviewer**  
For ACR Conference (since 2016); RAM Journal (since 2015); AMS Conference (since 2015); EMAC (since 2014); SCP Conference (since 2018); MRSB (since 2020)
- 2020-2021 **Methodological Advisor at the University of St.Gallen (as Substitute)**

**Practice**

since 2026

**Member of the Jury of the Mobility Trailblazers Award**

The Mobility Trailblazers Award Recognizes Individuals Who Shape the European Mobility Landscape through the Development and Implementation of Impactful Mobility Innovations

2020-2022

**Member of the Swiss Center for Luxury Research**

2014-2017

**Member of the Jury of the ELMAR Brand Award**

The ELMAR is Awarded Annually to the Best German Brands in the Electronics Industry

2016

**Member of the Jury of the Marketing Intelligence and Innovation Award**

The Marketing Intelligence and Innovation Award Recognizes Companies that are Particularly Innovative with regard to Marketing Controlling and Performance Measures

## **Publications**

### **Peer-Reviewed Academic Publications**

- Brüning, M., Scharfenberger, P., and Stadler Benz, P. (2025): Integrating Shared Electric Micromobility and Public Transport – A Practitioner’s Perspective, *Journal of Cycling and Micromobility Research*, (4), 100069.
- Scharfenberger, P., Wentzel, D., Warlop, L., and Riegler, V. (2023): The Proximal Self: Why Material Objects are particularly relevant for Consumers’ Self-Definition, *Psychology & Marketing*, (40), 1196-1210.
- Wentzel, D., Von Walter, B., and Scharfenberger, P. (2021): Commentary to article: Grounded procedures – A proximate mechanism for the psychology of cleansing and other physical actions, by S.W.S. Lee and N. Schwarz, *Behavioral and Brain Science*, (44), 1-66.
- Scharfenberger, P., Landwehr, J., Tsai, C., Zimmermann, J., Herrmann, A., and McGill, A. (2020): How Consumption Vocabulary Directs Product Discussions – The Guiding Influence of Feature Labels on Consumers’ Communication and Learning about Products in Online Communities, *Journal of Marketing Behavior*, (4), 173-202.
- Nägele, N., Von Walter, B., Scharfenberger, P., and Wentzel, D. (2020): “Touching” Services: Tangible Objects Create an Emotional Connection to Services Even Before Their First Use, *Business Research*, (13), 741-766.

### **Monographs (Books / Theses)**

- Leimert, H., Tomczak, T., Scharfenberger, P., and Redler, J. (2025): *Holistic Brand Communication – Ein Guide für die erfolgreiche Markenkommunikation*, Campus Verlag.
- Scharfenberger, P. (2014): *Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings*, Dissertation-Thesis, University of St.Gallen, St.Gallen, Switzerland.
- Scharfenberger, P. (2008): *Personifizierte Intermediäre: Grundkonzept und empirische Untersuchung zur erfolgswirksamen Umsetzung im Internet*, Diploma-Thesis, University of Mainz, Germany (Winner of the EHI Science-Award 2009).

### **Practice-Oriented Publications (Journals / Research Reports / Book Chapters)**

- Scharfenberger, P. and Herrmann, A. (2026): Shaping the Future of Mobility, Editorship for the Issue (2)26 of the *Marketing Review St.Gallen*.
- Tjarks, A., Scharfenberger, P., and Kristiansen, E. (2026): Mobilität gestalten zwischen Klimazielen und Wachstum, Interview with Dr. Anjes Tjarks, Senator for Transport and Mobility Transition of the Free and Hanseatic City of Hamburg, conducted by Philipp Scharfenberger and Eileen Kristiansen, *Marketing Review St.Gallen* (2), 6-11.
- Kuhnert, F., Herrmann, A., Kauschke, P., Scharfenberger, P., GÜthner, H., Greifenstein, M., and Schorb, S. (2025): *The Evolution of Shared Autonomous Vehicles – Part 2: Bringing the SAV Economy to Life*, PwC Lab for Smart Mobility, Research Report.

- Brüning, M. and Scharfenberger, P. (2025): *Multimodal Vernetzt – Vernetzung von geteilter Mikromobilität und ÖV mit Bundles und Sharing Zonen*, Research Report.
- Stöhr, L., Linke, J., Scharfenberger, P., and Stackmann, J. (2025): *Berufliche Mobilität neu gestalten – Eine Untersuchung der Perspektiven von Arbeitgebern und Arbeitnehmenden in Deutschland und der Schweiz*, The Future Mobility Lab, Research Report.
- Wisser, T. and Scharfenberger, P. (2025): Success Factors for Mobility Innovations in European Model Regions, *Marketing Review St.Gallen*, (1), 54-61.
- Pappa, M., Scharfenberger, P., and Herrmann, A. (2025): „Da lohnt es sich zu wohnen! Da ist es schön!“, Interview with Maria Pappa, the President of the City of St.Gallen, conducted by Philipp Scharfenberger and Andreas Herrmann, *Marketing Review St.Gallen*, (1), 6-11.
- Linke, J., Stöhr, L., Scharfenberger, P., and Stackmann, J. (2024): *Angebote für berufliche Mobilität in Deutschland und der Schweiz – Ergebnisse aus Befragungen von Arbeitgebern und Arbeitnehmenden*, The Future Mobility Lab, Research Report.
- Wisser, T., Scharfenberger, P., and Herrmann, A. (2024): *Modellregionen für Mobilitätsinnovationen – Entstehungsräume für die Mobilität der Zukunft in Europa und der Schweiz*, The AMAG Lab, Research Report.
- Leimert, H., Scharfenberger, P., Schögel, M., and Tomczak T. (2024): Wie Marken sich erfolgreich im medialen Diskurs behaupten, *GfM-Forschungsreihe*, (2), Zurich, Switzerland.
- Greifenstein, M., GÜthner, H., Scharfenberger, P., Kauschke, P., Herrmann, A., and Kuhnert, F. (2024): *The Evolution of Shared Autonomous Vehicles (SAV) – Part 1: Market Potential, User Acceptance and Early Adaptor Groups*, PwC Lab for Smart Mobility, Research Report.
- Herrmann, A., Scharfenberger, P., and Linke J. (2023): Nachhaltige Mobilität, *Markenartikel – das Magazin für Markenführung*, (8), 26-27.
- Scharfenberger, P. and Gessler, J. (2023): Fortschritt und Mobilität, *Klimafreundlich – das Jahrbuch für Nachhaltigkeit, Ökologie und Lifestyle*, 10-11.
- Collet, A. and Scharfenberger, P. (2023): Carsharing – Utopia or Real Gamechanger? Conceptualising the Potential of Carsharing for Tackling Carbon Emissions, *Marketing Review St.Gallen*, (4), 32-41.
- Linke, J., Scharfenberger, P., and Stackmann, J. (2023): New Mobility in Everyday Life – Perspectives From 20 Households Examined over Four Months, *Marketing Review St.Gallen*, (4), 12-20.
- Linke, J., Scharfenberger, P., and Stackmann, J. (2023): *Nachhaltige Mobilität in den Alltag integrieren – Eine wissenschaftliche Begleitung von 20 Haushalten über vier Monate*, The Future Mobility Lab, Research Report.
- Scharfenberger, P., Krause, F., and Greifenstein, M. (2022): Weniger, aber besser – Hedonismus und nachhaltiger Konsum, *GfM-Forschungsreihe*, (6), Zurich, Switzerland.
- Scharfenberger, P. (2022): The Desire to Arrive, *Motion Magazin*, (1), 32-39.

- Herrmann, A., Scharfenberger, P., Silvestri, P. among further authors from WEF and BCG (2021): *How Mobility Shapes Inclusion and Sustainable Growth in Global Cities*, Research Report of the World Economic Forum.
- Scharfenberger, P. and Illg, L. (2021): Das Geheimnis schönen Designs, *GfM-Forschungsreihe*, (5), Zurich, Switzerland.
- Scharfenberger, P. among further authors (2021): *2050 – Zukunft gestalten*, White Book of the HSG Alumni Deutschland Conference 2021.
- Scharfenberger, P. and Tomczak, T. (2021): Nähe als (Konsum-) Bedürfnis, *GfM-Forschungsreihe*, (3), Zurich, Switzerland.
- Scharfenberger, P. and Tomczak, T. (2021): Die neue Welt der Markenkommunikation, Editorship for the Issue (2)21 of the *Marketing Review St.Gallen*.
- Leimert, H., Scharfenberger, P., and Tomczak, T. (2021): A Contemporary Approach to Holistic Brand Communication, *Marketing Review St.Gallen*, (2), 10-18.
- Hasenmaile, J. and Scharfenberger, P. (2020): Automated Product Suggestions with Needs-based Configurators, *Marketing Review St.Gallen*, (5), 34-41.
- Tomczak, T., Scharfenberger, P., Morhart, F., and Treiber-Ruckenbrod, J. (2018): Die neue Welt der Markenkommunikation – Ein zukunftsorientierter Ansatz zum ganzheitlichen Management von Markenauftritten, *GfM-Forschungsreihe*, (6), Zurich, Switzerland.
- Tomczak, T. and Scharfenberger, P. (2018): Kreativität bleibt der Schlüssel zum Erfolg, *Handelszeitung*, S.45.
- Tomczak, T., Scharfenberger, P., Jahn, B., and Treiber-Ruckenbrod, J., (2017): Spagat in der Transformation: Marken als Treiber der Veränderung und Bewahrer der Unternehmensessenz, *Absatzwirtschaft*, (11), 54-57.
- Feige, S., Annen, R., Hirsbrunner, R., and Scharfenberger, P. (2017): *Was ist Herkunft wert? Eine empirische Studie zu Regionalprodukten*, Research Report published by htp St.Gallen, St.Gallen, Switzerland.
- Scharfenberger, P. and Pikali, G. (2016): *Branding at Fond of Bags*, Business Case published by the IMC-HSG, St.Gallen, Switzerland.
- Scharfenberger, P. and Tomczak, T. (2015): Zur Idee einer Object-Dominant Logic im Marketing, in: *Always Ahead im Marketing – Offensiv, Digital, Strategisch*, ed. Barsch, S. and Blümelhuber, C., Wiesbaden: Springer Gabler, 69-85.
- Scharfenberger, P., Tomczak, T., and Henkel, S. (2010): Emotionen aus Sicht der Kommunikation, in: *Erfolgsfaktor Emotionalisierung*, ed. Rüeiger, B. and Hannich, F., Stuttgart: Schäffer-Poeschel, 3-15.

### **Documentary Films on Research Projects**

- Stöhr, L. and Scharfenberger, P. (2025): *Berufliche Mobilität neu gestalten*, Documentary Film on Research Project, The Future Mobility Lab.  
Link: [https://www.youtube.com/watch?v=VQHxMW\\_auHk&t=9s](https://www.youtube.com/watch?v=VQHxMW_auHk&t=9s)

Linke, J. and Scharfenberger, P. (2023): *Nachhaltige Mobilität in den Alltag integrieren*, Documentary Film on Research Project, The Future Mobility Lab.  
Link: <https://www.youtube.com/watch?v=h4K4fGxyLA>

## **Presentations**

### ***Academic Presentations***

Rieg, F. and Scharfenberger P. (2026): Mapping the Possibility Space: A Morphological Scenario Approach for Swiss Urban Mobility to 2050, *26th Swiss Transport Research Conference (STRC)*, Ascona, Switzerland.

Landwehr, J. R., Scharfenberger, P., and Graf, L. (2026): Product Design Liking: The Interplay of Semantic Associations and Fluency-Based Aesthetics, *XXIX Congress of the International Association of Empirical Aesthetics*, Jena, Germany.

Linke, J., Stöhr, L., and Scharfenberger, P. (2025): Corporates as Drivers of Sustainable Commuting? Empirical Insights From Employers in Germany and Switzerland, Presentation, *Transport Research Symposium*, Rotterdam, Netherlands.

Stöhr, L. and Scharfenberger, P. (2025): Transforming Corporate Mobility: A Case Study on Strategic and Organizational Aspects of Employer's Transportation and Mobility Management, Poster-Session, *Transport Research Symposium*, Rotterdam, Netherlands.

Scharfenberger, P. (2021): The Need for Proximity, *SAMS Conference*, Lucerne, Switzerland.

Graf, L., Scharfenberger, P., and Landwehr, J. (2021): Symbolic product design: Conceptualization, operationalization, and its impact on design liking as a function of processing fluency, *European Marketing Association Conference (EMAC)*, Madrid, Spain.

Zimmermann, J., Scharfenberger, P., Landwehr, J., Herrmann, A., Tsai, C., and McGill, A., (2020): How Consumption Vocabulary Directs Product Discussions – The Guiding Influence of Feature Labels on Consumers' Communication and Learning about Products in Online Communities, *SAMS Conference*, Lucerne, Switzerland.

Blumer, S., Scharfenberger, P., Häubl, G., and Tomczak, T. (2016): Experiencing the Self through Products: How Direct Product Experiences Paired with Abstract Product Construals Increase Consumers' Identification with and Evaluation of Product, *ACR Conference*, Berlin, Germany.

Scharfenberger, P. and Tomczak, T. (2015): The Concept of Graspability in the Context of Perceived Ownership and the Extended Self, *77. Annual Conference of the VHB*, Vienna, Austria.

Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2014): Tangible Possessions and the Self – How Objects Reduce Perceived Distance to Their Symbolized Meanings, *ACR North American Conference*, Baltimore, USA.

Henkel, S., Herhausen, D., and Scharfenberger, P. (2014): How Employees' Distance to Headquarter Affects the Influence of Internal vs. External Communication on

Employee Behavior, *European Marketing Association Conference (EMAC)*, Valencia, Spain.

Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2014): Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings, *International Congress of Applied Psychology*, Paris, France.

Scharfenberger, P., Wentzel, D, Warlop, L., and Tomczak, T. (2013): Having, Holding, Being – The Relevance of Graspability for the Self-Extension Function of Symbolic Objects and Their Symbolized Meanings, *Workshop on Ownership and Decision Making of the Vienna University of Economics and Business*, Vienna, Austria.

Scharfenberger, P., Wentzel, D., Warlop, L. and Tomczak, T. (2013): Solid Possessions: How Objects Reduce Psychological Distance to Intangible Meanings, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.

Scharfenberger, P. (2011): Self-Extension Through Services: The Effect of a Possession's Tangibility on its Ability to Self-Extend, *European Marketing Association Conference (EMAC), Doctoral Colloquium*, Ljubljana, Slovenia.

### **Public- and Practice-oriented Presentations**

Scharfenberger, P., and Leimert, H. (2026): Holistic Brand Communication: Vier Meta-Jobs für die erfolgreiche Markenkommunikation, *Keynote at the Schweizer Markenkongress*, Zurich, Switzerland.

Scharfenberger, P. (2025): Shaping the Future of Mobility – Europas ToDos und das richtige Mindset, *Keynote at the Switzerland Innovation Mobility Conference*, Risch-Rotkreuz, Switzerland.

Scharfenberger, P. (2025): Joyful Mobility – Freude als Treiber der Akzeptanz von Mobilitätsinnovationen, *Keynote at TAF-Webinar*, Germany.

Scharfenberger, P. (2025): Hedonismus & Mobilitätswandel – Freude als Treiber der Akzeptanz von Mobilitätsinnovationen, *Keynote at AMAG Händlertagung Volkswagen Nutzfahrzeuge*, Horgen, Switzerland.

Scharfenberger, P. (2025): The Evolution of Mobility – and the Essential Relevance of Circular Battery Solutions for its Success, *Keynote at the CircuBAT Conference*, Bern, Switzerland.

Scharfenberger, P. (2025): Shaping the Future of Mobility – Insights into Current Research at the IMO-HSG, *Keynote at the SBB Next Conference*, Bern, Switzerland.

Stöhr, L. and Scharfenberger, P. (2025): Berufliche Mobilität neu gestalten – eine Untersuchung der Perspektiven von Arbeitgebern und Arbeitnehmenden in Deutschland und der Schweiz, *Corporate Mobility Conference*, Munich, Germany.

Scharfenberger, P. (2025): Klimagerechtes Verkehrsverhalten – Einblicke in die verhaltenswissenschaftliche Forschung zu nachhaltiger Mobilität und deren Förderung, *Keynote beim Treffen der Schweizerischen Vereinigung der Mobilitäts- und Verkehrsfachleute (SVI)*, St.Gallen, Switzerland.

- Stöhr, L. and Scharfenberger, P. (2025): Berufliche Mobilität neu gestalten – eine Untersuchung der Perspektiven von Arbeitgebern und Arbeitnehmenden in Deutschland und der Schweiz, *Online-Session hosted by Women in Mobility*, Germany.
- Stöhr, L. and Scharfenberger, P. (2025): Berufliche Mobilität neu gestalten – eine Untersuchung der Perspektiven von Arbeitgebern und Arbeitnehmenden in Deutschland und der Schweiz, *Wheels & Wine Conference by Urban Connect*, Zurich, Switzerland.
- Scharfenberger, P. (2024): Massnahmen zur Förderung nachhaltiger (Mikro-)Mobilität, *6. Städte-Symposium Mikromobilität by Voi*, Germany.
- Scharfenberger, P. (2024): „Mobilitätswende“ umsetzen – eine verhaltenswissenschaftliche Perspektive, *Interkantonale Legislativkonferenz*, Basel, Switzerland.
- Scharfenberger, P. (2024): Mehr Velo! Fachgespräch zur Frage: Wieso wird Velo gefahren, oder eben nicht? Mit Franziska Ryser (Nationalrätin), Cathérine Hartmann (ZHAW), und Daniel Schöbi (Mobilitätsberater), *Flink Forum*, St.Gallen, Switzerland.
- Scharfenberger, P. (2023): Mobilität und Verhalten: Wie kann Mobilitätsverhalten konkret verändert werden? *Mobilitätsforum der Stadt und des Kantons Zürich*, Zurich, Switzerland.
- Scharfenberger, P. (2023): Ein verhaltenswissenschaftlicher Blick in die Zukunft der Mobilität, *Bodensee Summit*, Dornbirn, Austria.
- Scharfenberger, P. (2023): Mobilität in St.Gallen – Impulsreferat und Gespräch mit Ruedi Blumer (VCS), Karin Hungerbühler (Stadt St.Gallen), Manfred Trütsch (ACS) und Pius Valier (Ex-Polizei St.Gallen), *Montagsforum*, St.Gallen, Switzerland.
- Scharfenberger, P. and Linke, J. (2023): Nachhaltige Mobilität in den Alltag integrieren – Eine wissenschaftliche Begleitung von 20 Haushalten über vier Monate. Vortrag und Diskussion mit Oliver Ouboter (Micro) und Arjan Vlaskamp (Amag), *IAA Mobility Conference*, Munich, Germany.
- Scharfenberger, P. and Linke, J. (2023): Nachhaltige Mobilität in den Alltag integrieren – Eine wissenschaftliche Begleitung von 20 Haushalten über vier Monate. Vortrag und Diskussion mit Katharina Schlittler (Voi), Sandra Talebian (Jelbi) und Mathias Quetz (Riverty), *Zukunft Nahverkehr Conference*, Berlin, Germany.
- Scharfenberger, P. and Linke, J. (2023): Nachhaltige Mobilität in den Alltag integrieren – Eine wissenschaftliche Begleitung von 20 Haushalten über vier Monate. Vortrag und Diskussion mit Manijè Alexander-David (Mobility), Tobias Lehr (SBB) und Christoph Zeier (Amag), *Nationale Mobilitätskonferenz der Schweiz*, Bern, Switzerland.
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