


Raciti, M. / O’Hara, R. / Sharma, B. / Reinhard, K. / Davies, F. (2013), Examining price promotions, venue and place of residence as predictor on alcohol consumption, in: Journal of Social Marketing, 3 (1), 8-27


Reinhard, K. / Satow, L. / Fadil, P. (2012), Assessing the ability of virtual Communities of Practice as a social marketing tool, in: International Journal of Interdisciplinary Research, 1(1), 35-45


Reinhard, K. / Osburg, T. / Townsend, R. (2010), Introducing corporate social responsibility as component in cooperative education: Results from a student research project in Germany and the United States supported by Intel Corporation, in: Asia Pacific Journal of Cooperative Education, 11(1), 1-12


Reinhard, K. (2006), Berufsakademie in Germany: Can this work-integrated learning program serve as an effective model in higher education institutions in western and eastern countries?, in: Asia Pacific Journal of Cooperative Education, 2006, 7(1), 16-21

Veröffentlichungen
Professor Dr. Karin Reinhard


Reinhard, K. (2004), Verfahren des Bildungssponsorings – Ein Vergleich zwischen Deutschland und den USA, Weingarten

INTERNATIONAL CONFERENCES

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>International Conference on Tourism</td>
<td>- Co-Chair for Food &amp; Wine Tourism&lt;br&gt;- Presentation: A methodological blueprint for measuring the unconscious dimension of a destination brand: A three region exemplar approach</td>
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<td>2015</td>
<td>World Association for Cooperative Education (WACE) World Conference, Kyoto, Japan</td>
<td>- Presentation: A Comparative Study of Cooperative Education and Work-Integrated Learning in Germany, South Africa, and Namibia</td>
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<td>2015</td>
<td>Co-organiser of Conference with the Thai ministry of higher education (Office of Higher Education Commission) on the theme of Cooperative Education in Higher Education in Thailand</td>
<td>- Keynote Speaker: Evaluating Thai models on work-integrated learning, using the German DHBW model as a benchmark</td>
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Veröffentlichungen
Professor Dr. Karin Reinhard

2008 – 2009  Australian New Zealand Marketing Academy Conference

2008  Australian New Zealand Academy of Management Conference
- Presentation: 'Living away from home and the impact on University students' eating motivation: Australia vs. Germany'

2008  World Social Marketing Congress
- Presentation: The Influence of Residence on Young Adult Healthy Eating Behaviour: A German Perspective

2005 – present  Head of Organization, Ravensburger Industry Conference at the DHBW Ravensburg – themes have included,
- Attracting young talent to business and industry
- Logistics
- Finance after the crisis
- Sustainability
- Internationalization
- Founding and expansion of companies
- Risk management
- Industry 4.0

2001 – 2005  Appointed moderator at the following conferences:
- Marketing Club Munich (2002)

1998 – present  Participation at international conferences on the themes of:
- Social marketing
- Comparisons in educational science
- E-learning
- Management of higher education