



European University Viadrina
Chair of International Marketing
Große Scharrnstraße 59
15230 Frankfurt (Oder)
Germany
Phone: +49 (0)335 5534 2875
roessner@europa-uni.de

Academic background

10/2016 till present	Research Assistant, Chair of Marketing European University Viadrina, Frankfurt (Oder), Germany
06/2017	Global School in Empirical Research Methods University of St. Gallen, Switzerland
02/2016 till 09/2016	Doctoral Program in Dynamic Capabilities and Relationships European University Viadrina, Frankfurt (Oder) and German Graduate School of Management and Law, Heilbronn, Germany
07/2016 till 08/2016	ICPSR Summer Program in Quantitative Methods of Social Research Ann Arbor, United States
10/2012 till 10/2014	International Business Administration (M.Sc.) Specialization: Marketing & Management European University Viadrina, Frankfurt (Oder), Germany
09/2013 till 02/2014	Business Administration Bahcesehir University, Istanbul, Turkey
03/2009 till 07/2012	Business Administration (B.A.) Hochschule RheinMain, Wiesbaden, Germany
08/2011 till 01/2012	Business Administration, Hawaii Pacific University, Hawaii, United States

Teaching Experience

Undergraduate Courses	Marketing (tutorials)
Graduate Courses	Consumer Behavior (lecture), Quantitative Methods (R-Module)
Undergraduate Seminars	Digital Marketing, Online Marketing
Graduate Seminars	Consumer Research, Consumer & Society, Deviant Consumer Behavior, Marketing Communication, Marketingstrategie für Mittlere und Kleine Unternehmen, Viadrina at the Crossroad – A Sustainability Check: Management and Marketing Approaches towards more Sustainability in higher Education

Professional background

- 02/2015 till 12/2015 Trainee at the department Key Account airberlin & Airline Partner, Internship at the department Programme Management & Strategy, topbonus Ltd, Berlin; Germany
- 05/2014 till 12/2014 Student Assistant at logistics department, Soulbottles, Berlin
- 03/2012 till 07/2012 Tutor for *Business in English*, Hochschule RheinMain, Wiesbaden
- 01/2011 till 06/2011 Internship at department Cooperations & Events, CHIP Communications GmbH, Munich
- 05/2009 till 01/2011 Student Assistant at the „Zuschauerredaktion“ of logo!, ZDF, Mainz

Publications & Awards

- Rößner, Anna & Martin Eisend (2018), Advertising Effects of Religious Stereotypes: The Moderating Influence of News Valence, In Verolien Cauberghe, Liselot Hud-ders & Martin Eisend (eds.) *Advances in Advertising Research* (Vol. 9). Power to Consumers, Wiesbaden: Springer-Gabler, 163-176.
- Rößner, Anna, Maren Kämmerer & Martin Eisend (2017), Effects of Ethnic Advertising on Consumers of Minority and Majority Groups: The Moderating Effect of Humor, *International Journal of Advertising*, 36 (1), 190-205.
- Third "Wirtschaftsjunioren-Preis" 2015 for Master's thesis

Conferences

- Rößner, Anna & Sofiiia Kanevska (2019), The Effects of Multiple Identity Attributes of Minority Endorsers in Advertising, Conference on "Fluid Organizations & Volatile Markets", German Graduate School of Management and Law, Heilbronn, Germany.
- Rößner, Anna, Yaniv Gvili & Martin Eisend (2019), Consumer Response to Ethnic and Religious Minorities in Advertising: The Mediating Role of Sociomoral Disgust, *International Conferences on Research in Advertising (ICORIA)*, Krems, Austria.
- Rößner, Anna, Erik Hermann & Martin Eisend (2018), Effects of Ethnic Minority vs. Majority Endorsers in Advertising: The Moderating Influence of Ethnic Diversity in Society, *International Conferences on Research in Advertising (ICORIA)*, Valencia, Spain.
- Rößner, Anna & Martin Eisend (2017), Advertising Effects of Religious Stereotypes: The Moderating Influence of Context News Valence, *International Conferences on Research in Advertising (ICORIA)*, Ghent, Belgium.