

# MARTIN EISEND

## BIOGRAPHICAL SKETCH



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Martin Eisend is Professor of Marketing at the European University Viadrina in Frankfurt/Oder, Germany. His research and teaching interests focus on marketing communication, consumer behavior, and empirical generalizations. He has published over 75 articles in peer-reviewed international journals, such as the *Journal of Marketing*, *Information Systems Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, or *Journal of Product Innovation Management*. Martin serves on the editorial review boards of all major marketing communication journals and is an Associate Editor of the *International Journal of Advertising*. He is the president of the *European Advertising Academy*. Martin has acquired several major research grants, has authored several best paper award-winning journal articles (*Journal of Advertising* 2015 and 2016, *Journal of International Marketing* 2017, *International Journal of Advertising* 2018), and has received awards for teaching and reviewing. In the most recent German business scholar ranking, he has been ranked 8<sup>th</sup> of around 3,000 business researchers in German speaking countries according to their peer-reviewed publications between 2014 and 2018.

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### **EDUCATION**

- 6/2003 Ph.D., Marketing, Free University Berlin
- 3/2000 M.A. (Magister Artium), Media and Communication Studies  
(First Major) and Business Administration (Second Major),  
Free University Berlin
- 3/1999 Prediploma, Business Administration/Economics, University  
Hagen, Germany

### **ACADEMIC EXPERIENCE**

- 10/2007 – present Professor of Marketing, European University  
Viadrina, Frankfurt (Oder), Germany
- 6/2016 Visiting Professor at WU Vienna, Austria
- 2/2016 Visiting Professor at Macquarie University Sydney, Australia
- 11/2015 – 12/2015 Visiting Professor at ASCOR, University of Amsterdam,  
Netherlands
- 10/2010 – 3/2011 Visiting Researcher at the University of Antwerp, Belgium
- 10/2006 – 3/2007 Visiting Scholar at Columbia-University, New York
- 10/2004 – 9/2007 Assistant Professor of Marketing/Market Communication,  
Free University Berlin

## AWARDS AND RANKINGS

- 2020: John E. Hunter Meta-Analysis Award (International Communication Association): “A Meta-analysis into Multiscreening and Advertising Effectiveness: Direct Effects, Moderators, and Underlying Mechanisms” by Claire Segijn and Martin Eisend
- 2019: Finalist Best Paper *Journal of Advertising*: “Consumer Responses to Homosexual Imagery in Advertising: A Meta-Analysis” by Martin Eisend and Erik Hermann
- 2019: Best Paper *International Journal of Advertising*: “How Consumers' Values Influence Responses to Male and Female Gender Role Stereotyping in Advertising” by Sarah De Meulenaer, Nathalie Dens, Patrick de Pelsmacker, and Martin Eisend
- 2019: Rank 8 Wirtschaftswoche-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2014 and 2018)
- 2019: Finalist Best Paper Award *Journal of Advertising Research*: “Single versus Multiple Measurement of Attitudes: A Meta-Analysis of Advertising Studies Validates the Single-Item Measure Approach” by Lawrence Ang and Martin Eisend
- 2018: Best Marketing Research Article Award of the Spanish Association of Academic and Professional Marketing (AEMARK): “Who Buys Counterfeit Luxury Brands? A Meta-Analytic Synthesis of Consumers in Developing and Developed Markets” by Martin Eisend, Patrick Hartmann, and Vanessa Apaolaza
- 2018: Best Paper Award, “Service Research” track, AMA Winter Educators’ Conference: “Consequences of Participation: A Meta-Analysis” by Heiner Evanschitzky, Katharina Kils, Matthew Alexander and Martin Eisend
- 2018: ProfAward (3<sup>rd</sup> rank) for achievements in teaching at European University Viadrina
- 2017: S. Tamer Cavusgil Award of the *Journal of International Marketing*: “Who Buys Counterfeit Luxury Brands? A Meta-Analytic Synthesis of Consumers in Developing and Developed Markets” by Martin Eisend, Patrick Hartmann, and Vanessa Apaolaza
- 2017: Finalist Best Paper *Journal of Advertising*: “Meta-Analysis in Advertising Research” by Martin Eisend

- 2017: ProfAward (2<sup>nd</sup> rank) for achievements in teaching at European University Viadrina
- 2016: Best Paper *Journal of Advertising*: “The Effectiveness of Advertising: A Meta-Meta-Analysis of Advertising Inputs and Outcomes” by Martin Eisend and Farid Tarrahi
- 2015: Best Paper *Journal of Advertising*: “Advertising Repetition – A Meta-analysis on Effective Frequency in Advertising” by Susanne Schmidt and Martin Eisend
- 2015: Finalist VHB Best Paper Award: “Have We Progressed Marketing Knowledge? A Meta-Meta-Analysis of Effect Sizes in Marketing Research”
- 2014: Rank 14 Handelsblatt-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2010 and 2014);
- 2014: Best Paper Award, “Marketing Theory” track, AMA Winter Educators’ Conference: “Assessing the Enduring Impact of Influential Papers” by Martin Eisend and Don Lehmann
- 2012: Finalist Best Paper Award, *Journal of Product Innovation Management*: “Success Factors of Product Innovation: An Updated Meta-Analysis” by Heiner Evanschitzky, Martin Eisend, Roger Calantone, and Yuanyuan Jiang
- 2012: Rank 25 Handelsblatt-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2008 and 2012);
- 2011: Best Reviewer Award, *Journal of Advertising*
- 2011: Best Conference Paper at ICORIA: “Time Heals Many Wounds – Explaining Immediate and Delayed Attitude Effects of Message Sidedness” by Franziska Küster and Martin Eisend
- 2009: Rank 34 Handelsblatt-Ranking (ranking of ca. 2,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2005 and 2009)
- 2008: Best Paper Award, “Consumer Behavior” track, AMA Summer Educators’ Conference: “Path Dependence in Decision-Making Processes: Exploring the Impact of Complexity under Increasing Returns Koch”, by Jochen, Martin Eisend and Arne Petermann
- 2003: Ph.D. dissertation nominated for Ernst-Reuter-Award Preis

## RESEARCH GRANTS

- 2020: „Ethnic Minorities in Advertising“, Grant by the German Research Foundation, ca. 167.000 EUR
- 2020: „A Meta-Analysis on Personalization in Marketing Communication“, Grant by the German Research Foundation, ca. 135.000 EUR
- 2019: „Explaining Cross-Cultural Variations in the Use and Effects of Humor in Advertising“, Grant by the German Research Foundation, ca. 230.000 EUR
- 2018: „Gender & Diversity in Marketing Communication and Brand Management“, Grant by the German Academic Exchange Service, ca. 35.000 EUR
- 2016: Sexual Orientation and Consumer Behavior: A Meta-analysis, Grant by the German Research Foundation, ca. 135.000 EUR
- 2016: A Meta-analysis of Persuasion Knowledge Effects, Grant by the German Research Foundation, ca. 150.000 EUR
- 2010: Dynamic Capabilities and Relationships, Graduate School, Grant by the Dieter Schwarz Foundation, ca. 3 million EUR (together with five colleagues from European University Viadrina and German Graduate School Heilbronn)
- 2010: A Meta-analysis of the Effectiveness of Publicity versus Advertising, Grant by the German Academic Exchange Service
- 2009: Research on Organizational Paths, Graduate School, Grant by the German Research Foundation, 1.9 million EUR (together with nine colleagues from Free University Berlin and Viadrina University)
- 2008: Complexity and Path Dependency, Grant by the German Research Foundation
- 2006: Complexity and Path Dependency, Grant by the Free University Berlin
- 2006: Workshop „Reflexions on Empirical Research Methods“, Grant by the German Research Foundation
- 2005: Meta-analysis Humor in Advertising, Grant by the German Research Foundation

## JOURNAL PUBLICATIONS

- Bergkvist, Lars & Martin Eisend, The Dynamic Nature of Marketing Constructs, *Journal of the Academy of Marketing Science* (forthcoming)
- Eisend, Martin & Erik Hermann, Sexual Orientation and Consumption: Why and When Do Homosexuals and Heterosexuals Consume Differently?, *International Journal of Research in Marketing* (forthcoming)
- Hartmann, Patrick, Paula Fernández, Vanessa Apaolaza, Martin Eisend & Clare D'Souza, Explaining Viral CSR Message Propagation in Social Media: The Role of Normative Influences, *Journal of Business Ethics* (forthcoming)
- Okazaki, Shintaro, Martin Eisend, Kirk Plangger, Ko de Ruyter & Dhruv Grewal, Understanding the Strategic Consequences of Customer Privacy Concerns: A Meta-Analytic Review, *Journal of Retailing* (forthcoming)
- Eisend, Martin & Sara Rosengren (2020), The More the Merrier: Dealing with a Multitude of Advertising Effects, *International Journal of Advertising*, 39 (2), 187-190.
- Eisend, Martin, Eva Van Reijmersdal, Sophie Boerman & Farid Tarrahi (2020), A Meta-Analysis of the Effects of Disclosing Sponsored Content, *Journal of Advertising*, 49 (3), 344-366.
- Hermann, Erik, Martin Eisend & Tomás Bayón (2020), Facebook and the Cultivation of Ethnic Diversity Perceptions and Attitudes, *Internet Research*, 30 (4), 1123-1141.
- Karpinska-Krakowiak, Malgorzata & Martin Eisend (2020), Mini-film Advertising and Digital Brand Engagement: The Moderating Effects of Drama and Lecture, *International Journal of Advertising*, 39 (3), 387-409.
- Rosengren, Sara, Martin Eisend, Scott Koslow, & Micael Dahlén (2020), A Meta-Analysis of When and How Advertising Creativity Works, *Journal of Marketing*, 84 (6), 39-56.
- Diamantopoulos, Adamantios, Vasileios Davvetas, Fabian Bartsch, Timo Mandler, Maja Arslanagić-Kalajdžić & Martin Eisend (2019), On the Interplay between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment, *Journal of International Marketing* 27 (4), 39-57.
- Eisend, Martin (2019), Explaining Digital Piracy: A Meta-Analysis, *Information Systems Research*, 30 (2), 636-664.
- Eisend, Martin (2019), Gender Roles, *Journal of Advertising*, 48 (1), 72-80.

- Eisend, Martin (2019), Morality Effects and Consumer Responses to Counterfeit and Pirated Products: A Meta-analysis, *Journal of Business Ethics*, 154 (2), 301-323.
- Eisend, Martin & Erik Hermann (2019), Consumer Responses to Homosexual Imagery in Advertising: A Meta-analysis, *Journal of Advertising*, 48 (4), 380-400.
- Ivanov, Lachezar, Martin Eisend & Tomás Bayón (2019), Gendering Conversational Humor in Advertising: An Evolutionary Explanation of the Effects of Spontaneous Versus Canned Humor, *International Journal of Advertising*, 38 (7), 979-999.
- Segijn, Claire & Martin Eisend (2019), A Meta-analysis into Multiscreening and Advertising Effectiveness: Direct Effects, Moderators, and Underlying Mechanisms, *Journal of Advertising*, 48 (3), 313-332.
- Wohlgemuth, Veit, Matthias Wenzel, Elisabeth Berger & Martin Eisend (2019), Dynamic Capabilities and Employee Involvement: The Role of Trust and Informal Control in Small Businesses, *European Management Journal*, 37, 760-771.
- Ang, Lawrence & Martin Eisend (2018), Single versus Multiple Measurement of Attitudes: A Meta-Analysis of Advertising Studies Validates the Single-Item Measure Approach, *Journal of Advertising Research*, 58 (2), 218-227.
- De Meulenaer, Sarah, Nathalie Dens, Patrick de Pelsmacker & Martin Eisend (2018), How Consumers' Values Influence Responses to Male and Female Gender Role Stereotyping in Advertising, *International Journal of Advertising*, 37 (6), 893-913.
- Eisend, Martin (2018), Explaining the Use and Effects of Humor in Advertising: An Evolutionary Perspective, *International Journal of Advertising*, 37 (4), 526-547.
- Eisend, Martin (2018), Old Meets New: How Researchers Can Use Existing Knowledge to Explain Advertising in New Media, *International Journal of Advertising*, 37 (5), 665-670.
- Eisend, Martin & Farid Tarrahi (2018), Does Counterfeiting Benefit or Harm Original Products? *Journal of Marketing Behavior*, 3 (4), 293-333.
- Eisend, Martin (2017), International and Methodological Diversity in Advertising Research, *International Journal of Advertising*, 36 (5), 659-662.
- Eisend, Martin (2017), International Diversity of Authorship in Advertising Research, *International Journal of Advertising*, 36 (1), 3-10.
- Eisend, Martin (2017), Meta-Analysis in Advertising Research, *Journal of Advertising*, 46 (1), 21-35.

- Eisend, Martin (2017), The Third-Person Effect in Advertising: A Meta-Analysis, *Journal of Advertising*, 46 (3), 377-394.
- Eisend, Martin, Patrick Hartmann, & Vanessa Apaolaza (2017), Who Buys Counterfeit Luxury Brands? A Cross-Cultural Meta-Analytic Synthesis, *Journal of International Marketing*, 25 (4), 89-111.
- Hartmann, Patrick, Martin Eisend, Vanessa Apaolaza, Clare D'Souza (2017), Warm Glow vs. Altruistic Values: How Important Is Intrinsic Emotional Reward in Green Consumer Behavior? *Journal of Environmental Psychology*, 52, 43-55.
- 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.
- Eisend, Martin (2016), Comment: Advertising, Communication, and Brands, *Journal of Advertising*, 45 (3), 353-355.
- Eisend, Martin, Heiner Evanschitzky & Roger J. Calantone (2016), The Relative Advantage of Marketing Over Technological Capabilities in Influencing New Product Performance: The Moderating Role of Country Institutions, *Journal of International Marketing*, 24 (1), 41-56.
- Eisend, Martin, Heiner Evanschitzky & Dave Gilliland (2016), The Influence of Organizational and National Culture on New Product Performance, *Journal of Product Innovation Management*, 33 (3), 260–276.
- Eisend, Martin, George Franke & James H. Leigh (2016), Re-Inquiries in Advertising Research, *Journal of Advertising*, 45 (1), 1-3.
- Eisend, Martin & Don Lehmann (2016), Assessing the Enduring Impact of Influential Papers, *Marketing Letters*, 27 (1), 115-129.
- Eisend, Martin & Farid Tarrahi (2016), The Effectiveness of Advertising: A Meta-Analysis of Advertising Inputs and Outcomes, *Journal of Advertising*, 45 (4), 519-531.
- Hartmann, Patrick, Vanessa Apaolaza & Martin Eisend (2016), Nature Imagery in Non-Green Advertising: The Effects of Emotion, Autobiographical Memory, and Consumer's Green Traits, *Journal of Advertising*, 45 (4), 427-440.
- Küster, Franziska & Martin Eisend (2016), Time Heals Many Wounds – Explaining Immediate and Delayed Attitude Effects of Message Sidedness, *International Journal of Advertising*, 35 (4), 664-681.



- Lennerts, Silke, Martin Eisend, Theo Lieven, Sven Molner, Tim Oliver Brexendorf & Torsten Tomczak (2016), The Power of Innovativeness in Manufacturer-Retailer Relationships, 23 (3), *Journal of Business-to-Business Marketing*, 235-251.
- Pick, Doreén & Martin Eisend (2016), Customer Responses to Switching Costs: A Meta-Analytic Investigation of the Moderating Influence of Culture, *Journal of International Marketing*, 24 (4), 39-60.
- Tarrahi, Farid & Martin Eisend (2016), The Influence of Judgment Calls on Meta-Analytic Findings: A Meta-Meta-Analysis, *Multivariate Behavioral Research*, 51 (2-3), 314-329.
- Tarrahi, Farid, Martin Eisend & Florian Dost (2016), A Meta-Analysis of Price Change Fairness Perceptions, *International Journal of Research in Marketing*, 33 (1), 199-203.
- Eisend, Martin (2015), Have We Progressed Marketing Knowledge? A Meta-Meta-Analysis of Effect Sizes in Marketing Research, *Journal of Marketing*, 79 (May), 23-40.
- Eisend, Martin (2015), Persuasion Knowledge and Third-Person Perceptions in Advertising: The Moderating Effect of Regulatory Competence, *International Journal of Advertising*, 34 (1), 54-69.
- Eisend, Martin & Pakize Schuchert-Güler (2015), Journal Publication Success of German Business Researchers: Does Gender Composition and Internationality of the Author Team Matter?, *Business Research* 8 (2), 171-188.
- Purnawirawan, Nathalia, Martin Eisend, Patrick De Pelsmacker & Nathalie Dens (2015), A Meta-Analytic Investigation of the Role of Valence in Online Reviews, *Journal of Interactive Marketing* 31 (August), 17-27.
- Schmidt, Susanne & Martin Eisend (2015), Advertising Repetition – A Meta-Analysis on Effective Frequency in Advertising, *Journal of Advertising*, 44 (4), 415-428.
- Eisend, Martin (2014), Shelf Space Elasticity: A Meta-Analysis, *Journal of Retailing*, 90 (2), 168-181.
- Eisend, Martin, Julia Plagemann & Julia Sollwedel (2014), Gender Roles and Humor in Advertising: The Occurrence of Stereotyping in Humorous and Non-humorous Advertising and Its Consequences for Advertising Effectiveness, *Journal of Advertising*, 43 (3), 256-273.

- Eisend, Martin & Susanne Schmidt (2014), The Influence of Knowledge-based Resources and Business Scholars' Internationalization Strategies on Research Performance, *Research Policy*, 43 (1), 48-59.
- Eisend, Martin & Farid Tarrahi (2014), Meta-Analysis Selection Bias in Marketing Research, *International Journal of Research in Marketing*, 31 (3), 317-326.
- Pick, Doreén & Martin Eisend (2014), Buyers' Perceived Switching Costs and Switching: A Meta-Analytic Assessment of Their Antecedents, *Journal of the Academy of Marketing Science*, 42 (2), 186-204.
- Eisend, Martin (2013), The Moderating Influence of Involvement on Two-sided Advertising Effects, *Psychology & Marketing*, 30 (7), 556-575.
- Eisend, Martin & Nicola Stokburger-Sauer (2013), Brand Personality: A Meta-Analytic Review of Antecedents and Consequences, *Marketing Letters*, 24 (3), 205-216.
- Eisend, Martin & Nicola Stokburger-Sauer (2013), Measurement Characteristics of Aaker's Brand Personality Dimensions: Lessons to be Learned from Human Personality Research, *Psychology & Marketing*, 30 (11), 950-958.
- Fell, Anja & Martin Eisend (2013), Placebo Effects of Brands, *Marketing – Journal for Research and Management*, 35 (3), 176-184.
- Jäger, Tilmann & Martin Eisend (2013), Effects of Fear Arousing and Humorous Appeals in Social Marketing: The Moderating Role of Prior Attitude towards the Advertised Behavior, *Journal of Current Issues and Research in Advertising*, 34 (1), 125-134.
- Evanschitzky, Heiner, Martin Eisend, Roger Calantone, Yuanyuan Jiang (2012), Success Factors of Product Innovation: An Updated Meta-Analysis, *Journal of Product Innovation Management*, 29 (S1), 21-37.
- Eisend, Martin (2011), How Humor in Advertising Works: A Meta-Analytic Test of Alternative Models, *Marketing Letters*, 22 (2), 115-132.
- Eisend, Martin (2011), Is VHB-JOURQUAL 2 a Good Measure of Scientific Quality? Assessing the Validity of the Major Business Journal Ranking in German-speaking Countries, *Business Research*, 4 (2), 241-274.
- Eisend, Martin & Franziska Küster (2011) The Effectiveness of Publicity Versus Advertising: A Meta-Analytic Investigation of Its Moderators, *Journal of the Academy of Marketing Science*, 39 (6), 906-921.

- Knoll, Silke, Martin Eisend & Josefine Steinhagen (2011), Gender Roles in Advertising: A Comparison of Gender Stereotyping on Public and Private TV Channels in Germany, *International Journal of Advertising*, 30 (5), 867-888.
- Brexendorf, Tim Oliver, Silke Mühlmeier, Torsten Tomczak & Martin Eisend (2010), The Impact of Sales Encounters on Brand Loyalty, *Journal of Business Research*, 63 (11), 1148-1155.
- Eisend, Martin (2010), A Meta-Analysis of Gender Roles in Advertising, *Journal of the Academy of Marketing Science*, 38 (4), 418-440.
- Eisend, Martin (2010), Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages, *Psychology & Marketing*, 27 (11), 1032-1049.
- Eisend Martin & Tobias Langner (2010), Immediate and Delayed Advertising Effects of Celebrity Endorsers' Attractiveness and Competence Fit, *International Journal of Advertising*, 29 (4), 527-546.
- Möller, Jana & Martin Eisend (2010), A Global Investigation Into the Cultural and Individual Antecedents of Banner Advertising Effectiveness, *Journal of International Marketing*, 18 (2), 80-98.
- Eisend, Martin (2009), A Meta-Analysis of Humor in Advertising, *Journal of the Academy of Marketing Science*, 37 (2), 191-203.
- Eisend, Martin (2009), A Cross-Cultural Generalizability Study of Consumers' Acceptance of Product Placements in Movies, *Journal of Current Issues and Research in Advertising*, 31 (1), 15-25.
- Koch, Jochen, Martin Eisend & Arne Petermann (2009), Path Dependence in Decision-making Processes: Exploring the Impact of Complexity under Increasing Returns, *Business Research*, 2 (1), 67-84.
- Eisend, Martin (2008), Explaining the Impact of Scarcity Claims in Advertising: The Mediating Role of Perceptions of Susceptibility, *Journal of Advertising*, 37 (3), 33-40.
- Eisend, Martin (2007), Understanding Two-Sided Persuasion: An Empirical Assessment of Theoretical Approaches, *Psychology & Marketing*, 24 (7), 615-640.
- Eisend, Martin & Jana Möller (2007), The Influence of TV Viewing on Consumers' Body Images and Related Consumption Behavior, *Marketing Letters*, 18 (1-2), 101-116.

- Eisend, Martin (2006), Two-sided Advertising: A Meta-Analysis, *International Journal of Research in Marketing*, 23 (2), 187-198.
- Eisend, Martin (2006), Source Credibility in Marketing Communication: A Meta-Analysis, *Marketing – Journal for Research and Management*, 2 (1), 43-60.
- Eisend, Martin (2006), Source Credibility Dimensions in Marketing Communication – A Generalized Solution, *Journal of Empirical Generalizations in Marketing Science*, 10, 1-33.
- Eisend, Martin & Pakize Schuchert-Güler (2006), Explaining Counterfeit Purchases – A Review and Preview, *Academy of Marketing Science Review*, 6 (12), 1- 25.
- Eisend, Martin (2002), The Internet as New Medium for the Sciences? The Effects of Internet Use on Traditional Scientific Communication Media Among Social Scientists in Germany, *Online Information Review*, 26 (5), 307-317.

## Books

- Eisend, Martin (2020), *Metaanalyse*, 2. Aufl., München: Rainer Hampp.
- Eisend, Martin & Alfred Kuss (2019), *Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations*, Cham: Springer Nature.
- Cauberghe, Verolien, Liselot Hudders & Martin Eisend (eds.) (2018), *Advances in Advertising Research (Vol. 9). Power to Consumers*, Wiesbaden: Springer-Gabler.
- Zabkar, Vesna & Martin Eisend (eds.) (2017), *Advances in Advertising Research (Vol. 8). Challenges in an Age of Dis-Engagement*, Wiesbaden: Springer-Gabler.
- Christodoulides, George, Anastasia Stathopoulou & Martin Eisend (eds.) (2017), *Advances in Advertising Research (Vol. 7). Bridging the Gap Between Advertising Academia and Practice*, Wiesbaden: Springer-Gabler.
- Eisend, Martin & Alfred Kuß (2017), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, Wiesbaden: Springer-Gabler.
- Verlegh, Peeter, Hilde Voorveld & Martin Eisend (eds.) (2015), *Advances in Advertising Research (Vol. 6). The Digital, the Classic, the Subtle, and the Alternative*, Wiesbaden: Springer-Gabler.
- Eisend, Martin (2014), *Metaanalyse*, München: Rainer Hampp.

Eisend, Martin, Tobias Langner & Shintaro Okazaki (eds.) (2012), *Advances in Advertising Research (Vol. 3). Current Insights and Future Trends*, Wiesbaden: Gabler.

Kuß, Alfred & Martin Eisend (2010), *Marktforschung. Grundlagen der Datenerhebung und Datenanalyse*, 3rd ed., Wiesbaden: Gabler.

Baumgarth, Carsten, Martin Eisend & Heiner Evanschitzky (eds.) (2009), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler.

Eisend, Martin (2003), *Glaubwürdigkeit in der Marketingkommunikation. Konzeption, Einflussfaktoren und Wirkungspotenzial*, Wiesbaden: DUV.

### **BOOK CHAPTERS**

Eisend, Martin, Nathalie Dens & Patrick de Pelsmacker (2019), Gender Roles in Advertising, in Shelly Rodgers & Esther Thorson (eds.) *Advertising Theory*, Second Edition, New York and London: Routledge, 187-197.

Rößner, Anna & Martin Eisend (2018), Advertising Effects of Religious Stereotypes: The Moderating Influence of News Valence, In Verolien Cauberghe, Liselot Hudders & Martin Eisend (eds.) *Advances in Advertising Research (Vol. 9). Power to Consumers*, Wiesbaden: Springer-Gabler, 163-176.

Roschk, Holger, Katja Gelbrich & Martin Eisend (2015), Advertising, Cross-Cultural, In Wolfgang Donsbach (ed.) *The Concise Encyclopedia of Communication*, Chichester, John Wiley & Sons, 7-8

Shaw, Ping, Martin Eisend & Yue Tan (2014), Gender-Role Portrayals in International Advertising, In Hong Cheng (ed.) *The Handbook of International Advertising Research*, Malden, MA: John Wiley & Sons, 299-312.

Eisend, Martin, Silke Knoll, Susanne Schmidt & Ruziye Canbazoglu (2012), How Does Shifting Ad Budgets Impact Trust in Advertising Media? In Martin Eisend, Tobias Langner & Shintaro Okazaki (eds.) *Advances in Advertising Research (Vol. 3). Current Insights and Future Trends*, Wiesbaden: Gabler, 353-363.

Küster, Franziska & Martin Eisend (2012), Immediate and Delayed Effects of Message Sidedness, In Martin Eisend, Tobias Langner & Shintaro Okazaki (eds.) *Advances in Advertising Research (Vol. 3). Current Insights and Future Trends*, Wiesbaden: Gabler, 55-65.

- Eisend, Martin & Silke Knoll (2012), Transnational Trust in Advertising Media, In Shintaro Okazaki (ed.), *Handbook of Research on International Advertising*, Cheltenham: Edward Elgar, 439-454.
- Eisend, Martin & Franziska Küster (2011), The Effectiveness of Publicity versus Advertising: A Meta-analysis, In Shintaro Okazaki (ed), *Advances in Advertising Research* (Vol. 2). Breaking New Ground in Theory and Practice, Wiesbaden: Gabler, 277-291.
- Langner, Tobias & Martin Eisend (2011), Effects of Celebrity Endorsers' Attractiveness and Expertise on Product Recall of Transformational and Informational Products, In Shintaro Okazaki (ed), *Advances in Advertising Research* (Vol. 2). Breaking New Ground in Theory and Practice, Wiesbaden: Gabler, 451-460.
- Steinhagen, Josefine, Martin Eisend & Silke Knoll (2010), Gender Stereotyping in Advertising on Public and Private TV Channels in Germany, In Ralf Terlutter, Sandra Diehl & Shintaro Okazaki (eds.), *Advances in Advertising Research* (Vol. 1). Cutting Edge International Research, Wiesbaden: Gabler, 285-295.
- Eisend, Martin & Tobias Langer (2009), The Impact of Celebrity Attractiveness and Competence Fit, In Patrick de Pelsmacker & Nathalie Dens (eds.), *Advertising Research. Message, Medium and Context*, Antwerp: Garant, 33-40.
- Eisend, Martin (2008), The Role of Involvement in Two-Sided Persuasion, In Francisco Costa Pereira, Jorge Veríssimo & Peter Neijens (eds.), *New Trends in Advertising Research*, Lissabon: Sílabo, 121-131.
- Eisend, Martin & Pakize Schuchert-Güler (2008), Do Consumers Mind Buying Illicit Goods? The Case of Counterfeit Purchases, In Stefania Borghini, Mary Ann McGrath & Cele C. Otnes (eds.), *European Advances in Consumer Research*, Vol 8, Duluth, MN: Association for Consumer Research, 124-125.

### **OTHER PUBLICATIONS IN GERMAN**

- Eisend, Martin (2020), Soziale Herkunftserfahrung als Sensibilisierung für Chancengleichheit und Diversität, In Julia Reuter, Markus Gamper, Christina Möller & Frenk Blom (eds.), *Vom Arbeiterkind zur Professur. Sozialer Aufstieg in der Wissenschaft*, Bielefeld: transcript Verlag, 185-191.

- Eisend, Martin & Alfred Kuß (2018), Humor erfolgreich in der Kommunikation verwenden, In Tobias Langer, Franz-Rudolf Esch, Manfred Bruhn (eds.), *Handbuch Techniken der Kommunikation*, 2nd. ed., Wiesbaden: Springer Gabler , 343-354.
- Eisend, Martin (2010), Geschlechterrollen in der Werbung, In Europa-Universität Viadrina (eds.), *Universitätsschriften*, Frankfurt (Oder): Europa-Universität Viadrina, 53-59.
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## **RESEARCH PRESENTATIONS, PROCEEDINGS, AND MEDIA MENTIONS**

My work has been presented regularly at many conferences in the area of advertising, consumer behavior, and marketing, including AAA, ACR, AMA, EMAC, ICORIA. The presentations resulted in more than 100 publications in conference proceedings.

Furthermore, I have presented my work on invitation at several universities worldwide (e.g., Copenhagen Business School, King's College London, MacQuarie University Sydney, Strathclyde University Glasgow, University of Amsterdam, University of Antwerp, University of Birmingham, University of Georgia, University of Ljubljana, University of Mannheim, University of Innsbruck, University St. Gallen, WHU Vallendar, WU Vienna, Stockholm School of Economics, etc.).

My work has been featured by a number of national broadcast media (Deutsche Welle, RBB, Radio Bremen) and by national and international newspapers (MOZ, Der Tagesspiegel, sifted).

## **SERVICE TO THE DISCIPLINE**

### **Professional Service**

- since 1/2020 Chairman of the steering group of the EU Competence Network of Brandenburg Universities
- since 6/2018 President of the European Advertising Academy
- 6/2014 – 6/2018 Publications Manager of the European Advertising Academy
- since 6/2011 Executive Board member of European Advertising Academy
- 2011 – 2013 Spokesperson of the Graduate School „Dynamic Capabilities and Relationships“, European University Viadrina; since 4/2013 responsible researcher of the Graduate School
- 2008 – 2014 Responsible researcher and supervisor in the doctoral program “Research on Organizational Paths”, Free University Berlin

### **Editor and Editorial Board Member**

- International Journal of Advertising: Associate Editor since 2010, Special Issue Editor 2015: “ICORIA 2015”, Special Issue Editor 2016: “ICORIA 2016”, Special Issue Editor 2017: “ICORIA 2017”
- Journal of Advertising: Special Issue Editor 2015: “Re-Inquiries in Advertising Research”
- Member of Editorial Review Board: International Journal of Advertising, Journal of Advertising, Journal of Advertising Research, Journal of Interactive Advertising, Journal of Marketing Communications, Marketing ZfP/Marketing JRM

### **Activities as Reviewer**

Reviewer for journals such as the International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, etc.

Reviewer for grant sponsors such as Deutsche Forschungsgemeinschaft (Germany), Netherlands Organization for Scientific Research (NWO), Research Foundation - Flanders (Belgium), Schweizer Nationalfonds (Switzerland)

### **Conference and Workshop Organisation**

- 2015, 2014 and 2012 PhD Workshop (VHB-ProDok) "Meta-analysis“, Berlin

- 2011 10th International Conference on Research in Advertising (ICORIA), Berlin
- 2008 Workshop „New Developments in Partial Least Squares (PLS)“, Berlin
- 2007 Workshop "Linear Structural Equation Models with AMOS 6.0", Berlin
- 2006 Workshop "Critical Reflexion on Empirical Research Methods", Berlin
- 2005 Marketing Assistant Professor Meeting, Berlin
- 2001 Research Conference Marketing, Berlin

## **INSTITUTIONAL SERVICE**

### **European University Viadrina**

- since 10/2018 Vice President for Research, Young Scientists, and Knowledge Transfer
- 4/2012 – 9/2017 Board member of the Senate and from 9/2015 – 9/2016 Deputy Chairman of the Senate
- 4/2012 – 11/2016 and 10/2017 – 4/2018 Study Dean and Examination Office Manager of the Faculty of Business Administration and Economics
- since 10/2011 Member of the PhD Admission Board of the Faculty of Business Administration and Economics
- 10/2009 – 9/2019 Board member of the Faculty Council of the Faculty of Business Administration and Economics

### **Free University Berlin**

- 2004 – 2008 Erasmus/Sokrates coordinator for student exchange
- 2001 – 2003 Board member of the Business School Faculty Council

## **CONSULTING / TRANSFER**

Several projects such as the preparation of an expertise on consumer information behavior and consumer policy for ECC Public Affairs; consulting and writing of an expertise on determinants of counterfeit purchase intentions for Sidley Austin LLP; consulting project for the publisher “Vorwaerts”; marketing training for managers of the Berlin Chemie AG etc.

## TEACHING EXPERIENCE

### Undergraduate Courses

- Introduction to Marketing
- Strategic Marketing
- Buyer Behavior
- Market Research

### Graduate Courses

- Consumer Behavior
- Quantitative Methods
- Marketing Communications

### PhD Courses

- Research Methods
- Data Analysis
- Meta-analysis

### Executive Education

- Consumer Behavior

I have taught courses at Freie Universität Berlin, European University Viadrina, Justus-Liebig Universität Gießen, WHU Vallendar, Helmut-Schmidt-Universität Hamburg, ESCP Berlin, University of Amsterdam (Netherlands), University of Antwerp (Belgium), Strathclyde University Glasgow (UK), Aston Business School Birmingham (UK), University of Innsbruck (Austria), IÉSEG School of Management Lille (France), MacQuarie University Sydney (Australia), King's College London (UK), WU Vienna (Austria), amongst others.