

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 and consumer behavior. He is not only interested in the entrepreneurial relevance of these areas, but also in their social significance. His methodological expertise lies in the application of meta-analyses. He has published over 80 articles in peer-reviewed international journals, such as the *Journal of Marketing*, *Information Systems Research*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Research Policy* or *Journal of Product Innovation Management*.

Martin has acquired several major research grants, with the total sum of grants with multiple applicants amounting to more than 5 Mio. Euro in addition to the total sum of ca. 1. Mio Euro for grants acquired as single applicant. He has authored several best paper award-winning journal articles, and has received awards for teaching and reviewing. In the most recent German business scholar ranking, he has been ranked among the top 1% of more than 3,000 business researchers in and from German speaking countries for both his current research performance and for his lifetime research achievements.

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 was the president of the *European Advertising Academy* from 2018 to 2021. Currently, he is the university's Vice-President for Research, Young Scientists, and Knowledge Transfer.

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POSITIONS AND ACADEMIC TRAINING

Academic and Major Administrative Positions

- | | |
|-------------------|---|
| 10/2019 – present | Vice-President for Research, Young Scientists, and Knowledge Transfer, European University Viadrina, Frankfurt (Oder) Germany |
| 2017 – present | Director of the “Center of Market Communications” |
| 4/2012 – 4/2018 | Study Dean of the Faculty of Business and Economics, European University Viadrina, Frankfurt (Oder), Germany |
| 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 |

Offers for a position as Full Professor from Copenhagen Business School (2020), University of Amsterdam (2014), and WU Vienna (2011), and for a position as Assistant Professor from Free University of Amsterdam (2005), all declined

Academic Training

- 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

RANKINGS AND AWARDS

Rankings

- 2020: Ranked among the top 1% business researchers in and from German speaking countries (more than 3,000 researchers) in Wirtschaftswoche-Ranking: ranked 13th for current research achievements (based on publications in peer-reviewed journals between 2016 and 2020) and 19th for his lifetime research achievements.
- 2019: Ranked among the 2% top scientists worldwide and ranked 184th worldwide and 5th in Germany in the field of Marketing (Ioannidis et al. (2019) in PLOS Biol, 17 (8), e3000384 and Ioannidis et al. (2020) in PLOS Biol, 18 (10), e3000918)
- 2019: Ranked 8th in Wirtschaftswoche-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2014 and 2018)
- 2014: Ranked 14th in Handelsblatt-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2010 and 2014)
- 2012: Ranked 25th in Handelsblatt-Ranking (ranking of ca. 3,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2008 and 2012)
- 2009: Ranked 34th in Handelsblatt-Ranking (ranking of ca. 2,000 business researchers in German speaking countries, based on publications in peer-reviewed journals between 2005 and 2009)

Awards and Nominations

- 2021: Best Reviewer Award, *Journal of Advertising Research*
- 2020: Runner-up Best Paper *Journal of Advertising*: "Meta-Analysis of the Effects of Disclosing Sponsored Content" by Martin Eisend, Eva Van Reijmersdal, Sophie Boerman, and Farid Tarrahi

- 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: Runner-up Best Paper *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 (3rd 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 (2nd 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: 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
- 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
- 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. 200.000 EUR
- 2020: „A Meta-Analysis on Personalization in Marketing Communication“, Grant by the German Research Foundation, ca. 165.000 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. 155.000 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

PUBLICATIONS

FT-50 Journal Publications

1. Eisend, Martin & Farid Tarrahi, Persuasion Knowledge in the Marketplace: A Meta-Analysis, *Journal of Consumer Psychology* (forthcoming)
2. 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)
3. Bergkvist, Lars & Martin Eisend (2021), The Dynamic Nature of Marketing Constructs, *Journal of the Academy of Marketing Science*, 49 (3), 521-541.
4. 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.
5. Eisend, Martin (2019), Explaining Digital Piracy: A Meta-Analysis, *Information Systems Research*, 30 (2), 636-664.
6. Eisend, Martin (2019), Morality Effects and Consumer Responses to Counterfeit and Pirated Products: A Meta-analysis, *Journal of Business Ethics*, 154 (2), 301-323.
7. 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.
8. 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.
9. 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.
10. 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.
11. Eisend, Martin (2010), A Meta-Analysis of Gender Roles in Advertising, *Journal of the Academy of Marketing Science*, 38 (4), 418-440.
12. Eisend, Martin (2009), A Meta-Analysis of Humor in Advertising, *Journal of the Academy of Marketing Science*, 37 (2), 191-203.

Journal Publications (w/o FT-50 Journals)

2021

13. Ivanov, Lachezar, Martin Eisend, Sandra Diehl, Iris Wang & Malgorzata Karpinska-Krakowiak, Lethal versus Reproductive Disease Appeals in Preventive Health Advertising: The Moderating Effect of Life History Strategy, *International Journal of Advertising* (forthcoming)
14. Rößner, Anna, Yaniv Gvili & Martin Eisend, Explaining Consumer Responses to Ethnic and Religious Minorities in Advertising, *Journal of Advertising* (forthcoming).
15. Karpinska-Krakowiak, Malgorzata & Martin Eisend (2021), The Effects of Animistic Thinking, Animistic Cues, and Superstitions on Brand Responses in Social Media, *Journal of Interactive Marketing*, 55 (3), 104-117.
16. Rosengren, Sara & Martin Eisend (2021), Full Disclosure: Advertising is More Than Meets the Eye, *International Journal of Advertising*, 40 (1), 1-4.
17. Van Berlo, Zeph, Eva van Reijmersdal & Martin Eisend (2021), The Gamification of Branded Content: A Meta-Analysis of Advergame Effects, *Journal of Advertising*, 50 (2), 179-196.

2020

18. Eisend, Martin & Erik Hermann (2020), Sexual Orientation and Consumption: Why and When Do Homosexuals and Heterosexuals Consume Differently?, *International Journal of Research in Marketing*, 37 (4), 678-696.
19. Eisend, Martin & Sara Rosengren (2020), The More the Merrier: Dealing with a Multitude of Advertising Effects, *International Journal of Advertising*, 39 (2), 187-190.
20. 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.
21. Hermann, Erik, Martin Eisend & Tomás Bayón (2020), Facebook and the Cultivation of Ethnic Diversity Perceptions and Attitudes, *Internet Research*, 30 (4), 1123-1141.
22. 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.

23. Okazaki, Shintaro, Martin Eisend, Kirk Plangger, Ko de Ruyter & Dhruv Grewal (2020), Understanding the Strategic Consequences of Customer Privacy Concerns: A Meta-Analytic Review, *Journal of Retailing*, 96 (4), 458-473.

2019

24. 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.
25. Eisend, Martin (2019), Gender Roles, *Journal of Advertising*, 48 (1), 72-80.
26. Eisend, Martin & Erik Hermann (2019), Consumer Responses to Homosexual Imagery in Advertising: A Meta-analysis, *Journal of Advertising*, 48 (4), 380-400.
27. 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.
28. 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.
29. 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.

2018

30. 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.
31. 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.
32. Eisend, Martin (2018), Explaining the Use and Effects of Humor in Advertising: An Evolutionary Perspective, *International Journal of Advertising*, 37 (4), 526-547.

33. 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.

34. Eisend, Martin & Farid Tarrahi (2018), Does Counterfeiting Benefit or Harm Original Products?, *Journal of Marketing Behavior*, 3 (4), 293-333.

2017

35. Eisend, Martin (2017), International and Methodological Diversity in Advertising Research, *International Journal of Advertising*, 36 (5), 659-662.

36. Eisend, Martin (2017), International Diversity of Authorship in Advertising Research, *International Journal of Advertising*, 36 (1), 3-10.

37. Eisend, Martin (2017), Meta-Analysis in Advertising Research, *Journal of Advertising*, 46 (1), 21-35.

38. Eisend, Martin (2017), The Third-Person Effect in Advertising: A Meta-Analysis, *Journal of Advertising*, 46 (3), 377-394.

39. 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.

40. 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.

41. 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.

2016

42. Eisend, Martin (2016), Comment: Advertising, Communication, and Brands, *Journal of Advertising*, 45 (3), 353-355.

43. 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.

44. 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.

45. Eisend, Martin, George Franke & James H. Leigh (2016), Re-Inquiries in Advertising Research, *Journal of Advertising*, 45 (1), 1-3.
46. Eisend, Martin & Don Lehmann (2016), Assessing the Enduring Impact of Influential Papers, *Marketing Letters*, 27 (1), 115-129.
47. Eisend, Martin & Farid Tarrahi (2016), The Effectiveness of Advertising: A Meta-Meta-Analysis of Advertising Inputs and Outcomes, *Journal of Advertising*, 45 (4), 519-531.
48. Hartmann, Patrick, Vanessa Apaolazza & 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.

2015

54. 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.
55. 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.

56. 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.
57. Schmidt, Susanne & Martin Eisend (2015), Advertising Repetition – A Meta-Analysis on Effective Frequency in Advertising, *Journal of Advertising*, 44 (4), 415-428.

2014

58. Eisend, Martin (2014), Shelf Space Elasticity: A Meta-Analysis, *Journal of Retailing*, 90 (2), 168-181.
59. 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.
60. Eisend, Martin & Farid Tarrahi (2014), Meta-Analysis Selection Bias in Marketing Research, *International Journal of Research in Marketing*, 31 (3), 317-326.

2013

61. Eisend, Martin (2013), The Moderating Influence of Involvement on Two-sided Advertising Effects, *Psychology & Marketing*, 30 (7), 556-575.
62. Eisend, Martin & Nicola Stokburger-Sauer (2013), Brand Personality: A Meta-Analytic Review of Antecedents and Consequences, *Marketing Letters*, 24 (3), 205-216.
63. 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.
64. Fell, Anja & Martin Eisend (2013), Placebo Effects of Brands, *Marketing – Journal for Research and Management*, 35 (3), 176-184.
65. 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.

2012

66. 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.

2011

67. Eisend, Martin (2011), How Humor in Advertising Works: A Meta-Analytic Test of Alternative Models, *Marketing Letters*, 22 (2), 115-132.
68. 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.
69. 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.

2010

70. 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.
71. Eisend, Martin (2010), Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages, *Psychology & Marketing*, 27 (11), 1032-1049.
72. 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.
73. 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.

2009

74. 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.
75. 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.

2008 and earlier

76. 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.

77. Eisend, Martin (2007), Understanding Two-Sided Persuasion: An Empirical Assessment of Theoretical Approaches, *Psychology & Marketing*, 24 (7), 615-640.
78. 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.
79. Eisend, Martin (2006), Two-sided Advertising: A Meta-Analysis, *International Journal of Research in Marketing*, 23 (2), 187-198.
80. Eisend, Martin (2006), Source Credibility in Marketing Communication: A Meta-Analysis, *Marketing – Journal for Research and Management*, 2 (1), 43-60.
81. Eisend, Martin (2006), Source Credibility Dimensions in Marketing Communication – A Generalized Solution, *Journal of Empirical Generalizations in Marketing Science*, 10, 1-33.
82. Eisend, Martin & Pakize Schuchert-Güler (2006), Explaining Counterfeit Purchases – A Review and Preview, *Academy of Marketing Science Review*, 6 (12), 1- 25.
83. 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 (in English and German)

84. Eisend, Martin & Alfred Kuß (2021), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, 2. Aufl., Wiesbaden: Springer-Gabler.
85. Eisend, Martin (2020), *Metaanalyse*, 2. Aufl., München: Rainer Hampp.
86. Eisend, Martin & Alfred Kuss (2019), *Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations*, Cham: Springer Nature.
87. Cauberghe, Verolien, Liselot Hudders & Martin Eisend (eds.) (2018), *Advances in Advertising Research (Vol. 9). Power to Consumers*, Wiesbaden: Springer-Gabler.
88. Zabkar, Vesna & Martin Eisend (eds.) (2017), *Advances in Advertising Research (Vol. 8). Challenges in an Age of Dis-Engagement*, Wiesbaden: Springer-Gabler.

89. 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.
90. Eisend, Martin & Alfred Kuß (2017), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, Wiesbaden: Springer-Gabler.
91. 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.
92. Eisend, Martin (2014), *Metaanalyse*, München: Rainer Hampp.
93. Eisend, Martin, Tobias Langner & Shintaro Okazaki (eds.) (2012), *Advances in Advertising Research (Vol. 3). Current Insights and Future Trends*, Wiesbaden: Gabler.
94. Kuß, Alfred & Martin Eisend (2010), *Marktforschung. Grundlagen der Datenerhebung und Datenanalyse*, 3rd ed., Wiesbaden: Gabler.
95. Baumgarth, Carsten, Martin Eisend & Heiner Evanschitzky (eds.) (2009), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler.
96. Eisend, Martin (2003), *Glaubwürdigkeit in der Marketingkommunikation. Konzeption, Einflussfaktoren und Wirkungspotenzial*, Wiesbaden: DUV.

Book Chapters

97. Eisend, Martin & Sofiia Kanevska (2020), Stereotyping in Marketing, in Lynne Eagle, Stephan Dahl, Patrick De Pelsmacker, & Charles R. Taylor (eds.), *The SAGE Handbook of Marketing Ethics*, London et al.: Sage, 146-154.
98. 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.
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113. Baumgarth, Carsten, Martin Eisend & Heiner Evanschitzky (2009), Empirische Mastertechniken, In Carsten Baumgarth, Martin Eisend & Heiner Evanschitzky (eds.), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler, 3-26.
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128. Bergkvist, Lars & Martin Eisend (2021), "When Are Changes in Definitions and Operationalizations Justified?," *ICORIA 2021 Proceedings*.
129. Cenophtat, Sadrac & Martin Eisend (2020), "The Relationship between Informal Competition and New Product Development," *AMA Winter 2020 Academic Conference Proceedings*.
130. Eisend, Martin and Erik Hermann (2019), "Consumer Responses to Homosexual Imagery in Advertising: A Meta-Analysis," *Proceedings of the American Academy of Advertising Conference 2019*.
131. Ivanov, Lachezar, Martin Eisend, and Sandra Diehl (2019), "Lethal versus Reproductive Disease Appeals in Preventive Health Ads: The Moderating Effect of Life History Strategy," *ICORIA 2019 Proceedings*.
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137. Eisend, Martin and Farid Tarrahi (2018), "The Relationship Between Persuasion Knowledge and Advertising Investment: What Drives What?," *Proceedings of the American Academy of Advertising Conference 2018*.
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159. Hermann, Erik and Martin Eisend (2014), "The Cultivation Effect of Facebook Use on Users' Perceptions of and Attitudes towards Ethnic Minorities," *ICORIA 2014 Proceedings*.
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179. Eisend, Martin (2009), "Is Peer Review Reliable? It Depends on What We Measure," *AMA Winter 2009 Academic Conference Proceedings*.
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191. Kralisch, Anett and Martin Eisend (2008), "Factors Influencing Information Search and Satisfaction on an International E-Health Website. A Cross-Cultural Study," *Academy of Marketing Science Conference 2008 Proceedings*.
192. Langer, Alexandra, Martin Eisend, and Alfred Kuß (2008), "The Impact of Eco-Labels on Consumers: Less Information, More Confusion?," *European Advances in Consumer Research*.
193. Möller, Jana and Martin Eisend (2008), "The Impact of Culture on Attitude towards Web Advertising," *ICORIA 2008 Proceedings*.
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195. Eisend, Martin (2007), "Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages," *AMA Winter 2007 Academic Conference Proceedings*.
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199. Eisend, Martin and Alexandra Langer (2007), "The Impact of Brand Personality Dimensions on Brand Performance," *AMA Winter 2007 Academic Conference Proceedings*.
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207. Kralisch, Anett and Martin Eisend (2005), "Risk Reduction and Website Satisfaction in a Cross-cultural Context," *Proceedings of the 6th Annual Conference of the Association of Internet Researchers*.
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209. Eisend, Martin (2004), "Is it Still Worth to Be Credible? A Meta-Analysis of Temporal Patterns of Source Credibility Effects in Marketing," *Advances in Consumer Research*, 31, 352-357.
210. Eisend, Martin and Pakize Schuchert-Güler (2004), "How Can Marketers Improve the Persuasive Impact of Two-Sided Messages? A Meta-Analysis on the Effects of Message Sidedness in Marketing Communication," *EMAC 2004 Proceedings*.
211. Schuchert-Güler, Pakize, Martin Eisend, and Holger Lütters (2001), "Consumer and Happiness. An Approach to Integrate the Concept of Happiness into Marketing Theory," *European Advances of Consumer Research*.

INVITED RESEARCH PRESENTATIONS

- 2019/03/19 “Sexual Orientation, Consumer Behavior, and Advertising: Meta-Analytic Findings“, University of Ljubljana, Slovenia
- 2018/03/20 “Persuasion Knowledge in the Marketplace“, University of Georgia, Athens, USA
- 2017/07/03 “Metaanalyse und Marketingforschung“, Heinrich-Heine-Universität Düsseldorf, Germany
- 2016/05/30 “Generalizations about Marketing and Advertising Research – A Meta-Analysis Approach“, Stockholm School of Economics, Sweden
- 2016/04/05 “Introduction to Meta-Analysis“, King’s College London, UK
- 2016/02/16 “Humor in Advertising“, Macquarie University, Sydney, Australia
- 2015/07/05 “Meta-Analysis in Advertising Research“, Birkbeck University of London, UK
- 2015/04/08 “Have We Progressed Marketing Knowledge? A Meta-Meta-Analysis of Effect Sizes in Marketing Research“, University of Vienna, Austria
- 2011/05/13 “Humor in der Werbung“, University Stuttgart-Hohenheim, Germany
- 2010/11/11 “Metaanalyse“, WHU - Otto Beisheim School of Management, Vallendar, Germany
- 2010/11/05 “Einführung in the Metaanalyse“, Leopold-Franzens-Universität Innsbruck, Austria
- 2010/05/21 “Geschlechterrollen in der Werbung“, IMU-Forschungsdialog, University of Mannheim, Germany
- 2009/11/28 “Erfolgsfaktoren bei Berufungsverfahren und beim Lehrstuhlaufbau“, University St. Gallen, Switzerland
- 2006/09/11 “Metaanalysen“, University of Siegen, Germany
- 2005/11/07 “Metaanalyse – Einführung und kritische Diskussion“, Humboldt Universität zu Berlin, Germany
- 2005/05/10 “Zukunft der Wirtschaftswissenschaft“, Annual Meeting of the Berliner Wissenschaftliche Gesellschaft, Berlin, Germany
- 2005/01/13 „Two-Sided Advertising“, Copenhagen Business School, Denmark

RESEARCH MANAGEMENT EXPERIENCE

Administrative Roles and Functions in University Bodies

- since 10/2018 Vice President for Research, Young Scientists, and Knowledge Transfer, European University Viadrina
- since 10/2018 Member of the Foundation Council of the European University Viadrina
- 4/2012 – 9/2017 Board member of the Senate and from 9/2015 – 9/2016 Deputy Chairman of the Senate, European University Viadrina
- 4/2012 – 11/2016 and 10/2017 – 4/2018
Study Dean and Examination Office Manager of the Faculty of Business Administration and Economics, European University Viadrina
- since 10/2011 Member of the PhD Admission Board of the Faculty of Business Administration and Economics, European University Viadrina
- since 2011 Member of the Equal Opportunities Council, European University Viadrina
- 2011 – 2013 Spokesperson of the Graduate School „Dynamic Capabilities and Relationships“, European University Viadrina; since 4/2013 responsible researcher of the Graduate School
- 10/2009 – 9/2019 Board member of the Faculty Council of the Faculty of Business Administration and Economics, European University Viadrina
- 2004 – 2008 Erasmus/Sokrates coordinator for student exchange, Free University Berlin
- 2001 – 2003 Board member of the Business School Faculty Council, Free University Berlin

Professional Service and Functions outside the University

- since 1/2020 Chairman of the steering group of the EU Competence Network of Brandenburg Universities
- 6/2018 – 6/2021 President of the European Advertising Academy
- 6/2014 – 6/2008 Publications Manager of the European Advertising Academy
- since 6/2011 Executive Board member of the European Advertising Academy

2008 – 2014 Responsible researcher and supervisor in the doctoral program “Research on Organizational Paths”, Free University Berlin

Editor and Editorial Board Member / Activities as Reviewer

I serve on the editorial review boards of all major marketing communication journals (*International Journal of Advertising*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Interactive Advertising*, *Journal of Marketing Communications*) and I am an Associate Editor of the *International Journal of Advertising*.

I have co-edited a special issue on “Re-Inquiries in Advertising Research” at the *Journal of Advertising* in 2015. I have (co-)edited the ICORIA special issues at the *International Journal of Advertising* in 2016, 2017, 2018, and 2019.

I am a regular reviewer for marketing journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, etc. I have received a Best Reviewer Award from the *Journal of Advertising* in 2011 and from the *Journal of Advertising Research* in 2021.

I am a reviewer for several national grant sponsors such as Deutsche Forschungsgemeinschaft (Germany), Netherlands Organization for Scientific Research (NWO), Research Foundation - Flanders (Belgium), Schweizer Nationalfonds (Switzerland).

Conference and Workshop Organisation

2020, 2015, PhD Workshop (VHB-ProDok) "Meta-analysis", Berlin

2014, 2012

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

INDUSTRY COOPERATIONS AND MEDIA MENTIONS

Industry Cooperations

- Since 2020 Member of the regional advisory council of the Center East-Brandenburg/Promotion of Trade and Industry Brandenburg
- Since 2019 Member of the Advisory Council for Trade and Industry of the Major of Frankfurt/Oder
- 2013 Consultant/expertise on determinants of counterfeit purchase intentions for Sidley Austin LLP (law firm)
- 2008 Shopper survey at shopping mall "Oderturm"
- 2005 Marketing training for managers of the Berlin Chemie AG
- 2003 Expertise on consumer information behavior and consumer policy for ECC Public Affairs, Berlin
- 2001 Consultation of the publisher "Vorwaerts"

Keynotes and Presentations to Practitioners

- 2019: Hanse-Club Frankfurt (Oder): „Der Wert der Marke“ (The Value of a Brand)
- 2016: 2. Frankfurter Wissenschafts- und Wirtschaftstag: „Humor in der Werbung“ (Humor in Advertising)
- 2012: Brandenburger Führungskreis Vertrieb: „Die Rolle von Marketing und Vertrieb für den Unternehmenserfolg“ (The Role of Marketing and Distribution for Firm Performance)
- 2008: Expertenpanel Markenverband Berlin: „Wirtschaftsfaktor Werbung“ (Advertising as Economic Driver)

Media Mentions

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).

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.

MENTORING

Ongoing PhD projects (as primary supervisor)

- Sadaf Afzal: "Developing Service Process Efficiency Through Service Modularity"
- Katharina Höhne: "Managing Global Stakeholder Relationships: Local Adaptation vs. Standardization"
- Lachezar Ivanov: "An Evolutionary Perspective on Advertising Phenomena"
- Sofiia Kanevska: "Gender Roles in Online Advertising"
- Dominika Niewiadomska: "Personalization in Advertising"
- Josip Medjedovic: "The Value Relevance of Chief Executive Officer (CEO) Personality-Related Information: A Financial Market Perspective"
- Joseph Riley: "Humor in Advertising"
- Anna Rößner, "Advertising Effects of Religious Stereotypes"

Finalized PhD projects (as primary supervisor)

- 2021, Miriam Lohrmann: "Die kognitive Legitimität aus Kundensicht im Kontext neuer Unternehmen" – now marketing manager at RUD System GmbH
- 2020, Katharina Höhne: "Managing Global Stakeholder Relationships: Local Adaptation vs. Standardization" – now working for the German Ministry of Economic Development
- 2018, Sadrac Cenophtat: "Customer Relationship Vulnerability: A New Concept in Relationship Marketing" – now post-doc researcher at the University Gießen
- 2016, Erik Herrmann: "The Cultivation Effect of Social Network Site Use on Consumers' Brand Attitudes, Ethnic Diversity Perceptions and Attitudes" – now scientist at IHP
- 2015, Maren Kämmerer: "Demographic Diversity in Sales Teams, Team Performance and the Moderating Role of Service Climate" – now manager at KPMG
- 2015, Ruziye Oruc: "The Effects of Product Scarcity on Consumer Behavior: A Meta-Analysis" – now market researcher
- 2014, Silke Knoll: "Marketing und Gesellschaft – Studien zu gesellschaftsrelevanten Fragestellungen in der Marketingforschung" – now post-doc researcher at European University Viadrina

- 2014, Veith Wohlgemuth: “Microfoundations of Dynamic Capabilities: Employee Involvement, Managerial Trust, Control, and Routinization” – now professor at the University of Applied Sciences HTW Berlin
- 2012, Susanne Schmidt: “Die Wirkung von Werbewiederholungen auf den Konsumenten – Eine empirische Generalisierung von Wiederholungseffekten” – now professor at the University Magdeburg
- 2011, Alexandra Langer: “Eingelockt auf eine Entscheidung | Was beeinflusst Pfadabhängigkeit bei Konsumenten?“
- 2009, Franziska Küster: “Die kurz- und langfristigen Auswirkungen von Glaubwürdigkeit auf die Effektivität unterschiedlicher Formen der Marketingkommunikation“ – now senior management assistant at Allianz