

MARTIN EISEND

Biographical Sketch



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Martin Eisend is Professor of Marketing at the European University Viadrina in Frankfurt/Oder, Germany. Before joining the university in 2007, he was an assistant professor at Free University Berlin where he received his PhD in 2003. He has been working as visiting scholar/professor at Columbia University in New York, University of Antwerp, University of Amsterdam, Macquarie University in Sydney and at WU Vienna. Martin has been offered a position as Full Professor from Copenhagen Business School in 2020, University of Amsterdam in 2014, and WU Vienna in 2011, and for a position as Assistant Professor from Free University of Amsterdam in 2005.

Martin's research and teaching interests focus on marketing communication and advertising. He is not only interested in the entrepreneurial relevance of these areas, but also in their social significance. 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*. Twelve of his publications appeared in journals of the Financial Times list.

Martin is considered an international expert in meta-analytic methods. He has published a book and papers about meta-analytic methods and offered meta-analysis workshops at various universities all over the world. He has contributed his methodological expertise to meta-analysis collaboration projects on various topics.

Martin has authored several best paper award-winning journal articles (e.g., *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 ("Wirtschaftswoche 2020"), 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. In a recent international study, he was ranked among the 2% top scientists worldwide and ranked 184th worldwide and 5th in Germany in the field of Marketing (Ioannidis et al. (2020) in *PLOS Biol.*). A recent bibliometric analysis of the *Journal of Business Research* (Ford et al. 2021) counted him amongst the five most productive advertising researchers worldwide.

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.

Martin serves on the editorial review boards of all major advertising and marketing communication journals and is an Associate Editor of the *International Journal of Advertising*. In 2017, he founded and currently serves as the director of the *Center of Market Communications*. He was the president of the *European Advertising Academy (EAA)* from 2018 to 2021. He has been elected as Vice President of the *American Advertising Academy (AAA)* for 2022. Currently, he is the European University Viadrina's Vice-President for Research, Young Scientists, Entrepreneurship and Transfer.

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POSITIONS AND ACADEMIC TRAINING

Academic and Major Administrative Positions

- | | |
|-------------------|---|
| 3/2022 – present | Vice-President of the American Advertising Academy |
| 10/2019 – present | Vice-President for Research, Young Scientists, and Knowledge Transfer, European University Viadrina, Frankfurt (Oder) Germany |
| 6/2018 – 6/2021 | President of the European Advertising Academy |
| 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

- 2021: Ranked as one of the five most productive advertising researchers worldwide (Ford et al. 2021 in *Journal of Business Research*, 136, 137-163).
- 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 (2022), Persuasion Knowledge in the Marketplace: A Meta-Analysis, *Journal of Consumer Psychology*, 32 (1), 3-22.
2. Bergkvist, Lars & Martin Eisend (2021), The Dynamic Nature of Marketing Constructs, *Journal of the Academy of Marketing Science*, 49 (3), 521-541.
3. Hartmann, Patrick, Paula Fernández, Vanessa Apaolaza, Martin Eisend & Clare D'Souza (2021), Explaining Viral CSR Message Propagation in Social Media: The Role of Normative Influences, *Journal of Business Ethics*, 173 (2), 365-385.
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)

2022

13. Eisend, Martin, Older People in Advertising, *Journal of Advertising* (forthcoming)
14. Eisend, Martin, The Influence of Humor in Advertising: Explaining the Effects of Humor in Two-Sided Messages, *Psychology & Marketing* (forthcoming)
15. Eisend, Martin & Farid Tarrahi, How Marketer Actions Influence Persuasion Knowledge: Meta-Analytic Evidence of a Non-Linear Relationship, *Journal of Public Policy & Marketing* (forthcoming)

2021

16. Ivanov, Lachezar, Martin Eisend, Sandra Diehl, Iris Wang & Malgorzata Karpinska-Krakowiak (2021), Lethal versus Reproductive Disease Appeals in Preventive Health Advertising: The Moderating Effect of Life History Strategy, *International Journal of Advertising*, 40 (4), 657-681.
17. 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.
18. Rößner, Anna, Yaniv Gvili & Martin Eisend (2021), Explaining Consumer Responses to Ethnic and Religious Minorities in Advertising, *Journal of Advertising*, 50 (4), 391-407.
19. Rosengren, Sara & Martin Eisend (2021), Full Disclosure: Advertising is More Than Meets the Eye, *International Journal of Advertising*, 40 (1), 1-4.
20. 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

21. 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.
22. Eisend, Martin & Sara Rosengren (2020), The More the Merrier: Dealing with a Multitude of Advertising Effects, *International Journal of Advertising*, 39 (2), 187-190.

23. 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.
24. Hermann, Erik, Martin Eisend & Tomás Bayón (2020), Facebook and the Cultivation of Ethnic Diversity Perceptions and Attitudes, *Internet Research*, 30 (4), 1123-1141.
25. 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.
26. 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

27. 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.
28. Eisend, Martin (2019), Gender Roles, *Journal of Advertising*, 48 (1), 72-80.
29. Eisend, Martin & Erik Hermann (2019), Consumer Responses to Homosexual Imagery in Advertising: A Meta-analysis, *Journal of Advertising*, 48 (4), 380-400.
30. 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.
31. 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.
32. 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

33. 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.
34. 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.
35. Eisend, Martin (2018), Explaining the Use and Effects of Humor in Advertising: An Evolutionary Perspective, *International Journal of Advertising*, 37 (4), 526-547.
36. 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.
37. Eisend, Martin & Farid Tarrahi (2018), Does Counterfeiting Benefit or Harm Original Products?, *Journal of Marketing Behavior*, 3 (4), 293-333.

2017

38. Eisend, Martin (2017), International and Methodological Diversity in Advertising Research, *International Journal of Advertising*, 36 (5), 659-662.
39. Eisend, Martin (2017), International Diversity of Authorship in Advertising Research, *International Journal of Advertising*, 36 (1), 3-10.
40. Eisend, Martin (2017), Meta-Analysis in Advertising Research, *Journal of Advertising*, 46 (1), 21-35.
41. Eisend, Martin (2017), The Third-Person Effect in Advertising: A Meta-Analysis, *Journal of Advertising*, 46 (3), 377-394.
42. 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.
43. 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.
44. 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.

45. Eisend, Martin (2016), Comment: Advertising, Communication, and Brands, *Journal of Advertising*, 45 (3), 353-355.
46. 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.
47. 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.
48. Eisend, Martin, George Franke & James H. Leigh (2016), Re-Inquiries in Advertising Research, *Journal of Advertising*, 45 (1), 1-3.
49. Eisend, Martin & Don Lehmann (2016), Assessing the Enduring Impact of Influential Papers, *Marketing Letters*, 27 (1), 115-129.
50. 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.
51. 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.
52. 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.
53. 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.
54. 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.
55. 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.

56. 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

57. 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.
58. 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.
59. 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.
60. Schmidt, Susanne & Martin Eisend (2015), Advertising Repetition – A Meta-Analysis on Effective Frequency in Advertising, *Journal of Advertising*, 44 (4), 415-428.

2014

61. Eisend, Martin (2014), Shelf Space Elasticity: A Meta-Analysis, *Journal of Retailing*, 90 (2), 168-181.
62. 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.
63. Eisend, Martin & Farid Tarrahi (2014), Meta-Analysis Selection Bias in Marketing Research, *International Journal of Research in Marketing*, 31 (3), 317-326.

2013

64. Eisend, Martin (2013), The Moderating Influence of Involvement on Two-sided Advertising Effects, *Psychology & Marketing*, 30 (7), 556-575.
65. Eisend, Martin & Nicola Stokburger-Sauer (2013), Brand Personality: A Meta-Analytic Review of Antecedents and Consequences, *Marketing Letters*, 24 (3), 205-216.
66. 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.

67. Fell, Anja & Martin Eisend (2013), Placebo Effects of Brands, *Marketing – Journal for Research and Management*, 35 (3), 176-184.
68. 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

69. 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

70. Eisend, Martin (2011), How Humor in Advertising Works: A Meta-Analytic Test of Alternative Models, *Marketing Letters*, 22 (2), 115-132.
71. 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.
72. 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

73. 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.
74. Eisend, Martin (2010), Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages, *Psychology & Marketing*, 27 (11), 1032-1049.
75. 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.
76. 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

77. 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.
78. 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*
79. 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.
80. Eisend, Martin (2007), Understanding Two-Sided Persuasion: An Empirical Assessment of Theoretical Approaches, *Psychology & Marketing*, 24 (7), 615-640.
81. 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.
82. Eisend, Martin (2006), Two-sided Advertising: A Meta-Analysis, *International Journal of Research in Marketing*, 23 (2), 187-198.
83. Eisend, Martin (2006), Source Credibility in Marketing Communication: A Meta-Analysis, *Marketing – Journal for Research and Management*, 2 (1), 43-60.
84. Eisend, Martin (2006), Source Credibility Dimensions in Marketing Communication – A Generalized Solution, *Journal of Empirical Generalizations in Marketing Science*, 10, 1-33.
85. Eisend, Martin & Pakize Schuchert-Güler (2006), Explaining Counterfeit Purchases – A Review and Preview, *Academy of Marketing Science Review*, 6 (12), 1- 25.
86. 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)

87. Bayón, Tomás, Martin Eisend, Jochen Koch, Albrecht Söllner, Markus Vodosek & Heinz-Theo Wagner (eds) (2021), *Dynamic Capabilities and Relationships. Discourses, Concepts, and Reflections*, Cham: Springer Nature.

88. Eisend, Martin & Alfred Kuß (2021), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, 2. Aufl., Wiesbaden: Springer-Gabler.
89. Eisend, Martin (2020), *Metaanalyse*, 2. Aufl., München: Rainer Hampp.
90. Eisend, Martin & Alfred Kuss (2019), *Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations*, Cham: Springer Nature.
91. Cauberghe, Verolien, Liselot Hudders & Martin Eisend (eds.) (2018), *Advances in Advertising Research (Vol. 9). Power to Consumers*, Wiesbaden: Springer-Gabler.
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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-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 1/2022 Vice-President of the American Advertising Academy
- since 1/2020 Chairman of the steering group of the EU Competence Network of Brandenburg Universities
- since 10/2019 Member of the Jury of the Brandenburg Postdoc Award
- 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

Serving 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*.

Co-editor of 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.

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*, *Information Systems Research*, etc. I have received a Best Reviewer Award from the *Journal of Advertising* in 2011 and from the *Journal of Advertising Research* in 2021.

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

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

Martin 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)

- Sofiia Kanevska: "Gender Roles in Online Advertising"
- Dominika Niewiadomska: "Personalization in Advertising"
- Joseph Riley: "Humor in Advertising"

Finalized PhD projects (as primary supervisor)

- 2021, Lachezar Ivanov: "An Evolutionary Perspective on Advertising Phenomena" – now running a consulting firm
- 2021, Miriam Lohrmann: "Die kognitive Legitimität aus Kundensicht im Kontext neuer Unternehmen" – now marketing manager at RUD System GmbH
- 2021, Anna Rößner, "Advertising Effects of Religious Stereotypes" – now post-doctoral researcher at European University Viadrina
- 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