

MARTIN EISEND

Biographical Sketch



Martin Eisend, Professor of Marketing,
European University Viadrina
Große Scharrnstraße 59
15230 Frankfurt (Oder), Germany
Phone +49 (0)335 5534 2870

eisend@europa-uni.de

[Google Scholar Page](#)

[ResearchGate Page](#)

Martin Eisend is Professor of Marketing at the European University Viadrina in Frankfurt/Oder, Germany, and Adjunct Professor of Marketing at Copenhagen Business School, Denmark. Before joining European University Viadrina 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'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 90 articles in peer-reviewed international journals. Martin is considered an international expert in meta-analytic methods and has offered meta-analysis workshops at universities all over the world. Martin has acquired several major research grants (of more than 10 Mio. Euro in total), 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 from 2022, he has been ranked among the top 1% of more than 3,000 business researchers in and from German speaking countries. Three recent bibliometric studies from 2021 and 2022 count him amongst the six most productive advertising researchers worldwide.

Martin serves on the editorial review boards of all major advertising and marketing communication journals and he is an associate editor of the *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, Vice President of the *American Advertising Academy (AAA)* from 2022 to 2023, and the European University Viadrina's Vice-President for Research, Young Scientists, Entrepreneurship and Transfer from 2018 to 2023.

Overview

POSITIONS AND ACADEMIC TRAINING	1
Academic and Major Administrative Positions	1
Academic Training.....	1
RANKINGS AND AWARDS	2
Rankings.....	2
Awards and Nominations	3
RESEARCH GRANTS	6
PUBLICATIONS.....	7
FT-50 Journal Publications.....	7
Journal Publications (w/o FT-50 Journals).....	8
Books.....	15
Book Chapters.....	16
Publications in German	18
Conference Proceedings.....	20
INVITED RESEARCH PRESENTATIONS	29
RESEARCH MANAGEMENT EXPERIENCE.....	30
Administrative Roles and Functions in University Bodies	30
Professional Service and Functions outside the University	30
Editor and Editorial Board Member / Activities as Reviewer.....	31
Conference and Workshop Organisation	31
INDUSTRY COOPERATIONS AND MEDIA MENTIONS	32
TEACHING EXPERIENCE.....	34
MENTORING	35

POSITIONS AND ACADEMIC TRAINING

Academic and Major Administrative Positions

6/2022 – present	Adjunct Professor of Marketing, Copenhagen Business School, Denmark
3/2022 – 3/2023	Vice-President of the American Advertising Academy
10/2019 – 3/2023	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 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 /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).

Academic Training

6/2003	Ph.D., Marketing, Free University Berlin
3/2000	M.A. (Magister Artium), Media and Communication (1 st major) and Business Administration (2 nd major), Free University Berlin
3/1999	Prediploma, Business Administration/Economics, University Hagen, Germany

RANKINGS AND AWARDS

Rankings

- 2022: Ranked among the top 1% business researchers in and from German speaking countries (more than 3,000 researchers) in Wirtschaftswoche-Ranking: ranked 18th for current research achievements and 18th for his lifetime research achievements.
- 2022: Ranked as one of two lead contributors to the Journal of Advertising in the last decade (Donthu et al. 2022 in *Journal of Advertising*, 51 (2), 153-187) and among the six most productive contributors in five decades (Muncy et al. 2022 in *Journal of Advertising*, 51 (2), 136-152)
- 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 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 for current research achievements in Wirtschaftswoche-Ranking (ranking of ca. 3,000 business researchers in German speaking countries)
- 2014: Ranked 14th for current research achievements in Handelsblatt-Ranking (ranking of ca. 3,000 business researchers in German speaking countries)
- 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 for current research achievements in Handelsblatt-Ranking (ranking of ca. 2,000 business researchers in German speaking countries)

Awards and Nominations

- 2023: John E. Hunter Meta-Analysis Research Program Award (International Communication Association)
- 2023: Best Conference Paper at ICORIA: “Realistic Portrayals of Untrue Information: The Effects of Deepfaked Ads and Different Types of Disclosures” by Malgorzata Karpinska-Krakowiak and Martin Eisend
- 2022: Finalist Best Paper *Journal of Advertising*: “Older People in Advertising” by Martin Eisend
- 2021: Finalist Best Paper *Journal of the Academy of Marketing Science*: “The Dynamic Nature of Marketing Constructs” by Lars Bergkvist and Martin Eisend
- 2021: Finalist Best Paper *Journal of Advertising*: “The Gamification of Branded Content: A Meta-Analysis of Advergame Effects” by van Berlo, Zeph, Eva van Reijmersdal, and Martin Eisend
- 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-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

- 2022: Body Image and Advertising: A Meta-Analysis, Grant by the German Research Foundation (DFG), ca. 175.000 EUR
- 2022: Entrepreneurship Research Lab: Research on Creativity, Communication, and Community (ERLab), Grant by the Dieter Schwarz Foundation, ca. 3 million EUR (together with two colleagues from European University Viadrina)
- 2020: Ethnic Minorities in Advertising, Grant by the German Research Foundation (DFG), ca. 200.000 EUR
- 2020: A Meta-Analysis on Personalization in Marketing Communication, Grant by the German Research Foundation (DFG), ca. 165.000 EUR
- 2019: Explaining Cross-Cultural Variations in the Use and Effects of Humor in Advertising, Grant by the German Research Foundation (DFG), 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 (DFG), ca. 135.000 EUR
- 2016: A Meta-analysis of Persuasion Knowledge Effects, Grant by the German Research Foundation (DFG), 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 (DFG), 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 (DFG)
- 2006: Complexity and Path Dependency, Grant by the Free University Berlin
- 2006: Workshop „Reflexions on Empirical Research Methods“, Grant by the German Research Foundation (DFG)
- 2005: Meta-analysis Humor in Advertising, Grant by the German Research Foundation (DFG)

PUBLICATIONS

FT-50 Journal Publications

1. Eisend, Martin, Gratiana Pol, Dominika Niewiadomska, Joseph Riley, Rick Wedgeworth, How Much Have We Learned About Consumer Research? A Meta-Meta-Analysis, *Journal of Consumer Research* (forthcoming)
2. Biswas, Dipayan, Patrick Hartmann, Martin Eisend, Courtney Szocs, Bruna Jochims, Vanessa Apaolaza, Erik Hermann, Cristina M. López, & Adilson Borges (2023), Caffeine's Effects on Consumer Spending, *Journal of Marketing*, 87 (2), 149-167.
3. Eisend, Martin & Farid Tarrahi (2022), Persuasion Knowledge in the Marketplace: A Meta-Analysis, *Journal of Consumer Psychology*, 32 (1), 3-22.
4. Bergkvist, Lars & Martin Eisend (2021), The Dynamic Nature of Marketing Constructs, *Journal of the Academy of Marketing Science*, 49 (3), 521-541.
5. 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.
6. 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.
7. Eisend, Martin (2019), Explaining Digital Piracy: A Meta-Analysis, *Information Systems Research*, 30 (2), 636-664.
8. Eisend, Martin (2019), Morality Effects and Consumer Responses to Counterfeit and Pirated Products: A Meta-analysis, *Journal of Business Ethics*, 154 (2), 301-323.
9. 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.
10. 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.

11. 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.
12. 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.
13. Eisend, Martin (2010), A Meta-Analysis of Gender Roles in Advertising, *Journal of the Academy of Marketing Science*, 38 (4), 418-440.
14. 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)

2023

15. Cenophat, Sadrac, Martin Eisend, Tomas Bayon, & Alexander Haas, Customer Relationship Vulnerability, *Journal of Service Research* (forthcoming)
16. van Berlo, Zeph M. C., Marijn H. C. Meijers, Jiska Eelen, Hilde A. M. Voorveld, & Martin Eisend (2023), When the Medium is the Message: A Meta-Analysis of Creative Media Advertising Effects, *Journal of Advertising* (forthcoming)
17. Bergkvist, Lars & Martin Eisend (2023), Changes in Definitions and Operationalizations in Advertising Research – Justified or Not?, *Journal of Advertising*, 52 (3), 468-476.
18. Eisend, Martin, Adrienne Muldrow, & Sara Rosengren (2023), Diversity and Inclusion in Advertising Research, *International Journal of Advertising*, 42 (1), 52-59.
19. Roth-Cohen, Osnat, Sofiia Kanevska, & Martin Eisend (2023), Gender Roles in Online Advertising, *Journal of Gender Studies*, 32 (2), 186-200.

2022

20. Eisend, Martin (2022), Older People in Advertising, *Journal of Advertising*, 51 (3), 308-322.
21. Eisend, Martin (2022), The Influence of Humor in Advertising: Explaining the Effects of Humor in Two-Sided Messages, *Psychology & Marketing*, 39 (5), 962-973.
22. Eisend, Martin & Anna Rößner (2022), Breaking Gender Binaries, *Journal of Advertising*, 51 (5), 557-573.

23. Eisend, Martin & Farid Tarrahi (2022), How Marketer Actions Influence Persuasion Knowledge: Meta-Analytic Evidence of a Non-Linear Relationship, *Journal of Public Policy & Marketing*, 41 (2), 107-123.
24. Rosengren, Sara & Martin Eisend (2022), Advertising in Contemporary Society, *International Journal of Advertising*, 41 (8), 1409-1410.

2021

25. 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.
26. 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.
27. Rößner, Anna, Yaniv Gvili, & Martin Eisend (2021), Explaining Consumer Responses to Ethnic and Religious Minorities in Advertising, *Journal of Advertising*, 50 (4), 391-407.
28. Rosengren, Sara & Martin Eisend (2021), Full Disclosure: Advertising is More Than Meets the Eye, *International Journal of Advertising*, 40 (1), 1-4.
29. 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

30. 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.
31. Eisend, Martin & Sara Rosengren (2020), The More the Merrier: Dealing with a Multitude of Advertising Effects, *International Journal of Advertising*, 39 (2), 187-190.
32. 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.
33. Hermann, Erik, Martin Eisend, & Tomás Bayón (2020), Facebook and the Cultivation of Ethnic Diversity Perceptions and Attitudes, *Internet Research*, 30 (4), 1123-1141.

34. 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.
35. 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

36. 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.
37. Eisend, Martin (2019), Gender Roles, *Journal of Advertising*, 48 (1), 72-80.
38. Eisend, Martin & Erik Hermann (2019), Consumer Responses to Homosexual Imagery in Advertising: A Meta-analysis, *Journal of Advertising*, 48 (4), 380-400.
39. 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.
40. 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.
41. 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

42. 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.
43. 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.

44. Eisend, Martin (2018), Explaining the Use and Effects of Humor in Advertising: An Evolutionary Perspective, *International Journal of Advertising*, 37 (4), 526-547.
45. 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.
46. Eisend, Martin & Farid Tarrahi (2018), Does Counterfeiting Benefit or Harm Original Products?, *Journal of Marketing Behavior*, 3 (4), 293-333.

2017

47. Eisend, Martin (2017), International and Methodological Diversity in Advertising Research, *International Journal of Advertising*, 36 (5), 659-662.
48. Eisend, Martin (2017), International Diversity of Authorship in Advertising Research, *International Journal of Advertising*, 36 (1), 3-10.
49. Eisend, Martin (2017), Meta-Analysis in Advertising Research, *Journal of Advertising*, 46 (1), 21-35.
50. Eisend, Martin (2017), The Third-Person Effect in Advertising: A Meta-Analysis, *Journal of Advertising*, 46 (3), 377-394.
51. 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.
52. 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.
53. 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

54. Eisend, Martin (2016), Comment: Advertising, Communication, and Brands, *Journal of Advertising*, 45 (3), 353-355.
55. 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.

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.
57. Eisend, Martin, George Franke, & James H. Leigh (2016), Re-Inquiries in Advertising Research, *Journal of Advertising*, 45 (1), 1-3.
58. Eisend, Martin & Don Lehmann (2016), Assessing the Enduring Impact of Influential Papers, *Marketing Letters*, 27 (1), 115-129.
59. 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.
60. 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.
61. 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.
62. 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.
63. 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.
64. 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.
65. 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

66. 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.

67. 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.
68. 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.
69. Schmidt, Susanne & Martin Eisend (2015), Advertising Repetition – A Meta-Analysis on Effective Frequency in Advertising, *Journal of Advertising*, 44 (4), 415-428.

2014

70. Eisend, Martin (2014), Shelf Space Elasticity: A Meta-Analysis, *Journal of Retailing*, 90 (2), 168-181.
71. 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.
72. Eisend, Martin & Farid Tarrahi (2014), Meta-Analysis Selection Bias in Marketing Research, *International Journal of Research in Marketing*, 31 (3), 317-326.

2013

73. Eisend, Martin (2013), The Moderating Influence of Involvement on Two-sided Advertising Effects, *Psychology & Marketing*, 30 (7), 556-575.
74. Eisend, Martin & Nicola Stokburger-Sauer (2013), Brand Personality: A Meta-Analytic Review of Antecedents and Consequences, *Marketing Letters*, 24 (3), 205-216.
75. 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.
76. Fell, Anja & Martin Eisend (2013), Placebo Effects of Brands, *Marketing – Journal for Research and Management*, 35 (3), 176-184.
77. 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

78. 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

79. Eisend, Martin (2011), How Humor in Advertising Works: A Meta-Analytic Test of Alternative Models, *Marketing Letters*, 22 (2), 115-132.
80. 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.
81. 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

82. 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.
83. Eisend, Martin (2010), Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages, *Psychology & Marketing*, 27 (11), 1032-1049.
84. 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.
85. 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

86. 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.
87. 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

88. 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.
89. Eisend, Martin (2007), Understanding Two-Sided Persuasion: An Empirical Assessment of Theoretical Approaches, *Psychology & Marketing*, 24 (7), 615-640.
90. 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.
91. Eisend, Martin (2006), Two-sided Advertising: A Meta-Analysis, *International Journal of Research in Marketing*, 23 (2), 187-198.
92. Eisend, Martin (2006), Source Credibility in Marketing Communication: A Meta-Analysis, *Marketing – Journal for Research and Management*, 2 (1), 43-60.
93. Eisend, Martin (2006), Source Credibility Dimensions in Marketing Communication – A Generalized Solution, *Journal of Empirical Generalizations in Marketing Science*, 10, 1-33.
94. Eisend, Martin & Pakize Schuchert-Güler (2006), Explaining Counterfeit Purchases – A Review and Preview, *Academy of Marketing Science Review*, 6 (12), 1- 25.
95. 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)

96. Eisend, Martin (ed.) (2023), *Proceedings of the 2023 Conference of the American Academy of Advertising*, Chicago, Ill: American Academy of Advertising.
97. 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.
98. Eisend, Martin & Alfred Kuß (2021), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, 2. Aufl., Wiesbaden: Springer-Gabler.
99. Eisend, Martin (2020), *Metaanalyse*, 2. Aufl., München: Rainer Hampp.

100. Eisend, Martin & Alfred Kuss (2019), *Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations*, Cham: Springer Nature.
101. Cauberghe, Verolien, Liselot Hudders, & Martin Eisend (eds.) (2018), *Advances in Advertising Research (Vol. 9). Power to Consumers*, Wiesbaden: Springer-Gabler.
102. Zabkar, Vesna & Martin Eisend (eds.) (2017), *Advances in Advertising Research (Vol. 8). Challenges in an Age of Dis-Engagement*, Wiesbaden: Springer-Gabler.
103. 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.
104. Eisend, Martin & Alfred Kuß (2017), *Grundlagen empirischer Forschung. Zur Methodologie der Betriebswirtschaftslehre*, Wiesbaden: Springer-Gabler.
105. 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.
106. Eisend, Martin (2014), *Metaanalyse*, München: Rainer Hampp.
107. Eisend, Martin, Tobias Langner, & Shintaro Okazaki (eds.) (2012), *Advances in Advertising Research (Vol. 3). Current Insights and Future Trends*, Wiesbaden: Gabler.
108. Kuß, Alfred & Martin Eisend (2010), *Marktforschung. Grundlagen der Datenerhebung und Datenanalyse*, 3rd ed., Wiesbaden: Gabler.
109. Baumgarth, Carsten, Martin Eisend, & Heiner Evanschitzky (eds.) (2009), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler.
110. Eisend, Martin (2003), *Glaubwürdigkeit in der Marketingkommunikation. Konzeption, Einflussfaktoren und Wirkungspotenzial*, Wiesbaden: DUV.

Book Chapters

111. Tarrahi, Farid & Martin Eisend (2021), Consumer Persuasion Knowledge as Dynamic Capability, in Bayón, Tomás, Martin Eisend, Jochen Koch, Albrecht Söllner, Markus Vodosek, & Heinz-Theo Wagner (eds), *Dynamic Capabilities*

- and Relationships. Discourses, Concepts, and Reflections*, Cham: Springer Nature, 115-126.
112. 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.
 113. 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.
 114. 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.
 115. 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
 116. 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.
 117. 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.
 118. 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.
 119. 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.
 120. 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.

121. 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.
122. 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.
123. 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.
124. 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.

Publications in German

125. Eisend, Martin (2020), Soziale Herkunftserfahrung als Sensibilisierung für Chancengleichheit und Diversität, In Julia Reuter, Markus Gamper, Christina Möller, & Frerk Blom (eds.), *Vom Arbeiterkind zur Professur. Sozialer Aufstieg in der Wissenschaft*, Bielefeld: transcript Verlag, 185-191.
126. 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.
127. Eisend, Martin (2010), Geschlechterrollen in der Werbung, In Europa-Universität Viadrina (eds.), *Universitätsschriften*, Frankfurt (Oder): Europa-Universität Viadrina, 53-59.
128. 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.

129. Eisend, Martin (2009), Metaanalyse, In Carsten Baumgarth, Martin Eisend, & Heiner Evanschitzky (eds.), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler, 433-456.
130. Stokburger-Sauer, Nicola & Martin Eisend (2009), Konstruktentwicklung, In Carsten Baumgarth, Martin Eisend, & Heiner Evanschitzky (eds.), *Empirische Mastertechniken. Eine anwendungsorientierte Einführung für die Marketing- und Managementforschung*, Wiesbaden: Gabler, 331-359.
131. Eisend, Martin & Alfred Kuß (2009), Humor in der Kommunikation, In Manfred Bruhn, Franz-Rudolf Esch, & Tobias Langer (eds.), *Handbuch Kommunikation*, Wiesbaden: Gabler, 629-644.
132. Eisend, Martin (2008), Zweiseitige Botschaften in der Marketingkommunikation – Ein Überblick und Ausblick zu Theorie und Forschung, *Zeitschrift für Betriebswirtschaft*, 78, 307-329.
133. Eisend, Martin & Franziska Küster-Rohde (2008), Soziale Netzwerke im Internet – Marketingkommunikation für Morgen, *Marketing Review St. Gallen*, 12-15.
134. Jäger, Tilmann & Martin Eisend (2008), Die Bedeutung von Voreinstellungen für die Wirkung furchterregender und humorvoller Social Spots, In Berliner Wissenschaftliche Gesellschaft e.V. (eds.), *Jahrbuch 2007*, Berlin: Berliner Wissenschafts-Verlag, 201-212.
135. Langer, Alexandra, Martin Eisend, & Alfred Kuß (2008), Zu viel des Guten? Der Einfluss der Anzahl von Ökolabels auf die Konsumentenverwirrtheit, *Marketing ZfP*, 30, 19-28.
136. Eisend, Martin (2007), Methodische Grundlagen und Anwendungen der Generalisierbarkeitstheorie in der betriebswirtschaftlichen Forschung, *WiSt*, 36, 494-500.
137. Kuß, Alfred & Martin Eisend (2007), Konsum und Konsumklima, In Dieter Frey & Lutz von Rosenstiel (eds.), *Enzyklopädie der Psychologie. Band 6: Wirtschaftspsychologie*, Göttingen: Hogrefe, 47-73.
138. Schuchert-Güler, Pakize & Martin Eisend (2007), Ethno-Marketing: eine kritische Betrachtung, In Gertraude Krell, Barbara Riedmüller, Barbara Sieben, & Dagmar Vinz (eds.), *Diversity Studies*, Frankfurt/New York: Campus, 217-233.

139. Eisend, Martin (2006), "Jeder Schuss ein Treffer?" – Zur Notwendigkeit und Problematik empirischer Generalisierungen im Begründungszusammenhang der betriebswirtschaftlichen Forschung, *WiSt*, 35, 249-253.
140. Eisend, Martin (2006), Zukunft der Wirtschaftswissenschaft – einige Überlegungen zu den Zukunftsperspektiven der Betriebswirtschaftslehre, In Berliner Wissenschaftliche Gesellschaft e.V. (eds.), *Jahrbuch 2005*, Berlin: Berliner Wissenschafts-Verlag, 211-214.
141. Eisend, Martin (2004), Wann lohnt sich humorvolle Werbung? Bestandsaufnahme und Desiderate der wissenschaftlichen Forschung, *transfer – Werbeforschung & Praxis*, 2, S. 14-19.
142. Lütters, Holger, Martin Eisend, & Pakize Schuchert-Güler (2002), Online Marktforschung als E-Service, In Manfred Bruhn & Bernd Stauss (eds.), *Electronic Services. Dienstleistungsmanagement Jahrbuch 2002*, Wiesbaden: Gabler, 613-638.

Conference Proceedings

143. Biswas, Dipayan, Patrick Hartmann, Martin Eisend, Courtney Szocs, Bruna Jochims, Vanessa Apaolaza, Erik Hermann, Cristina Lopez, & Adilson Borges (2023), Drinking Coffee Before Shopping Increases Spending, *AMA Winter 2023 Academic Conference Proceedings*.
144. Biswas, Dipayan, Patrick Hartmann, Martin Eisend, Courtney Szocs, Bruna Jochims, Vanessa Apaolaza, Erik Hermann, Cristina Lopez, & Adilson Borges (2022), Consuming Caffeine Before Shopping Leads to Higher Spending, *Advances in Consumer Research*.
145. Biswas, Dipayan, Patrick Hartmann, Martin Eisend, Courtney Szocs, Bruna Jochims, Vanessa Apaolaza, Erik Hermann, Cristina Lopez, & Adilson Borges (2022), Drinking Coffee Before Shopping Increases Spending, *Proceedings of the Society for Marketing Advances 2022 Conference*.
146. Eisend, Martin, Malgorzata Karpinska-Krakowiak, Artur Modliński, Wojciech Trzebiński, & Joseph Riley (2022), A Meta-Analysis of Humor in Advertising: Explaining Cross-Cultural Variations, *ICORIA 2022 Proceedings*.
147. van Berlo, Zeph M. C., Marijn Meijers, Jiska Eelen, Hilde Voorveld, & Martin Eisend (2022), When the Medium is the (Advertising) Message: A Meta-analysis of Creative Media Advertising Effects, *ICORIA 2022 Proceedings*.

148. Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, & Joseph Riley (2022), Improving the Value of Meta-Analyses in Marketing (Speical Session) *AMA Winter 2022 Academic Conference Proceedings*.
149. Bergkvist, Lars & Martin Eisend (2021), When Are Changes in Definitions and Operationalizations Justified?, *ICORIA 2021 Proceedings*.
150. Cenophtat, Sadrac & Martin Eisend (2020), The Relationship between Informal Competition and New Product Development, *AMA Winter 2020 Academic Conference Proceedings*.
151. Eisend, Martin & Erik Hermann (2019), Consumer Responses to Homosexual Imagery in Advertising: A Meta-Analysis, *Proceedings of the American Academy of Advertising Conference 2019*.
152. Ivanov, Lachezar, Martin Eisend, & Sandra Diehl (2019), Lethal versus Reproductive Disease Appeals in Preventive Health Ads: The Moderating Effect of Life History Strategy, *ICORIA 2019 Proceedings*.
153. Karpinska-Krakowiak, Malgorzata & Martin Eisend (2019), Broken Mirrors, Black Cats and Animate Brands: The Effects of Animism, Animistic Cues and Superstitions on Brand Responses in Social Media, *ICORIA 2019 Proceedings*.
154. Meijers, Marijn, Jiska Eelen, Hilde Voorveld, Martin Eisend, & Eline Jansen (2019), The Effectiveness of (Metaphorical) Creative Media Advertising: A Meta-Analysis, *Etmaal van de Communicatiewetenschap 2019 Proceedings*.
155. Rößner, Anna, Yaniv Gvili, & Martin Eisend (2019), Consumer Response to Ethnic and Religious Minorities in Advertising: The Mediating Role of Socio-moral Disgust, *ICORIA 2019 Proceedings*.
156. Roth-Cohen, Osnat, Halyna Sofiia Kanevska, & Martin Eisend (2019), Gender Roles in Online Advertising, *ICORIA 2019 Proceedings*.
157. Cenophtat, Sadrac, Tomas Bayon, & Martin Eisend (2018), Service Guarantee and Relationship Investments as Moderating Variables Between Consumer Relationship Vulnerability and Likelihood of Switching, *39th ISMS Marketing Science Conference Proceedings*.
158. Eisend, Martin & Farid Tarrahi (2018), The Relationship Between Persuasion Knowledge and Advertising Investment: What Drives What?, *Proceedings of the American Academy of Advertising Conference 2018*.

159. Eisend, Martin, Farid Tarrahi, Eva van Reijmersdal, & Sophie Boerman (2018), What are the Effects of Disclosing Sponsored Content? A Meta-Analysis, *ICORIA 2018 Proceedings*.
160. Evanschitzky, Heiner, Katharina Kils, Matthew Alexander, & Martin Eisend (2018), Consequences of Participation: A Meta-Analysis, *AMA Winter 2018 Academic Conference Proceedings*.
161. Ivanov, Lachezar, Martin Eisend, & Tomas Bayon (2018), Gendering Humor in Advertising: A Comparison of Spontaneous and Canned Humor, *ICORIA 2018 Proceedings*.
162. Karpinska-Krakowiak, Malgorzata & Martin Eisend (2018), Real or Fake? The Effects of Real versus Fictitious Brands on Consumer Responses to Humor in Advertising Experiments, *ICORIA 2018 Proceedings*.
163. Lohrmann, Miriam, Tomas Bayon, & Martin Eisend (2018), User Designed Products and New Venture Success, *39th ISMS Marketing Science Conference Proceedings*.
164. Roessner, Anna, Erik Hermann, & Martin Eisend (2018), Effects of Ethnic Minority vs. Majority Endorsers in Advertising: The Moderating Influence of Ethnic Diversity in Society, *ICORIA 2018 Proceedings*.
165. Segijn, Claire & Martin Eisend (2018), A Meta-analysis into Multiscreening and Advertising Effectiveness, *ICORIA 2018 Proceedings*.
166. Cenophtat, Sadrac, Tomas Bayon, & Martin Eisend (2017), Consumer Relationship-Vulnerability: Concept and Measurement, *Proceedings of the 125th Annual Convention of the American Psychology Association*.
167. Eisend, Martin, Farid Tarrahi, & Malgorzata Karpinska-Krakowiak (2017), Humor as an Evolutionary Phenomenon: Predicting Its Use and Consequences in Advertising Across Cultures, *ICORIA 2018 Proceedings*.
168. Hermann, Erik, Martin Eisend, & Tina Hübner (2017), The Effect of Sexualized Humor in Endorser Advertising on Heterosexual and Homosexual Consumers, *ICORIA 2018 Proceedings*.
169. Lohrmann, Miriam, Tomas Bayon, Martin Eisend, & Yovani Nu (2017), Development of a Scale to Measure Customer Cognitive Legitimacy, *EMAC 2017 Proceedings*.

170. Rößner, Anna & Martin Eisend (2017), Advertising Effects of Religious Stereotypes: The Moderating Influence of Context News Valence, *ICORIA 2017 Proceedings*.
171. Ang, Lawrence & Martin Eisend (2016), Single Versus Multiple Measurement of Ad and Brand Attitude: A Meta-Analytic Perspective, *ICORIA 2016 Proceedings*.
172. Cenophtat, Sadrac, Tomas Bayon, & Martin Eisend (2016), Anticipating Vulnerability and Consumer Switching Risk in Business-Consumer Relationships, *38th ISMS Marketing Science Conference Proceedings*.
173. Rosengren, Sara & Martin Eisend (2016), The Impact of Advertising Creativity: A Meta-Analysis, *ICORIA 2016 Proceedings*.
174. De Meulenaer, Sarah, Nathalie Dens, Patrick De Pelsmacker, & Martin Eisend (2015), Cross-Cultural Analysis of Consumer Responses to Male and Female Gender Stereotyping in Advertising, *ICORIA 2015 Proceedings*.
175. Knoll, Silke & Martin Eisend (2015), Does Advertising Make Us Happy? The Influence of Advertising Spending on Quality of Life, *ICORIA 2015 Proceedings*.
176. Pick, Doreén & Martin Eisend (2015), Customer Responses to Switching Costs: The Moderating Influence of Culture, *AMA Winter 2015 Academic Conference Proceedings*.
177. Rößner, Anna, Martin Eisend, & Maren Kämmerer (2015), Ethnic Stereotyping in Advertising: The Moderating Effect of Humor on Minority and Majority Groups, *ICORIA 2015 Proceedings*.
178. Eisend, Martin (2014), How Effective Is Advertising? A Meta-Meta-Analysis of Effect Sizes in Advertising Research, *ICORIA 2014 Proceedings*.
179. Eisend, Martin & Donald R. Lehmann (2014), Assessing the Influence of Influential Papers, *AMA Winter 2014 Academic Conference Proceedings*.
180. Hermann, Erik & Martin Eisend (2014), The Cultivation Effect of Facebook Use on Users' Perceptions of and Attitudes towards Ethnic Minorities, *ICORIA 2014 Proceedings*.
181. Pick, Doreén & Martin Eisend (2014), Consequences of Switching Costs in Service Contexts: A Meta-Analytic Assessment, *AMA Winter 2014 Academic Conference Proceedings*.

182. Tarrahi, Farid, Martin Eisend, & Florian Dost (2014), Antecedents and Consequences of Price Fairness Perceptions: A Meta-analytic Study, *36th ISMS Marketing Science Conference Proceedings*.
183. Eisend, Martin, Heiner Evanschitzky, & David I. Gilliland (2013), The Influence of Organizational and National Culture on New Product Performance, *AMA Winter 2013 Academic Conference Proceedings*.
184. Eisend, Martin, Julia Plagemann, & Julia Sollwedel (2013), Gender Stereotyping in Humorous Advertising: Occurrence and Effectiveness, *ICORIA 2013 Proceedings*.
185. Eisend, Martin & Farid Tarrahi (2013), Meta-Analysis Selection Bias in Marketing Research, *AMA Winter 2013 Academic Conference Proceedings*.
186. Eisend, Martin (2012), The Moderating Influence of Involvement on Two-Sided Advertising Effects, *ICORIA 2012 Proceedings*.
187. Schmidt, Susanne & Martin Eisend (2012), Advertising Repetition – Are Three Exposures Enough?, *ICORIA 2012 Proceedings*.
188. Eisend, Martin & Silke Knoll (2011), Shifting Ad Spending From Traditional Media To Online Media: Effects On Trust In Advertising Media, *EMAC 2011 Proceedings*.
189. Eisend, Martin & Silke Knoll (2011), Transnational Trust in Advertising Media, *AMA Winter 2011 Academic Conference Proceedings*.
190. Eisend, Martin, Silke Knoll, Susanne Schmidt, & Ruziye Canbazoglu (2011), How Does Shifting Ad Budgets Impact Trust in Advertising Media, *ICORIA 2011 Proceedings*.
191. Küster, Franziska & Martin Eisend (2011), Time Heals Many Wounds. Explaining Immediate and Delayed Effects of Message Sidedness, *ICORIA 2011 Proceedings*.
192. Küster, Franziska & Martin Eisend (2011), The Sleeper Effect of the Message: Explaining Immediate and Delayed Effects of Message Sidedness, *AMA Winter 2011 Academic Conference Proceedings*.
193. Küster, Franziska, Martin Eisend, & Alfred Kuß (2011), The Sleeper Effect Of The Message - Explaining Immediate And Delayed Effects Of Message Sidedness, *EMAC 2011 Proceedings*.
194. Eisend, Martin (2010), How Humor in Advertising Works: A Test of Alternative Models, *AMA Winter 2010 Academic Conference Proceedings*.

195. Eisend, Martin (2010), The Relationship between Gender Stereotyping in Advertising and Gender-Related Values in Society, *ICORIA 2010 Proceedings*.
196. Eisend, Martin & Franziska Küster-Rohde (2010), The Effectiveness of Publicity versus Advertising: A Meta-Analysis, *ICORIA 2010 Proceedings*.
197. Eisend, Martin & Susanne Schmidt (2010), Success Factors of Internationalization Strategies in Business Research, *AMA Winter 2010 Academic Conference Proceedings*.
198. Langner, Tobias & Martin Eisend (2010), Effects of Celebrity Endorsers' Attractiveness and Expertise on Brand Recall of Transformational and Informational Products, *ICORIA 2010 Proceedings*.
199. Eisend, Martin (2009), Affective and Cognitive Effects of Humor in Advertising: A Test of Alternative Models, *ICORIA 2009 Proceedings*.
200. Eisend, Martin (2009), Is Peer Review Reliable? It Depends on What We Measure, *AMA Winter 2009 Academic Conference Proceedings*.
201. Fell, Anja & Martin Eisend (2009), Placebo Effects of Brand Awareness and Brand Quality, *EMAC 2009 Proceedings*.
202. Steinhagen, Josefine, Martin Eisend, & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, *EMAC 2009 Proceedings*.
203. Steinhagen, Josefine, Martin Eisend, & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, *ICORIA 2009 Proceedings*.
204. Eisend, Martin (2008), Dual Processing and Message Sidedness: The Effects of Involvement in Two-Sided Advertising, *AMA Winter 2008 Academic Conference Proceedings*.
205. Eisend, Martin (2008), The Impact of Humor in Two-Sided Messages: Effects of Arousal and Distraction, *EMAC 2008 Proceedings*.
206. Eisend, Martin & Tobias Langner (2008), The Impact of Celebrity Attractiveness and Competence Fit: Immediate and Delayed Effects, *ICORIA 2008 Proceedings*.
207. Eisend, Martin & Pakize Schuchert-Güler (2008), Do Consumers Mind Buying Illicit Goods? The Case of Counterfeit Purchases, *European Advances in Consumer Research*.

208. Eisend, Martin & Pakize Schuchert-Güler (2008), How Consumers Cope with Buying Counterfeits: Effects of Dissonance Reduction Strategies, *Academy of Marketing Science Conference 2008 Proceedings*.
209. Eisend, Martin & Pakize Schuchert-Güler (2008), How Consumers Cope With Their Own Illicit Behavior When Purchasing Counterfeit Brands, *EMAC 2007 Proceedings*.
210. Koch, Jochen, Martin Eisend, & Arne Petermann (2008), The Impact of Complexity on Path Dependent Decision Making, *AMA Winter 2008 Academic Conference Proceedings*.
211. Koch, Jochen, Martin Eisend, & Arne Petermann (2008), The Impact of Complexity on Path Dependent Decision Making, *EMAC 2008 Proceedings*.
212. Kralisch, Anett & 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*.
213. Langer, Alexandra, Martin Eisend, & Alfred Kuß (2008), The Impact of Eco-Labels on Consumers: Less Information, More Confusion?, *European Advances in Consumer Research*.
214. Möller, Jana & Martin Eisend (2008), The Impact of Culture on Attitude towards Web Advertising, *ICORIA 2008 Proceedings*.
215. Eisend, Martin (2007), A Meta-Analysis of Humor Effects in Advertising, *Advances in Consumer Research*, 34, 320-323.
216. Eisend, Martin (2007), Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages, *AMA Winter 2007 Academic Conference Proceedings*.
217. Eisend, Martin (2007), How Humor Works in Advertising: A Meta-Analytic Structural Equations Analysis of an Integrative Framework, *EMAC 2007 Proceedings*.
218. Eisend, Martin (2007), The Impact of Scarcity Claims in Advertising: The Mediating Role of Third-Person Effects, *ICORIA 2007 Proceedings*.
219. Eisend, Martin (2007), The Role of Involvement in Two-Sided Persuasion, *ICORIA 2007 Proceedings*.
220. Eisend, Martin & Alexandra Langer (2007), The Impact of Brand Personality Dimensions on Brand Performance, *AMA Winter 2007 Academic Conference Proceedings*.

221. Jäger, Tilmann & Martin Eisend (2007), Effects of Fear-Arousing and Humorous Appeals in Public Service Advertising: The Role of Enduring Issue Involvement, *EMAC 2007 Proceedings*.
222. Eisend, Martin (2006), "If You Can't Say Anything Nice, It Had Better Be Funny!" The Impact of Humor in Two-Sided Messages, *European Advances in Consumer Research*.
223. Eisend, Martin (2006), Should Marketers Mention Negative Product Attributes Deliberately? Disentangling the Net Effect of Source Credibility and Negativity of Information in Two-Sided Advertising, *ICORIA 2006 Proceedings*.
224. Schuchert-Güler, Pakize, Jana Möller, Kathrin Hahn, & Martin Eisend (2006), Explaining the Impact of Salespersons' Ingratious Behavior on Customers: An Attribution Approach, *Proceedings of the IFSAM VIIIth World Congress*.
225. Eisend, Martin (2005), The Role of Meta-analysis in Marketing and Consumer Behavior Research: Stimulator or Inhibitor?, *Advances in Consumer Research*.
226. Eisend, Martin, Kathrin Hahn, & Pakize Schuchert-Güler (2005), Effects of Consumer's Prior Awareness and Marketer's Voluntariness of Negative Disclosures in Two-Sided Messages, *EMAC 2005 Proceedings*.
227. Eisend, Martin, Jana Möller, & Pakize Schuchert-Güler (2005), Salespeople's Ingratious Behavior and Customers' Attributions: Effects of Purchase Situation, Sales Commission, and Cognitive Capacity, *EMAC 2005 Proceedings*.
228. Kralisch, Anett & 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*.
229. Kralisch, Anett & Martin Eisend (2005), The Impact of Culture on Website Navigation Behaviour, *HCI – International Conference on Human-Computer Interaction Proceedings*.
230. 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.
231. Eisend, Martin & 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*.

232. Schuchert-Güler, Pakize, Martin Eisend, & 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

- 2022/06/10 “Humor in Advertising: Explaining Cultural Differences”, Inaugural Lecture, Copenhagen Business School, Denmark
- 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, Valendar, Germany
- 2010/11/05 “Einführung in the Metaanalyse“, Leopold-Franzens-Universität Innsbruck, Austria
- 2010/05/21 “Geschlechterrollen in der Werbung“, IMU-Forschungsdiallog, 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
- 1/2020 – 4/2022 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*).

Associate Editor of the *International Journal of Advertising* (2010 till 2022) and of the *Journal of Advertising* since 2023.

Co-editor of a special issue on “Re-Inquiries in Advertising Research” at the *Journal of Advertising* in 2015. (Co-)Editor of 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.

Best Reviewer Awards 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

Research has been featured and received media mentions in prominent international media outlets, including the Wall Street Journal, Inc., Nasdaq, NewsMax, Miami Herald, MSN, Star-Telegram, Yahoo! News, NBC Today, ABC, Fox, Money, Science Daily (all USA), Daily Mail (UK), Business Telegraph (UK), Toronto Sun (Canada), CTV News (Canada), The Canadian News (Canada), Kurier (Austria), FQ Magazine

(Italy), AGI (Italy), Nieuwsblad (Belgium), ETV-Bharat (India), Aaj Tak (India), National Geographic (Indonesia), Czech Republic News Outlet (Czech Republic), Le Matin (Switzerland), Economie Matin (France), sifted (Europe), among others. National media mentions and features appeared in Deutsche Welle, RBB, Radio Bremen, MOZ, Der Tagesspiegel, amongst other.

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

Courses taught 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 postdoc 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 head of marketing and investor relations at Deutsche Payment A1M SE
- 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 marketing manager 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