

## Martin Meißner

### Summary of Academic Career

|                   |  |
|-------------------|--|
| 01/2020 – present | Professor of Marketing, Zeppelin University  |
| 11/2013 – 12/2019 | Associate Professor of Marketing, Department of Sociology,<br>Environmental and Business Economics, University of Southern<br>Denmark  |
| 09/2013 – 12/2019 | Adjunct Senior Lecturer, Department of Marketing, Monash University,<br>Melbourne (Australia)  |
| 08/2011 – 10/2013 | Assistant Professor of Business Administration and Marketing at the<br>Chair of Business Administration and Marketing (Prof. Dr. Reinhold<br>Decker), Bielefeld University (Germany) |
| 10/2007 – 09/2009 | Lecturer, University of Applied Sciences (FHM) Bielefeld   |
| 2007 – 2008       | Lecturer, Chamber of Commerce and Industry (CCI) Ostwestfalen  |
| 04/2006 – 07/2011 | Academic Assistant at the Chair of Business Administration and<br>Marketing (Prof. Dr. Reinhold Decker), Bielefeld University  |

### Education

|                   |  |
|-------------------|--|
| 04/2006 – 07/2011 | Doctoral Studies in Business Administration, Bielefeld University,<br>Germany <ul style="list-style-type: none"><li>• Major fields: Marketing Research, Decision Sciences</li><li>• PhD Thesis: “Preference Measurement for Complex Products and Services”</li><li>• Thesis committee: Prof. Dr. Reinhold Decker, Prof. Dr. Matthias Amen, Prof. Dr. Christian Stummer</li><li>• Degree: Dr. rer. pol. (summa cum laude)</li></ul> |
| 10/2000 – 12/2005 | Graduate Studies in Business Administration, Bielefeld University,<br>Germany <ul style="list-style-type: none"><li>• Major fields: Marketing, Statistics</li><li>• Diploma Thesis: “The Analytic Hierarchy Process as Market Research Tool”</li><li>• Degree: Dipl.-Kfm. (German Diploma)</li></ul>   |

## Visiting Scholarships

|                   |  |
|-------------------|--|
| 01/2016           | Research visit at the Industrial Engineering Department at University of Chile invited by Professor Andrés Musalem and Professor Ricardo Montoya |
| 11/2012 – 07/2013 | Visiting Fellow at the Department of Marketing at Monash University (Australia) invited by Professor Harmen Oppewal                              |
| 09/2012 – 10/2012 | Visiting Fellow at the Department of Marketing at Duke University (USA) invited by Professor Joel Huber  |
| 03/2012           | Research visit at the Department of Marketing at Duke University (USA) invited by Professor Joel Huber   |

## (Co-) Supervision of PhD theses

- Jan Klostermann, Bielefeld University, “Learning from Connected Consumers: How Brands Can Utilize User-Generated Content in Online Social Networks”, supervised together with Professor Reinhold Decker (Bielefeld University), PhD thesis to be submitted in 2020.
- Daniel Böger, Bielefeld University, “Essays on Measuring and Modeling Brand Perceptions”, supervised together with Professor Reinhold Decker (Bielefeld University), completed in October 2018.
- Pascal Kottemann, Bielefeld University, “Essays on Brand Image Effects in Marketing”, supervised together with Professor Reinhold Decker (Bielefeld University), completed in January 2017.
- Katrin Zulauf, Kassel University, “Einfluss persönlichkeitsbezogener und kultureller Konstrukte auf Verhandlungen”, supervised together with Ralf Wagner (Kassel University), completed in 2014.

## Assessment Committee of PhD theses

- Erik Stoltenberg Lahm, Aarhus University, “The Role of Visual Attention in Decision-Making”, together with Tobias Otterbring (Aarhus University) and Valdimar Sigurðsson (Reykjavik University), November 2019
- Felix Wasser, University of Southern Denmark, “Enhancing Advertising Efficiency: A Multi-level Approach”, together with Dennis Arholdt (Hamburg School of Business Administration – HSBA) and Oliver Schnittka (University of Southern Denmark), September 2018
- Martin Petri Bagger, Aarhus University, “Attention and Decision-Making: Separating Top-down from Bottom-up Components”, together with Andres Glöckner (FernUniversität Hagen) and Julia Nafziger (Aarhus University), December 2016

### **Ad-hoc Reviewing Functions**

(see verified reviewer profile at: <https://publons.com/a/489711>)

- Journal of Marketing Research
- Journal of Consumer Psychology
- Information Systems Research
- Journal of Management Information Systems
- Journal of Business Research
- Journal of Behavioral Decision Making
- OR Spectrum
- European Journal of Marketing
- Decision Support Systems
- Journal of Product and Brand Management
- Advances in Data Analysis and Classification
- Schmalenbach Business Review
- Management Review Quarterly
- International Conference on Wirtschaftsinformatik
- Human Relations
- Expert Systems with Applications
- Sustainable Production and Consumption
- Operations Research Perspective
- Visual Communication
- Environment and Behavior
- Review of Managerial Science
- European Conference on Information Systems