

Oliver Schnittka
Institut for Sociologi, Miljø- og Erhvervsøkonomi
Markets, Organization and Behavior (MOB) Research Group
E-mail: oliver@sam.sdu.dk
Telefon: 65504230



Publikationer

Tidsskriftsartikler

Consumer responses to firm-owned devices in self-service technologies: Insights from a data privacy perspective
Sohn, S., Schnittka, O. & Seegebarth, B., mar. 2024, I: International Journal of Research in Marketing. 41, 1, s. 77-92

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Consumer responses to sustainable product branding strategies: a literature review and future research agenda
Fatemi, H., Leijerholt, U., Rezvani, Z. & Schnittka, O., sep. 2023, I: Baltic Journal of Management. 18, 4, s. 525-542

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Brand evaluations in sponsorship versus celebrity endorsement

Schnittka, O., Hofmann, J., Johnen, M., Erfgen, C. & Rezvani, Z., jan. 2023, I: International Journal of Market Research. 65, 1, s. 126-144

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Evaluating the advertising effectiveness of noncelebrity endorsers advantages of customer vs. Employee endorsers and mediating factors of their impact

Gräve, J. F., Schnittka, O. & Haiduk, C., 1. sep. 2021, I: Journal of Advertising Research. 61, 3, s. 318-333

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

When are visitors actually satisfied at visitor attractions? What we know from more than 30 years of research

Faerber, L. S., Hofmann, J., Ahrholdt, D. C. & Schnittka, O., jun. 2021, I: Tourism Management. 84, 104284.

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Visitor characteristics matter: how the positive impact of visit duration on visitor satisfaction at visitor attractions is moderated

Faerber, L. S., Ahrholdt, D. C., Schnittka, O. & Rezvani, Z., apr. 2021, I: Journal of Business Economics. 91, 3, s. 333-351

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Talent or popularity: What drives market value and brand image for human brands?

Hofmann, J., Schnittka, O., Johnen, M. & Kottemann, P., jan. 2021, I: Journal of Business Research. 124, s. 748-758

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Multimedia-Guides and Word-of-Mouth in Nostalgic Visitor Attractions: The Case for a German Wax Museum

Faerber, L. S., Ahrholdt, D., Schnittka, O. & Rezvani, Z., 2021, I: Leisure Studies. 40, 5, s. 682-697

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Changing consumers' minds at the point of sale: Price discounts vs. in-store advertising

Johnen, M. & Schnittka, O., 2020, I: Marketing Letters. 31, s. 49-71 forthcoming.

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

When Pushing Back Is Good: The Effectiveness of Brand Responses to Social Media Complaints

Johnen, M. & Schnittka, O., 15. sep. 2019, I: Journal of the Academy of Marketing Science. 47, 5, s. 858-878

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Implementing effective customer participation for hedonic and utilitarian services

Blinda, K., Schnittka, O., Sattler, H. & Gräve, J.-F., 10. jun. 2019, I: Journal of Services Marketing. 33, 3, s. 316-330

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Applicants' likelihood to apply for jobs at professional service firms: The role of different career models

Hansen, N. K. & Schnittka, O., 1. sep. 2018, I: Human Resource Management. 57, 5, s. 1009-1022

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

They come from near and far: the impact of spatial distance to event location on event attendance motivations

Dragin-Jensen, C., Schnittka, O., Feddersen, A., Kottemann, P. & Rezvani, Z., 2018, I: Scandinavian Journal of Hospitality and Tourism. 18, S1, s. S87-S100

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

The impact of different fit dimensions on spillover effects in brand alliances

Schnittka, O., Johnen, M., Victoria Villeda, I., Voelckner, F., Sattler, H. & Urban, K., 1. okt. 2017, I: Journal of Business Economics. 87, 7, s. 899-925

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Brand-anchored discrete choice experiment (BDCE) vs. direct attribute rating (DAR): An empirical comparison of predictive validity

Farsky, M., Schnittka, O., Sattler, H., Höfer, B. & Lorth, C., 1. jun. 2017, I: Marketing Letters. 28, 2, s. 231-240

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Are sponsors blamed for edging off? Consumer reactions to sponsorship terminations

Schnittka, O., Himme, A., Papies, D. & Pellenwessel, D., 2017, I: Journal of Business Economics. 87, 7, s. 943-984

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

The Image Fit Myth of Events and Destinations

Dragin-Jensen, C. & Schnittka, O., 2017, I: Event Management. 21, 4, s. 421-430

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

More options do not always create perceived variety in life: Attracting new residents with quality- vs. quantity-oriented event portfolios

Dragin-Jensen, C., Schnittka, O. & Arkil, C., 1. jul. 2016, I: Cities. 56, s. 55-62

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Strategien für soziale Medien

Johnen, M., Relling, M., Sattler, H. & Schnittka, O., mar. 2016, I: Harvard Business Manager. 3, s. 10-11

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning

Community Members' Perception of Brand Community Character: Construction and Validation of a New Scale

Relling, M., Schnittka, O., Ringle, C., Sattler, H. & Johnen, M., 2016, I: Journal of Interactive Marketing. 36, s. 107-120

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Each Can Help or Hurt: Negative and Positive Word of Mouth in Social Network Brand Communities

Relling, M., Schnittka, O., Sattler, H. & Johnen, M., 2016, I: International Journal of Research in Marketing. 33, 1, s. 42-58

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Are they always promising? An empirical analysis of moderators influencing consumer preferences for economy and premium private labels

Schnittka, O., 2015, I: Journal of Retailing and Consumer Services. 24, May, s. 94-99

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Does chain-labeling make private labels more successful?

Schnittka, O., Becker, J.-M., Gedenk, K., Sattler, H., Victoria Villeda, I. & Völckner, F., 2015, I: Schmalenbach Journal of Business Research. 67, 1, s. 92-113

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Does it really hurt? Consumer reactions to content sponsorships in daily newspapers

Wellbrock, C. & Schnittka, O., 2015, I: Journal of Business Economics. 85, 2, s. 107-128

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

How Celebrity Endorsers Enhance Parent Brand Extendibility to Low Similarity Brand Extensions

Erfgen, C., Sattler, H. & Schnittka, O., 2015, I: Journal of Business Economics. 85, 5, s. 479-504

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Einheitspackungen (Plain Packaging): Mit Risiken und Nebenwirkungen

Sattler, H. & Schnittka, O., 2014, I: Markenartikel. 9, s. 33-35

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning

Turning good Ideas into Bad News: The Effect of Negative and Positive Sponsorship Information on Sponsors' Brand Image

Schnittka, O., Sattler, H. & Farsky, M., 2013, I: Schmalenbach Journal of Business Research. 65, Juli, s. 227-247

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Advanced brand concept maps: a new approach for evaluating the favorability of brand association networks

Schnittka, O., Sattler, H. & Zenker, S., 2012, I: International Journal of Research in Marketing. 29, 3, s. 265-274

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Die Angst der Zeitungen vor Sponsoren

Schnittka, O., 2012, I: New Business (Hrsg.): Regionale Tageszeitungen. s. 30-33

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning

Die Angst der Zeitungen vor Sponsoren: Eine empirische Untersuchung von Mediensponsorings im Zeitungsmarkt

Wellbrock, C. & Schnittka, O., 2011, I: MedienWirtschaft. 8, 4, s. 12-19

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Drivers of Sponsor Image in Sponsorships: What We Know from Prior Research

Schnittka, O., 2010, I: Marketing. 32, 2, s. 124-144

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Professionelles Management als Erfolgsfaktor im Sponsoring

Schnittka, O. & Farsky, M., 2010, I: Markt. 49, s. 83-93

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Forskning › peer review

Bøger og rapporter

Are you Instagram worthy? An analysis of hotel- and user-generated content

Dragin-Jensen, C., Post-Lundgaard, M. & Schnittka, O., 2023, *EUROCHRIE 2023: Changing Realities, New Opportunities*. s. 1-14

Publikation: Kapitel i bog/rapport/konference-proceeding › Konferencebidrag i proceedings › Forskning › peer review

Know your enemy: How competitive advertising investments moderate advertising effectiveness in high- and low-informative media channels

Wasser, F., Greve, G., Schnittka, O., Johnen, M. & Hofmann, J., 2021, *Proceedings of the European Marketing Academy*. European Marketing Academy, 10 s.

Publikation: Kapitel i bog/rapport/konference-proceeding › Konferencebidrag i proceedings › Forskning › peer review

Proud and Relieved? How Consumers' Emotions towards an Environmental Policy Affect Perceived Policy Effectiveness and Pro-Environmental Behavior

Rezvani, Z., Sohn, S., Jansson, J. & Schnittka, O., 2021, *Proceedings of the European Marketing Academy*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Analysis of brand personality as a moderator of advertising effectiveness

Wasser, F., Greve, G., Schnittka, O., Johnen, M. & Hofmann, J., 2020, *EMAC 2020 Annual Conference*. European Marketing Academy, Bind 49th. 11 s. A2020-63356

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Visitor characteristics matter: How the positive impact of visit duration on visitor satisfaction at visitor attractions is moderated

Susanne Faerber, L. S., Ahrholdt, D. & Schnittka, O., 2019, *Proceedings of the 48th Annual Conference of the European Marketing Academy*. European Marketing Academy, 10 s. 55

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

What influences the success of visitor attractions? A meta-analytic review of visitor satisfaction drivers

Hofmann, J., Susanne Faerber, L. S., Schnittka, O. & Ahrholdt, D., 2019, *Proceedings of the 48th Annual Conference of the European Marketing Academy*. European Marketing Academy, 1 s. 628

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferenceabstrakt i proceedings > Forskning > peer review

Talent or popularity? An empirical analysis of the determinants of the brand image of human brands through the example of professional football players

Hofmann, J., Kottemann, P., Schnittka, O. & Johnen, M., 2018, *People Making Marketing: Proceedings of the 47th Annual Conference of the European Marketing Academy*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Will you stand by me? Analyzing the effectiveness of brand anthropomorphism in the context of consumer complaints in social media

Johnen, M., Schnittka, O. & Haiduk, C., 2018, *People Make Marketing: Proceedings of the 47th Annual Conference of the European Marketing Academy*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Setting the right tone: How the interplay of response style and user goals influences the effectiveness of handling consumer criticism in social media

Johnen, M. & Schnittka, O., 2017, *Innovation & Sustainability in Marketing: Proceedings of the Summer AMA Conference*. Haws, K. L., Houston, M. B. & Noble, C. H. (red.). American Marketing Association, s. F-6-F-7 2 s.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Sponsorships vs. celebrity endorsement: Analyzing mediators for their different impact on brand image

Schnittka, O., Hofmann, J., Johnen, M. & Erfgen, C., 2017, *Leaving Footprints: Proceedings of the 46th Annual Conference of the European Marketing Academy*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Success drivers of visitor attractions – a literature review

Susanne Faerber, L. S., Ahrholdt, D. & Schnittka, O., 2017, *Tourism in a Hyper-Connected World: Challenges of Interactivity and Connectedness: Book of abstracts*. s. 18 1 s.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferenceabstrakt i proceedings > Forskning > peer review

They are out of control: Analysing external drivers of visitor satisfaction at visitor attractions

Susanne Faerber, L. S., Ahrholdt, D. & Schnittka, O., 2017, *Tourism in a Hyper-Connected World: Challenges of Interactivity and Connectedness: Book of abstracts*. s. 18-19 2 s.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferenceabstrakt i proceedings > Forskning > peer review

When it pays off to remain silent – the impact of social media environment on the effectiveness of brand responses to negative word-of-mouth

Johnen, M., Schnittka, O., Relling, M. & Sattler, H., 2017, *Leaving Footprints: Proceedings of the 46th Annual Conference of the European Marketing Academy*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Can they increase perceived variety in life? Event portfolios as strategic tools to attract new residents

Schnittka, O., Dragin-Jensen, C. & Arkil, C., 2016, *Marketing in the age of data: Proceedings of the 45th Annual European Marketing Academy Conference*.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

It should not always fit: Analyzing event visitors' reactions to high-fit vs. low-fit event-destination-pairings

Dragin-Jensen, C. & Schnittka, O., 2016, *Balancing Dichotomies: Proceedings of the 25th Nordic Symposium on Tourism and Hospitality Research*. Turku Turism Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Should they always fit? A critical analysis of image-fit between events and host destinations

Dragin-Jensen, C. & Schnittka, O., 2016, *Marketing in the age of data: Proceedings of the 45th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

The impact of drivers of attendees' satisfaction with an event on their intentions to revisit the event and the host destination

Dragin-Jensen, C., Schnittka, O. & Lund Meissner, M., 2016, *Balancing Dichotomies: Proceedings of the 25th Nordic Symposium on Tourism and Hospitality Research*. Turku Turism Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

They come for various reasons: How different event attendance motivations vary for residents, suburbians, regional and national/international attendees

Dragin-Jensen, C., Schnittka, O. & Feddersen, A., 2016, *Balancing Dichotomies: Proceedings of the 25th Nordic Symposium on Tourism and Hospitality Research*. University of Turku

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

An Empirical Analysis of Applicants' Likelihood to Apply for Jobs at Professional Service Firms: The Moderating Role of Different Career Models

Hansen, N. K. & Schnittka, O., 2015, *Proceedings of the 15th Annual European Marketing Academy Conference*. EURAM

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Do they always desire for compensation? Analyzing service-related drivers of customers' willingness-to-pay for co-created services

Scheibe, K., Schnittka, O. & Witt, S., 2015, *Collaboration in Research: Proceedings of the 44th Annual European Marketing Academy Conference*.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

The Moderating Effect of Product Category Type on Consumer Reactions toward Health Warnings

Strahl, C., Victoria Villeda, I., Schnittka, O. & Sattler, H., 2015, *Collaboration in Research: Proceeding of the 44th Annual European Marketing Academy Conference*.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Challenging the Traditional Career Model of PSFs: An Empirical Analysis of the Perception and Effects of Up-or-Out Policies and Alternative Job Positions among Potential Employees

Hansen, N. K. & Schnittka, O., 22. nov. 2014, *Proceedings of the Annual Novak Druce Conference 2014: Professional Service Firms and Public Policy*. Saïd Business School, University of Oxford

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Choice-Based, Brand-Anchored Conjoint (CBAC): A New Method for Measuring Brand Image

Sattler, H., Schnittka, O. & Farsky, M., 2014, *Paradigm Shifts & Interactions: Proceeding of the 43rd Annual European Marketing Academy Conference*. Bigné, E. (red.). European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Wertschöpfung im Handel durch Handelsmarken

Becker, J.-M., Schnittka, O. & Völckner, F., 2014, *Wertschöpfung im Handel*. Reinartz, W. & Käuferle, M. (red.). Stuttgart: Kohlhammer Verlag, s. 84-101

Publikation: Kapitel i bog/rapport/konference-proceeding > Kapitel i bog > Forskning > peer review

What Drives Private Label Success? A Meta-Analytical Approach

Hofmann, J., Schnittka, O., Erfgen, C. & Kersten, K., 2014, *Paradigm Shifts & Interactions: Proceeding of the 43rd Annual European Marketing Academy Conference*. Bigné, E. (red.). European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Analyzing the moderating impact of community purpose on consumer reactions to negative word-of-mouth in online brand communities

Relling, M., Schnittka, O. & Sattler, H., 2013, *Lost in Translation: Marketing in an Interconnected World: Proceedings of the 42nd Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

An Empirical Analysis of Brand Image Transfer in Multiple Sports Sponsorships

Sattler, H., Schnittka, O. & Voelckner, F., 2012, *Quantitative Marketing and Marketing Management - Marketing Models and Methods in Theory and Practice*. Diamantopoulos, A., Fritz, W. & Hildebrandt, L. (red.). Heidelberg: Springer, s. 517-530

Publikation: Kapitel i bog/rapport/konference-proceeding > Kapitel i bog > Forskning > peer review

Evaluating the Favorability of Brand Association Networks using Brand Concept Maps

Schnittka, O., Sattler, H. & Zenker, S., 2012, *Proceedings of the 32th INFORMS Marketing Science Conference, Boston*.

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

From Tour de France to Tour de Farce: The Effect of Negative Sponsorship Information on Sponsors' Brand Image

Schnittka, O., Sattler, H. & Farsky, M., 2012, *Marketing to Citizens : Going beyond Customers and Consumers: Proceedings of the 41st Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Does It Really Hurt? An Empirical Analysis of Media Sponsorship Effects on National Daily Newspapers

Wellbrock, C. & Schnittka, O., 2011, *The Day After - Inspiration, Innovation, Implementation: Proceedings of the 40th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Pursuing Big Love: Analysing Spillover Effects between Co-partners in Brand Alliances

Schnittka, O., Urban, K., Voelckner, F. & Sattler, H., 2010, *The Six Senses: The essentials of marketing: Proceeding of the 39th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Should I Stay or Should I go? Analyzing Consumer Reactions to Sponsorship Terminations

Papies, D., Knubben, E. & Schnittka, O., 2010, *The Six Senses: The essentials of marketing: Proceedings of the 39th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Who Benefits Whom? An Empirical Analysis of Brand Image Transfer in Multiple Sponsorships

Schnittka, O., Voelckner, F. & Sattler, H., 2009, *Marketing and the Core Disciplines: Proceedings of the 38th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Brand Image Effects of Sports Sponsorships, in: Marketing landscapes: A pause for thought

Schnittka, O., 2008, *Marketing Landscape: A pause for thoughts: Proceedings of the 38th Annual European Marketing Academy Conference*. European Marketing Academy

Publikation: Kapitel i bog/rapport/konference-proceeding > Konferencebidrag i proceedings > Forskning > peer review

Andre publikationer

Should they always fit? Analyzing visitors' perceptions of high-fit vs. low-fit images of sports events and their host destinations

Ribeiro Jensen, C. & Schnittka, O., 2014.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

Aktiviteter

Konferencer

Economic impact and successful management of events: A research and education perspective

Feddersen, A. (Keynote speaker) & Schnittka, O. (Keynote speaker)

24. nov. 2015

Aktivitet: Foredrag og mundtlige bidrag › Conferenceoplæg

Andre aktiviteter

Member of PhD-assessment-committee

Schnittka, O. (Andet)

2016 → 2017

Aktivitet: Andre aktiviteter › Andet

Study line coordinator of the M.Sc.-program "Marketing and Innovation"

Schnittka, O. (Andet)

2016 → ...

Aktivitet: Andre aktiviteter › Andet

PhD-coordinator SEBE

Schnittka, O. (Andet)

2015 → ...

Aktivitet: Andre aktiviteter › Andet

Study line coordinator of the B.Sc.-program "Sports- and Event Management"

Schnittka, O. (Andet)

2014 → 2016

Aktivitet: Andre aktiviteter › Andet

Member of the advisory board of the Academic Center for Brand Management and Marketing

Schnittka, O. (Andet)

2013 → ...

Aktivitet: Andre aktiviteter › Andet

Member of the executive board of the Academic Center for Brand Management and Marketing

Schnittka, O. (Andet)

2007 → 2013

Aktivitet: Andre aktiviteter › Andet

Administrative opgaver

Institut for Sociologi, Miljø- og Erhvervsøkonomi (Organisation)

Schnittka, O. (Medlem)

2013 → ...

Aktivitet: Medlemskab › Forsknings- og studieledelse

Markets, Organization and Behavior (MOB) (Organisation)

Schnittka, O. (Medlem)

2013 → ...

Aktivitet: Medlemskab › Forsknings- og studieledelse

University of Hamburg (Ekstern organisation)

Schnittka, O. (Medlem)

2010 → 2013

Aktivitet: Medlemskab › Forsknings- og studieledelse

University of Hamburg (Ekstern organisation)

Schnittka, O. (Medlem)

2010 → 2013

Aktivitet: Medlemskab › Forsknings- og studieledelse

Aktiviteter

Bielefeld University

Schnittka, O. (Gæsteforsker)

2015

Aktivitet: Gæsteophold ved andre institutioner

Hamburg School of Business Administration

Schnittka, O. (Gæsteforsker)

2015 → ...

Aktivitet: Gæsteophold ved andre institutioner

Cornell University

Schnittka, O. (Gæsteforsker)

2013

Aktivitet: Gæsteophold ved andre institutioner

University of Cologne

Schnittka, O. (Gæsteforsker)

2013

Aktivitet: Gæsteophold ved andre institutioner

University of Hamburg

Schnittka, O. (Gæsteforsker)

2013 → ...

Aktivitet: Gæsteophold ved andre institutioner

Eberhard Karls University of Tübingen

Schnittka, O. (Gæsteforsker)

2012 → ...

Aktivitet: Gæsteophold ved andre institutioner

Undervisning og vejledning

Undervisning

Seminar: Consumer Behavior and Marketing in Sport and Event Markets

Beskrivelser

Beskrivelse UVA: B150050301

Information

Periode 01/09/2018 → 31/01/2020

Målgruppe Kandidat

ECTS-point 7,5 ECTS

Fagansvarlig Schnittka, O., Institut for Sociologi, Miljø- og Erhvervsøkonomi

Administrerende organisation Institut for Sociologi, Miljø- og Erhvervsøkonomi

Vejledning

Priser

Projekter

Impact and effects of social media participation in a civil crisis

Schnittka, O. (Projektdeltager), Institut for Sociologi, Miljø- og Erhvervsøkonomi

Projektnummer 5535217

01/04/2021 → 31/03/2024

Samarbejdspartnere
(organisationer)

Hamburg School of Business Administration, Syddansk Universitet

TrygFonden - Digital Security Behavior

Sohn, S. (PI), Institut for Sociologi, Miljø- og Erhvervsøkonomi

Mayer, P. (Projektdeltager), Kunstig intelligens, cybersikkerhed og programmeringsprog, Institut for Matematik og Datalogi

Schnittka, O. (Projektdeltager), Institut for Sociologi, Miljø- og Erhvervsøkonomi

Siemon, D. (Projektdeltager), Lappeenranta University of Technology

01/01/2024 → 31/12/2026