

Prof. Dr. habil. Oliver Schnittka
Professor of Marketing (WSR)
Department of Sociology, Environmental and Business Economics
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Research outputs

Journal articles

Consumer responses to firm-owned devices in self-service technologies: Insights from a data privacy perspective

Sohn, S., Schnittka, O. & Seegebarth, B., Mar 2024, In: International Journal of Research in Marketing. 41, 1, p. 77-92

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

How competitive advertising influences the effectiveness of advertising spending

Wasser, F., Hofmann, J., Schnittka, O., Greve, G., Johnen, M. & Sohn, S., 2024, (Accepted/In press) In: Journal of Strategic Marketing.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Consumer responses to sustainable product branding strategies: a literature review and future research agenda

Fatemi, H., Leijerholt, U., Rezvani, Z. & Schnittka, O., Sept 2023, In: Baltic Journal of Management. 18, 4, p. 525-542

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Brand evaluations in sponsorship versus celebrity endorsement

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

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [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. Sept 2021, In: Journal of Advertising Research. 61, 3, p. 318-333

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [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, In: Tourism Management. 84, 104284.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [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, In: Journal of Business Economics. 91, 3, p. 333-351

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [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, In: Journal of Business Research. 124, p. 748-758

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [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, In: Leisure Studies. 40, 5, p. 682-697

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

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

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

Research output: Contribution to journal › Journal article › Research › peer-review

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

Johnen, M. & Schnittka, O., 15. Sept 2019, In: Journal of the Academy of Marketing Science. 47, 5, p. 858-878

Research output: Contribution to journal › Journal article › Research › peer-review

Implementing effective customer participation for hedonic and utilitarian services

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

Research output: Contribution to journal › Journal article › Research › peer-review

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

Hansen, N. K. & Schnittka, O., 1. Sept 2018, In: Human Resource Management. 57, 5, p. 1009-1022

Research output: Contribution to journal › Journal article › Research › 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, In: Scandinavian Journal of Hospitality and Tourism. 18, S1, p. S87-S100

Research output: Contribution to journal › Journal article › Research › 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. Oct 2017, In: Journal of Business Economics. 87, 7, p. 899-925

Research output: Contribution to journal › Journal article › Research › 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, In: Marketing Letters. 28, 2, p. 231-240

Research output: Contribution to journal › Journal article › Research › peer-review

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

Schnittka, O., Himme, A., Papiés, D. & Pellenwessel, D., 2017, In: Journal of Business Economics. 87, 7, p. 943-984

Research output: Contribution to journal › Journal article › Research › peer-review

The Image Fit Myth of Events and Destinations

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

Research output: Contribution to journal › Journal article › Research › 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, In: Cities. 56, p. 55-62

Research output: Contribution to journal › Journal article › Research › peer-review

Strategien für soziale Medien

Johnen, M., Relling, M., Sattler, H. & Schnittka, O., Mar 2016, In: Harvard Business Manager. 3, p. 10-11

Research output: Contribution to journal › Journal article › Research

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, In: Journal of Interactive Marketing. 36, p. 107-120

Research output: Contribution to journal › Journal article › Research › 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, In: International Journal of Research in Marketing. 33, 1, p. 42-58

Research output: Contribution to journal › Journal article › Research › peer-review

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

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

Research output: Contribution to journal › Journal article › Research › 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, In: Schmalenbach Journal of Business Research. 67, 1, p. 92-113

Research output: Contribution to journal › Journal article › Research › peer-review

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

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

Research output: Contribution to journal › Journal article › Research › peer-review

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

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

Research output: Contribution to journal › Journal article › Research › peer-review

Einheitspackungen (Plain Packaging): Mit Risiken und Nebenwirkungen

Sattler, H. & Schnittka, O., 2014, In: Markenartikel. 9, p. 33-35

Research output: Contribution to journal › Journal article › Research

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, In: Schmalenbach Journal of Business Research. 65, Juli, p. 227-247

Research output: Contribution to journal › Journal article › Research › peer-review

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

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

Research output: Contribution to journal › Journal article › Research › peer-review

Die Angst der Zeitungen vor Sponsoren

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

Research output: Contribution to journal › Journal article › Research

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

Wellbrock, C. & Schnittka, O., 2011, In: MedienWirtschaft. 8, 4, p. 12-19

Research output: Contribution to journal › Journal article › Research › peer-review

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

Schnittka, O., 2010, In: Marketing. 32, 2, p. 124-144

Research output: Contribution to journal › Journal article › Research › peer-review

Professionelles Management als Erfolgsfaktor im Sponsoring

Schnittka, O. & Farsky, M., 2010, In: Markt. 49, p. 83-93

Research output: Contribution to journal › Journal article › Research › peer-review

Books and reports

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*. p. 1-14

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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, Vol. 49th. 11 p. A2020-63356

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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 p. 55

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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 p. 628

Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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. (eds.). American Marketing Association, p. F-6-F-7 2 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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*. p. 18 1 p.

Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research › 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*. p. 18-19 2 p.

Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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. (ed.). European Marketing Academy

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Wertschöpfung im Handel durch Handelsmarken

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

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › 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. (ed.). European Marketing Academy

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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. (eds.). Heidelberg: Springer, p. 517-530

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › 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*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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 European Marketing Academy Conference*. European Marketing Academy

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › 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

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Other research outputs

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.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

Activities

Conferences

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

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

24. Nov 2015

Activity: Talks and presentations › Conference presentations

Other activities

Member of PhD-assessment-committee

Schnittka, O. (Other)

2016 → 2017

Activity: Other activities › Other

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

Schnittka, O. (Other)

2016 → ...

Activity: Other activities › Other

PhD-coordinator SEBE

Schnittka, O. (Other)

2015 → ...

Activity: Other activities › Other

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

Schnittka, O. (Other)

2014 → 2016

Activity: Other activities › Other

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

Schnittka, O. (Other)

2013 → ...

Activity: Other activities › Other

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

Schnittka, O. (Other)

2007 → 2013

Activity: Other activities › Other

Administrative duties

Department of Sociology, Environmental and Business Economics (Organisational unit)

Schnittka, O. (Member)

2013 → ...

Activity: Membership › Academic management

Markets, Organization and Behavior (MOB) (Organisational unit)

Schnittka, O. (Member)

2013 → ...

Activity: Membership › Academic management

University of Hamburg (External organisation)

Schnittka, O. (Member)

2010 → 2013

Activity: Membership › Academic management

University of Hamburg (External organisation)

Schnittka, O. (Member)

2010 → 2013

Activity: Membership › Academic management

Research visits

Bielefeld University

Schnittka, O. (Visiting researcher)

2015

Activity: Visiting another research institution

Hamburg School of Business Administration

Schnittka, O. (Visiting researcher)

2015 → ...

Activity: Visiting another research institution

Cornell University

Schnittka, O. (Visiting researcher)

2013

Activity: Visiting another research institution

University of Cologne

Schnittka, O. (Visiting researcher)

2013

Activity: Visiting another research institution

University of Hamburg

Schnittka, O. (Visiting researcher)

2013 → ...

Activity: Visiting another research institution

Eberhard Karls University of Tübingen

Schnittka, O. (Visiting researcher)

2012 → ...

Activity: Visiting another research institution

Teaching and supervision

Teaching

Seminar: Consumer Behavior and Marketing in Sport and Event Markets

Descriptions

Description UVA: B150050301

Information

Period 01/09/2018 → 31/01/2020

Target group Master

ECTS credits 7,5 ECTS

Subject Director Schnittka, O., Department of Sociology, Environmental and Business Economics

Managing organisational unit Department of Sociology, Environmental and Business Economics

Supervision

Prizes

Projects

Impact and effects of social media participation in a civil crisis

Schnittka, O. (Project participant), Department of Sociology, Environmental and Business Economics

Project number 5535217

01/04/2021 → 31/03/2024

Collaborators
(organisations) Hamburg School of Business Administration, University of Southern Denmark

TrygFonden - Digital Security Behavior

Detailed information can be found here: <https://www.sdu.dk/en/digsmart>

Sohn, S. (PI), Department of Sociology, Environmental and Business Economics

Mayer, P. (Project participant), Artificial Intelligence, Cybersecurity and Programming Languages, Department of Mathematics and Computer Science

Schnittka, O. (Project participant), Department of Sociology, Environmental and Business Economics

Siemon, D. (Project participant), Lappeenranta University of Technology

01/01/2024 → 31/12/2026