Research outputs

Journal articles

Changing consumers’ minds at the point of sale: Price discounts vs. in-store advertising
Research output: Contribution to journal › Journal article › Research › peer-review

When Pushing Back Is Good: The Effectiveness of Brand Responses to Social Media Complaints
Research output: Contribution to journal › Journal article › Research › peer-review

Implementing effective customer participation for hedonic and utilitarian services
Research output: Contribution to journal › Journal article › Research › peer-review

Talent or popularity: What drives market value and brand image for human brands?
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
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
Research output: Contribution to journal › Journal article › Research › peer-review

The impact of different fit dimensions on spillover effects in brand alliances
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
Research output: Contribution to journal › Journal article › Research › peer-review

Are sponsors blamed for edging off? Consumer reactions to sponsorship terminations
Research output: Contribution to journal › Journal article › Research › peer-review

The Image Fit Myth of Events and Destinations
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
Research output: Contribution to journal › Journal article › Research › peer-review

Strategien für soziale Medien
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
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
Research output: Contribution to journal › Journal article › Research › peer-review

Does chain-labeling make private labels more successful?
Research output: Contribution to journal › Journal article › Research › peer-review

Does it really hurt? Consumer reactions to content sponsorships in daily newspapers
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
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
Research output: Contribution to journal › Journal article › Research › peer-review

Die Angst der Zeitungen vor Sponsoren
Research output: Contribution to journal › Journal article › Research
Evaluating the Favorability of Brand Association Networks using Brand Concept Maps
Research output: Contribution to journal › Conference article › Research › peer-review

Die Angst der Zeitungen vor Sponsoren: Eine empirische Untersuchung von Mediensponsorings im Zeitungsmarkt
Research output: Contribution to journal › Journal article › Research › peer-review

Advanced BCM (ABC-Map): A Methodological Extension of the Brand Concept Maps Approach
Research output: Contribution to journal › Conference 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
Research output: Contribution to journal › Journal article › Research › peer-review

Books and reports
Analysis of brand personality as a moderator of advertising effectiveness
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
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
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
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
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
Sponsorships vs. celebrity endorsement: Analyzing mediators for their different impact on brand image

Success drivers of visitor attractions – a literature review

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

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

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

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

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

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

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

An Empirical Analysis of Applicants’ Likelihood to Apply for Jobs at Professional Service Firms: The Moderating Role of Different Career Models
Do they always desire for compensation? Analyzing service-related drivers of customers’ willingness-to-pay for co-created services
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
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
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
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Managing Brands in Media and Retail Markets: Cumulative habilitation thesis
Schnittka, O., 2014, University of Hamburg.
Research output: Book/anthology/thesis/report › Doctoral thesis › Research

Wertschöpfung im Handel durch Handelsmarken
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

What Drives Private Label Success? A Meta-Analytical Approach
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
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
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

From Tour de France to Tour de Farce: The Effect of Negative Sponsorship Information on Sponsors' Brand Image
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Brand Image Effects of Sponsorships: Cumulative dissertation thesis
Does It Really Hurt? An Empirical Analysis of Media Sponsorship Effects on National Daily Newspapers
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
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
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
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
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
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
Arne Feddersen (Keynote speaker), Oliver Schnittka (Keynote speaker)
24. Nov 2015
Activity: Talks and presentations › Conference presentations

Other activities
Member of PhD-assessment-committee
Oliver Schnittka (Other)
2016 → 2017
Activity: Other activities › Other

Study line coordinator of the M.Sc.-program "Marketing and Innovation"
Oliver Schnittka (Other)
2016 → …
Activity: Other activities › Other
**PhD-coordinator SEBE**
Oliver Schnittka (Other)
2015 → …
Activity: Other activities › Other

**Study line coordinator of the B.Sc.-program "Sports- and Event Management"**
Oliver Schnittka (Other)
2014 → 2016
Activity: Other activities › Other

**Member of the advisory board of the Academic Center for Brand Management and Marketing**
Oliver Schnittka (Other)
2013 → …
Activity: Other activities › Other

**Member of the executive board of the Academic Center for Brand Management and Marketing**
Oliver Schnittka (Other)
2007 → 2013
Activity: Other activities › Other

**Administrative duties**
Department of Sociology, Environmental and Business Economics (Organisational unit)
Oliver Schnittka (Member)
2013 → …
Activity: Membership › Academic management

Markets, Organization and Behavior (MOB) Research Group (Organisational unit)
Oliver Schnittka (Member)
2013 → …
Activity: Membership › Academic management

University of Hamburg (External organisation)
Oliver Schnittka (Member)
2010 → 2013
Activity: Membership › Academic management

University of Hamburg (External organisation)
Oliver Schnittka (Member)
2010 → 2013
Activity: Membership › Academic management

**Research visits**
Bielefeld University
Oliver Schnittka (Visiting researcher)
2015
Activity: Visiting another research institution

Hamburg School of Business Administration
Oliver Schnittka (Visiting researcher)
2015 → …
Activity: Visiting another research institution
**Cornell University**  
Oliver Schnittka (Visiting researcher)  
2013  
Activity: Visiting another research institution

**University of Cologne**  
Oliver Schnittka (Visiting researcher)  
2013  
Activity: Visiting another research institution

**University of Hamburg**  
Oliver Schnittka (Visiting researcher)  
2013 → …  
Activity: Visiting another research institution

**Eberhard Karls University of Tübingen**  
Oliver Schnittka (Visiting researcher)  
2012 → …  
Activity: Visiting another research institution

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**Teaching and supervision**

**Teaching**

**Consumer Behavior in Sports and Events Management**

**Information**

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<td>Rezvani, Z., Schnittka, O.</td>
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**Internship**

**Descriptions**

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**Information**

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<td>Master</td>
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<td>15 ECTS</td>
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<td>Schnittka, O.</td>
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<td>Managing organisational unit</td>
<td>Department of Sociology, Environmental and Business Economics</td>
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Seminar in Marketing, Social Media, and Digitalization

Information
Period 20/04/2020 → …
Target group Master
Subject Director Schnittka, O., Sohn, S.
Managing organisational unit Department of Sociology, Environmental and Business Economics

Supervision
Ph.d. Co-supervisor: Events as a Strategic Imaging Tool For City Branding

Descriptions
Description Christian Dragin Jensen

Information
Period 01/12/2012 → 13/04/2016
Target group Ph.D
Subject Director Schnittka, O.
Managing organisational unit Department of Sociology, Environmental and Business Economics

PhD-supervision: Managing Visitor Satisfaction of Visitor Attractions

Descriptions
Description Supervisor of PhD-theses Lea Susanne Faerber

Information
Period 01/05/2016 → …
Subject Director Schnittka, O.
Managing organisational unit Department of Sociology, Environmental and Business Economics

Prizes
Best dissertation award (Department of Business Administration, University of Hamburg)
Oliver Schnittka (Recipient)
Department of Sociology, Environmental and Business Economics, Markets, Organization and Behavior (MOB) Research Group
Best dissertation-based research paper in marketing (University Society Hamburg)
Oliver Schnittka (Recipient)
Department of Sociology, Environmental and Business Economics, Markets, Organization and Behavior (MOB) Research Group

Best-paper-award AMA Summer Conference 2017 (Track: Digital Marketing, Social Media, and Entertainment Marketing)
Marius Johnen (Recipient) & Oliver Schnittka (Recipient)
Department of Sociology, Environmental and Business Economics, Markets, Organization and Behavior (MOB) Research Group

Kampmann, Berg & Partner dissertation award
Oliver Schnittka (Recipient)
Department of Sociology, Environmental and Business Economics, Markets, Organization and Behavior (MOB) Research Group

Projects
Ph.d agreement from Hamburg
Schnittka, O., PI, Markets, Organization and Behavior (MOB) Research Group, Department of Sociology, Environmental and Business Economics
Project number 35052
01/05/2016 → 30/04/2019
Type of Project Research, Foreign Sources
Collaborators HSBA University, University of Southern Denmark

PhD agreement Felix Wasser
Schnittka, O., PI, Markets, Organization and Behavior (MOB) Research Group, Department of Sociology, Environmental and Business Economics
Project number 35057
15/06/2017 → 15/06/2020
Type of Project Research, Foreign Sources
Collaborators HSBA University, University of Southern Denmark

UHH, CAU, SDU, AU collaboration initiative
Schnittka, O., PI, Markets, Organization and Behavior (MOB) Research Group, Department of Sociology, Environmental and Business Economics
Project number 15203
01/01/2015 → 28/02/2015
Type of Project       Research, Danish Private Sources
Collaborators        University of Hamburg, Aarhus University, Christian-Albrechts-University of Kiel, University of Southern Denmark