

Personal Information

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Journal Publications (JOURQUAL 3 Ranking: A+)

Gaze-based Classification of Consumer Information Search Behavior in Physical and Virtual Reality
Pfeiffer, J., Pfeiffer, T., Meißner, M. & Weiss, E., 2020, (Accepted/In press) In : Information Systems Research.

Eye-Tracking Reveals a Process of Conjoint Choice that is Quick, Efficient and Largely Free from Contextual Biases
Meißner, M., Musalem, A. & Huber, J., 2016, In : Journal of Marketing Research. 53, 1, p. 1-17

Measuring Consumer Preferences for Complex Products: A Compositional Approach Based on Paired Comparisons
Scholz, S. W., Meißner, M. & Decker, R., 2010, In : Journal of Marketing Research. 47, 4, p. 685-698

Journal Publications (JOURQUAL 3 Ranking: A)

Shopping in Virtual Reality Stores: The Influence of Immersion on System Adoption
Peukert, C., Pfeiffer, J., Meißner, M., Pfeiffer, T. & Weinhardt, C., 4. Aug 2019, In : Journal of Management Information Systems. 36, 3, p. 755-788

The Promise of Eye-Tracking Methodology in Organizational Research: A Taxonomy, Review, and Future Avenues
Meißner, M. & Oll, J., 1. Apr 2019, In : Organizational Research Methods. 22, 2, p. 590-617

Conference Proceedings (JOURQUAL 3 Ranking: A)

Classification of Goal-Directed Search and Exploratory Search using Mobile Eye Tracking
Pfeiffer, J., Meißner, M., Prosiegel, J. & Pfeiffer, T., 2014, In : Proceedings of the International Conference on Information Systems.

Journal Publications and Conference Proceedings (JOURQUAL 3 Ranking: B)

Acceptance of Imagined Versus Experienced Virtual Reality Shopping Environments: Insights from Two Experiments
Peukert, C., Pfeiffer, J., Meißner, M., Pfeiffer, T. & Weinhardt, C., 2019, *Proceedings of the 27th European Conference on Information Systems (ECIS)*. ScholarSpace / AIS Electronic Library (AISeL), 16 p.

Combining Virtual Reality and Mobile Eye Tracking to Provide a Naturalistic Experimental Environment for Shopper Research
Meißner, M., Pfeiffer, J., Pfeiffer, T. & Oppewal, H., Jul 2019, In : Journal of Business Research. 100, p. 445-458

Surprising Adaptivity to Choice Complexity in Multi-Attribute Repeated Choice Tasks of Varying Size
Meißner, M., Oppewal, H. & Huber, J., 2019, (Accepted/In press) In : Journal of Business Research.

A mechanism for aggregating association network data: An application to brand concept maps

Böger, D., Kottemann, P., Meißner, M. & Decker, R., 2017, In : Journal of Business Research. 79, p. 90-106

With a little help from my customers: The influence of customer empowerment on consumers' perceptions of well-established brands

Meißner, M., Haurand, M. & Stummer, C., 2017, In : International Journal of Innovation Management. 21, 6, 28 p., 1750048.

The Benefits of Computer-Based Brand Concept Mapping

Meißner, M., Kottemann, P., Decker, R. & Scholz, S. W., 2015, In : Schmalenbach Business Review. 67, 4, p. 430-453

An Adaptive Algorithm for Pairwise Comparison-based Preference Measurement

Meissner, M., Decker, R. & Scholz, S. W., 2011, In : Journal of Multi-Criteria Decision Analysis. 17, 5-6, p. 167-177

Ein empirischer Validitätsvergleich der ACA, des ASE und des PCPM

Meissner, M., Decker, R. & Adam, N., 2011, In : Zeitschrift für Betriebswirtschaft. 81, 4, p. 423-466

Journal Publications (JOURQUAL 3 Ranking: C)

A User's Guide to the Galaxy of Conjoint Analysis and Compositional Preference Measurement

Steiner, M. & Meißner, M., 2018, In : Marketing ZFP - Journal of Research and Management . 40, 2, p. 3-25

On the influence of context-based complexity on information search patterns: An individual perspective

Pfeiffer, J., Meißner, M., Brandstätter, E., Riedl, R., Decker, R. & Rothlauf, F., 2014, In : Journal of Neuroscience, Psychology and Economics. 7, 2, p. 103-124

Not Worth the Extra Cost? Diluting the Differentiation Ability of Highly Rated Products by Altering the Meaning of Rating Scale Levels

Meissner, M., Heinzle, S. L. & Decker, R., 2013, In : Journal of Consumer Behaviour. 12, 3, p. 223-231

Ein empirischer Vergleich der Prozessaufzeichnungsmethoden Mouselab und Eyetracking bei Präferenzmessungen mittels Choice-based Conjoint Analyse

Meissner, M., Decker, R. & Pfeiffer, J., 2010, In : Marketing ZFP - Journal of Research and Management . 32, 3, p. 133-143

Journal Publications (JOURQUAL 3 Ranking: D)

Eye-tracking Information Processing in Choice-based Conjoint Analysis

Meißner, M. & Decker, R., 2010, In : International Journal of Market Research. 52, 5, p. 593-612

Monographs

Marketing: Eine entscheidungsorientierte Einführung

Decker, R., Kroll, F., Meissner, M. & Wagner, R., 2015, Berlin Heidelberg: Springer. 278 p.

Präferenzmessung für komplexe Produkte und Dienstleistungen

Meissner, M., 2011

Other conference Proceedings and book sections

Towards Designing Virtual Reality Shopping Environments

Peukert, C., Brossok, F., Pfeiffer, J., Meißner, M. & Weinhardt, C., 2018, *Proceedings of the 13th International Conference on Design Science Research in Information Systems and Technology (DESRIST)*. Chatterjee, S. (ed.). Chennai, India, 8 p.

Adapting Human-Computer-Interaction of Attentive Smart Glasses to the Trade-Off Conflict in Purchase Decisions: An Experiment in a Virtual Supermarket

Pfeiffer, J., Pfeiffer, T., Greif-Winzrieth, A., Meißner, M., Renner, P. & Weinhardt, C., 2017, *Augmented Cognition: Neurocognition and Machine Learning. AC 2017*. Springer, p. 219-235 (Lecture Notes in Computer Science, Vol. 10284).

How Many Options? Behavioral Responses to Two versus Five Alternatives per Choice

Meißner, M., Oppewal, H. & Huber, J., 2017, *Proceedings of the Sawtooth Software Conference: September 2016*. Sawtooth Software, p. 19-36

Does Empowering Consumers Backfire in the Context of Technology Brands like Nokia?

Meißner, M., Haurand, M. & Stummer, C., 2015, *Collaboration in Research: Proceeding of the 44th Annual European Marketing Academy Conference*.

Evidence for Adaptive Information Processing in Decision Sequences

Meißner, M., Huber, J. & Oppewal, H., 2014, *Agents of Change: Proceedings of the Annual ANZMAC Conference, 2014*. Rundle-Thiele, S., Kubacki, K. & Arli, D. (eds.). ANZMAC, p. 255-259 (ANZMAC).

Identifying Goal-oriented and Explorative Information Search Patterns

Pfeiffer, J., Meißner, M., Prosiegel, J. & Pfeiffer, T., 2014, *Proceedings of the Gmunden Retreat on NeuroIS 2014*. Davis, F., Riedl, R., Vom Brocke, J., Léger, P-M. & Randolph, A. (eds.). Universität Bielefeld, p. 23–25 (Proceedings of the Gmunden Retreat on NeuroIS 2014).

Mobile Eyetracking for Decision Analysis at the Point-of-Sale: Requirements from the Marketing Research and Human-Computer Interaction-Perspective

Meissner, M., Pfeiffer, J. & Pfeiffer, T., 2013, In : *Proceedings of the 1st International Workshop on Solutions for Automatic Gaze Data Analysis (SAGA 2013)*. p. 24-25

Mobile Recommendation Agents Making Online Use of Visual Attention Information at the Point of Sale

Pfeiffer, T., Pfeiffer, J. & Meissner, M., 2013, *Proceedings of the Gmunden Retreat on NeuroIS 2013*. Davis, F., Riedl, R., B., J. V., Léger, P-M. & Randolph, A. (eds.). p. 3

Measuring Brand Concept Maps in Computer-Aided Interviews

Meißner, M., Kottemann, P. & Decker, R., 2012, In : *ANZMAC 2012 Conference Proceedings*. 6 p.

Using Eyetracking and Mouselab to Examine How Respondents Process Information in Choice-based Conjoint Analysis

Meissner, M., Decker, R. & Scholz, S. W., 2010, In : *Proceedings of the Sawtooth Software Conference 2010*, Newport Beach, California, TBA. p. 151-170

An Empirical Comparison of CBC and AHP for Measuring Consumer Preferences

Meissner, M. & Decker, R., 2009, In : *Proceedings of the ISAHP 2009 Conference*, University of Pittsburgh (USA).

AHP versus ACA – An Empirical Comparison

Meissner, M., Scholz, S. W. & Decker, R., 2008, In : *Preisach, C., H. Burkhardt, L. Schmidt-Thieme and R. Decker (Eds.): Data Analysis, Machine Learning, and Applications*, Berlin et al.: Springer. p. 447-454

Detecting and Debugging Erroneous Statements in Pairwise Comparison Matrices

Decker, R., Meissner, M. & Scholz, S. W., 2008, In : *Kalcsics, J. and S. Nickel (Eds.): Operations Research Proceedings 2007*, Berlin et al.: Springer. p. 277-282

Robust Preference Measurement: A Simulation Study of Erroneous and Ambiguous Judgment's Impact on AHP and Conjoint Analysis

Scholz, S. W., Meissner, M. & Wagner, R., 2006, In : Haasis, H.-O., H. Kopfer and J. Schönberger (Eds.): Operations Research Proceedings 2005, Berlin et al.: Springer. p. 613-618

Employment

Associate Professor of Marketing, Department of Environmental and Business Economics, University of Southern Denmark

November 2013 – present

Assistant Professor of Business Administration and Marketing and “Habilitation” at the Chair of Business Administration and Marketing (Prof. Dr. Reinhold Decker), Bielefeld University

August 2011 – October 2013

Academic Assistant at the Chair of Business Administration and Marketing (Prof. Dr. Reinhold Decker), Bielefeld University

April 2006 – July 2011

Visiting Scholarships

Visiting Fellow at the Department of Marketing at Monash University (Australia) invited by Professor Harmen Oppewal
November 2012 – July 2013

Visiting Fellow at the Department of Marketing at Duke University (USA) invited by Professor Joel Huber
September 2012 – October 2012

Research visit at the Department of Marketing at Duke University (USA) invited by Professor Joel Huber
March 2012

Awards and Grants

Dissertation award from the Westfälisch-Lippische Universitätsgesellschaft (2012)

DFG (Deutsche Forschungsgemeinschaft) research grant and scholarship for visiting academic (8 months) at Monash University, Melbourne, Australia (2012)

Finalist of DMV (Deutscher Marketing Verband)'s dissertation award (2012)

Research project grant for the research project “Measuring Brand Images of Leisure Parks” sponsored by Schmidt-Löffelhardt GmbH & Co. KG

Mobility grant from Bielefeld Young Researchers' Funds (2011)

Conference grant (ISAHP 2009 International Symposium in Pittsburgh, USA)

Bielefeld University grant for the research project “Analysis of Information Acquisition Behavior and Consumer Preferences via Eyetracking”

Special award of the Professional Association of German Market and Social Researchers (BVM) 2007

Ad-hoc Reviewing Functions

Journal of Marketing Research -- Journal of Consumer Psychology -- Information Systems Research -- Journal of Behavioral Decision Making -- Journal of Business Research -- OR Spectrum -- Advances in Data Analysis and Classification -- Schmalenbach Business Review -- Management Review Quarterly -- International Conference on Wirtschaftsinformatik --> See reviewer profile:

<https://publons.com/author/489711/martin-meiner#profile>