

CURRICULUM VITAE: ERIK HERMANN

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Chair of Marketing
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Academic Background

- 10/2016 – 08/2017 LL. M. European Business Law, European University Viadrina (EUV), Frankfurt (Oder), Germany
Degree: **LL.M.**
- 05/2013 – 10/2016 Research Assistant and Doctoral Studies, Chair of Marketing, EUV
Degree: **Dr. rer. pol.**
- 07/2013 – 08/2013 ICPSR Summer Program in Quantitative Methods of Social Research
- 04/2012 – 04/2013 Doctoral Program in Dynamic Capabilities and Relationships (Scholarship), EUV & German Graduate School of Management and Law, Heilbronn, Germany
- 10/2009 – 09/2011 Studies of International Business Administration, EUV
Degree: **M.Sc.**
- 09/2008 – 01/2009 International Business Administration, Universidade Nova de Lisboa, Lisbon, Portugal
- 10/2006 – 09/2009 Studies of International Business Administration, EUV
Degree: **B.Sc.**

Teaching Experience

Undergraduate Courses

-Marketing, Marketing Planning

Graduate Courses

-Marketing Communication, Consumer Behavior, Quantitative Methods

Administrative Services

- 05/2014 – 05/2018 Member of Staff Council, EUV
06/2015 – 07/2017 Member of Faculty Council, EUV

Professional Experience

02/2017 – present	Postdoc, Chair of Marketing & Center for Market Communications, EUV
05/2013 – 01/2017	Research Assistant, Chair of Marketing, EUV
04/2012 – 07/2012	Scientific Assistant, EUV
11/2011 – 04/2012	Project Assistant, AirBerlin PLC & Co. LuftverkehrsKG, Berlin, Germany
10/2010 – 12/2011	Scientific Assistant, Chair of Marketing & Doctoral Program in Dynamic Capabilities and Relationships, EUV & German Graduate School of Management and Law, Heilbronn, Germany
07/2010 – 10/2010	Assistant Relationship Management, Deutsche Bank AG, Corporate and Investment Bank, German MidCaps – Berlin-Brandenburg II Branch, Berlin, Germany

Research

Research Interests

-Cultivation Theory, Social-Network-Sites Research, Ethnic/Sexual Diversity

Peer-Reviewed Conference Proceedings and Presentations

Rößner, Anna, Hermann, Erik & Eisend, Martin (2018), Effects of Ethnic Minority vs. Majority Endorsers in Advertising: The Moderating Influence of Ethnic Diversity in Society, ICORIA, Valencia, Spain.

Hermann, Erik, Eisend, Martin & Hübner, Tina (2017), The Effect of Sexualized Humor in Endorser Advertising on Heterosexual and Homosexual Endorsers, ICORIA, Ghent, Belgium.

Hermann, Erik (2016), The Cultivation Effect of Social Network Site Use on Consumers' Brand Attitudes, Ethnic Diversity Perceptions and Attitudes, EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria.

Hermann, Erik & Eisend, Martin (2014), The Cultivation Effect of Facebook Use on Users' Perception of and Attitudes towards Ethnic Minorities, ICORIA, Amsterdam, The Netherlands. **(Nominated for Best Student Paper Award)**

Hermann, Erik & Biedulska, Monika (2013), International Entrepreneurship – A Dynamic Capabilities and Social Capital Perspective on Entrepreneurial Founder Teams, British Academy of Management Conference, Liverpool, Great Britain.