

CURRICULUM VITAE

Dominika Niewiadomska



CONTACT INFORMATION

European University Viadrina
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ACADEMIC BACKGROUND

07/2022-present	European University Viadrina, Frankfurt (Oder), Germany Research and Teaching Assistant at the Chair of Marketing, Prof. Dr. Katja Brunk
05/2020-09/2024	European University Viadrina, Frankfurt (Oder), Germany Research and Teaching Assistant and PhD Candidate at the Chair of Marketing, Prof. Dr. Martin Eisend
05/2020-12/2025	European University Viadrina, Frankfurt (Oder), Germany Doctorate in Business Administration and Economics (Dr. rer. pol.) Thesis: <i>Multilevel Quantitative Approaches to Contextualizing, Describing, and Reassessing the Effectiveness of Personalization in Marketing Communication</i>
09/2018-03/2020	Montpellier Business School, Montpellier, France Programme Grande École Marketing and Management (M.Sc.) Major in Marketing Management and Web Marketing
10/2017-03/2020	European University Viadrina, Frankfurt (Oder), Germany International Business Administration (M.Sc.) Major in Marketing and Management
10/2014-08/2017	University of Passau, Passau, Germany Business Administration and Economics (B.Sc.) Major in Management, Innovation, and Marketing

TEACHING EXPERIENCE

Undergraduate Courses	Marketing (tutorials), Online Marketing & Advertising
Graduate Courses	Quantitative Methods (tutorials), Consumer & Society, Consumers & Artificial Intelligence, Responsible Marketing, Consumer Research Methods, Consumer Cultural Research

PUBLICATIONS

Eisend, Martin, Dominika Niewiadomska, Guda van Noort (forthcoming), Personalization in Marketing Communication: A Meta-Analysis, *Journal of Marketing*.

Eisend, Martin, Gratiana Pol, Dominika Niewiadomska, Joseph Riley, Rick Wedgeworth (2024), How Much Have We Learned About Consumer Research? A Meta-Meta-Analysis, *Journal of Consumer Research*, 51(1), 180-190.

CONFERENCE PRESENTATIONS

Pol, Gratiana, Jade Winn, Dominika Niewiadomska, Joseph Riley, Martin Eisend, Tianshi Hao (2025), Best Practices and LLM-Based Approaches for Conducting More Efficient and Higher Quality Meta-Analyses in Marketing (Intensive Workshop), AMA Summer 2025, August 22-24, Chicago, IL, USA.

Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, Joseph Riley, Tianshi Hao, Maxim Orlov, Holly Ann Bort (2025), An Innovative, User-Friendly AI-Based Data Extraction Tool for Higher-Quality Evidence Synthesis (Poster), APA 2025, August 5-9, Denver, CO, USA.

Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, Joseph Riley, Abhishek Borah, Jade Winn, Olga Koz, Deborah MacInnis, Rick Wedgeworth, Jude Cavillo, Roy Nijhof, Luciano Silvi, Martin Mende (2024), Well-Done & Well-Used: State-of-the-Art & AI-Based Approaches for Optimizing the Production and Value of Meta-Analyses in Consumer Research (Special Session), EMAC 2024, May 28-31, Bucharest, Romania.

Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, Joseph Riley, Abhishek Borah, Jade Winn, Olga Koz, Deborah MacInnis, Rick Wedgeworth, Jude Cavillo, Roy Nijhof, Luciano Silvi, Martin Mende (2024), Well-Done & Well-Used: State-of-the-Art & AI-Based Approaches for Optimizing the Production and Value of Meta-Analyses in Consumer Research (Special Session), SCP 2024, March 7-9, Nashville, TN, USA.

Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, Joseph Riley, Abhishek Borah, Deborah MacInnis, Rick Wedgeworth, Jude Cavillo, Luciano Silvi, Roy Nijhof, Jade Winn, Olga Koz (2024), Well-Done & Well-Used: State-of-the-Art & AI-Based Approaches for Optimizing the Production and Value of Meta-Analyses in Consumer Research (Special Session), ACR 2023, October 26-29, Seattle, WA, USA.

Eisend, Martin, Dominika Niewiadomska, & Guda van Noort (2023), Personalization in Marketing Communications: A Meta-Analysis, ICORIA 2023, June 29 - July 1, Bordeaux, France.

Pol, Gratiana, Martin Eisend, Dominika Niewiadomska, & Joseph Riley (2022), Improving the Value of Meta-Analyses in Marketing (Special Session), 2022 AMA Winter Academic Conference, February 18-20, Las Vegas, NV, USA.

TRAININGS

Methodological

07/2025	In-Depth Interviews, SIMA SIM BAM School of Research Methods, Florence, Italy
01/2025	Experimental Research Design and Analyses, Femke van Horen, GSERM Winter School 2025, University of Ljubljana
	Mediation, Moderation, and Conditional Process Analysis I, Amanda Montoya, GSERM Winter School 2025, University of Ljubljana
02/2023	Quantitative Research with R Studio, Marko Pahor, Ljubljana Doctoral Winter School, University of Ljubljana, School of Economics and Business
10/2020-12/2020	Research Methodology, Martin Eisend, European University Viadrina
08/2020	Meta-Analysis, Martin Eisend, European University Viadrina, VHB-ProDok Trainings Program

Didactic

10/2024-12/2024	Multimodality and Interaction in the Classroom, Vicent Beltrán-Palanques, ERUA2 Training for Teachers and Research Staff, University of Las Palmas de Gran Canaria
	The Varieties of the English Language and Cultures, Carmen Luján-García, ERUA2 Training for Teachers and Research Staff, University of Las Palmas de Gran Canaria
	Communication in English in a Cross-Cultural Context, Sonia López Serrano, ERUA2 Training for Teachers and Research Staff, University of Las Palmas de Gran Canaria
	Can You Speak “Real English”? Upgrading and Updating Your Bilingual Classroom Language, María Luisa Pérez Cañado, ERUA2 Training for Teachers and Research Staff, University of Las Palmas de Gran Canaria

(Academic) Soft Skills

01/2022-02/2022	Time and Personal Management for PhD Candidates, Patricia Meyer, Lukas Bischof Higher Education Consulting
05/2021-06/2021	How to Write Great Papers in Less Time, Christina Sichtmann, University of Vienna

AWARDS

06/2024	“Best Teaching Award” of the Faculty of Business Administration and Economics, European University Viadrina, for the summer semester 2023 and winter semester 2023/2024
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FUNCTIONS IN UNIVERSITY BODIES

10/2021-present	Board member of the Faculty Council of the Faculty of Business Administration and Economics, European University Viadrina
05/2021-10/2021	Substitute member of the Appointment Committee for the Professorship in Business Analytics, European University Viadrina

TRANSFER / RESEARCH COMMUNICATION ACTIVITIES

06/2026	“Bio oder billig – Wie teuer darf dein Gewissen sein?” Presentation for prospective students at the Open Day at the European University Viadrina
09/2023-10/2023	„Einstieg ins Wiwi-Studium“ Presentation for and supervision of new students at the „Kick-Off fürs Studium 2023“ Project Week, European University Viadrina

PROFESSIONAL EXPERIENCE

02/2019-08/2019	appvizer, Montpellier, France Web Marketing Management and Copywriting Intern for the German Market
08/2016-10/2016	German National Tourism Board, Warsaw, Poland Marketing and Sales Intern

VOLUNTARY WORK

09/2020-12/2020	pewobe gGmbH, Frankfurt (Oder), Germany Mentor for participants of the European Voluntary Service
10/2016-08/2017	Gemeinsam Leben und Lernen in Europa e.V., Passau, Germany Language and Integration Assistant for Refugees

SKILLS

Software	Microsoft Office, Moodle, SPSS, R, Atlas.ti, Unipark/Tivian, SoSci Survey, WordPress, Drupal, Adobe Illustrator, Adobe Photoshop, OBS Studio
Languages	German (native), Polish (native), English (fluent), French (proficient), Spanish (proficient), Italian (advanced), Ukrainian (basic), Swedish (basic)