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Chair of International Marketing
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Academic background

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|----------------------|--|
| 10/2016 till present | Research Assistant, Chair of International Marketing
European University Viadrina, Frankfurt (Oder), Germany |
| 02/2016 till 09/2016 | Doctoral Program in Dynamic Capabilities and Relationships
European University Viadrina, Frankfurt (Oder) and German Graduate
School of Management and Law, Heilbronn, Germany |
| 07/2016 till 08/2016 | ICPSR Summer Program in Quantitative Methods of Social Research
Ann Arbor, United States |
| 10/2012 till 10/2014 | International Business Administration (M.Sc.)
Specialization: Marketing & Management
European University Viadrina, Frankfurt (Oder), Germany |
| 09/2013 till 02/2014 | Business Administration
Bahcesehir University, Istanbul, Turkey |
| 03/2009 till 07/2012 | Business Administration (B.A.)
Hochschule RheinMain, Wiesbaden, Germany |
| 08/2011 till 01/2012 | Business Administration,
Hawaii Pacific University, Hawaii, United States |

Professional background

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| 02/2015 till 12/2015 | Internship at the department Programme Management & Strategy,
Trainee at the department Key Account airberlin & Airline Partner,
topbonus Ltd, Berlin; Germany |
| 05/2014 till 12/2014 | Student Assistant at logistics department at Soulbottles, Berlin |
| 03/2012 till 07/2012 | Tutor for <i>Business in English</i> at Hochschule RheinMain, Wiesbaden |
| 01/2011 till 06/2011 | Internship at department Cooperations & Events, CHIP Communications
GmbH, Munich |
| 05/2009 till 01/2011 | Student Assistant at ZDF, at the „Zuschauerredaktion“ of logo!, Mainz |

Research Interests

My research interests include consumer behavior, diversity and relationship management and social aspects of advertising.

Publications & Awards

Rößner, Anna, Maren Kämmerer & Martin Eisend (2016), Effects of Ethnic Advertising on Consumers of Minority and Majority Groups: The Moderating Effect of Humor, International Journal of Advertising.

Third "Wirtschaftsjunioren-Preis" 2015 for Master's thesis