

Curriculum Vitae: SILKE KNOLL

Business Address

European University Viadrina
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Current Employment

Research Assistant, Chair of Marketing, European University Viadrina, Frankfurt (Oder), Germany.
Equal Opportunity Manager, Faculty of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany.

Education

PhD in Marketing, Chair of Marketing, Department of Marketing & Management, Faculty of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany, 2008-2014.

Thesis: *Marketing and Society - Studies on Social Questions in Marketing Research.*

Diploma in Business Administration, Specialization: Marketing & Management, Free University Berlin, Berlin, Germany, 2000-2006.

Thesis: *Consumer's Luxury Goods Consumption.*

Professional Background

Post-doctoral Researcher, Chair of People, Work & Management, Faculty of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany, 2018-2019.

Post-doctoral Researcher, Faculty Office of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany, 2014-2018.

Equal Opportunity Manager, Faculty of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany, 2012-present.

Research Assistant, Chair of International Marketing, Department Marketing & Management, Faculty of Business Administration and Economics, European University Viadrina, Frankfurt (Oder), Germany, 2008-2014.

Project Manager for University Marketing, Berlin School of Economics and Law, Berlin, Germany, 2006-2008.

Publications

Martin Eisend & Silke Knoll (2012), Transnational Trust in Advertising Media, In Shintaro Okazaki (ed.), *Handbook of Research in International Advertising*, Edward Elgar Publishing, UK, 439-454.

Knoll, Silke, Martin Eisend & Josefine Steinhagen (2011), Gender Roles in Advertising: A Comparison of Gender Stereotyping on Public and Private TV Channels in Germany, *International Journal of Advertising*, 30, 867-888.

Martin Eisend, Silke Knoll, Susanne Schmidt & Ruziye Canbazoglu (2011), How Does Shifting Ad Budgets Impact Trust in Advertising Media? In Martin Eisend & Tobias Langner, *Proceedings of the 10th International Conference on Research in Advertising*, Berlin, Germany.

Martin Eisend & Silke Knoll (2011), Shifting Ad Spending from Traditional Media to Online Media: Effects on Trust in Advertising Media, In *Proceedings of the 40th EMAC Conference*, Ljubljana, Slovenia.

Steinhagen, Josefine, Martin Eisend & Silke Knoll (2010), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, In Ralf Terlutter, Sandra Diehl & Shintaro Okazaki (eds.), *Advances in Advertising Research (Vol. 1). Cutting Edge International Research*, Wiesbaden: Gabler, 285-295.

Steinhagen, Josefine, Martin Eisend & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, In Ralf Terlutter, Sandra Diehl, Matthias Karmasin & Edith Smith, *Proceedings of the 8th International Conference on Research in Advertising*, Klagenfurt, Austria.

Steinhagen, Josefine, Martin Eisend & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, In Jean-Pierre Helfer & Jean-Louis Nicolas, *Proceedings of the 38th EMAC Conference*, Nantes, France: Audencia School of Management, 212.

Recensions

Im Zeitalter der Supermarken. Neue Paradigmen der Markenführung, von Uwe Munzinger, Marc Sasserath und Karl G. Musiol, *transfer*, 57, 2011, 68.

Kommunikation im Web 2.0, von Melanie Huber, *transfer*, 56, 2010, 74.

Informelle Mitgliedschaft in Brand Communities. Einflussfaktoren, Konsequenzen und Gruppenunterschiede, von Melanie Hoppe, *transfer* 56, 2010, 69.

Advertising Research. Message, Medium and Context, by Patrick De Pelsmacker & Nathalie Dens, *transfer* 55, 2009, 75.

Academic Presentations

Silke Knoll (2013), Welchen Einfluss haben (ausgewählte) Marketingaktivitäten auf die Lebensqualität?, *Kolloquium für Marketing-DoktorandInnen*, 5 July, ESCP Europe, Berlin, Deutschland.

Silke Knoll (2012), Welchen Einfluss hat das Marketing auf die Lebensqualität?, *Kolloquium für Marketing- und Management-DoktorandInnen*, 20 - 21 June, Brandenburg an der Havel / OT Gollwitz, Germany.

Silke Knoll (2012), How Does Marketing Impact Quality of Life?, *Doctoral Colloquium „Macromarketing and Sustainability“ of the 37th Annual Macromarketing Conference*, 11 - 12 June, Berlin, Germany.

Martin Eisend, Silke Knoll, Susanne Schmidt & Ruziye Canbazoglu (2011), How Does Shifting Ad Budgets Impact Trust in Advertising Media? *10th International Conference on Research in Advertising*, 23 - 25 June, Berlin, Germany.

Martin Eisend & Silke Knoll (2011), Shifting Ad Spending from Traditional Media to Online Media: Effects on Trust in Advertising Media, *40th EMAC Conference*, 24 - 27 May, Ljubljana, Slovenia.

Silke Knoll (2010), Wie beeinflusst Marketingkommunikation die Lebensqualität von KonsumentInnen?, *Internationale Forschungstagung für Marketing-DoktorandInnen*, 16 - 18 September, Universität Graz, Graz, Austria.

Silke Knoll (2010), Welchen Einfluss hat das Marketing auf die Lebensqualität?, *Kolloquium für Marketing- und Management-DoktorandInnen*, 14 July, European University Viadrina, Frankfurt (Oder), Germany.

Silke Knoll (2010), Marketing's Influence on Consumer's Quality of Life Across Time and Nations, *23th EMAC Doctoral Colloquium*, 30 May - 1 June, Copenhagen, Denmark.

Silke Knoll (2010), Welchen Einfluss hat das Marketing auf die Lebensqualität?, *Kolloquium für Marketing- und Management-DoktorandInnen*, 17 February, European University Viadrina, Frankfurt (Oder), Germany.

Silke Knoll (2009), Marketing Communication`s Impact on Consumer`s Quality of Life, *Annual Doctoral Colloquium in Marketing*, 10 - 12 September, Berlin, Germany.

Steinhagen, Josefine, Martin Eisend & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, *8th International Conference on Research in Advertising*, 25 - 27 June, Klagenfurt, Austria.

Steinhagen, Josefine, Martin Eisend & Silke Knoll (2009), Gender Roles in Advertising: A Comparison of Public and Private TV Channels in Germany, *38th EMAC Conference*, 26 - 29 May, Nantes, France.

Silke Knoll (2009), Marketing und Lebensqualität, *Kolloquium für Marketing-DoktorandInnen*, 16 February, European University Viadrina, Frankfurt (Oder), Germany.

Silke Knoll (2008), Lebensqualität von KonsumentInnen, *Internationale Forschungstagung für Marketing-DoktorandInnen*, 11 - 13 September, University St. Gallen, St. Gallen, Switzerland.

Nominations (Best Paper Award)

Martin Eisend, Silke Knoll, Susanne Schmidt & Ruziye Canbazoglu (2011), How Does Shifting Ad Budgets Impact Trust in Advertising Media? In Martin Eisend & Tobias Langner, *Proceedings of the 10th International Conference on Research in Advertising*, Berlin.

Teaching Experiences

Undergraduate Courses

Academic Writing Skills
Introduction to Marketing
Leadership, Change & Diversity
Marketing Communications and Consumer Behavior
Market Research
Marketing in Practice
Production and Marketing
Strategic Marketing

Graduate Courses

Culture, Leadership & Diversity
International Marketing Mix

Seminars and Workshops

Diversity, Creativity and Innovation
Equality and Diversity Masterclass in Marketing and Management
Gender and Diversity in Consumer Research, Marketing Strategies and Practices
Gender and Diversity in Marketing and Management Research and Practices
International Marketing
Market Research
Marketing and Society
Selected Topics in Marketing and Management Research
The Five Senses in Marketing and Management

Blended Learning Courses

Development of Projects in Market Research
Innovation Research Methods
Marketing Instruments und Practices
Organization and Strategy in Learning Organizations

I have taught courses at European University Viadrina, Berlin School of Economics and Law, Berlin University for Professional Studies, Carl Benz Academy Berlin and Peking, Technical University of Applied Sciences Wildau, Verwaltungs- und Wirtschafts-Akademie in Frankfurt (Oder) and Eberswalde, amongst others.

Institutional Services (European University Viadrina)

International Research and Teaching Funding, 2018-2019.

Member of the Higher Education Laws and the Postgraduate Scholarship Committee (GradV), 2015-present.

Member of the Research and Graduate Education Committee, 2015-present.

Board Member of the Faculty Council of the Faculty of Business Administration and Economics, 2014-present.

Member of the PhD Admission Board of the Faculty of Business Administration and Economics, 2014-present.

Student Adviser of the Faculty of Business Administration and Economics in FACT, FINE, IOM and M&M, 2014-2018.

Equal Opportunity Manager, Faculty of Business Administration and Economics, 2012-present.

Student Adviser of the Faculty of Business Administration and Economics in Marketing & Management, 2010-2014.

Further Education

Mediation Inhouse Education, European University Viadrina, Frankfurt (Oder), October 2019-present.

Erasmus+ Teaching Training, University of Malta, April 2018, 2019.

Working Effectively and Efficiently with Diverse Students, Heterogenitätsorientierte Lehr- und Studienkultur (HELES), Netzwerk Studienqualität Brandenburg, Potsdam, July 2017.

Viadrina PostDoc Mentoring Program, European University Viadrina, Frankfurt (Oder), 2015-2016.

Panel Econometrics, Competence in Economics, Zentrum für Europäische Wirtschaftsforschung (ZEW), Mannheim, March 2013.