

CURRICULUM VITAE

Dominika Niewiadomska



CONTACT INFORMATION

European University Viadrina
Chair of Marketing, Room HG 049/50
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ACADEMIC BACKGROUND

07/2022-present	European University Viadrina, Frankfurt (Oder), Germany Research and Teaching Assistant at the Chair of Marketing (II), Prof. Dr. Katja Brunk
05/2020-present	European University Viadrina, Frankfurt (Oder), Germany Research and Teaching Assistant and PhD Candidate at the Chair of Marketing (I), Prof. Dr. Martin Eisend
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)
Undergraduate Seminars	Online Marketing & Advertising
Graduate Courses	Quantitative Methods (tutorials)
Graduate Seminars	Consumer & Society, Consumers & Artificial Intelligence, Responsible Marketing, Consumer Research Methods, Consumer Cultural Research

PUBLICATIONS

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, 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

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, University of Ljubljana, School of Economics and Business
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

10/2020-12/2020	Research Methodology, Martin Eisend, European University Viadrina
08/2020	Meta-Analysis, Martin Eisend, European University Viadrina, VHB-ProDok Trainings Program

FUNCTIONS IN UNIVERSITY BODIES

10/2021-present	Board member of the Faculty Council of the Faculty of Business Administration and Economics, European University Viadrina
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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, WordPress, Drupal, Moodle, SPSS, R, OBS Studio, Adobe Illustrator, Adobe Photoshop
Languages	German (native), Polish (native), English (fluent), French (proficient), Spanish (proficient), Italian (advanced), Ukrainian (basic)