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## **Education**

**Master Degree in Economics (German Diploma)**, Bielefeld University, 2005

- The Analytic Hierarchy Process as Marketing Research Tool (Prof. Dr. Decker).
- Special Award of the Professional Association of German Market and Social Researchers (BVM) 2007.

## **Publications**

- Measuring Consumer Preferences for Complex Products: A Compositional Approach Based on Paired Comparisons, *Journal of Marketing Research* (forthcoming), with Sören W. Scholz and Reinhold Decker.
- AHP versus ACA – An Empirical Comparison, in: Preisach, C; H. Burkhardt; L. Schmidt-Thieme; R. Decker (Eds.): *Data Analysis, Machine Learning, and Applications*, Springer, 447-454, 2008, with Sören W. Scholz and Reinhold Decker.
- Meißner, M.; K. Essig; T. Pfeiffer; R. Decker; H. Ritter (2008): Eye-tracking Decision Behaviour in Choice-based Conjoint Analysis (Poster), 31st European Conference on Visual Perception - ECVP, Utrecht, The Netherlands, with Kai Essig, Thies Pfeiffer, Reinhold Decker, and Helge Ritter.
- Detecting and Debugging Erroneous Statements in Pairwise Comparison Matrices, in: Kalcsics, J.; S. Nickel (Eds.): *Operations Research Proceedings 2007*, Springer, 277-282, with Reinhold Decker and Sören W. Scholz.
- Robust Preference Measurement: A Simulation Study of Erroneous and Ambiguous Judgement's Impact on AHP and Conjoint Analysis in: Haasis, H.-O.; H. Kopfer; J. Schönberger (Eds.): *Operations Research Proceedings 2005*, Springer, 613-618, with Sören W. Scholz and Ralf Wagner.
- Multimedia for Direct Marketing, in: Pagani, M. (Ed.): *Encyclopedia of Multimedia Technology and Networking*, 2nd Ed., TBA (to be published by Idea Group Publishing), with Ralf Wagner.
- Marketing Research using Multimedia Technologies, in: Pagani, M. (Ed.): *Encyclopedia of Multimedia Technology and Networking*, 2nd Ed., TBA (to be published by Idea Group Publishing), with Sören W. Scholz and Ralf Wagner.

## **Research Experience**

**Research Assistant**, Department of Business Administration and Economics Marketing, Bielefeld University, Bielefeld, 2006-today

- Multi-attributive Preference Measurement – AHP as a Tool for Marketing Research
- Adaptive Algorithms for Self-Explicated Preference Measurement
- Eye-tracking Consumers' Decisions – An Application to Choice-based Preference Measurement Approaches

## **Talks at Scientific Conferences**

- An Investigation of Saaty's Consistency Ratio with Respect to Alternative Scales in AHP (OR50 2008).
- Eye-tracking Decision Behaviour in Choice-based Conjoint Analysis (ECVP 2008).
- Detecting and Debugging Erroneous Statements in Pairwise Comparison Matrices (OR 2007).
- Analytic Hierarchy Process vs. Adaptive Conjoint Analysis – An Empirical Comparison (GfKI 2007).
- Robust Preference Measurement: A Simulation Study of Erroneous and Ambiguous Judgement's Impact on AHP and Conjoint Analysis (OR 2005).
- Using the Analytic Hierarchy Process in Online Preference Measurement (GOR 2005).

## **Teaching Experience**

### **Lecturer:**

- Course in Applied Marketing Research: Preference Measurement for Cultural Institutions, Department of Business Administration and Economics Marketing, Bielefeld University, Summer 2009.
- Course in Basic Knowledge of Mathematics and Statistics, University of Applied Sciences (FHM), Bielefeld, Winter 2008/Summer 2009.
- Course in Marketing Research and Multivariate Analysis, Department of Business Administration and Economics Marketing, Bielefeld University, Winter 2008.
- Course in Marketing Research: Context Effects and Models of Preferential Choice, Department of Business Administration and Economics Marketing, Bielefeld University, Summer 2007.
- Course in Basic Knowledge of Mathematics and Statistics, University of Applied Sciences (FHM), Bielefeld, Winter 2007/Summer 2008.

- Course in Basics of Marketing Research (Bachelor Professional of Marketing), Chamber of Commerce and Industry (CCI) Ostwestfalen, Bielefeld, Winter 2007/Summer 2008.
- Course in Marketing Research and Multivariate Analysis, Department of Business Administration and Economics Marketing, Bielefeld University, Winter 2007.
- Course in Statistics (Bachelor of Business Administration), Chamber of Commerce and Industry (CCI) Ostwestfalen, Bielefeld, Winter 2007.
- Course in Applied Marketing Research: An Empirical Comparison of Different Preference Measurement Approaches for Online Consumer Preference Measurement, Department of Business Administration and Economics Marketing, Bielefeld University, Summer 2007.
- Course in Basics of Financial Accounting, Department of Business Administration and Economics Marketing, Bielefeld University, Winter 2006.

### **Teaching Assistant:**

- Course in Agent Modeling for Marketing Innovations, Department of Business Administration and Economics Marketing, Bielefeld University, Summer 2006.

### **Community Involvement / Administrative Activity**

- Member of iTIME (Institute for technological innovation, small and medium-sized businesses and decision support), Bielefeld University, since 2008.

### **References**

- Prof. Dr. Reinhold Decker, Chair of Business Administration and Economics Marketing, Bielefeld University, Universitätsstr. 25, D-33615 Bielefeld.
- Prof. Dr. Ralf Wagner, SVI Endowed Chair for International Direct Marketing, Kassel University, Mönchebergstraße 17, D-34123 Kassel.
- Prof. Dr. Manfred Leisenberg, Chair of Computer Science, University of Applied Sciences (FHM), Bielefeld, Ravensberger Straße 10, D-33602 Bielefeld.