

CURRICULUM VITÆ

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Senior Researcher

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POSITIONS IN RESEARCH AND INDUSTRY

since 2019	Senior Researcher, Nuremberg Institute for Market Decisions (NIM), Human-Technology Interaction, Germany
2009 - 2019	Senior Specialist, GfK Verein, Basic Research, Nuremberg, Germany
2005 - 2009	Specialist, GfK SE, Methods and Product Development, Germany

EDUCATION

2005 - 2010	Dr. rer. pol. University of Erlangen-Nuremberg, Germany — Supervisors: Ingo Klein, Susanne Rässler
2001 - 2005	Diplom-Betriebswirt University of Kiel, Germany

RESEARCH INTERESTS

Causal Inference
Responsible Consumption
AI for Social Good
Empirical Research Methods
Statistics, Econometrics

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2026 Kaiser, C., Kaiser, J., Schallner, R., Manewitsch, V., & Rau, L. (2026). Leaving insight to digital twins? Promise, progress and limits of synthetic respondents. **NIM Marketing Intelligence Review**, 18(1).
- 2025 Kaiser, C., Manewitsch, V., & Schallner, R. (2025). Designing influence: How cartoonish and humanlike characters shape consumer decisions. **NIM Marketing Intelligence Review**, 17(1).
- 2023 Kaiser, C., Schallner, R., & Manewitsch, V. (2023). Eye contact matters for consumer trust—even with robots. **NIM Marketing Intelligence Review**, 15(2).
- 2022 Stoltenberg, B., Unfried, M., & Manewitsch, V. (2022). Better product labels for better consumer choices. **NIM Marketing Intelligence Review**, 14(1).
- 2020 Lipovetsky, S., & Manewitsch, V. (2020). Analytical closed-form solution for general factor with many variables. **Journal of Modern Applied Statistical Methods**, 18(1).

PEER-REVIEWED CONFERENCE PROCEEDINGS

- 2026 Biedermann, L., Dieckmann, A., Kaiser, C., & Manewitsch, V. (2026). Cute For A Cause: How Anime-Like Virtual Influencer Outperform Human-Like Designs In Prosocial Advertising. In Proceedings of **European Conference on Information Systems 2026**.
- 2025 Manewitsch, V., & Kalb, A. (2025). Explaining Consumer Preferences for AI-and Human-Authored Books: An Explanatory Experimental Study. In Proceedings of the **5th International Conference on AI Research 2025**.
- 2025 Kaiser, C., Kaiser, J., Manewitsch, V., Rau, L., & Schallner, R. (2025). Simulating human opinions with large language models: Opportunities and challenges for personalized survey data modeling. In **Adjunct Proceedings of the 33rd ACM Conference on User Modeling, Adaptation and Personalization 2025**.
- 2024 Kaiser, C., Schallner, R., Manewitsch, V. & Fenne, E. (2024) The Role of Eye Contact in Human-Robot Interaction: Trust and Decision-Making in Virtual Financial Advisory. In Proceedings of **European Conference on Information Systems 2024**.