

Anita Zednik

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ACADEMIC POSITIONS

2016 - Post-doctoral Researcher, Institute for Markets and Strategy, Vienna University of Economics and Business

EDUCATION

2009 – 2014 PhD in Economics, Macquarie University, Sydney
Supervisors: David Throsby (Macquarie University), Riccardo Scarpa (Waikato University)

2004 – 2005 and 2007 – 2008 MSc (Dipl.Ing.) in Environment and Bio-Resources Management, University of Natural Resources and Life Sciences, Vienna

1998 – 2004 MA (Mag.) in Business Administration, Vienna University of Economics and Business

RESEARCH AREAS

Applied Microeconomics, Experimental Economics, Cultural Economics, Consumer Behavior, Discrete Choice Models

PRIOR POSITIONS HELD

2012 – 2014 Associate Researcher at Macquarie University, Department of Economics

- *Cultural Heritage Valuation Project (Commonwealth Environment Research Facilities, Government funded research project on the valuation of Cultural Heritage in Australia)*
- *Economic Survey of Artists in Australia (funded by Australia Council for the Arts; nation-wide representative survey of Australian artists)*
- *Culture of Innovation Project (funded by NESTA, National Endowment for Science, Technology and Arts, UK, involving the TATE Gallery and National Theatre in London)*

2011 – 2013 Senior Research Assistant at the Centre for the Study of Choice, University of Technology Sydney
Part of research team on Australian Research Council Linkage Grant on 'Follow the Leader' behavior (Chief Investigators: David Goldbaum, Jordan Louviere)

2006 – 2007 and 2008 – 2012	Senior Research Assistant at Macquarie University, Department of Economics <i>Part of research team on Australian Research Council Discovery Grant on 'Culture and the Economy: Economic and Cultural Value Creation in the Arts, Heritage and Cultural Industries' behavior (Chief Investigator: David Throsby)</i>
2005– 2006	Strategist at Imagination Australia <i>Strategy development and implementation in branding, internal communication, employee engagement (for example for a large Australian bank and an international camera manufacturer)</i>
2004 - 2008	Business and Policy Consulting <ul style="list-style-type: none"> • <i>Co-creation of business plan, 5-year financial and investment plan and strategy for Senactive, a complex event processing (CEP) IT start-up (voted by Gartner as 'cool vendor of the year' in 2008, sold in 2009 to software company UC4)</i> • <i>Evaluation of the potential of an Eco-Cluster in Vienna for the City of Vienna; based on interviews with 20 leading Austrian renewable energy institutions in science, business and consulting</i>
2004	Internship at logistics company Schenker Australia Pty Ltd
2003 – 2004	Business Analyst at Accelate Business Launch and Expansion GmbH <ul style="list-style-type: none"> • <i>revision of distribution and logistics strategy for an Austrian FMCG company;</i> • <i>development of a product marketing strategy for a telecommunications company;</i>
2002 - 2003	Online editor at Austrian Newspaper Die Presse
1997 - 2003	Dancing teacher at dancing school Stanek (Austria's largest dancing school for adults)

PUBLICATIONS

Throsby David, Anita Zednik (2014), '*The economic and cultural value of paintings: some empirical evidence*', in V.A. Ginsburgh and D Throsby (eds.), Handbook of the Economics of Art and Culture, Volume 2, Elsevier, p. 81-100.

Throsby, David, Anita Zednik (2012), '*Minimum income requirements of creative artists: some empirical results*', in: Borges, Vera and Costa, Pedro (eds.), Criatividade e instituições : novos desafios à vida dos artistas e dos profissionais da cultura, Lisbon: Imprensa de Ciências Sociais, p.37-47

Throsby David, Anita Zednik (2011), '*Multiple job-holding and artistic careers: some empirical evidence*', Cultural Trends, Vol 20: 1.

Throsby, David, Anita Zednik (2010), '*Do You Really Expect To Get Paid? An economic study of professional artists in Australia*', Australia Council, Sydney.

WORK IN PROGRESS

Protest voters and the nil-vote option: Empirical evidence

with Ben Greiner (WU Vienna) and Attila Ambrus (Duke)

Aesthetic taste and Consumer Demand for Theatre

Cultural Value in Discrete Choice Experiments for Cultural Heritage

with David Throsby (Macquarie University)

Application of stated preference methods to a class of built heritage

with David Throsby (Macquarie University)

Download and music listening behavior

with Ric Scarpa (University of Waikato)

OTHER WRITINGS

Zednik, Anita (2008), Eco-Cluster Vienna: Status and Potential (Öko-Cluster Wien: Status und Potenzial), University of Natural Resources and Life Sciences, Vienna

Zednik, Anita, Andreas Strebinger (2008), 'Brand management models of major consulting firms, advertising agencies and market research companies: A categorisation and positioning analysis of models offered in Germany, Switzerland and Austria', in: Journal of Brand Management, 15, 5: 301-11.

Zednik, Anita, Andreas Strebinger (2005) Marken-Modelle der Praxis, Darstellung, Analyse und kritische Würdigung, Günter Schweiger (ed.), Werbe- und Markenforschung, Wiesbaden: Deutscher Universitäts-Verlag.

Zednik, Anita, Andreas Strebinger, (2005), 'Marken-Modelle der Praxis', in: transfer Werbeforschung & Praxis, 1+2/2005: 2.

Zednik, Anita, Andreas Strebinger (2004), 'Effiziente Markenführung', in: Marketingjournal, Themenheft 2004, p.16.

SCHOLARSHIPS

Australian Postgraduate Award (Australian government funded PhD scholarship, 3.5 years)

Macquarie University Faculty of Business and Economics Scholarship (3 years)

Macquarie University Postgraduate Research Fund

INVITED CONFERENCES

Zednik, Anita (2015), *Taste and Consumer Demand for Theatre Tickets*, ACEI 2015 - 19th International Conference on Cultural Economics, Vienna, June 2015.

Zednik, Anita (2012), '*Demand for music: preliminary results of latent class analyses of listen and download choice*', conference presentation, ACEI 2012 - 17th International Conference on Cultural Economics, Kyoto, June 2012.

Zednik, Anita (2010), '*Aesthetic qualities and demand for artistic goods*', ACEI 2010- 16th International Conference on Cultural Economics, Copenhagen, June 2010.

TEACHING EXPERIENCE

2014 Social Marketing

MEDIA COVERAGE

"Artists don't do it for the money", The Australian, August 2010

"Why you'll never make a living as an artist", The Sydney Morning Herald, August 2010

"Handbag Hit Squad hypocrisy damages merit-based success", The Sydney Morning Herald, November 2012