

## MARTIN REIMANN

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<https://www.martinreimann.com>

### EDUCATION

- 2013 PhD, Psychology, University of Southern California  
(Committee co-chairs: Antoine Bechara and Debbie MacInnis)
- 2011 MA, Psychology, University of Southern California
- 2009 Habilitation, Marketing, Technische Universität Freiberg  
(Committee co-chairs: Margit Enke and Christian Homburg)
- 2008 Postdoc, Psychology, Stanford University
- 2005 PhD, Marketing (Dr. rer. pol., summa cum laude), Technische Universität Freiberg  
(Committee chair: Margit Enke)
- 2003 MSc, Management (Diplom-Kaufmann), HHL—Leipzig Graduate School of Management
- 2001 Vordiplom, Business Administration, Universität Passau

### ACADEMIC POSITIONS

- 2021-present Associate Professor, Veterinary Medicine (by courtesy), University of Arizona
- 2019-present Associate Professor, Marketing (with tenure), University of Arizona  
Associate Professor, Cognitive Science Program (by courtesy), University of Arizona
- 2019-present Founder and director, Arizona Think Tank for Behavioral Decision Making
- 2009-present Visiting Professor, Marketing, EGADE Business School
- 2013-2019 Assistant Professor, Marketing, University of Arizona  
Assistant Professor, Cognitive Science Program (by courtesy), University of Arizona
- 2010-2012 W3 Professor, Marketing, Otto von Guericke Universität Magdeburg
- 2007-2008 Postdoctoral Fellow, Psychology, Stanford University

## LEADERSHIP EXPERIENCE

- 2020-present Senate representative, Faculty Senate of the University of Arizona  
**Accomplishments:**
- Developed a new bulletin to regularly inform and update Eller constituents of university-level developments.
  - Worked with Eller faculty to bring clarity to the acquisition of a private university into the University of Arizona system.
- 2019-present Founder and director, Arizona Think Tank on Behavioral Decision Making  
<https://eller.arizona.edu/BDMThinkTank>  
**Accomplishments:**
- Developed the Think Tank's research mission with an explicit goal to become a top research program in Behavioral Decision Making and promoted a set of strategic priorities toward achieving this goal.
  - Formed a high-profile faculty body to lead the Think Tank, the "BDM Think Tank Roundtable," consisting of senior and midlevel research faculty.
  - Founded a speaker series with high-profile scholars, the "BDM Think Tank Series of Distinguished and Eminent Scholars," to provide keynote talks and bring together Eller researchers. Enhanced Eller webpage content with videos of talks.
  - Developed and implemented the branding for the Arizona Think Tank for Behavioral Decision Making to further stress the Eller College's visibility, including quarterly newsletters and news stories on academic publications.
  - Collaboratively developed a strategic agenda for the Think Tank that focuses on interdisciplinary research areas of excellence and corresponding strategic priorities, such as Behavioral Economics, Data Science, Consumer Judgment and Decision Making, and Decision Neuroscience.
  - Worked with all Eller departments to identify and pursue specific strategic areas of research in Behavioral Decision Making that could help them to further propel their research reputation in specific high-profile areas of excellence.
- 2005-present Founder and director, Association for NeuroPsychoEconomics  
<https://www.neuropsychoeconomics.org> and <https://www.consumerneuroscience.com>  
**Accomplishments:**
- Founded and edited an academic journal, the *Journal of Neuroscience, Psychology, and Economics*, and developed it into the premier neuroeconomics publication in partnership with the American Psychological Association (5-year impact factor: 1.5; ranked a top 20 econ journal).
  - Developed an annual scholarly conference, which reconvenes every year since 2005.
  - Developed an annual scholarly workshop on consumer neuroscience in partnership with the Association for Consumer Research, which reconvenes every year since 2016.

## HONORS & AWARDS

|              |   |
|--------------|---|
| 2021-present | McClelland Fellow, University of Arizona                                    |
| 2018         | Dean's Research Award, Eller College of Management, University of Arizona   |
| 2018         | Best Paper of the Year Award, International Social Cognition Network        |
| 2017         | Best 20 Psychologists 40 & Under, thebestschools.org                        |
| 2017         | Best Working Paper of the Year Award, Association for Consumer Research     |
| 2013         | Outstanding Contribution to the <i>Journal of Consumer Psychology</i> Award |
| 2013         | Consumer Behavior Rising Star Award, American Marketing Association         |
| 2013         | Young Leader, Atlantik-Brücke   |
| 2008-2013    | Graduate Merit & Research Fellowship, University of Southern California     |
| 2012         | Best Paper Award, American Marketing Association                            |
| 2011         | Young Contributor Award, Society for Consumer Psychology                    |
| 2011         | M. Wayne DeLozier Award, Academy of Marketing Science                       |
| 2009         | Best Paper Award, American Marketing Association                            |
| 2008         | William R. Darden Award, Academy of Marketing Science                       |
| 2008         | Best Paper Award, American Marketing Association                            |
| 2003         | Altstipendiat, Konrad-Adenauer-Stiftung                                     |
| 2001-2003    | Graduate Merit Fellowship, HHL—Leipzig Graduate School of Management        |
| 2001-2003    | Graduate Merit Fellowship, Konrad-Adenauer-Stiftung                         |

## EDITORSHIPS

Editor:

*Journal of the Association for Consumer Research* (edited 2019-2021, special issue)  
*Frontiers in Psychology* (edited 2012-2013, special issue)  
*Journal of Neuroscience, Psychology, and Economics* (founded 2007; edited 2007-2010)

Editorial review board member:

*Journal of Experimental Psychology: Applied* (2020-present)  
*Journal of Neuroscience, Psychology, and Economics* (2007-2010)

## ADVISORY & REVIEWING SERVICE

Advisory board member:

*Society for Consumer Psychology* (2012-2015; 2018-2019)  
*Association for Neuroscience, Psychology, and Economics* (2007-2010)

Journal reviewer (past and ongoing):

*Emotion*  
*Frontiers in Psychology*  
*Human Brain Mapping*  
*International Journal of Research in Marketing*  
*Journal of Cognitive Neuroscience*

*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Experimental Psychology*  
*Journal of Intelligence Community Research and Development*  
*Journal of Marketing Research*  
*Journal of Neuroscience, Psychology, and Economics*  
*Journal of Personality and Social Psychology*  
*Journal of the Academy of Marketing Science*  
*Journal of the Association for Consumer Research*  
*MIS Quarterly*  
*Nature Neuroscience*  
*Neuroscience & Biobehavioral Reviews*  
*Neuroscience Letters*  
*Proceedings of the National Academy of Sciences (PNAS)*

Conference program committee member and reviewer (past and ongoing):

*Academy of Marketing Science Annual Conferences*  
*American Marketing Association Summer/Winter Conferences*  
*Association for Consumer Research Annual Conferences*  
*Association for NeuroPsychoEconomics Conferences*  
*Society for Consumer Psychology Annual Conferences*

### **UNIVERSITY-LEVEL SERVICE**

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|--------------|--|
| 2021-present | Member, Academic Personnel Policy Committee                        |
| 2020-present | Faculty senate representative of the Eller College of Management   |
| 2013-present | Affiliated faculty, University of Arizona GDP in Cognitive Science |

### **COLLEGE-LEVEL SERVICE**

|              |   |
|--------------|---|
| 2019-present | Founder and director, Arizona Think Tank for Behavioral Decision Making                               |
| 2016-present | Member, Advisory board of the University of Arizona's Center for Management Innovations in Healthcare |
| 2017         | Member, Search committee for assistant dean of marketing and communications                           |

### **DEPARTMENT-LEVEL SERVICE**

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|--------------|--|
| 2021-present | External relations coordinator   |
| 2020-present | Chair, Thinking Forward conference committee                               |
| 2016-present | Department representative, Center for Management Innovations in Healthcare |
| 2021         | Marketing proseminar lecturer, Doctoral program                            |
| 2020-2021    | Member, Alumni and external relationship committee                         |
| 2019-2020    | Member, Promotion and tenure committee                                     |
| 2019-2020    | Faculty advisor, AdCats in-house advertising agency                        |

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|-----------|---|
| 2016-2020 | Member, Undergraduate program committee                     |
| 2015-2020 | Department representative, Undergraduate convocation        |
| 2019      | AMA job market workshop organizer, Doctoral program         |
| 2017-2019 | Honor thesis coordinator                                    |
| 2015-2017 | Co-chair, Payne research symposium                          |
| 2015-2017 | Co-chair, Weiland research seminar series                   |
| 2014-2015 | Panel moderator, Thinking forward conference                |
| 2014-2015 | Member, Faculty recruiting committee                        |
| 2013-2015 | Member, Research committee (human subject pool, IRB review) |
| 2013-2015 | Member, Doctoral program committee                          |
| 2013-2015 | Undergraduate minor advisor                                 |

## RESEARCH INTERESTS

- **Experience theory**
- **Product design and aesthetics**
- **Social relations with other humans, brands, pets**
- **Emotions and motivations in consumer behavior** (desire, hope, pride, love, curiosity, trust, guilt, shame)
- **Neurophysiological explanations of consumer decision making**
- **Methods** (behavioral experiments, psychometrics, neuroimaging, response accuracy, data triangulation, empirical modeling)

## CITATIONS

- 3,600 Google Scholar citations
- h-index of 26

## PUBLICATIONS

1. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2022), "The sociology of trust in social relations," invited contribution to Roger Mayer and Barbara Mayer (eds.), *A Research Agenda for Trust: Interdisciplinary Perspectives*, Edward Elgar, forthcoming.
2. Chang, Sylvia, Shailendra P. Jain, and Martin Reimann (2021), "The roles of standards and discrepancy perfectionism in maladaptive consumption," *Journal of the Association for Consumer Research*, 6 (3), in press.
3. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2021), "Trust in social relations," *Annual Reviews in Sociology*, 47, in press.
4. Reimann, Martin and Shailendra P. Jain (2021), "Maladaptive consumption: Definition, theoretical framework, and research propositions," editorial, *Journal of the Association for Consumer Research*, 6 (3), 307-313.

5. Cao, C. Clark and Martin Reimann (2020), "Data triangulation in consumer neuroscience: Integrating functional neuroimaging with behavioral experiments, psychometrics, and meta-analysis," *Frontiers in Psychology*, 11, 1-28.
6. Warren, Caleb and Martin Reimann\* (2019), "Crazy-funny-cool theory: Diverging reactions to unusual product designs," *Journal of the Association of Consumer Research*, 4 (4), 409-421.  
\*Equal authorship
7. Flores, David, Martin Reimann, Raquel Castaño, and Alberto Lopez (2019), "If I indulge first, I will eat less overall: The unexpected interaction effect of indulgence and presentation order on consumption," *Journal of Experimental Psychology: Applied*, 25 (2), 162-176.  
~ Media coverage: San Diego Union Tribune, Delish, Yahoo News United States, Yahoo News India, Yahoo! In Spanish, NDTV, Economic Times, News18.com, Food Network, Medical News Today United Kingdom, Delish Sweden, Runner's World US, News-Medical.Net Australia, Medical Xpress, Men's Health, Women's Health, Bicycling, Centre Daily News, Daily Herald, Morningstar, New York Post, TIME Magazine, BBC World Service Radio, CJAD 800 Radio Montreal, RCN Radio Colombia, HelloGiggles, CBS News/Radio.
8. Wigin, Kyra, Martin Reimann, and Shailendra P. Jain (2019), "Curiosity tempts indulgence," *Journal of Consumer Research*, 45 (6), 1194-1212.  
~ Media coverage: Scientific American
9. Reimann, Martin (2018), "Decision muscles? How choosing more food (despite incentives to eat less) is associated with the brain's cortical thickness," *Journal of Neuroscience, Psychology, and Economics*, 11 (1), 45-56.
10. Reimann, Martin, Deborah MacInnis, Valerie Folkes, Gratiana Pol, and Adriana Uhalde (2018), "Insights into the experience of brand betrayal: From what people say and what the brain reveals," *Journal of the Association for Consumer Research*, 3 (2), 240-254.
11. Reimann, Martin, Sandra Nuñez, and Raquel Castaño (2017), "Brand-Aid," *Journal of Consumer Research*, 44 (3), 673-691.
12. Reimann, Martin, Oliver Schilke, and Karen S. Cook (2017), "Trust is heritable, whereas distrust is not," contribution to *Proceedings of the National Academy of Sciences*, 114 (27), 7007-7012.  
~ Media coverage: BYU Radio, RateMDs.com.  
~ Invited reply: Reimann, Martin, Oliver Schilke, Ryne Estabrook, and Karen S. Cook (2018), "Reply to Goldfarb et al.: On the heritability and socialization of trust and distrust," *Proceedings of the National Academy of Sciences*, 115 (10), E2151-E2152.
13. Reimann, Martin and Kristen Lane (2017), "Can a toy encourage lower calorie meal bundle selection in children? A field experiment on the reinforcing effects of toys on food choice," *PLOS ONE*, 12 (1), 1-12.
14. Martin, Jolie, Martin Reimann, and Michael I. Norton (2016), "Experience theory, or how desserts are like losses," *Journal of Experimental Psychology: General*, 145 (11), 1460-1472.

~ Awarded Best Paper Award by the International Social Cognition Network (<http://www.socialcognition.info/awards.html>).

15. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2016), "Can smaller meals make you happy? Behavioral, neurophysiological, and psychological insights into motivating smaller portion choice," *Journal of the Association for Consumer Research*, 1 (1), 71-91.  
~ Media coverage: Arizona Daily Star, Daily Mail, Irish Examiner, Mashable, NBC Today Show, The Independent.
16. Reimann, Martin and C. Clark Cao (2016), "Aesthetics: Antecedents, underlying processes, and behavioral consequences," invited contribution to Cathrine Jansson-Boyd and Magdalena Zawisza (eds.), *International Handbook of Consumer Psychology*, Taylor & Francis, 565-599.
17. Reimann, Martin, Antoine Bechara, and Deborah MacInnis (2015), "Leveraging the Happy Meal effect: Substituting food with modest non-food incentives decreases portion size choice," *Journal of Experimental Psychology: Applied*, 21 (3), 276-286.  
~ Media coverage: Arizona Daily Star, Boston Globe, BYU Radio, KJZZ Radio, National Affairs, National Public Radio, Science World Report, Northwest Public Television.
18. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2015), "Power decreases trust in social exchange," contribution to *Proceedings of the National Academy of Sciences*, 112 (42), 12950-12955.  
~ Invited reply: Schilke, Oliver, Martin Reimann, and Karen S. Cook (2016), "Reply to Wu and Wilkes: Power, whether situational or durable, decreases both relational and generalized trust," *Proceedings of the National Academy of Sciences*, 113 (11), E1418.
19. Schaefer, Michael, Franziska Rumpel, Abdolkarim Sadrieh, Martin Reimann, and Claudia Denke (2015), "Personal involvement is related to increased search motivation and associated with activity in left BA44," *Frontiers in Human Neuroscience*, 9 (142), 1-8.
20. Reimann, Martin, Gergana Y. Nenkov, Deborah MacInnis, and Maureen Morrin (2014), "The role of hope in financial risk seeking," *Journal of Experimental Psychology: Applied*, 20 (4), 349-364.
21. Marin, Alex, Martin Reimann, and Raquel Castaño (2013), "Metaphors and creativity: Direct, moderating, and mediating effects," *Journal of Consumer Psychology*, 24 (2), 290-297.  
~ Media coverage: Fast Company.
22. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2013), "Effect of relationship experience on trust recovery following a breach," contribution to *Proceedings of the National Academy of Sciences*, 110 (38), 15236-15241.  
~ Media coverage: [futurity.com](http://futurity.com), [lifehacker.com.au](http://lifehacker.com.au) Australia, [docwhisperer.ca](http://docwhisperer.ca) Canada, [naturaltherapyforall.com](http://naturaltherapyforall.com), [medicalnewstoday.com](http://medicalnewstoday.com).
23. Kemper, Jan, Oliver Schilke, Martin Reimann, Xuyi Wang, and Malte Brettel (2013), "Competition-motivated corporate social responsibility: When corporate social responsibility increases the effect of marketing on firm performance," *Journal of Business Research*, 66 (10), 1954-1963.

24. Lehmann, Sebastian and Martin Reimann (2012), "Neural correlates of time versus money in product evaluation," *Frontiers in Psychology*, 3 (372), 1-20.
25. Homburg, Christian, Martin Klarmann, Martin Reimann, and Oliver Schilke\* (2012), "What drives key informant accuracy?," *Journal of Marketing Research*, 49 (4), 594-608. \*Alphabetical authorship  
~ Awarded Best Paper in Research Methods by the 2009 American Marketing Association Winter Conference.
26. Reimann, Martin, Raquel Castaño, Judith L. Zaichkowsky, and Antoine Bechara (2012), "Novel versus familiar brands: An analysis of neurophysiology, response latency, and choice," *Marketing Letters*, 23 (3), 745-759.
27. Reimann, Martin, Raquel Castaño, Judith L. Zaichkowsky, and Antoine Bechara (2012), "How we relate to brands: Psychological and neurophysiological insights into consumer-brand relationships," special issue contribution, *Journal of Consumer Psychology*, 22 (1), 128-142.  
~ Awarded Best Paper in Consumer Psychology and Behavior by the 2012 American Marketing Association Summer Conference.
28. Reimann, Martin, Wilko Feye, Alan J. Malter, Joshua M. Ackerman, Raquel Castaño, Nikita Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Eugenia Perez, Gratiana Pol, José A. Rosa, Carolyn Yoon, and Chen-Bo Zhong (2012), "Embodiment in judgment and choice," *Journal of Neuroscience, Psychology, and Economics*, 5 (2), 104-123.
29. Levin, Irwin P., Gui Xue, Joshua A. Weller, Martin Reimann, Marco Lauriola, and Antoine Bechara (2012), "A neuropsychological approach to understanding risk-taking for potential gains and losses," *Frontiers in Neuroscience*, 6 (15), 1-11.
30. Reimann, Martin and Philip G. Zimbardo (2011), "The dark side of social encounters: Prospects for a neuroscience of human evil," *Journal of Neuroscience, Psychology, and Economics*, 4 (3), 174-180.
31. Reimann, Martin, Oliver Schilke, Bernd Weber, Carolin Neuhaus, and Judith L. Zaichkowsky (2011), "Functional magnetic resonance imaging in consumer research: A review and application," *Psychology & Marketing*, 28 (6), 608-637.  
~ Honored with the William R. Darden Award by the Academy of Marketing Science.
32. Reimann, Martin, Judith L. Zaichkowsky, Carolin Neuhaus, Thomas Bender, and Bernd Weber (2010), "Aesthetic package design: A behavioral, neural, and psychological investigation," special issue contribution, *Journal of Consumer Psychology*, 20 (4), 431-441.  
~ Honored with the Park Award for the Best Article appearing in Vol. 20 (2010) of the *Journal of Consumer Psychology*.  
~ Selected as Best Article for the Year 2010 for the Special Virtual Issue "Celebrating 20 Years" of the *Journal of Consumer Psychology*.  
~ Honored with the Young Contributor Award by the *Society for Consumer Psychology*.  
~ #3 most cited JCP article since 2010 (JCP/Scopus, August 2015).



33. Reimann, Martin and Antoine Bechara (2010), "The somatic marker framework as a neurological theory of decision-making: Review, conceptual comparisons, and future neuroeconomics research," special issue contribution, *Journal of Economic Psychology*, 31 (5), 767-776.
34. Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas (2010), "Customer relationship management and firm performance: The mediating role of business strategy," *Journal of the Academy of Marketing Science*, 38 (3), 326-346.  
~ Awarded Best Paper in Customer Relationships by the 2008 American Marketing Association Winter Conference.
35. Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas (2010), "Toward an understanding of industry commoditization: Its nature and role in marketing competition," *International Journal of Research in Marketing*, 27 (2), 188-197.  
~ Awarded Best Paper in Marketing Strategy by the 2009 American Marketing Association Summer Conference.  
~ Media: The Huffington Post.
36. Reimann, Martin and Arthur Aron (2009), "Self-expansion motivation and inclusion of close brands in self: Towards a theory of brand relationships," invited contribution to Joseph Priester, Deborah MacInnis, and C. W. Park (eds.), *Handbook of Brand Relationships*, M. E. Sharpe, 65-81.
37. Schilke, Oliver, Martin Reimann, and Jacquelyn Thomas (2009), "When does standardization of international marketing strategy matter to firm performance?," *Journal of International Marketing*, 17 (4), 24-46.
38. Reimann, Martin, Ulrich Lünemann, and Richard B. Chase (2008), "Uncertainty avoidance as a moderator of the relationship between perceived service quality and customer satisfaction," *Journal of Service Research*, 11 (1), 63-73.

## **KNOWLEDGE FORUMS, ROUNDTABLES, SPECIAL SESSIONS, AND SYMPOSIA**

1. Wu, Freeman and Martin Reimann (2021), ACR Knowledge forum on "Beyond beauty: How can aesthetics and design be leveraged to enhance consumer and societal wellbeing?," *Association for Consumer Research Annual Conference*, Seattle, Washington, October 28-31, 2021.  
Participants: Luca Cian, Xiaoyan Deng, Linda Hagen, Henrik Hagtvedt, Kelly Herd, Yuwei Jiang, Page Moreau, Vanessa M. Patrick, Laura Peracchio, Adriana Samper, Maura Scott, Julio Sevilla, and Claudia Townsend. Role: Co-chair.
2. Williams, Patti, Shailendra P. Jain, Eric Yorkston, Ashley Angulo, Evan Weingarten, and Martin Reimann (2021), SCP Info session on "The post-doc perspective: Broadening your academic horizons and gaining additional skills", *Society for Consumer Psychology*, Virtual, June 25, 2021.  
Role: Panel member.
3. Reimann, Martin and Freeman Wu (2020), ACR Social mixer on "Aesthetics and product design," *Association for Consumer Research Annual Conference*, Virtual, October 1, 2020. Participants: Luca Cian, Xiaoyan Deng, Linda Hagen, Henrik Hagtvedt, Kelly Herd, Yuwei Jiang, Page Moreau,

Vanessa M. Patrick, Laura Peracchio, Adriana Samper, Maura Scott, Julio Sevilla, and Claudia Townsend. Role: Co-chair.

4. Reimann, Martin, Adam Craig, William Hedgcock, and Hilke Plassmann (2020), Fourth ACR Pre-conference workshop on "Consumer neuroscience: New knowledge on the role of neurophysiology in consumer behavior," *Association for Consumer Research Annual Conference*, Virtual, October 1, 2020. Role: Co-chair.
5. Warren, Caleb and Martin Reimann (2020), ACR Special session on "Coolness: Identifying what makes people, products, and brands cool," *Association for Consumer Research Annual Conference*, Paris, France, October 1-4, 2020. Participants: Todd Pezzuti, Gratiana Pol, Eden Yin, Gerard Tellis, Alessandro Biraglia, J. Josko Brakus, Caleb Warren, Martin Reimann. Role: Co-chair.
6. Lopez, Alberto, Raquel Castaño, and Martin Reimann (2019), JCR Session on "Metaphorically transgressing the brand relationship," *JCR Future-of-Brands Conference*, New York, New York, December 5-7, 2019. Role: Co-chair.
7. Jain, Shelly, Martin Reimann, and Anika Stuppy (2019), SCP Boutique conference on "The psychology of consumer addiction," *Society for Consumer Psychology Annual Conference*, Seattle, Washington, August 23-24, 2019. Role: Co-chair.
8. Reimann, Martin and William Hedgcock (2018), Third ACR Pre-conference workshop on "Consumer neuroscience," *Association for Consumer Research Annual Conference*, Dallas, Texas, October 11-13, 2018. Facilitators: Moran Cerf, Alex Genevsky, Angelika Dimoka, Hilke Plassmann, Ale Smidts, and Carolyn Yoon. Role: Co-chair.
9. Lopez, Alberto, Martin Reimann, and Raquel Castaño (2018), ACR Special session on "The positive and negative effects of brand transgressions on brand relationships," *Association for Consumer Research Annual Conference*, Dallas, Texas, October 11-13, 2018. Participants: Eileen Fischer, Pamela E. Grimm, Wayne D. Hoyer, Andrea Kähr, Harley Kromer, Bettina Nyffenegger, Luciana Velloso, and Jennifer Wiggin. Role: Co-chair.
10. Cao, C. Clark and Martin Reimann (2017), ACR Special session on "New insights on the role of aesthetics in consumer behavior," *Association for Consumer Research Annual Conference*, San Diego, California, October 26-29, 2017. Role: Co-chair.
11. Reimann, Martin, William Hedgcock, and Adam Craig (2017), Second ACR Pre-conference workshop and roundtable on "Consumer neuroscience: How neuroimaging informs consumer behavior theory and vice versa," *Association for Consumer Research Annual Conference*, San Diego, California, October 26-29, 2017. Facilitators: Moran Cerf, Alex Genevsky, Angelika Dimoka, Hilke Plassmann, Ale Smidts, and Carolyn Yoon. Role: Co-chair.

12. Hedgcock, William and Martin Reimann (2017), AMA Session on "Market research methods and innovative research approaches," *American Marketing Association Summer Conference*, San Francisco, California, August 4-6, 2017. Role: Co-chair.
13. Reimann, Martin, William Hedgcock, and Adam Craig (2016), First ACR Pre-conference workshop and ACR Roundtable on "Consumer neuroscience: Conceptual, methodological, and substantive opportunities for collaboration at the interface of consumer research and functional neuroimaging," *Association for Consumer Research Annual Conference*, Berlin, Germany, October 27-29, 2016. Facilitators: Maarten Boksem, Raquel Castaño, Moran Cerf, Angelika Dimoka, Ming Hsu, Hilke Plassmann, Akshay Rao, Ale Smidts, and Carolyn Yoon. Role: Founder and co-chair.
14. Reimann, Martin and Ossama Elshiewy (2016), ACR Special session on "Contemporary issues in consumer food choice," *Association for Consumer Research Annual Conference*, Berlin, Germany, October 27-30, 2016. Participants: Yasemin Boztug, Tim Doering, Steffen Jahn, and Kristen Lane. Role: Co-chair.
15. Reimann, Martin (2013), ACR Special session on "Transformatory consumer neuroscience," *Association for Consumer Research Annual Conference*, Chicago, Illinois, October 3-6, 2013. Participants: Brian K. Koestner, William Hedgcock, Kameko Halfmann, Natalie L. Denburg, Li Ju, Laurette Dubé, Ming Hsu, Deborah MacInnis, and Antoine Bechara. Role: Chair.
16. Reimann, Martin (2011), ACR Roundtable on "Embodiment in consumer judgment and decision-making: Behavioral, psychological, and neural perspectives," *Association for Consumer Research Annual Conference*, St. Louis, Missouri, October 13-16, 2011. Participants: Joshua M. Ackerman, Raquel Castaño, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Spike W. S. Lee, Alan J. Malter, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Gratiana Pol, José Antonio Rosa, Carolyn Yoon, Judith Zaichkowsky, and Chen-Bo Zhong. Role: Chair.
17. Reimann, Martin and Oliver Schilke (2009), APA Symposium on "Decision neuroscience," *American Psychological Association 117th Annual Convention*, Toronto, Canada, in co-sponsorship with the *Society for Consumer Psychology Summer Conference*, August 6-9, 2009. Role: Co-chair.

## CONFERENCE PRESENTATIONS

1. Basavaraj, Chinmai, Martin Reimann, and Kobus Barnard (2021), "Predicting risk preferences from consumer physiology: A deep-learning approach," *INFORMS Annual Meeting*, Anaheim, California, October 24-27, 2021.
2. Kim, Pureum, Anastasiya Pocheptsova Ghosh, and Martin Reimann, (2021), "Confidence in online reviews for experiential (vs. material) purchases," *Society for Consumer Psychology Annual Conference*, Virtual, March 4-6, 2021.

3. Kim, Pureum, Anastasiya Pocheptsova Ghosh, and Martin Reimann, (2020), "Why are reviews of experiential purchases less credible?," *Association for Consumer Research Annual Conference*, Virtual, October 1-4, 2020.
4. Lopez, Alberto, Martin Reimann, and Raquel Castaño (2020), "When and why metaphors affect consumer-brand relationships," *Association for Consumer Research Annual Conference*, Virtual, October 1-4, 2020.
5. Lopez, Alberto, Martin Reimann, and Raquel Castaño (2019), "Metaphorically transgressing the brand relationship," *JCR Future of Brands Conference*, New York, New York, December 5-7, 2019.
6. Basavaraj, Chinmai, Martin Reimann, Kobus Barnard, and Michael I. Norton (2019), "Predicting experiential (vs. monetary) risk preferences from consumers' memory: A behavioral and neuroimaging experiment," *Association for Consumer Research Annual Conference*, Atlanta, Georgia, October 17-20, 2019.
7. Chang, Sylvia, Shailendra P. Jain, Martin Reimann, and Michael Stasio (2019), "Perfectionism, shame, guilt, and maladaptive consumption," *Society for Personality and Social Psychology Annual Conference*, Portland, Oregon, February 7-9, 2019.
8. Lopez, Alberto, Martin Reimann, and Raquel Castaño (2018), "Metaphorically transgressing the brand relationship," *Association for Consumer Research Annual Conference*, Dallas, Texas, October 11-14, 2018.
9. Chang, Sylvia, Shailendra P. Jain, Martin Reimann, and Michael Stasio (2018), "Perfectionism, shame, and maladaptive consumption," *Collaborative Perspectives in Addiction Conference*, Tampa, Florida, March 16, 2018.
10. Cao, C. Clark, Merrie Brucks, and Martin Reimann (2018), "Collectors, completion and control: How desire for control drives collectors to complete a collection," *Society for Consumer Psychology Annual Conference*, Dallas, Texas, February 15-17, 2018.
11. Martin, Jolie, Martin Reimann, and Michael I. Norton (2018), International Social Cognition Network Best Paper Award Presentation on Risk preferences for experiences, or how desserts are like losses," *Social Cognition Pre-Conference to the Society for Personality and Social Psychology Annual Conference*, Atlanta, Georgia, March 1, 2018.
12. Cao, C. Clark, Merrie Brucks, and Martin Reimann (2017), "Beauty and control in collecting: How desire for control drives the aesthetic pursuit of complete collections," *Association for Consumer Research Annual Conference*, San Diego, California, October 26-29, 2017.
13. Schumacher, Anika, Caroline Goukens, Kelly Geyskens, and Martin Reimann (2017), "'Surprise me'! How uncertainty labels affect product consumption," *Association for Consumer Research Annual Conference*, San Diego, California, October 26-29, 2017.  
~ Awarded Overall Best Working Paper

14. Lopez, Alberto, Martin Reimann, and Raquel Castaño (2017), "‘We are breaking up’: The direct and mediating effects of conceptual metaphors on brand relationships," *Association for Consumer Research Annual Conference*, San Diego, California, October 26-29, 2017.
15. Wu, Xiaoxuan (Farrah), Martin Reimann, Maureen Morrin, and Angelika Dimoka (2017), "What you smell is what you see? (or do you see what you smell?) The effect of ambient scent on stimulus ambiguity in product aesthetics," *Society for Consumer Psychology Annual Conference*, San Francisco, California, February 16-18, 2017.
16. Wu, Xiaoxuan (Farrah), Martin Reimann, Maureen Morrin, and Angelika Dimoka (2016), "What you smell is what you see? (or do you see what you smell?) The effect of ambient scent on stimulus ambiguity in product aesthetics," *Association for Consumer Research Annual Conference*, Berlin, Germany, October 27-30, 2016.
17. Reimann, Martin and Kristen Lane (2016), "Can children still be happy if 160 calories are cut out of the Happy Meal?," *Association for Consumer Research Annual Conference*, Berlin, Germany, October 27-30, 2016.
18. Reimann, Martin and Kristen Lane (2016), "Can children still be happy if 160 calories are cut out of the Happy Meal?," *American Psychological Association 124th Annual Convention*, Denver, Colorado, August 4-7, 2016, in co-sponsorship with the Summer Conference of the Society for Consumer Psychology (APA Division 23).
19. Reimann, Martin, David Flores, and Raquel Castaño (2016), "Save dessert for last? The effect of food presentation order on food choice and caloric intake," *Society for Consumer Psychology Annual Conference*, St. Pete Beach, Florida, February 25-27, 2016.
20. Martin, Jolie, Martin Reimann, and Michael I. Norton (2015), Risk preferences for experiences, or how desserts are like losses," *Association for Consumer Research Annual Conference*, New Orleans, Louisiana, October 1-4, 2015.
21. Reimann, Martin, Sandra Núñez, and Raquel Castaño (2015), Can beloved brands reduce pain?," *Association for Consumer Research Annual Conference*, New Orleans, Louisiana, October 1-4, 2015.
22. Wiggin, Kyra, Shailendra P. Jain, and Martin Reimann (2014), "Curiosity tempts: The influence of curiosity and lay theories about willpower on self-control," *Association for Consumer Research Annual Conference*, Baltimore, Maryland, October 23-26, 2014.
23. Flores, David, Martin Reimann, and Raquel Castaño (2014), "Save dessert for last? The effect of food presentation order on food choice and caloric intake," *Association for Consumer Research Annual Conference*, Baltimore, Maryland, October 23-26, 2014.

24. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2014), "Effect of relationship experience on trust recovery following a breach," *62<sup>nd</sup> Annual Nebraska Symposium on Motivation*, Lincoln, Nebraska, April 24-25, 2014.
25. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), "Reward substitution," *Association for Consumer Research Annual Conference*, Chicago, Illinois, October 3-6, 2013.
26. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), "Reward substitution," *3<sup>rd</sup> Interdisciplinary Decision Neuroscience Symposium*, Philadelphia, Pennsylvania, May 3-5, 2013.
27. Pol, Gratiana, C. W. Park, and Martin Reimann (2013), "The motivational power of beauty: How visually attractive products drive behavioral effort in consumers," *Anthropology of Markets & Consumption Conference*, Irvine, California, March 7-9, 2013.
28. Pol, Gratiana, C. W. Park, and Martin Reimann (2012), "Humor versus aesthetics in product design: Their impact on ownership pride," *Association for Consumer Research Annual Conference*, Vancouver, British Columbia, October 4-7, 2012.
29. Reimann, Martin, Raquel Castaño, Judith L. Zaichkowsky, and Antoine Bechara (2012), "How close brands are included in the self: Psychological and neural processes," *American Marketing Association Summer Educators' Conference*, Chicago, Illinois, August 17-19, 2012.  
~ Awarded Best Paper on Consumer Psychology and Behavior
30. Reimann, Martin, Raquel Castaño, Judith L. Zaichkowsky, and Antoine Bechara (2011), "Psychological and neurophysiological investigations of close consumer-brand relationships," *Association for Consumer Research Annual Conference*, St. Louis, Missouri, October 13-16, 2011.
31. Reimann, Martin, Judith L. Zaichkowsky, and Antoine Bechara (2011), "Disentangling affect and memory in consumer choice," *American Marketing Association Summer Educators' Conference*, San Francisco, California, August 5-7, 2011.
32. Kemper, Jan, Martin Reimann, Oliver Schilke, Andreas Engelen, Xuyi Wang, and Malte Brettel (2011), "Competition-motivated sustainability: When corporate social responsibility increases marketing's effect on firm performance," *Academy of Marketing Science Annual Conference*, Coral Gables, Florida, May 24-27, 2011.  
~ Honored with the M. Wayne Delozier Award for Best Conference Paper
33. Martin, Jolie, Martin Reimann, and Michael I. Norton (2011), "Reversals in risk preferences for experiences and money," *Society for Consumer Psychology Annual Conference*, Atlanta, Georgia, February, 24-26, 2011.
34. Reimann, Martin, Judith L. Zaichkowsky, Carolin Neuhaus, Thomas Bender, and Bernd Weber (2011), "Toward an understanding of the behavioral, psychological, and neural mechanisms underlying aesthetic package design," *American Marketing Association Winter Educators' Conference*, Austin, Texas, February 18-21, 2011.

35. Reimann, Martin, Gergana Y. Nenkov, Deborah MacInnis, Maureen Morrin, and Antoine Bechara (2010), "Dissociating positive emotions and their differential impact on consumer financial risk-taking: A functional magnetic resonance imaging study, *Association for Consumer Research Annual Conference*, Jacksonville, Florida, October 7-10, 2010.
36. Schilke, Oliver, Martin Reimann, and Jacquelyn Thomas (2010), "The moderating effect of organizational characteristics on the standardization-performance relationship," *American Marketing Association Winter Educators' Conference*, New Orleans, Louisiana, February 19-22, 2010.
37. Reimann, Martin, Florian Becker, Raquel Castaño, Maria Eugenia Perez, and Arthur Aron (2010), "Why we love brands or not: An empirical test of self-expansion motivation and inclusion of brands in self," *American Marketing Association Winter Educators' Conference*, New Orleans, Louisiana, February 19-22, 2010.
38. Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas (2009), "Toward an understanding of industry commoditization: Its nature and role in marketing competition," *American Marketing Association Summer Educators' Conference*, Chicago, Illinois, August 7-10, 2009.  
~ Awarded Best Paper on Marketing Strategy
39. Aron, Arthur and Martin Reimann (2009), "How self-expansion theory helps explain sustainable brand relationships," *American Marketing Association Summer Educators' Conference*, Chicago, Illinois, August 7-10, 2009.
40. Homburg, Christian, Oliver Schilke, Martin Reimann, and Martin Klarmann (2009), "Triangulation of survey data in marketing and management research: Concepts, findings, and guidelines," *American Marketing Association Winter Educators' Conference*, Tampa, Florida, February 20-23, 2009.  
~ Awarded Best Paper on Research Methods
41. Reimann, Martin, Richard Peterson, and Brian Knutson (2009), "Personality and performance on the stock market: The mediating role of consumers' financial risk taking," *American Marketing Association Winter Educators' Conference*, Tampa, Florida, February 20-23, 2009.
42. Aron, Arthur and Martin Reimann (2009), "A self-expansion theory of object ownership," *Society for Personality and Social Psychology Annual Conference*, Tampa, Florida, February, 5-7, 2009.
43. Reimann, Martin, Carolin Neuhaus, Margit Enke, Thomas Bender, and Bernd Weber (2008), "What really matters when differentiating: A neuroscientific approach," *Association for Consumer Research Annual Conference*, San Francisco, California, October 23-26, 2008.
44. Reimann, Martin, Andreas Aholt, Carolin Neuhaus, Oliver Schilke, Thorsten Teichert, and Bernd Weber (2008), "Neuroscience in marketing and consumer research: Using functional magnetic

resonance imaging," *Association for Consumer Research Annual Conference*, San Francisco, California, October 23-26, 2008.

45. Reimann, Martin, Andreas Aholt, Carolin Neuhaus, Oliver Schilke, Thorsten Teichert, and Bernd Weber (2008), "Applications of functional magnetic resonance imaging to marketing and consumer research: A review," *American Marketing Association Summer Educators' Conference*, San Diego, California, August 8-11, 2008.
46. Reimann, Martin, Andreas Aholt, Carolin Neuhaus, Oliver Schilke, Thorsten Teichert, and Bernd Weber (2008), "Applying neuroscience to marketing and consumer research: A review of functional magnetic resonance imaging studies," *Academy of Marketing Science Annual Conference*, Vancouver, British Columbia, May 28-31, 2008.  
~ Honored with the William R. Darden Award
47. Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas (2008), "What role does customer relationship management play in marketing strategy?," *American Marketing Association Winter Educators' Conference*, Austin, Texas, February 15-18, 2008.  
~ Awarded Best Paper on Customer Relationships
48. Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas (2007), "Fighting commoditization: Dimensions, performance impact, and moderators of marketing strategy in commodity environments," *Academy of Marketing Science Annual Conference*, Coral Gable, Florida, May 23-26, 2007.
49. Enke, Margit, Anja Geigenmüller, and Martin Reimann (2005), "Chinese branding: An empirical investigation of the relationship between method of translation and brand evaluation," *American Marketing Association Summer Educators' Conference*, San Francisco, California, July 29-August 1, 2005.
50. Reimann, Martin and Ulrich Lünemann (2005), "Marketing six sigma: Zero defects in intercultural service quality," *American Marketing Association Winter Educators' Conference*, San Antonio, Texas, February 11-14, 2005.

## **INVITED SEMINARS AND TALKS**

Stanford GSB, Department of Marketing  
Tulane University, Department of Marketing  
Brigham Young University's Marriott School, Department of Marketing  
University of Minnesota's Carlson School, Department of Marketing  
Columbia Business School, Department of Marketing  
University of Arizona, Department of Psychology  
Yale SOM, Department of Marketing  
Cornell University, Department of Marketing  
German Graduate School of Management, Department of Marketing  
Karlsruhe Institute of Technology, Department of Marketing



Temple University's Fox School, Department of Marketing  
University of Arizona's Eller College, Department of Marketing  
Texas A&M University's Mays School, Department of Marketing  
University of Washington's Foster School, Department of Marketing  
Yale SOM, Department of Marketing  
Temple University's Fox School, Department of Marketing  
UC Berkeley's Haas School, Department of Marketing  
Otto von Guericke Universität Magdeburg  
Westfälische Wilhelms-Universität Münster  
Universität Bayreuth  
University of Southern California, Department of Psychology  
Stanford University, Department of Psychology  
EGADE Business School, Department of Marketing

### **EXTRAMURAL GRANTS**

2016 Marketing Science Institute, with Mike Norton, role: PI.  
2010-2016 Board of the Association for Consumer Research, role: PI.  
2008-2010 Hasso Platter Foundation, with Oliver Schilke, Brian Knutson, Rod Kramer, and Larry Leifer, role: Co-PI.  
2008-2009 Google & WPP Marketing Research Fund, with Antoine Bechara, role: PI.

### **INTRAMURAL SEED FUNDING**

2017 Start for Success, University of Arizona, role: PI.  
2017 Economic and Business Research Center, University of Arizona, role: PI.  
2015-2017 Center for Innovations in Health Care, University of Arizona role: PI.  
2016 Eller College, University of Arizona, with Oliver Schilke, role: Co-PI.  
2014-2016 Center for Leadership Ethics, University of Arizona, role: PI.  
2015 Eller College, University of Arizona, with Oliver Schilke, role: Co-PI.

### **COURSES TAUGHT**

University of Arizona, Eller College of Management, Department of Marketing  
MKTG471 Marketing policies and operations (undergrad capstone)  
MKTG572 Marketing research for managers (master)  
MKTG696 Conceptual foundations for marketing researchers (doctoral)  
MKTG696 The neurosciences of judgment and decision making (doctoral)

Otto von Guericke Universität Magdeburg, Department of Marketing  
Marketing management (master)  
Marketing research (master)  
Thesis seminar (master)

Technische Universität München, Carl von Linde Akademie  
Emotions and decision making (master/doctoral)  
Neuroeconomics (master/doctoral)