

# Curriculum Vitae

## Martin Reimann

The University of Arizona  
Eller College of Management  
Department of Marketing  
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### **EDUCATION**

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**Ph.D., M.A.**, Psychology, University of Southern California, 2008-2013

**Habilitation, Dr. rer. pol.**, Technische Universität Bergakademie Freiberg (Germany), 2003-2009

**Diplom-Kaufmann**, HHL, Leipzig Graduate School of Management (Germany), 2001-2003

**Vordiplom**, Universität Passau (Germany), 1999-2001

### **ACADEMIC POSITIONS**

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#### **University of Arizona, Eller College of Management**

Associate Professor of Marketing (with tenure) and McClelland Faculty Fellow, 2019-present

Associate Professor of Psychology, Veterinary Medicine, & Cognitive Science  
(by courtesy/joint), 2021-present

Assistant Professor of Cognitive Science (by courtesy), 2013-2019

Assistant Professor of Marketing, 2013-2019

#### **Stanford University**

External Faculty Affiliate, Institute for Research in the Social Sciences, 2023-present

Postdoctoral Fellow, Department of Psychology, 2007-2008

### **INDUSTRY EXPERIENCE**

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#### **Linde AG**

General Manager, Business Development, Hydrogen Fueling Stations, 2004-2007

#### **DaimlerChrysler AG**

Specialist, Public Relations, Hydrogen Fuel Cell Vehicles, 2000-2004

### **RESEARCH INTERESTS**

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- Consumer experiences and experiential marketing
- Brands and branding
- Product design and packaging aesthetics
- Trusting social relations with humans, AIs, brands, and pets
- Affective states predicting consumer behavior (trust, desire, hope, pride, love, curiosity, anger, pain, guilt, shame)

- Consumer psychology
- Consumer neuroscience
- Marketing analytics (behavioral experiments, fMRI, psychometrics, response accuracy, data triangulation)

## JOURNAL ARTICLES

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Schilke, Oliver and Martin Reimann (2026), “How does AI disclosure shape trust: Unpacking the role of legitimacy,” *Social Psychology Quarterly*, forthcoming.

Hüller, Christoph and Martin Reimann (2026), “The risk-averse body: How consumers’ risk preferences deviate when making decisions about their body versus their money,” *Journal of the Association for Consumer Research*, 11(4), forthcoming.

Basavaraj, Chinmai, Martin Reimann, Kobus Barnard, and Lynn Nadel (2025), “Hippocampal blood oxygenation predicts risky choices for everyday consumer experiences: A deep-learning approach,” *Proceedings of the National Academy of Sciences*, 122 (28), e2421905122, 1-8  
~ Media coverage: “Arizona Science” series of Arizona Public Media

Schilke, Oliver and Martin Reimann (2025), “The transparency dilemma: How AI disclosure erodes trust,” *Organizational Behavior and Human Decision Processes*, 188, 104405, 1-16.  
~ Media coverage: KCBS Radio Station San Francisco, KOLD Television Station, The Conversation, Arizona Public Media, workties.org, De Correspondent (Netherlands), Inc.com, Sierra Vista Herald Review, Science 2.0, AZ Big Media, Deutsche Welle (DW), Providence Business News, For Immediate Release (FIR) podcast.

Cao, C. Clark, Merrie Brucks, and Martin Reimann (2025), “Seeking structure in collections: Desire for control motivates engagement in collecting,” *Journal of Consumer Research*, 52 (3), 480-501.  
~ Media coverage: KJZZ Radio Station Phoenix, Sierra Vista Herald Review, Growth Shuttle, Eastern Arizona Courier.

Fomas Do, Sydni, Martin Reimann, Alberto López, and Raquel Castaño (2024), “When narratives are written in metaphoric terms, can they weaken self–brand connections?,” *Journal of the Association for Consumer Research*, 9 (1), 21-31.

Hutchinson, John Wesley, Martin Reimann, Brian Knutson, and Joel Huber (2023), “Commentaries on ‘Reconsidering the path for neural and psychological methods in consumer psychology,’ ” *Journal of Consumer Psychology*, methods dialogue, 34 (1), 214-221.

Hüller, Christoph, Martin Reimann, and Caleb Warren (2023), “When financial products become gamified, consumers’ risk preferences change,” *Journal of the Association for Consumer Research*, 8 (4), 429-440.

Reimann, Martin, Christoph Hüller, Oliver Schilke, and Karen S. Cook (2022), “Impression management attenuates the effect of ability on trust,” *Proceedings of the National Academy of Sciences*, 119 (30), 1-9.  
~ Media coverage: KJZZ Radio Station, NPR 89.1 Radio Station, Arizona Public Media, National Public Radio, US Market Today.

Wu, Freeman, Martin Reimann, Gratiana Pol, and C. Whan Park (2022), “The scarcity of beauty: Why product aesthetics mobilize acquisition effort,” *Journal of the Academy of Marketing Science*, 51 (6), 1245-1265.

Schilke, Oliver, Martin Reimann, and Karen S. Cook (2021), “Trust in social relations,” *Annual Review of Sociology*, 47, 239-259.

- 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), 402-413.
- 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), 307-314.
- 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 (550204), 1-28.
- Wiggin, Kyra, Martin Reimann, and Shailendra P. Jain (2019), “Curiosity tempts indulgence,” *Journal of Consumer Research*, 45 (6), 1194-1212.  
~ Media coverage: Scientific American.
- Warren, Caleb and Martin Reimann (2019), “Crazy-funny-cool theory: Diverging reactions to unusual product designs,” *Journal of the Association for Consumer Research*, 4 (4), 409-421.
- Flores, David, Martin Reimann, Raquel Castaño, and Alberto López (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.
- 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.
- 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.
- Reimann, Martin, Sandra Nuñez, and Raquel Castaño (2017), “Brand-Aid,” *Journal of Consumer Research*, 44 (3), 673-691.
- Reimann, Martin, Oliver Schilke, and Karen S. Cook (2017), “Trust is heritable, whereas distrust is not,” *Proceedings of the National Academy of Sciences*, 114 (27), 7007-7012.  
~ Media coverage: BYU Radio, RateMDs.com.
- 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.
- 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 at the *Society for Personality and Social Psychology* (<http://www.socialcognition.info/awards.html>).
- Schilke, Oliver, Martin Reimann, and Karen S. Cook (2015), “Power decreases trust in social exchange,” *Proceedings of the National Academy of Sciences*, 112 (42), 12950-12955.
- 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.

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.

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.

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.

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.

Schilke, Oliver, Martin Reimann, and Karen S. Cook (2013), “Effect of relationship experience on trust recovery following a breach,” *Proceedings of the National Academy of Sciences*, 110 (38), 15236-15241.

~ Media coverage: futurity.com, Lifehacker.com.au Australia, Docwhisperer.ca Canada, naturaltherapyforall.com, medicalnewstoday.com, Arizona Daily Wildcat.

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.

Homburg, Christian, Martin Klarmann, Martin Reimann, and Oliver Schilke (2012), “What drives key informant accuracy?,” *Journal of Marketing Research*, 49 (4), 594-608

~ Awarded Best Paper in Research Methods, *American Marketing Association*.

Reimann, Martin, Raquel Castaño, Judith L. Zaichkowsky, and Antoine Bechara (2012), “How we relate to brands: Psychological and neurophysiological insights into consumer-brand relationships,” *Journal of Consumer Psychology*, 22 (1), 128-142.

~ Awarded Best Paper in Consumer Psychology and Behavior, *American Marketing Association*.

Lehmann, Sebastian and Martin Reimann (2012), “Neural correlates of time versus money in product evaluation,” *Frontiers in Psychology*, 3 (372), 1-20.

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.

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.

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.

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.

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 of the *Academy of Marketing Science*.

- Reimann, Martin, Judith L. Zaichkowsky, Carolin Neuhaus, Thomas Bender, and Bernd Weber (2010), “Aesthetic package design: A behavioral, neural, and psychological investigation,” ***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 of the *Society for Consumer Psychology*.  
~ #3 most cited JCP article since 2010 (JCP/Scopus, August 2015).
- Reimann, Martin and Antoine Bechara (2010), “The somatic marker framework as a neurological theory of decision-making: Review, conceptual comparisons, and future neuroeconomics research,” ***Journal of Economic Psychology***, 31 (5), 767-776.

- 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, *American Marketing Association*.

- 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, *American Marketing Association*.  
~ Media coverage: Huffington Post.

- 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.

- 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.

## **BOOK CHAPTERS**

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- Schilke, Oliver, Martin Reimann, and Karen S. Cook (2024), “The sociology of trust,” in: Roger Mayer and Barbara Mayer (eds.), ***A Research Agenda for Trust: Interdisciplinary Perspectives***, Edward Elgar, 105-117.

- Reimann, Martin and C. Clark Cao (2016), “Aesthetics: Antecedents, underlying processes, and behavioral consequences,” in: Cathrine Jansson-Boyd and Magdalena Zawisza (eds.), ***International Handbook of Consumer Psychology***, Taylor & Francis, 565-599.

- Reimann, Martin and Arthur Aron (2009), “Self-expansion motivation and inclusion of close brands in self: Towards a theory of brand relationships,” in: Joseph Priester, Deborah MacInnis, and C. W. Park (eds.), ***Handbook of Brand Relationships***, M. E. Sharpe, 65-81.

## PATENTS

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Reimann, Martin and Oliver Schilke (2023), "Brain health comparison system," *United States Patent 16/241,967*, issued September 11, 2023.

Reimann, Martin and Oliver Schilke (2022), "Display screen or a portion thereof with a graphical user interface," *United States Design Patent US D 969,820*, issued November 15, 2022.

## PRINCIPAL INVESTIGATOR ON AWARDED MAJOR GRANTS (OVER \$50,000)

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### Principal investigator, National Endowment for the Arts, 2023-2026

"Better understanding how the U.S. arts ecosystem is adapting and responding to social, economic, and technological changes and challenges to the sector," collaborator: Kobus Barnard, \$50,000.

### Principal investigator, Google & WPP Marketing Research Fund, 2008-2010

"Neural correlates of online search," collaborator: Antoine Bechara), \$55,000.

## HONORS & AWARDS

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MSI Scholar, *Marketing Science Institute*, 2024

External Faculty Affiliate, IRiSS, *Stanford University*, 2023-

McClelland Faculty Fellowship, *University of Arizona*, 2021-

Nominee for Eller College Students' Choice Teaching Award, *University of Arizona*, 2024

Dean's Representative at the Research Leadership Institute, *University of Arizona*, 2023-2024

Faculty of Excellence Award, *Tecnológico de Monterrey*, 2022

Dean's Research Award, *Eller College of Management*, University of Arizona, 2018

Best Overall Paper in Conference Award, *Association for Consumer Research*, 2017

Best Paper of the Year Award, *International Social Cognition Network*, 2018

Best 20 Psychologists 40 & Under, *thebestschools.org*, 2017

Outstanding Contribution to the *Journal of Consumer Psychology* Award, 2013

Consumer Behavior Rising Star Award, *American Marketing Association*, 2013

Young Leader, *Atlantik-Brücke*, 2013

Graduate Merit & Research Fellowship, *University of Southern California*, 2008-2013

Young Contributor Award, *Society for Consumer Psychology*, 2011

M. Wayne Delozier Award, *Academy of Marketing Science*, 2011

William R. Darden Award, *Academy of Marketing Science*, 2008

Best Paper Awards, *American Marketing Association*, 2008, 2009, 2012

Altstipendiat, *Konrad-Adenauer-Stiftung*, 2003-present

Graduate Merit Fellowship, *HHL*, 2001-2003

Graduate Merit Fellowship, *Konrad-Adenauer-Stiftung*, 2001-2003

## SEED GRANTS & SCHOLARSHIPS

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Pre-Conference Grant, *JACR Editor-in-Chief and JACR Policy Board*, 2025

RII Research Development Grant, *University of Arizona*, 2023-2025

TRIF Grant, *University of Arizona*, 2023-2024

Scholarship, *DARPA*, 2023

RII Research Development Grant, *University of Arizona*, 2021-2023

Innovation Corps Grant, *National Science Foundation*, 2017-2018

Research Grant, *Marketing Science Institute*, 2016

Workshop Grant for Consumer Neuroscience, *Board of the Association for Consumer Research*, 2014-2016

## FIELD SERVICE & LEADERSHIP

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Editorships:

- Journal of the Association for Consumer Research*, editor, 2024-2027  
*Association for Consumer Research*, conference associate editor, 2025  
*Journal of Experimental Psychology: Applied*, consulting editor, 2020-2023  
*Journal of the Association for Consumer Research*, editor, 2019-2021  
*Frontiers in Psychology*, special issue editor, 2012-2013  
*Journal of Neuroscience, Psychology, and Economics*, founding editor, 2007-2010

Editorial review board member:

- Journal of the Academy of Marketing Science*, 2022-2027  
*Journal of Experimental Psychology: Applied*, 2020-2023  
*Journal of Neuroscience, Psychology, and Economics*, 2007-2010

Advisory board member:

- Society for Consumer Psychology*, 2012-2015; 2018-2019

Ad-hoc peer referee:

Marketing:

- Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*,  
*Journal of the Academy of Marketing Science*, *Journal of the Association for Consumer Research*,  
*International Journal of Research in Marketing*.

Psychology:

- Journal of Experimental Psychology: Applied*, *Journal of Experimental Psychology: General*,  
*Journal of Personality and Social Psychology*, *Emotion*.

Neuroscience:

- Human Brain Mapping*, *Nature Neuroscience*, *Neuroscience & Biobehavioral Reviews*,  
*Neuroscience Letters*.

General science:

- Proceedings of the National Academy of Sciences*.

Conference program committee member/referee:

- Association for Consumer Research Annual Conferences*, *Society for Consumer Psychology Annual Conferences*, *American Marketing Association Summer/Winter Conferences*.

Award referee:

- Alden G. Clayton Dissertation Proposal Award*

Conference organizing:

1. Reimann, Martin and Christoph Hüller (2026), **SCP Roundtable** on “When algorithms hold the purse strings: Re-imagining consumer psychology in AI-driven finance,” *Society for Consumer Psychology Annual Conference*, San Diego, California, March 16-29, 2026, **Role: Co-chair**.
2. Reimann, Martin, Ellie Kyung, and Christoph Hüller (2025), **ACR Pre-conference symposium** on “Cravings, coping, and consequences: Navigating vices, virtues, and indulgences in the age of generative AI,” *Association for Consumer Research Annual Conference*, Washington D.C., October 9, 2025. **Role: Co-chair**.
3. Reimann, Martin and Joel Huber (2025), **Seventh ACR Pre-conference workshop** on “Evaluating physiological measures for consumer welfare and market behavior,” *Association for Consumer Research Annual Conference*, Washington D.C., October 8/9, 2025. **Role: Co-chair**.
4. Hüller, Christoph and Martin Reimann (2023), **ACR Roundtable** on “Gamification versus gamblification in consumer research: Towards developing an integrative framework”, *Association for Consumer Research Annual Conference*, Washington D.C., October 8/9, 2025. **Role: Co-chair**.
5. Reimann, Martin, Christopher Cascio, Adam Craig, Alex Genevsky, and Nicolette Sullivan (2023), **Sixth ACR Pre-conference workshop** on “Feelings, emotions, and decisions in consumer neuroscience”, *Association for Consumer Research Annual Conference*, Seattle, Washington, October 26-29, 2023. **Role: Chair**.
6. Gardner, Meryl P., Ainslie E. Schultz, ..., and Martin Reimann (2023), **ACR Roundtable** on “Emerging technologies and consumer well-being: Peril and promise”, *Association for Consumer Research Annual Conference*, Seattle, Washington, October 26-29, 2023. **Role: Panelist**.
7. Carmon, Ziv, Paulo Albuquerque, Joel Huber, Don Lehmann, Jackie Silverman, Jeffrey Parker, ..., and Martin Reimann, ... (2023), **12<sup>th</sup> Triennale Choice Symposium Workshop** on “Impact of repetition on measurement and choice,” *Choice Symposium*, INSEAD, Fontainebleau, France. August 9-12, 2023. **Role: Workshop member**.
8. Hedgcock, William and Martin Reimann (2022), **Fifth ACR Pre-conference workshop** on “Fifteen years of neuroscientific consumer research: A retrospective and future outlook,” *Association for Consumer Research Annual Conference*, Denver, Colorado, October 28-31, 2022. Presenters: Chris Cascio, Hang-Yee Chan, Adam Craig, Alex Genevsky, William Hedgcock, Ming Hsu, Martin Reimann, Caleb Warren, and Judith Zaichkowsky. **Role: Co-chair**.
9. 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**.
10. 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: Panelist**.
11. 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**.

12. 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.**
13. 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*, Virtual, 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.**
14. López, 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.**
15. 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.**
16. 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.**
17. López, 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.**
18. 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.**
19. 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.**
20. 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.**
21. 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.**
22. 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.**

23. 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**.
24. 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**.
25. 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**.
26. Reimann, Martin and Oliver Schilke (2005-2022), **NeuroPsychoEconomics Annual Conference**, various locations, **Role: Co-founder and conference co-chair**.

## **SCHOLARLY PRESENTATIONS**

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1. Hüller, Christoph, Caleb Warren, and Martin Reimann (2026), “When passion meets profit: Betting’s conflicting effects on fans versus nonfans,” *Society for Consumer Psychology Annual Conference*, San Diego, California, March 16-29, 2026.
2. Hüller, Christoph, Caleb Warren, and Martin Reimann (2025), “When passion meets profit: Betting’s conflicting effects on fans versus nonfans,” *Association for Consumer Research Annual Conference*, Washington D.C., October 9-11, 2025.
3. Reimann, Martin and Oliver Schilke (2025), “The AI usage conundrum: How AI disclosure erodes consumer trust,” *Association for Consumer Research Annual Conference*, Washington D.C., October 9-11, 2025.
4. Reimann, Martin and Oliver Schilke (2025), “The transparency dilemma: How AI disclosure erodes customer trust and what firms can do about it,” *MSI Annual Summit at the University of California at Los Angeles*, California, February 12-13, 2025.
5. Reimann, Martin, Christoph Hüller, and Evan MacLean (2023), “Thinking of pets buffers against psychological pain via perceptions of unconditional love,” *Association for Consumer Research Annual Conference*, Seattle, Washington, October 26-29, 2023.
6. Hüller, Christoph, Martin Reimann, and Caleb Warren (2023), “Gamification of financial platforms predicts risk taking,” *Association for Consumer Research Annual Conference*, Seattle, Washington, October 26-29, 2023.
7. Basara, Tyler and Martin Reimann (2023), “Bilateral asymmetry: Consumers gave genetically-determined preferences for asymmetry and socialized preferences for symmetry,” *Association for Consumer Research Annual Conference*, Seattle, Washington, October 26-29, 2023.
8. Reimann, Martin (2023), “Perspectives talk on experience theory,” *19<sup>th</sup> NeuroPsychoEconomics Conference*, Granada, Spain, June 8-9, 2023.
9. Wu, Freeman and Martin Reimann (2023), “Feeling accomplished with beauty but arrogant with luxury: Understanding how aesthetic versus luxury ownership shapes the experience of pride,” *Society for Consumer Psychology Annual Conference*, San Juan, Puerto Rico, March 2-4, 2023.

10. Reimann, Martin and Christoph Hüller (2022), "An unhealthy propensity for risk aversion: How consumers gamble on monetary losses but hedge against medical experiences," *Association for Consumer Research Annual Conference*, Denver, Colorado, October 20-23, 2022.
11. Reimann, Martin and Christoph Hüller (2022), "Hesitant to get vaccinated? How consumers hedge against medical risks but gamble on monetary risks," *Society for Consumer Psychology Annual Conference*, Nashville, Tennessee, March 3-5, 2022.
12. 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.
13. 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.
14. 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.
15. López, 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.
16. López, 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.
17. 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.
18. 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.
19. López, Alberto, Martin Reimann, and Raquel Castaño (2018), "Metaphorically transgressing the brand relationship," *Association for Consumer Research Annual Conference*, Dallas, Texas, October 11-14, 2018.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.

25. López, 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.
26. 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.
27. 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.
28. 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.
29. 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).
30. 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.
31. 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.
32. 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.
33. Wiggin, Kyra, Shaileendra 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.
34. 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.
35. 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.
36. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), “Reward substitution,” *Association for Consumer Research Annual Conference*, Chicago, Illinois, October 3-6, 2013.
37. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), “Reward substitution,” *3<sup>rd</sup> Interdisciplinary Decision Neuroscience Symposium*, Philadelphia, Pennsylvania, May 3-5, 2013.
38. 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.

39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.
50. 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.
51. 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.

52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. 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.
59. 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.
60. 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.
61. 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.

## VISITING & LECTURING POSITIONS

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Stanford University, 2007-2008; 2023-present.

Tecnológico de Monterrey, 2006-2007; 2009-2022; Distinguished Visiting Professor 2022-2025.

University of Southern California, 2008-2013.

Otto von Guericke Universität Magdeburg, 2010-2012.

Technische Universität München, 2005-2011.

Technische Universität Bergakademie Freiberg, 2003-2005.

## **INVITED TALKS, SEMINARS, & LECTURES**

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Stanford University, IRiSS Advisory Board  
University of Southern California, Keck School of Medicine, Department of Medical Education  
Marketing Science Institute Summit at UCLA  
Technische Universität München, Department of Digital Marketing  
University of California at Irvine, Department of Marketing  
Aptima, Inc., Office of Science and Technology  
University of Washington, Department of Marketing  
University of Alberta, Department of Marketing  
Stanford University, Department of Marketing  
Tulane University, Department of Marketing  
Brigham Young University, Department of Marketing  
University of Minnesota, Department of Marketing  
Columbia University, Department of Marketing  
University of Arizona, Department of Psychology  
Yale University, Department of Marketing  
Cornell University, Department of Marketing  
Universität Karlsruhe, Department of Marketing  
Temple University, Department of Marketing  
University of Arizona, Department of Marketing  
Texas A&M University, Department of Marketing  
University of Washington, Department of Marketing  
Yale University, Department of Marketing  
Temple University, Department of Marketing  
University of California at Berkeley, Department of Marketing  
Otto von Guericke Universität Magdeburg, Department of Marketing  
Westfälische Wilhelms-Universität Münster, Department of Marketing  
Universität Bayreuth, Department of Marketing  
University of Southern California, Department of Psychology  
Stanford University, Department of Psychology  
EGADE Business School, Department of Marketing

## **COURSES & SEMINARS OFFERED AT THE UNIVERSITY OF ARIZONA**

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***Advanced consumer behavior research*** (MKTG 620), Ph.D. program, 2027-  
***Research internship in consumer behavior*** (MKTG 499), undergraduate program, 2023-present  
***Marketing research for managers*** (MKTG 572), MBA/M.Sc. program, 2017-present  
***Marketing policies and operations*** (MKTG 471), undergraduate program, 2013-present  
***Conceptual foundations of marketing*** (MKTG 620), Ph.D. program, 2019-2025  
***Neurosciences of judgment and decision making*** (MKTG 696), Ph.D. program, 2017  
***Hedonic consumption*** (MKTG 696), Ph.D. program, 2015