

## MARTIN REIMANN

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### ACADEMIC APPOINTMENTS

2021-present	McClelland Faculty Fellow, University of Arizona Associate Professor, Veterinary Medicine (by affiliation), University of Arizona Associate Professor, Psychology (by courtesy), University of Arizona
2019-present	Associate Professor, Marketing (with tenure), University of Arizona Associate Professor, Cognitive Science GIDP (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 GIDP (by courtesy), University of Arizona
2010-2012	W3 Professor, Marketing, Otto von Guericke Universität Magdeburg
2007-2008	Postdoctoral Fellow, Psychology, Stanford University

### 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

## 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 Faculty 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 Journal of Consumer Psychology 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 Experimental Psychology: Applied (consulting editor 2020-present)  
Journal of the Association for Consumer Research (guest 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 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)

Dissertation award reviewer:

EMAC McKinsey Marketing Dissertation Award  
SCP Dissertation Proposal Competition

Journal reviewer (2005-present):

Cerebral Cortex  
Cognition and Emotion  
Cognitive Science  
Emotion  
European Journal of Marketing  
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: Applied  
Journal of Experimental Psychology: General  
Journal of International Marketing  
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 (2010-present):

American Marketing Association Summer/Winter Conferences  
Association for Consumer Research Annual Conferences  
Association for NeuroPsychoEconomics Conferences

Conference reviewer (2005-present):

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

**UNIVERSITY-LEVEL SERVICE**

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

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
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**
- **Emotional-motivational constructs 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)

## RESEARCH IMPACT

- 3,900 citations ([Google Scholar](#))
- h-index = 27 and i-10 index = 33

## PUBLICATIONS

1. Wu, Freeman, Martin Reimann, Gratiana Pol, and C. Whan Park\* (2022), "The scarcity of beauty: How and why product aesthetics mobilize acquisition effort," *Journal of the Academy of Marketing Science*, forthcoming. \*First two authors assumed role of equal first authors
2. 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.
3. 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
4. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2021), "Trust in social relations," *Annual Reviews in Sociology*, 47, 239-259.
5. Reimann, Martin and Shailendra P. Jain (2021), "Maladaptive consumption: Definition, theoretical framework, and research propositions," special issue editorial, *Journal of the Association for Consumer Research*, 6 (3), 307-314.
6. 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.
7. 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
8. 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.
9. Wiggan, Kyra, Martin Reimann, and Shailendra P. Jain (2019), "Curiosity tempts indulgence," *Journal of Consumer Research*, 45 (6), 1194-1212.  
~ Media coverage: Scientific American
10. 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.

11. 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.
12. Reimann, Martin, Sandra Nuñez, and Raquel Castaño (2017), "Brand-Aid," *Journal of Consumer Research*, 44 (3), 673-691.
13. Reimann, Martin, Oliver Schilke, and Karen S. Cook (2017), "Trust is heritable, whereas distrust is not," contribution to the *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.
14. 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.
15. 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>).
16. 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.
17. 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.
18. 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.
19. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2015), "Power decreases trust in social exchange," contribution to the *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.

20. 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.
21. 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.
22. 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.
23. Schilke, Oliver, Martin Reimann, and Karen S. Cook (2013), "Effect of relationship experience on trust recovery following a breach," contribution to the *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.
24. 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.
25. Lehmann, Sebastian and Martin Reimann (2012), "Neural correlates of time versus money in product evaluation," *Frontiers in Psychology*, 3 (372), 1-20.
26. 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.
27. 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.
28. 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 to the *Journal of Consumer Psychology*, 22 (1), 128-142.  
~ Awarded Best Paper in Consumer Psychology and Behavior by the 2012 American Marketing Association Summer Conference.
29. 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.



30. 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.
31. 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.
32. 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.
33. 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 to the *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).
34. 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 to the *Journal of Economic Psychology*, 31 (5), 767-776.
35. 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.
36. 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.
37. 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.
38. 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.

39. 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 Wigin. **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. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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
15. 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.
16. 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.
17. 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.

18. 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.
19. 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).
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), "Reward substitution," *Association for Consumer Research Annual Conference*, Chicago, Illinois, October 3-6, 2013.
27. Reimann, Martin, Deborah MacInnis, and Antoine Bechara (2013), "Reward substitution," *3<sup>rd</sup> Interdisciplinary Decision Neuroscience Symposium*, Philadelphia, Pennsylvania, May 3-5, 2013.
28. 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.

29. 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.
30. 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
31. 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.
32. 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.
33. 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
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.

39. 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
40. 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.
41. 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
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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



48. 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
49. 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.
50. 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.
51. 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)