

## MARTIN REIMANN

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<https://marketing.eller.arizona.edu/people/martin-reimann> | <https://www.martinreimann.com>

Citizenships: German (born) and American (naturalized)

### 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
- 2008 Postdoc, Psychology, Stanford University
- 2005 Dr. rer. pol., Marketing, summa cum laude, Technische Universität Freiberg
- 2003 Diplom-Kaufmann, HHL—Leipzig Graduate School of Management
- 2001 Vordiplom, Universität Passau

### CURRENT ACADEMIC APPOINTMENTS

- 2019- Associate Professor, Marketing (with tenure), University of Arizona
- 2021- Associate Professor, Psychology, University of Arizona
- 2021- Associate Professor, Veterinary Medicine, University of Arizona
- 2019- Associate Professor, Cognitive Science Graduate Program, University of Arizona
- 2009- Visiting Professor, Marketing, EGADE Business School

### PREVIOUS ACADEMIC POSITIONS

- 2013-2019 Assistant Professor, Marketing, University of Arizona  
Assistant Professor, Cognitive Science GIDP, University of Arizona
- 2010-2012 W3 Professor, Marketing, Otto von Guericke Universität Magdeburg
- 2007-2008 Postdoctoral Fellow, Psychology, Stanford University

### HONORS & AWARDS

- 2021- 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
2016	Marketing Science Institute Working Paper Series Award
2013	Outstanding Contribution to the Journal of Consumer Psychology Award
2013	Consumer Behavior Rising Star Award, American Marketing Association
2013	Young Leader, Atlantik-Brücke
2014-2016	Board of the Association for Consumer Research Award for Consumer Neuroscience
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

## 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, functional neuroimaging, response accuracy, data triangulation, empirical modeling)

## PUBLICATIONS

1. 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*, 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," in: 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 Review of Sociology*, 47, 239-259.
5. 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.
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. Wiggin, 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," *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," in: 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," *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," *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," *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," *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*.

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," *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.
37. 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.
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.

## MAJOR GRANTS (OVER \$50,000)

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|-----------|--|
| 2008-2010 | <b>Principal investigator</b> , "Neural correlates of online search," (with Antoine Bechara), Google & WPP Marketing Research Fund, Award budget: \$55,000.  |
| 2008-2009 | <b>Co-Principal investigator</b> , "Neural correlates of design thinking," (with Oliver Schilke, Brian Knutson, Rod Kramer, and Larry Leifer), Hasso Plattner Foundation, Award budget: \$230,000. |

## 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.

## SELECTED PROFESSIONAL SERVICE

### Editorships:

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 and advisory board member:

Journal of Experimental Psychology: Applied (2020-)  
Society for Consumer Psychology (2012-2015; 2018-2019)  
Journal of Neuroscience, Psychology, and Economics (2007-2010)

### Ad hoc referee:

**General science journals:** Proceedings of the National Academy of Sciences.

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

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

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

### Leadership experience:

2019- Founder and director, Arizona Think Tank on Behavioral Decision Making  
<https://eller.arizona.edu/BDMThinkTank>

#### Accomplishments:

- Collaboratively developed Think Tank's research mission with goal to become a top research program in Behavioral Decision Making.
- 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.
- 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 College's visibility.

2005- 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.

Conference organizing:

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.**
18. Reimann, Martin and Oliver Schilke (2005-), **NeuroPsychoEconomics Annual Conference**, various locations, **Role: Founding organizer.**

Service for department, college, and university:

Founder and director, Arizona Think Tank for Behavioral Decision Making (2019-)  
 Chair, External relations (2021-)  
 Chair, Thinking Forward conference committee (2020-)  
 University faculty senator for the Eller College of Management (2020-2022)  
 Member, Advisory board of Center for Management Innovations in Healthcare (2016-2022)  
 Member, Alumni and external relationship committee (2020-2021)  
 Member, Promotion and tenure committee (2019-2020)  
 Faculty advisor, AdCats in-house advertising agency (2019-2020)  
 Member, Undergraduate program committee (2016-2020)  
 Department representative, Undergraduate convocation (2015-2020)  
 AMA job market workshop organizer, Doctoral program (2019)  
 Honor thesis coordinator (2017-2019)  
 Chair, Payne research symposium (2015-2017)  
 Co-chair, Weiland research seminar series (2015-2017)  
 Panel moderator, Thinking forward conference (2014-2015)  
 Member, Faculty recruiting committee (2014-2015)  
 Member, IRB committee (2013-2015)  
 Member, Doctoral program committee (2013-2015)  
 Various ad-hoc committees

## 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

## TEACHING EXPERIENCE

Master and undergraduate courses:

*Marketing policies and operations*, University of Arizona, Eller College (2013-)  
*Marketing research for managers*, University of Arizona, Eller College (2017-)  
*Consumer neuroscience*, EGADE Business School (2014-2018)  
*Marketing management*, Universität Magdeburg (2010-2012)  
*Marketing strategy*, Universität Magdeburg (2010-2012)  
*Marketing research*, Universität Magdeburg (2010-2012)  
*Emotions and decision making*, Technische Universität München (2006-2011)  
*Neuroeconomics*, Technische Universität München (2006-2011)  
*Marketing management*, Technische Universität Freiberg (2003-2005)

PhD seminars:

*Conceptual foundations of marketing*, University of Arizona, Eller College (2019, 2021)  
*Neurosciences of judgment and decision making*, University of Arizona, Eller College (2017)  
*Hedonic consumption*, University of Arizona, Eller College (2015)



## ACADEMIC ADVISING

### Current and former PhD students:

Christoph Hueller, University of Arizona (expected graduation 2025)  
Wenyan Tu, University of Arizona (expected graduation 2025)  
Guillermo Arau, Tec de Monterrey (expected graduation 2024)  
Gustavo Lira, Tec de Monterrey (expected graduation 2024)  
Anna Elena Francke, Tec de Monterrey (expected graduation 2024)  
Dr. Chinmai Basavaraj, University of Arizona (2021), job after graduation: Army Research Lab  
Dr. Clark Cao, University of Arizona (2019), job after graduation: Lingnan University  
Dr. Jan Millemann, Universität Saarbrücken (2019), job after graduation: Eindhoven University  
Dr. Alberto Lopez, EGADE Business School (2018), job after graduation: Tec de Monterrey  
Dr. Caty Velez, EGADE Business School (2018), job after graduation: Universidad de Monterrey  
Dr. Miriam Flores, EGADE Business School (2017), job after graduation: Universidad de Monterrey  
Dr. Sandra Nuñez, EGADE Business School (2016), job after graduation: Tec de Monterrey  
Dr. David Flores, EGADE Business School (2014), job after graduation: University of Maryland  
Dr. Lutz-Ulrich Haack, Universität Magdeburg (2013)  
Dr. Alex Marin, EGADE Business School (2013), job after graduation: Boston Consulting Group  
Dr. Israel Martinez, EGADE Business School (2012), job after graduation: Universidad de Monterrey

### Current and former undergraduate students:

Jolie O'Dell, University of Arizona (research internship, 2021-)  
Molly Stolz, University of Arizona (research internship, 2019-2020)  
Jacob Dean Reed, University of Arizona (honor thesis, 2019-2020)  
Lukas Nienhuis, University of Arizona (research internship, 2018-2019)  
Ashnah Strongheart, University of Arizona (honor thesis, 2017-2018)  
Ellie Mendelsohn, University of Arizona (honor thesis, 2014-2015)