

# Andrea Weihrauch

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## EDUCATION

|                          |   |
|--------------------------|---|
| 2016-now<br>(2.5 years)  | Assistant Professor of Marketing and Consumer Psychology<br>Amsterdam Business School<br>University of Amsterdam, The Netherlands   |
| 2013-2016<br>(2.5 years) | Postdoctoral Researcher (FWO)<br>Research Center for Marketing and Consumer Science<br>KU Leuven, Belgium<br>Supervisor: Prof. Siegfried Dewitte  |
| 2009-2013<br>(3 years)   | Ph.D. Candidate in Marketing<br>Johannes Gutenberg-University, Germany<br>Thesis: "Stress & Coping in Consumer Behaviour" (Summa cum laude)<br>Supervisor: Prof. Frank Huber  |
| 2007-2009                | M.Sc. Business Management/Marketing (Bilingual Degree)<br>Johannes Gutenberg-University, Germany/ Université Paris Ouest, France<br>Dongbei University of Finance and Economics, China (6 months visit)<br>Master Thesis: "Online Advertising in the Silver Market" |
| 2004-2006                | B.A. Business Management (Bilingual Degree)<br>Johannes Gutenberg-University, Germany/ Université Paris Ouest, France   |

## RESEARCH VISITS

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|------|--|
| 2016 | University of Southern California, USA (3 months)<br>USC Dornsife Mind and Society Center, hosted by Norbert Schwarz |
| 2014 | Stanford University, USA (1.5 months)<br>Graduate School of Business, hosted by Baba Shiv                            |
| 2013 | Stanford University, USA (2 months)<br>Graduate School of Business, hosted by Baba Shiv                              |
| 2012 | Stanford University, USA (2 months)<br>Graduate School of Business, hosted by Baba Shiv                              |
| 2011 | London Business School, UK (2 months)<br>Marketing Group, hosted by Rajesh Chandy & Anja Lambrecht                   |
| 2011 | University of Michigan, USA (1 month)<br>ICPSR Summer Program in Quantitative Methods of Social Research 2011        |
| 2009 | German Institute for Japanese Studies, Japan (2.5 months)<br>DAAD research fellowship for M.Sc. thesis               |

## RESEARCH INTERESTS

Technology and Intelligent Products (and Their Use for Consumer Self-Control)  
Human-Machine Interaction/ Mechanistic Dehumanization  
The Role of Sleep for Marketing  
Language and Marketing Communication

## JOURNAL PUBLICATIONS

Frank Huber, Frederik Meyer, Johannes Vogel, Andrea Weihrauch, Julia Zimmermann (2012): “Endorser Age and Stereotypes: Consequences on Brand Age”, *Journal of Business Research*, 66 (2), 207–215 – based on M.Sc. thesis.

Frank Huber, Frederik Meyer, Andrea Weihrauch, Isabelle Weisshaar (2013): “Cherish your Loved Ones – The Role of the Feeling of Care and Security in Advertising”, *International Review of Retail, Distribution and Consumer Research*, 24 (2), 213-220.

Frank Huber, Michael Lenzen, Frederik Meyer, Andrea Weihrauch (2013): “Brand Extensions in the Platform Countries of Asia – Effects of Fit, Order of Market Entry and Involvement”, *Journal of Brand Management*, 20, 424–443.

## WORKING PAPERS AND PAPERS UNDER REVIEW

### Humanness and Human-Machine Interaction

Andrea Weihrauch, Szu-Chi Huang: “When Humans Feel Like Machines: The Impact of Mechanistic Dehumanization on Food Consumption”  
(under review at *Journal of Consumer Research*)

*In marketing humans are often compared to machines (e.g. “Feeling like a machine? Have a Kit Kat”). This is the first paper examining the consequences of this on consumers’ food choices. Consumers who consider it attainable to act machine-like make healthier food choices when exposed to human-as-machine stimuli, while consumers who consider it unattainable act less healthy than in neutral conditions.*

### Language and Marketing Communication

Andrea Weihrauch, Siegfried Dewitte: “The Present is not the Present: How Processing the Present Progressive Brings Consumer Closer to the Future”

*In English language, present actions can be described in present progressive or simple present and both forms are used in marketing (“Mc Donald’s-I am loving it”, “I love NY”). We show that the present progressive induces a sense of temporal progression, which makes consumers perceive coupon deadlines or promotion events that lie in the future temporally closer. This increases coupon redemption numbers and willingness-to-pay for event-related products.*

### Power

Michelle van Gils, Andrea Weihrauch, Derek Rucker: “Power and Word-of-Mouth”

*It has been shown that consumers talk less about negative consumer experiences than about positive ones (because of image concerns). We show that powerful consumers don’t have this bias and introduce instruments to help low power consumers to overcome the under-reporting of negative experiences (e.g., by using anonymity cues, or empowering messages).*

## SELECTED WORK IN PROGRESS

### *The Role of Sleep for Marketing*

Andrea Weihrauch, Siegfried Dewitte, Rebecca Spencer: “The Role of Sleep in Complex Consumption Decisions”

Andrea Weihrauch, Norbert Schwartz: “You Yawn – I Trust Your Yelp Review: An Investigation of Contagious Yawning as Advertisement Tool”

### *Language and Marketing Communication*

Daniella Kupor, Szu-Chi Huang, Michal Maimaran, Andrea Weihrauch: “Changing Associations to Improve Children’s Drinking Behaviour” (*large intervention field study in several schools in Panama in co-operation with UNICEF*)

### *Power*

Michelle van Gils, Andrea Weihrauch, Derek Rucker: “Power and the Rising Star” (4 studies completed)

## UNPUBLISHED Ph.D. MANUSCRIPTS

Andrea Weihrauch, Frank Huber: “From Alcoholics Anonymous to Consumption Coping: A Theoretical (Re)Foundation and Scale Development of Retail-Therapy”

Andrea Weihrauch: “‘You Never Walk Alone’ – Salespeople’s Provided Coping Support and Personal Support Resources in Stressful Retail Incidents”

Andrea Weihrauch, Frank Huber: “The Role of Pre-eminent Chronic Stress and Coping Confidence in the Perception of Acute Retail Stress – A Conditional Process Model Approach”

## HONORS AND AWARDS

*For Ph.D. thesis:*

Runner-Up (invited for resubmission in 2015) “Wissenschaftspreis 2014 des Deutschen Marketing-Verbands“ (<http://www.marketingverband.de/auszeichnungen/wissenschaftspreis/>)

Nomination “Preis der Industrie- und Handelskammer für Rheinhessen“

Nomination “Wissenschaftspreis EHI Retail Institutes“ (<http://www.wissenschaftspreis.org>)

Nomination “Fürther Ludwig-Ehrhard-Preis“ (<http://www.ludwig-erhard-initiative.de>)

Scholarship by the “Christine de Pizan Program” European Social Fund (scholarship mentor: Nikolaus Franke, Vienna University of Economics and Business)

*For M.Sc. and M.Sc. thesis:*

Symano Award for Applied Online-Marketing Research 2010

Nomination “Hochschulpreis David Kopf“ (<http://www.david-kopf.com/>)

Johannes Gutenberg-University Best of Dean’s list 2010 for academic excellence

Johannes Gutenberg-University Valedictorian Scholarship for excellent academic achievements

## RESEARCH GRANTS

|  |                |
|--|----------------|
| Fonds Wetenschappelijk Onderzoek (FWO): Postdoctoral-Fellowship    | (€ 168.461,00) |
| KU Leuven Internal Funds (F+ Scholarship): Postdoctoral-Fellowship | (€ 48.000,00)  |
| German National Merit Foundation: Ph.D.-Fellowship                 |                |

## INVITED TALKS

- “Mechanistic Dehumanization”, Utrecht University, November 2015
- “The Present is not the Present”, Vrije Universiteit Amsterdam, November 2015
- “When Stress Meets Stress and Power Meets Preferences”, KU Leuven, March 2013
- “Consumer Stress and Coping”, Vienna University of Economics and Business, September 2011

## CONFERENCE PRESENTATIONS (\* denotes presentation by Andrea Weihrauch)

- \* “Feeling Like a Machine - The Effect of Mechanistic Dehumanization on Self-Control Goals”, Society for Consumer Psychology Conference, St. Petersburg, USA, February 2016.
- \* “The Present is not the Present”, Association for Consumer Research Conference, New Orleans, USA, October 2015.
- \* “Feeling Like a Machine - The Effect of Mechanistic Dehumanization on Self-Control Goals”, Society for Consumer Psychology International Conference, Vienna, Austria, June 2015.
- “The power to know what you want: How power influences preference consistency”, Association for Consumer Research Conference 2013, Chicago, USA, October, 2013.
- \* “The “Bigger” Company Responsibility – When one Bad Product Harms a Country’s Image”, AMS Annual Conference, New Orleans, USA, May 2012.
- \* “Me and My Cozy Security Blanket – The Role of the “Feeling of Care and Security” in Advertising”, AMA Summer Marketing Educators' Conference, San Francisco, USA, August 2011.
- \* “Always as old as my Testimonial? The Impact of Perceived Testimonial Age on Brand Age Perception and the Moderating Role of Stereotyped Mental Images of Typical Brand Users”, Brand Management Thought Leaders Conference, Lugano, Switzerland, March 2011.
- \* “I want it my way! – Consumer's Adoption of Mass Customization in Web 2.0”, GFA Conference on Quantitative Marketing 2010, Vienna, Austria, September 2010.
- \* “Alike, but Different? The Role of Post-Crisis Communication in Lowering a Scandal's Impact on a Company’s Reputation”, EMAC Conference, Copenhagen, Denmark, June 2010.

## SELECTED PRESS COVERAGE

Wirtschaftsnews (2009) – Special Neuromarketing “Ganz tief rein“, 7, 2009.

<http://www.wirtschafts-news.org/news/article/ganz-tief-rein.html>

## TEACHING EXPERIENCE

### *Course responsible*

“Marketing” (Bachelor, evaluation 7.8/10, University of Amsterdam)

“Consumer Behaviour” (Bachelor; bi-annual evaluation, not evaluated), KU Leuven

“Experimental Research” (Master; evaluation 4.5/5), Friedrich Alexander University

“Humanoids and Intelligent Products” (Executive; evaluation 98/100), VWA Wiesbaden

“Marketing Communication” (Master, not evaluated), Dongbei University, China

“Introduction to Marketing” (Bachelor, not evaluated), Johannes-Gutenberg University

### *Replacement/ Guest speaker (one or more lectures)*

“Theories of Marketing” (Master, evaluation, 8.3/10), University of Amsterdam

“Social Marketing” (Master, not evaluated), KU Leuven

“Marketing Research” (Master, not evaluated), Johannes-Gutenberg University

“Marketing Instruments” (Master, not evaluated), Johannes-Gutenberg University

“Marketing Intelligence” (Master, not evaluated), Johannes-Gutenberg University

## PH.D. SUPERVISION

Michelle van Gils (KU Leuven) “Power and Social Relationships”, defended April 2016

## PROFESSIONAL SERVICE

### *Reviewer*

Journal of Consumer Research (trainee reviewer), ACR North American Conference, Society for Consumer Psychology Conference, AMA Educators’ Conference, EMAC Conference

### *KU Leuven*

Financial management of the group’s consumer laboratory

### *European Marketing Academy*

Member of the Organizational Committee, 44th Annual Conference EMAC

Track Chair “Collaboration Groups”, 44th Annual Conference EMAC

### *Johannes Gutenberg-University, German-French University (DFH/UFA)*

Manager of the German-French Double Degree Bachelor Program

Program conception, program accreditation, program management

## PROFESSIONAL ASSOCIATIONS

Association for Consumer Research (ACR), Society of Consumer Psychology (SCP), European Marketing Academy (EMAC)

## COLLABORATORS (in alphabetical order)

Siegfried Dewitte (KU Leuven), Szu-Chi Huang (Stanford), Michal Maimaran (Northwestern), Derek Rucker (Northwestern), Norbert Schwartz (USC), Baba Shiv (Stanford), Rebecca Spencer (UM Amherst), Michelle van Gils (KU Leuven).

## BUSINESS COLLABORATIONS

ING, Microsoft, and others: [Member of the Think Forward Initiative](#)