

Dr. Andrea Weihrauch

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POSITIONS

Currently	Associate Professor of Marketing and Consumer Psychology Diversity & Inclusivity Committee Member (Faculty Economics & Business) A Sustainable Future Scientific Committee Member Amsterdam Business School University of Amsterdam, the Netherlands
2016-2022	Assistant Professor of Marketing and Consumer Psychology Amsterdam Business School University of Amsterdam, the Netherlands
2013-2016	Postdoctoral Researcher Research Center for Marketing and Consumer Science KU Leuven, Belgium

EDUCATION

2009-2013	Ph.D. Candidate in Marketing Johannes Gutenberg-University, Germany Thesis: “Stress & Coping in Consumer Behaviour” (Summa cum laude)
2007-2009	M.Sc. Business Management/Marketing (Bilingual Degree) Johannes Gutenberg-University, Germany/ Université Paris Ouest, France Dongbei University of Finance and Economics, China (6 months visit) Master Thesis: “Online Advertising in the Silver Market”
2004-2006	B.A. Business Management (Bilingual Degree) Johannes Gutenberg-University, Germany/ Université Paris Ouest, France

RESEARCH VISITS

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

RESEARCH INTERESTS & METHODS

Technology (Marketing) for A Better World

My research is centered around the introduction of (disruptive) innovations to the consumer space. I examine how consumer behavior changes as the lines between humans and machines become blurry and consumers are exposed to technologies such as (humanoid) robots, technological human-enhancement products, artificial intelligence, and virtual/augmented reality.

I specifically examine how to use (disruptive) innovations for consumer well-being and positive societal change. As such, technology ethics, technology-based inequalities, and privacy-related consumer research make up an important part of my interests, and I focus a lot of my work on vulnerable and/or marginalized consumer groups.

Keywords: Consumer Responses to Technology, Technology Ethics, Consumer Privacy, Vulnerable Consumers (Discrimination, Underserved Consumers/Communities)

Methods: Experiments, Field studies, Conjoint Analysis

PUBLICATIONS

In peer-reviewed academic journals:

Joris Demmers, **Andrea Weihrauch**, Frauke Mattison-Thompson (2021): “Your Data are (Not) My Data: The Role of Social Value Orientation in Sharing Data About Others.” *Journal of Consumer Psychology*, early view online version. <https://doi.org/10.1002/jcpy.1255>

Andrea Weihrauch, Szu-Chi Huang (2020): “Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions.” *Journal of Marketing*, 85 (3), 184-203.

<https://doi.org/10.1177/0022242920974986>

- ➔ Article in the top 5% of all research outputs scored by Altmeteric, among the highest scoring outputs from *Journal of Marketing* (#18 of 963).
- ➔ *Financial Times* Nominee - *Responsible Business* - Best business school academic research published in the past three years that addresses societal challenges, with evidence of positive impact on policy or practice, nominated by Editor of *Journal of Marketing*.

Daniella Kupor, Szu-Chi Huang, Michal Maimaran, **Andrea Weihrauch*** (2018): “Leveraging Means–Goal Associations to Boost Children’s Water Consumption: A Four-School Three-Month Field Experiment.” *Journal of the Association for Consumer Research*, 4 (1), 77-86.

<http://dx.doi.org/10.1086/700843> * all authors contributed equally

- ➔ Collaboration with UNICEF (Panama).

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. <https://doi.org/10.1080/09593969.2013.855643>

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. <https://link.springer.com/article/10.1057/bm.2012.50>

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. <https://doi.org/10.1016/j.jbusres.2012.07.014>

Books & Book Chapters:

Andrea Weihrauch (2013): *Stressing the Importance of Stress: The Role of Stress and Coping in Consumer Psychology and Behavior*, PhD Thesis, Johannes Gutenberg University Mainz.

Frank Huber, Andrea Weihrauch, Michelle Höchst (2012): „Orderverhalten von Einkäufern in B2B Märkten – eine kausalanalytische Studie zum Wechselspiel von ökonomischen und emotionalen Faktoren“, JOSEF EUL VERLAG, Lohmar.

Frank Huber, Andrea Weihrauch, Frederik Meyer, Julia Weindel (2012): „Erfolgreiche Arbeitgebermarken-Gestaltung bei potentiellen und bestehenden Arbeitnehmern“, JOSEF EUL VERLAG, Lohmar.

Frank Huber, Frederik Meyer Huber, Andrea Weihrauch (2011): „Guerilla-Marketing Aktionen– Erfolgsversprechende Gestaltungsfaktoren und deren Wirkung auf W.O.M. und Kaufabsicht“, in: Bauer, H, Heinrich, D.: *Erlebniskommunikation - Erfolgsfaktoren für die Marketingpraxis*“, Vahlen Verlag, München.

PAPERS UNDER REVIEW & WORKING PAPERS

Andrea Weihrauch, Chunya Xie (Renmin University of China): “Our AI Might Have Failed, but Has Performed Better Than Humans”: Using the Better-than-Humans Response to Mitigate Discriminating AI Activities”.

Andrea Weihrauch, Martina Cossu (University of Amsterdam), Sadaf Mokarram Dorri (University of Amsterdam), Szu-chi Huang (Stanford University): *Racial Features in Robot Design: A Trade-Off between Perceived Brand Inclusivity and Robot Acceptance?*

Andrea Weihrauch, Tobias Schlager (HEC Lausanne): “The More Immersion is Not Always Better! Using Virtual Reality to Encourage Consumers to Save for Bad (Financial) Times”.

Myrthe Blösser (University of Amsterdam), Andrea Weihrauch: “Who Should Certify AI? Consumer Evaluations of AI Certification Entities”.

Rhea Goh (University of Amsterdam), Andrea Weihrauch (University of Amsterdam, Willemijn van Doelen (University of Amsterdam): “The A-VO-SP Map: A Tool to Unify Sustainability Marketing Research through Actors, Value Orientations, and Sustainability Positioning”.

Zengguang Ma (Northeastern University, China), Andrea Weihrauch: “Does Losing Your Job to a Robot Make you More or Less Prosocial? The Role of Degree of Anthropomorphism and Economic Threat in Robotic Replacement”.

WORK IN PROGRESS

- Social Media Beauty Filters –Marketing Tools and Well-being Risks (with Jen Parks, University of British Columbia and Szu-Chi Huang, Stanford University).
- Payments and the Objectification of Female Content Creators (with Sandra Laporte and Malaurie Faure, both Toulouse School of Management).
- How Replacing Nature by Technology Affects Sustainability Behavior (with Chi Hoang, ESCP Business School).
- The “Cost” of Transparency in Algorithmic Price Discrimination (with Myrthe Blösser, University of Amsterdam).

- Can Algorithmic Price Discrimination be Redistributive (with Myrthe Blösser, University of Amsterdam).
- Consumer Perceptions of AI-created Music (with Gert Cornelissen, Universitat Pompeu Fabra and Ana Valenzuela, Baruch College/ESADA Business School).

PH.D. SUPERVISION

Supervision of Myrthe Blösser (University of Amsterdam): **“Fair AI and the Need for Regulation”**

Supervision of Rhea Goh (University of Amsterdam): **“Minimalism/ De-Consumption”**

Chinese Scholarship Council (CSC) Visiting PhD Supervision of Chunya Xie: (University of Electronic Science and Technology of China) **“Discriminating AI”**

Chinese Scholarship Council (CSC) Visiting PhD Supervision of Zengguang Ma (Northeastern University, China): **“Robotic Replacement & Prosociality”**

HONORS AND AWARDS

For Research/ General Achievements:

- TEDxAmsterdam Impact Program Mentor (<https://tedx.amsterdam/impact/>)
- Nominee, Women’s Forum for the Economy & Society Rising Talents 2021-22 (<https://events.womens-forum.com/rising-talents-network>)
- Financial Times Nominee - Responsible Business - Best business school academic research published in the past three years that addresses societal challenges, with evidence of positive impact on policy or practice, nominated by Editor of Journal of Marketing.

For Teaching:

- University of Amsterdam - Teaching Award **"UVA EB Lecturer of the Year 2020"**

For Ph.D. thesis:

- Runner-Up (invited for resubmission in 2015) “Wissenschaftspreis Deutscher Marketing-Verband“ (<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-Erhard-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

University of Amsterdam – Fair & Resilient Society Seed Grant: (Ethnic) Representation in Media & Technology – Why Scientific Insights Matter (€ 31.650,00)

University of Amsterdam - A Sustainable Future (ASF) Grant: How Replacing Nature by Technology Affects Sustainability Behavior (€ 7515,00)

NWO - a HUMAN and Mathematical Approach to Implementing and Navigating Explainable and Responsible AI (<https://www.nwo.nl/projecten/kivi2019006>) (€ 637.200,67)

Think Forward Initiative (€ 34.960,00)

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

“Discriminating AI and the Better-than-Human Response”, North European Consumer Research (NECR) Symposium, Copenhagen Business School, Denmark, 2022.

“Discriminating AI and the Better-than-Human Response”, HEC Lausanne, Switzerland, 2022.

“Sharing Behavior for Data about Others”, Erasmus University, Netherlands (virtual), 2021.

Better Marketing for a Better World Initiative - Seminar “Health & Wellbeing” (virtual), 2021.

“Sharing Behavior for Data about Others”, BI Business School Oslo, Norway (virtual), 2020.

“Virtual Reality & Consumer Saving”, University of Southern California, USA, 2020.

“AI Certification & Ethics”, Blanquerna - Universitat Ramon Llull, Spain, 2020.

“Mechanistic Dehumanization”, University of Southern California, USA, 2016.

“Mechanistic Dehumanization”, Utrecht University, Netherlands, 2016.

“The Present is not the Present”, Vrije Universiteit Amsterdam, Netherlands, 2016.

“When Stress Meets Stress and Power Meets Preferences”, KU Leuven, Belgium, 2013.

“Consumer Stress and Coping”, Vienna University of Economics and Business, Austria, 2013.

CONFERENCE PRESENTATIONS

Note: This selection does not contain presentations by co-authors.

“Racial Features in Robot Design: A Trade-Off between Perceived Brand Inclusivity and Robot Acceptance?”, EACR, Amsterdam, The Netherlands, July 2023.

“Racial Features in Robot Design: A Trade-Off between Perceived Brand Inclusivity and Robot Acceptance?”, La Londe Conference, Porquerolles Island, France, June 2023.

“Beautification Filters – Effects on Sales and Self-Esteem”, ACR Conference, Denver, USA, October 2022.

“Discriminating AI and the Better-than-Human Response”, EMAC Conference, Budapest, Hungary, May 2022.

“Feeling Like a Machine”, Society for Consumer Psychology Annual Winter Conference, Virtual, March 2021.

“Virtual Reality and Saving Motivation”, Association for Consumer Research Annual Conference, Virtual, October 2020.

“Feeling Like a Machine”, La Londe Conference, Toulon, France, June 2019.

“Sharing your Data versus mine – The Role of Social Orientation”, EMAC Conference, Hamburg, Germany, June 2019.

“Feeling Like a Machine”, TPM Conference, NYC, USA, May 2019.

“Feeling Like a Machine”, EMAC Conference, Glasgow, Scotland, May 2018.

“Feeling Like a Machine”, 'Interactive Marketing Research Conference, Amsterdam, The Netherlands, 2018.

"Childrens' Unhealthy Soda Drinking Behavior", Association for Consumer Research Annual Conference, San Diego, USA, 2017.

"Childrens' Unhealthy Soda Drinking Behavior", UIC Conference on Children’s Well-Being and Happiness, Chicago, USA, 2017.

“Feeling Like a Machine”, 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”, Society for Consumer Psychology International Conference, Vienna, Austria, June 2015.

“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.

“Perceived Testimonial Age and Brand Age Perception”, 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.

TEACHING QUALIFICATIONS, AWARDS & EXPERIENCE

Dutch Teaching Qualification - Basiskwalificatie Onderwijs (BKO)

IMD Executive Leadership Essentials Qualification

Teaching Award "**UVA EB Lecturer of the Year 2020**"

At University of Amsterdam:

Undergraduate programs:

- Marketing

Master of Science programs:

- Disruptive Innovation Marketing
- Thesis Proposal Course
- Consumer Behavior
- Theories of Marketing
- Thesis supervision

Executive programs:

- Consumer Behavior in the Age of Big Data and Technology
- Technology Ethics
- Thesis supervision

At KU Leuven:

Master of Science programs:

- Social Marketing
- Consumer Behavior
- Thesis supervision

Executive programs:

- Consumer Behavior in the Age of Big Data and Technology
- Technology Ethics

At Johannes Gutenberg-University:

Undergraduate programs:

- Introduction to Marketing

Master of Science programs:

- Marketing Research
- Marketing Instruments
- Marketing Intelligence
- Thesis supervision

At other institutions:

- Hotel School The Hague, the Netherlands: HighTech HighTouch – Disruptive Innovations in the Hospitality Sector (Executive program)
- Tilburg University, the Netherlands: Thesis Supervision (Master of Science program)
- IT DEL, Indonesia: Marketing (Undergraduate program)
- Friedrich Alexander University, Germany: Experimental Research (Master of Science program)
- VWA Wiesbaden, Germany: Humanoids and Intelligent Products (Executive program)
- Dongbei University, China: Marketing Communication (Master of Science program)

EDITORIAL AND REVIEW SERVICE

Ad-hoc Reviewer:

- International Journal of Research in Marketing
- Journal of Public Policy and Marketing

PROFESSIONAL SERVICE

At University of Amsterdam:

- Member of Diversity & Inclusion Committee (Faculty of Economics and Business)
- Head of Job Market Committee (1 round, TT hire)
- Organizer Social Marketing Club
- Coordinator of the Marketing Brown Bag Seminars

At KU Leuven:

- Management of the group's consumer laboratory

At Johannes Gutenberg-University, German-French University (DFH/UFA):

- Manager of the German-French Double Degree Bachelor Program
- Program conception, program accreditation, program management

At European Marketing Academy:

- Member of the Organizational Committee, 44th Annual Conference EMAC
- Track Chair "Collaboration Groups", 44th Annual Conference EMAC

MEMBERSHIP OF PROFESSIONAL ORGANIZATIONS

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

SELECTED PRESS COVERAGE

- Psychology Today: <https://www.psychologytoday.com/us/blog/motivation-matters/202101/working-machine-maybe-s-why-you-ate-kitkat>
- BNR Radio: <https://www.bnr.nl/podcast/wetenschap-vandaag/10427546/niet-elk-mens-is-eeen-machine>
- Mitteldeutscher Rundfunk: <https://www.mdr.de/wissen/mensch-maschine-darstellung-gesundheit-ungesunde-verhaltensweisen-100.html>
- ScienceDaily: <https://www.sciencedaily.com/releases/2021/02/210211090103.htm>

BUSINESS COLLABORATIONS

- Dutch Tax Authorities
- KPMG
- ING Group N.V.
- UNICEF
- TEDxAmsterdam
- Think Forward Initiative (ING Group N.V., the Centre for Economic Policy Research (CEPR), Deloitte, Dimension Data, and Dell EMC)