

Dr. Andrea Weihrauch

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EDUCATION

2016-now	Assistant Professor of Marketing and Consumer Psychology Amsterdam Business School University of Amsterdam, The Netherlands
2013-2016 (2.5 years)	Postdoctoral Researcher (FWO) Research Center for Marketing and Consumer Science KU Leuven, Belgium Supervisor: Prof. Siegfried Dewitte
2009-2013 (3 years)	Ph.D. Candidate in Marketing Johannes Gutenberg-University, Germany Thesis: "Stress & Coping in Consumer Behaviour" (Summa cum laude) Supervisor: Prof. Frank Huber
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
2014	Stanford University, USA (1.5 months) Graduate School of Business, hosted by Baba Shiv
2013	Stanford University, USA (2 months) Graduate School of Business, hosted by Baba Shiv
2012	Stanford University, USA (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 2011
2009	German Institute for Japanese Studies, Japan (2.5 months) DAAD research fellowship for M.Sc. thesis

RESEARCH INTERESTS

Technology – Artificial Intelligence, Humanoid Robots, and Technological Human Enhancement
Human-Machine Interaction/ Mechanistic Dehumanization
Ethics of Technology
(Ethical) Marketing Communication

JOURNAL PUBLICATIONS

Andrea Weihrauch, and Szu-Chi Huang (2020): “Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions.” *Journal of Marketing* (2020): <https://doi.org/10.1177/0022242920974986>

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

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>

PAPERS UNDER REVIEW

Joris Demmers, Andrea Weihrauch, Frauke Mattison-Thompson (2021): "Your data is (not) my data: The role of social value orientation in sharing data about others", second round revision at *Journal of Consumer Psychology*.

Andrea Weihrauch, Tobias Schlager (2021): " The More Immersion is Not Always Better! Using Virtual Reality to Encourage Consumers to Save for Bad (Financial) Times" under review at *Journal of the Academy of Marketing Science*.

WORKING PAPERS AND SELECTED WORK IN PROGRESS * author order to be determined in some projects

Andrea Weihrauch, Siegfried Dewitte: “The Present is not the Present: How Processing the Present Progressive Brings Consumer Closer to the Future” (prepared for submission to *Journal of Advertising*)

PH.D. SUPERVISION AND RELATED PROJECTS

Supervision – “**Ethical/Fair Artificial Intelligence and the Need for Regulation**”

Co-Supervision with Willemijn van Dolen “**Minimalism/ De-Consumption and the Role of Technology**”

Co-Supervision with Luk Warlop - Michelle van Gils “**Power and Social Relationships**”

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 Teaching:

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

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

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

"Sharing Behavior for Data about Others", BI Business School Oslo, Norway

"Mechanistic Dehumanization", University of Southern California

"Mechanistic Dehumanization", Utrecht University

"The Present is not the Present", Vrije Universiteit Amsterdam

"When Stress Meets Stress and Power Meets Preferences", KU Leuven

"Consumer Stress and Coping", Vienna University of Economics and Business

CONFERENCE PRESENTATIONS (* denotes presentation by Andrea Weihrauch)

*"Feeling Like a Machine", Society for Consumer Psychology Annual Winter Conference, ONLINE due to Covid (March 2021)

"Virtual Reality and Saving Motivation", Association for Consumer Research Annual Conference, ONLINE due to Covid (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", 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 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.

* "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.

SELECTED PRESS COVERAGE

UVA news:

<https://www.uva.nl/content/nieuws/nieuwsberichten/2020/12/mens-als-machine-stimuleert-ongezond-eetgedrag.html>

BNR radio:

<https://www.bnr.nl/podcast/wetenschap-vandaag/10427546/niet-elk-mens-is-een-machine>

Folia:

<https://www.folia.nl/wetenschap/143160/helpt-de-mens-als-machine-metafoor-bij-gezond-eetgedrag>

Psychology Today:

<https://www.psychologytoday.com/us/blog/motivation-matters/202101/working-machine-maybe-s-why-you-ate-kitkat>

TEACHING EXPERIENCE

Dutch Teaching Qualification - Basiskwalificatie Onderwijs (BKO)

Course responsible

University of Amsterdam: Data Law and Ethics (MBA), Disruptive Innovation Marketing (Master), Thesis Proposal Course (Master), Consumer Behavior (Master, MBA), Marketing (Bachelor)

KU Leuven: Consumer Behavior (Master)

Friedrich Alexander University: Experimental Research (Master)

VWA Wiesbaden: Humanoids and Intelligent Products (Executive)

Dongbei University, China: Marketing Communication (Master)

Johannes-Gutenberg University: Introduction to Marketing (Bachelor)

Replacement/ Guest speaker (one or more lectures)

University of Amsterdam: Theories of Marketing" (Master)

KU Leuven: Social Marketing (Master)

Johannes-Gutenberg University: Marketing Research (Master), Marketing Instruments (Master), Marketing Intelligence" (Master)

PROFESSIONAL SERVICE

Reviewer: International Journal of Research in Marketing, ACR North American Conference, Society for Consumer Psychology Conference, AMA Educators' Conference, EMAC Conference

University of Amsterdam: Organizer Social Marketing Club, Organizer Brown Bag Seminars and CB Representative ISM Seminars

KU Leuven: 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), Psychology of Technology Institute

BUSINESS COLLABORATIONS

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