

Dr. Andrea Weihrauch

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POSITIONS

- | | |
|-----------|---|
| 2016-now | 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

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|-----------------|--|
| 2022 (upcoming) | Stanford University, USA (1 month)
Graduate School of Business, hosted by Szu-Chi Huang |
| 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 |
| 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.

Beyond consumer “acceptance”, I examine how to use (disruptive) innovations for consumer well-being and positive societal change. As such, technology ethics, regulations, 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>

- ➔ *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*.
- ➔ Article in the top 5% of all research outputs scored by Altmetric, among the highest scoring outputs from *Journal of Marketing* (#18 of 963).

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.

In German:

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”, under review at *Journal of Marketing Research*, accepted at EMAC conference 2022.

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”, under review at *International Journal of Marketing Research*, accepted at ACR conference 2020.

➔ Collaboration with ING Group N.V.

Andrea Weihrauch, Siegfried Dewitte (KU Leuven): “The Present is not the Present: How Processing the Present Progressive Brings Consumer Closer to the Future”, prepared for submission to *Journal of Advertising (A)*, accepted at ACR conference 2015.

Myrthe Blösser (University of Amsterdam), Andrea Weihrauch: “Who Should Certify AI? Consumer Evaluations of AI Certification Entities”, under review at *Journal of Business Ethics (A)*.

WORK IN PROGRESS

- Racial Cues in Robotic Design (with Martina Cossu, University of Amsterdam).
- The Uncanny Valley for Social Media Beauty Filters (with Szu-Chi Huang, Stanford University).
- Lunch Programs for Underserved Communities – How to Increase Parental and Elementary School Children’s Participation (with Szu-Chi Huang, Stanford University).

➔ Collaboration with Government of California

- Extending the Privacy Calculus to Other's Data (with Joris Demmers, University of Amsterdam; and Arash Laghaie, Goethe University Frankfurt).
- Using your Friends' Data - Who is to Blame? (with Joris Demmers, University of Amsterdam; and Frauke Mattison-Thompson, University of Amsterdam).

PH.D. SUPERVISION

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

Project 1: Who should certify AI – consumer acceptance of AI quality assurance

Project 2: Communicating AI fairness metrics to marginalized consumer groups

Co-Supervision with Willemijn van Doelen (University of Amsterdam) of Rhea Goh (University of Amsterdam): **“Minimalism/ De-Consumption”**

Project 1: Artificial Intelligence Use for Sustainability - An Association Conflict?

Project 2: Understanding Sustainable Marketing - a (temporal) literature review

Visiting PhD Supervision of Chunya Xie (Renmin University of China): **“Discriminating AI”**

Co-Supervision with Luk Warlop (BI Norway) of Michelle van Gils (KU Leuven): **“Power and Social Relationships”**

HONORS AND AWARDS

For Research/ General Achievements:

- 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.
- 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>)

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 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

NWO - a Human and Mathematical Approach to Implementing and Navigating Explainable and Responsible AI	(€ 1.500.000,00)
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”, 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.
- “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.

- “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”, 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
- Conferences: ACR Conference, SCP Conference, AMA Conference, EMAC Conference

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)
- Psychology of Technology Institute

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
- Government of California
- TEDxAmsterdam
- Think Forward Initiative (ING Group N.V., the Centre for Economic Policy Research (CEPR), Deloitte, Dimension Data, and Dell EMC)