

PUBLICATIONS

ANDREAS HERRMANN

IN TOP TIER-JOURNALS ... (FINANCIAL TIMES 50)

- Collect them all! Increasing Product Category cross-selling using the Completeness Effect, in: *Journal of the Academy of Marketing Science*, 2022, 713-741 (with C. Bauer, K. Spangenberg & E. Spangenberg).
- The Problem with Innovation Contests, in: *Harvard Business Review*, August 2021 (with D. Dahl, R. Hofstetter & S. Aryosei).
- Constraining Ideas: How Seeing Ideas of Others Harms Creativity in Open Innovation, forthcoming: *Journal of Marketing Research*, 2021, 95-114 (with D. Dahl, R. Hofstetter & S. Aryobsei).
- Mixing It Up: Unsystematic Product Arrangements Promote the Choice of Unfamiliar Products, in: *Journal of Marketing Research*, 2020, 509-526 (with M. Walter, G. Häubl & C. Hildebrand).
- Moderating Loss Aversion: Loss Aversion Has Moderators, But Reports of its Death are Greatly Exaggerated, in: *Journal of Consumer Psychology*, 2020, 407-428 (with E. Johnson, S. Gaechter & K. Mrkva).
- Personalizing the Customization Experience: A Matching Theory of Mass Customization and culture-specific Information Processing, in: *Journal of Marketing Research*, 2019, 1-16 (with E. deBellis, C. Hildebrand, B. Schmitt & K. Ito).
- Social Product Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, in: *Journal of Management Information Systems*, 2018, 319-349 (with T. Schlager, C. Hildebrand, N. Franke & G. Häubl).
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- The hidden Pitfall of Innovation Prizes, in: *Harvard Business Review*, November 2017 (with R. Hofstetter & J. Zhang).
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- Product Design for the Long Run: Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure, in: *Journal of Marketing*, 2013, 92-107 (with J. Landwehr & D. Wetzel).
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- Conformity and the Crowd, in: *Harvard Business Review*, May 2013 (with G. Häubl, C. Hildebrand & J. Landwehr).
- Gut Liking for the Ordinary: Incorporating Design Fluency Improves Automobile Sales Forecasts, in: *Marketing Science*, 2011, 1-14 (with J. Landwehr & A. Labroo).
- It's Got the Look: The Effect of Friendly and Aggressive Facial Expressions on Product Liking and Sales, in: *Journal of Marketing*, 2011, 132-146 (with J. Landwehr & A. McGill).
- Order in Product Customization Decisions: Evidence from Field Experiments, in: *Journal of Political Economy*, 2010, 274-299 (with J. Levav, M. Heitmann & Iyengar).
- Nudge your Customers toward better Choices, in: *Harvard Business Review*, 2008, 99-105 (with E. Johnson, D. Goldstein & M. Heitmann).
- Choice Goal Attainment and Decision and Consumption Satisfaction, in: *Journal of Marketing Research*, 2007, 234-250 (with H. Heitmann & D. Lehmann).
- The Evolution of Loyalty Intentions, in: *Journal of Marketing*, 2006, 122-132 (with M. Johnson & F. Huber).
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- Successive Open Innovation Contests and Incentives: Winner-Takes-All or Multiple Prizes?, *Journal of Product Innovation Management*, 2018, 492-517 (with R. Hofstetter & J. Zhang).
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- Cross-national Differences in Uncertainty Avoidance predict the Effectiveness of Mass Customization across East Asia: A large-scale Field Investigation, in: *Marketing Letters*, 2015, 309-320 (with E. de Bellis, C. Hildebrand, K. Ito).
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IN B-JOURNALS ...

- The Impact of Priming on new Technology Appropriation: An Extension of Adaptive Structuration Theory, in: *International Conference on Information Systems*, 2015 (with M. Eppler & A. Comi).
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- Beyond “Pink it and Shrink it” – Perceived Product Gender, Aesthetics, and Product Evaluation, in: *Psychology & Marketing*, 2015, 422-437 (with M van Tilburg, T. Lieven & C. Townsend).
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- The Effect of Brand Gender on Brand Equity, in: *Psychology & Marketing*, 2014, 371-385 (with T. Lieven, M. van Tilburg, J. Landwehr & B. Grohmann).
- The Dual Influence of the Number of Prior Ideas on Solvers’ Creative Performance in Open Ideation Contests, in: *Advances in Consumer Research*, 2014 (with D. Dahl, R. Hofstetter & S. Aryobsei).
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- Product Customization via Starting, in: *Advances in Consumer Research*, 2013 (with C. Hildebrand & G. Häubl).
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- Hedonism versus Accuracy: The Influence of Motivation and Affect on the Evaluation of multiple Gains and Losses, *Review of Managerial Science*, 2013, 417-441 (with D. Schaffner, P. Mathur & D. Maheswaran).
- Cognitive Biases in new Technology Appropriation: An Experiment on the Impact of judgemental and presentational Priming, in: *International Conference on Information Systems*, 2013 (with M. Eppler, A. Comi & T. Schlager).
- Clustered Insights: Improving Eye Tracking Data Analysis Using Scan Statistics, in: *International Journal of Market Research*, 2013, 105-130 (with D. Sprott, C. Purucker & J. Landwehr).
- On the Impact of prior Ideas on Ideation Performance in Ideation Contests, in: *Advances in Consumer Research*, 2012 (with S. Aryobsei & R. Hofstetter).
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- Getting better or getting worse? Consumer Responses to decreasing, constant, and ascending multi-dimensional Price Profiles, in: *Review of Managerial Science*, 2012, 81-101 (with D. Wentzel & K. Peine).
- The Eyes have it: How Car Faces influence Consumer Categorization and Evaluation of Line-extensions, in: *Psychology & Marketing*, 2012, 36-51 (with S. Keaveney, R. Befurt & J. Landwehr).
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- Cognitive Moderators of Loss Aversion, in: *Advances in Consumer Research*, 2011 (with E. Johnson, S. Gächter & J. Westfall).

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- An empirical Study of the Antecedents for radical Product Innovations and Capabilities of Transformation, in: *Journal of Engineering and Technology Management*, 2007, 92-120 (with U. Eisert & O. Gassmann).
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- A Conceptual Framework for Strategic Marketing in High-Tech Industries: The Case of Automotive Industry, in: *Journal of International Marketing and Marketing Research*, 1993, 59-80 (with W. Müller).

BOOKS

MONOGRAPHS ...

- **Mobility for all ... at The Push of a Button**, *Emerald*, London, 2022 (with Johann Jungwirth).
- **Autonomous Driving**, *Emerald*, London, 2018 (with R. Stadler & W. Brenner).

EDITED BOOKS ...

- **Evolving Business Models**, *Springer*, Wiesbaden 2017 (with C. Franz & T. Bieger).
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