

# Joachim Vosgerau

## MARKETING MANAGEMENT

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### ARTICLES IN SCHOLARLY JOURNALS

OVERTON G., EVANGELIDIS I., VOSGERAU J.

**People Believe If 90% Prefer A over B, A Must Be Much Better than B. Are They Wrong?**

Journal of Consumer Research, 2024

CARBONE E., LOEWENSTEIN G., SCOPELLITI I., VOSGERAU J.

**He said, she said: Gender differences in the disclosure of positive and negative information**

Journal of Experimental Social Psychology, 2024, vol.110, pp.104525

KUEHN S., VOSGERAU J.

**The public's overestimation of immorality of formerly incarcerated people**

Journal of Experimental Criminology, 2024, vol.20, pp.269–295

JUNG M. H., SMEETS P., STOOP J., VOSGERAU J.

**Social status and unethical behavior: Two replications of the field studies in Piff et al. (2012).**

Journal of Experimental Psychology: General, 2023, vol.152, no. 5, pp.1368–1378

VOSGERAU J., SCOPELLITI I., HUH Y. E.

**Exerting Self-Control ≠ Sacrificing Pleasure**

Journal of Consumer Psychology, 2020, vol.30, no. 1, pp.181–200

VOSGERAU J., SIMONSOHN U., NELSON L. D., SIMMONS J. P.

**99% impossible: A valid, or falsifiable, internal meta-analysis.**

Journal of Experimental Psychology: General, 2019, vol.148, no. 9, pp.1628–1639

VOSGERAU J., PEER E.

**Extreme malleability of preferences: Absolute preference sign changes under uncertainty**

Journal of Behavioral Decision Making, 2019, vol.32, no. 1, pp.38–46

JOHN L. K., LOEWENSTEIN G., ACQUISTI A., VOSGERAU J.

**When and why randomized response techniques (fail to) elicit the truth**

Organizational Behavior and Human Decision Processes, 2018, vol.148, pp.101–123

BRANDIMARTE L., VOSGERAU J., ACQUISTI A.

**Differential discounting and present impact of past information.**

Journal of Experimental Psychology: General, 2018, vol.147, no. 1, pp.74–92

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**Selective Sensitization: Consuming a Food Activates a Goal to Consume Its Complements**

Journal of Marketing Research, 2016, vol.53, no. 6, pp.1034–1049

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**More Similar but Less Satisfying**

Psychological Science, 2016, vol.27, no. 6, pp.894-903

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

**You Call It “Self-Exuberance”; I Call It “Bragging”**

Psychological Science, 2015, vol.26, no. 6, pp.903-914

PEER E., VOSGERAU J., ACQUISTI A.

**Reputation as a sufficient condition for data quality on Amazon Mechanical Turk**

Behavior Research Methods, 2014, vol.46, no. 4, pp.1023-1031

BUECHEL E. C., ZHANG J., MOREWEDGE C. K., VOSGERAU J.

**More intense experiences, less intense forecasts: Why people overweight probability specifications in affective forecasts.**

Journal of Personality and Social Psychology, 2014, vol.106, no. 1, pp.20-36

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**Social Defaults: Observed Choices Become Choice Defaults**

Journal of Consumer Research, 2014, vol.41, no. 3, pp.746-760

YANG Y., VOSGERAU J., LOEWENSTEIN G.

**Framing Influences Willingness to Pay but Not Willingness to Accept**

Journal of Marketing Research, 2013, vol.50, no. 6, pp.725-738

MEYER R. J., VOSGERAU J., SINGH V., URBANY J. E., ZAUBERMAN G., NORTON M. I., CUI T. H.,  
RATCHFORD B. T., ACQUISTI A., BELL D. R., KAHN B. E.

**Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research**

Marketing Letters, 2010, vol.21, no. 3, pp.301-315

MESSNER C., VOSGERAU J.

**Cognitive Inertia and the Implicit Association Test**

Journal of Marketing Research, 2010, vol.47, no. 2, pp.374-386

VOSGERAU J.

**How prevalent is wishful thinking? Misattribution of arousal causes optimism and pessimism in subjective probabilities.**

Journal of Experimental Psychology: General, 2010, vol.139, no. 1, pp.32-48

MOREWEDGE C. K., HUH Y. E., VOSGERAU J.

**Thought for Food: Imagined Consumption Reduces Actual Consumption**

Science, 2010, vol.330, no. 6010, pp.1530-1533

VOSGERAU J., ANDERSON E., ROSS W. T.

**Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?**

Marketing Science, 2008, vol.27, no. 2, pp.205-224

WERTENBROCH K., VOSGERAU J., BRUYNEEL S. D.

**Free will, temptation, and self-control: We must believe in free will, we have no choice (Isaac B. Singer)**

Journal of Consumer Psychology, 2008, vol.18, no. 1, pp.27-33

VOSGERAU J., WERTENBROCH K., CARMON Z.

**Indeterminacy and Live Television**

Journal of Consumer Research, 2006, vol.32, no. 4, pp.487-495

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## COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

BAS B., VOSGERAU J., CIULLI R.

**No evidence that experiment aversion is not a robust empirical phenomenon**

2023, Proceedings of the National Academy of Sciences of the USA (Pnas)

SCOPELLITI I., VOSGERAU J., HUH Y. E.

**Response to Commentaries on the Exerting Self-Control ≠ Sacrificing Pleasure Research Dialogue**

2020, Journal of Consumer Psychology

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## PROCEEDINGS/PRESENTATIONS

BAS B., CIULLI R., VOSGERAU J.

**Why Do People Condemn and Appreciate Experiments?**

EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

CARBONE E., LOEWENSTEIN G., SCOPELLITI I., VOSGERAU J.

**He said, she said: gender differences in disclosure**

52nd Annual Conference of the Association for Consumer Research (ACR 2021) - October 8-30 2021, (virtual)

MAIMONE G., VOSGERAU J., GNEEZY A.

**I'd rather die by my own hands**

52nd Annual Conference of the Association for Consumer Research (ACR 2021) - October 8-30 2021, Virtual

JUNG M. H., VOSGERAU J., SMEETS P., STOOP J.

**Are rich/educated consumers less ethical and prosocial? Two direct, preregistered replications of Piff et al.s (2012) field studies**

51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4 2020, Virtual

ZHU M., NIAN T., VOSGERAU J.

**Belief-based discrimination: beauty premium and beauty penalty**

51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4 2020, Virtual

OVERTON G., VOSGERAU J., EVANGEDILIS I.

**Consumers Confuse Consensus with Strength of Preferences**

51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4 2020, Virtual

PRINSLOO E., SCOPELLITI I., VOSGERAU J., LOEWENSTEIN G.

**Disclosure of positive and negative experiences as social utility**

51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4 2020, Virtual

COSSU M., ESTES Z. C., VOSGERAU J.

**Uncommon Beauty: Physically Disabled Models Positively Affect Consumers' Attitudes and Choices**

51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4 2020, Virtual

VOSGERAU J., SIMONSOHN U., NELSON L. D., SIMMONS J. P.

**99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis**

50th Annual Conference of the Association for Consumer Research (ACR 2019) – October 17-20 2019, Atlanta, GA, United States of America

POWELL E., JUNG M. H., VOSGERAU J., PEER E.

**Donate today or give tomorrow? Adding a time delay increases donation amount but not willingness to donate**

49th Annual Conference of the Association for Consumer Research (ACR 2018) – October 11-14 2018, Dallas, TX, United States of America

SCOPELLITI I., VOSGERAU J., LOEWENSTEIN G.

**Bragging through an intermediary**

48th Annual Conference of the Association for Consumer Research (ACR 2017) – October 26-29 2017, San Diego, CA

VOSGERAU J., SCOPELLITI I., HUH Y. E.

**Pleasure, guilt and regret in consumption: revisiting the vice-virtue categorization in theories of self-control**

*47th Annual Conference of the Association for Consumer Research (ACR 2016) – October 27-30 2016, Berlin, Germany*

PAOLACCI G., VOSGERAU J.

**Less likely outcomes are valued less**

*46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4 2015, New Orleans, LA, United States of America*

VOSGERAU J., PEER E.

**Malleability of risk preferences**

*46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4 2015, New Orleans, LA, United States of America*

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

**Miscalibrated Predictions of Emotional Responses to Self-Promotion**

*Academy of Management Annual Meeting - August 7-11, 2015, Vancouver, Canada*

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

**Miscalibrated predictions of emotional responses to self-promotion**

*Asian-Pacific conference of the Association for Consumer Research (APACR 2015) - June 19-21 2015, Hong Kong*

YANG Y., VOSGERAU J., LOEWENSTEIN G.

**The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect**

*44th Annual Conference of the Association for Consumer Research (ACR 2013) – October 3-6 2013, Chicago, IL, United States of America*

HUH Y. E., MOREWEDGE C. K., VOSGERAU J.

**Within-category versus cross- category substitution in food consumption**

*44th Annual Conference of the Association for Consumer Research (ACR 2013) – October 3-6 2013, Chicago, IL, United States of America*

HUH Y. E., MOREWEDGE C. K., VOSGERAU J.

**Thought for food: top-down processes moderate sensory-specific satiation**

*41st Annual Conference of the Association for Consumer Research (ACR 2010) – October 6-9 2010, Jacksonville, FL, United States of America*

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