

Joachim Vosgerau

MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

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 \neq 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.

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

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

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BRANDIMARTE L., VOSGERAU J., ACQUISTI A.

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

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

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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

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YANG Y., VOSGERAU J., LOEWENSTEIN G.

Framing Influences Willingness to Pay but Not Willingness to Accept

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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

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Cognitive Inertia and the Implicit Association Test

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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

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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

COMMENTS, DISCUSSIONS, REPLIES SU RIVISTA

BAS B., VOSGERAU J., CIULLI R.

No evidence that experiment aversion is not a robust empirical phenomenon

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

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

2020, Journal of Consumer Psychology

PROCEEDINGS/PRESENTATIONS

BAS B., CIULLI R., VOSGERAU J.

Why Do People Condemn and Appreciate Experiments?

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

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, Stati Uniti d'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, Stati Uniti d'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, Germania

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, Stati Uniti d'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, Stati Uniti d'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, Stati Uniti d'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, Stati Uniti d'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, Stati Uniti d'America
