

Curriculum Vitae, Tobias Otterbring

Personal Information

First name, Surname:	Tobias Otterbring		
Date of birth:	March 14, 1985	Sex:	Male
Nationality:	Swedish		
Researcher unique identifier(s)	0000-0002-0283-8777 (ORCID)		

Education

Year	Faculty/Department - University/Institution - Country
2017	Ph.D. Psychology, Department of Psychology, Karlstad University, Sweden (April 21).

Positions - Current and Previous

Year	Job title – Employer - Country
2020-now	Professor of Marketing, University of Agder, Norway
2018-2020	Associate Professor of Marketing, Aarhus University, Denmark
2017-2018	Assistant Professor of Marketing, Aarhus University, Denmark

Project Management Experience

Year	Project owner - Project - Role - Funder
2020-	Shared team leader for Denmark in a global COVID-19 project, which includes 67 countries ($N = 46,769$), currently under review in <i>Nature Communications</i> (IF = 12.12).
2019-2020	AUFF Starting Grant for particularly talented young scholars, entitled “The good, the bad or the ugly? The effect of drive states on consumer choice between smaller-sooner and larger-later rewards.” Role: Project manager and principal investigator. Funder: Aarhus University Research Foundation (AUFF). Grant size: Approximately 2 million SEK.
2017-2019	Grant entitled “The future of customer experience: Digitalized services in physical places to create value for both company and customers.” Role: Project co-applicant. Funder: The Swedish Wholesale and Retailing Council. Grant size: Approximately 4 million SEK.

Supervision of Students

Master's students	Ph.D. students	University/institution - Country
0	1	Karlstad University, Sweden
12	5	Aarhus University, Denmark
0	1	Swedish University of Agricultural Sciences, Sweden

Other Relevant Professional Experiences

Year	Description - Role
2012-present	Ad hoc reviewer for journals such as <i>Journal of Service Research</i> (ABS 4), <i>Journal of Business Ethics</i> (ABS 3), <i>Personality and Individual Differences</i> (ABS 3), <i>Journal of Business Research</i> (ABS 3), and <i>International Journal of Hospitality Management</i> (ABS 3).
2018-present	Editorial Board Member, <i>Psychology & Marketing</i> (ABS Level 3; to 2020), coordinating Guest Editor in special issues appearing in <i>Journal of Business Research</i> (ABS 3; published 2020) and <i>Psychology & Marketing</i> (ABS 3; published 2021), and Co-Guest Editor in special issue in <i>Personality and Individual Differences</i> (ABS 3; to be published 2022).
2014-present	Invited reviews from the Canada Research Chairs, the Czech Science Foundation, the Icelandic Research Fund, and conferences organized by the Association for Consumer Research (ACR), the American Marketing Association (AMA), the Academy of Marketing Science (AMS), the Society for Consumer Psychology (SCP), the Society for Personality and Social Psychology (SPSP), and the European Marketing Academy (EMAC).

2020	Interview with Rasmus Jungersen and Pernille Kjeldgaard Kristensen about the lifetime consequences of being physically unattractive, National Danish Radio (DR Viden), Sept 4, 2020. Published Sept 20, 2020: https://www.dr.dk/nyheder/viden/kroppen/ja-grimme-mennesker-findes-og-det-boer-vi-tale-om
2019	Invited speaker at the Social and Innovation Marketing Workshop at Toulouse Business School for approximately 100 individuals, Nov 28, 2019, Toulouse, France.
2019	Invited speaker at the French Marketing Academy's "publication booster" workshop with the aim of publishing in top journals for approximately 15 promising young French scholars with a PhD in marketing, Nov 13-14, 2019, Paris, France.
2019	Invited speaker at Gothenburg University. Research presentation entitled "The connection between office types and cognition, motivation, and communication" for approximately 300 individuals at a public event, Sep 17, 2019, Gothenburg, Sweden.
2018	Speaker at Karlstad Information Days. Research presentation for a total of around 2500 upper secondary school attendees, March 6-8, 2018, Karlstad, Sweden.

Track Record

Number of Academic Articles during Career: 51 (as of May 9, 2021; First publication 2012)

Citations: 1133 (Google Scholar, May 9, 2021)

H index: 14 (Google Scholar, May 9, 2021)

Research Gate, Research Interest: 757 (Higher than 98% of all researchers who first published in 2012)

Selected Recent Publications:

1. **Otterbring, T.** & Rolschau, K. (2021). Beauty is in the eye of the beer holder but rarely because of the beer. *Personality and Individual Differences*. [**Impact Factor: 2.31; ABS 3**]
2. **Otterbring, T.**, Festila, A., & Folwarczny, M. (2021). Self-isolation for the self-centered: Negative framing increases narcissists' willingness to self-isolate during COVID-19 through higher response efficacy. *Personality and Individual Differences*, 110688. [**Impact Factor: 2.31; ABS 3**]
3. **Otterbring, T.**, Bodin Danielsson, C., & Pareigis, J. (2021). Office types and workers' cognitive vs. affective evaluations from a noise perspective. *Journal of Managerial Psychology*, 36(4), 415–431. [**Impact Factor: 1.38; ABS 3**]
4. **Otterbring, T.** (2021). Evolutionary psychology in marketing: Deep, debated, but fancier with fieldwork. *Psychology & Marketing*, 38(2), 229–238. [**Impact Factor: 2.37; ABS 3**]
5. Borau, S., **Otterbring, T.**, Laporte, S., & Fosso-Wamba, S. (2021). The most human bot: Female gendering increases humanness perceptions of bots and acceptance of AI. *Psychology & Marketing*. [**Impact Factor: 2.37; ABS 3**]
6. Tierney, W., Hardy, J. H., III., Ebersole, C., Viagnola, D., Clemente, E., ..., **Otterbring, T.**, ..., & Uhlmann, E. L. (2021). A creative destruction approach to replication: Implicit work and sex morality across cultures. *Journal of Experimental Social Psychology*, 93, 104060. [**Impact Factor: 3.25; ABS 4**]
7. **Otterbring, T.**, Li, J.X., Sundie, J., & Hill, S. (2020). Evolutionary psychological consumer research: Bold, bright, but better with behavior. *Journal of Business Research*, 120, 473–484. [**Impact Factor: 4.87; ABS 3**]
8. **Otterbring, T.** (2020). Appetite for destruction: Counterintuitive effects of attractive faces on people's food choices. *Psychology & Marketing*, 37(11), 1451–1464. [**Impact Factor: 2.37; ABS 3**]

9. **Otterbring, T.**, Ringler, C., Sirianni, N.J., & Gustafsson, A. (2018). The Abercrombie & Fitch effect: The impact of physical dominance on male customers' status-signaling consumption. *Journal of Marketing Research*, 55(1), 69–79. [**Impact Factor: 4.63; ABS 4*; Financial Times Publication**]
10. **Otterbring, T.**, Pareigis, J., Wästlund, E, Makrygiannis, A., & Lindström, A. (2018). The relationship between office type and job satisfaction: Testing a multiple mediation model through ease of interaction and wellbeing. *Scandinavian Journal of Work, Environment & Health*, 44(3), 334–338. [**Impact Factor: 4.13; ABS 3**]

Note: ABS = Chartered Association of Business Schools (Level 4* = World-Leading Journal; Level 4 = Top Journal in the Field; Level 3 = Highly Regarded Journal).

Selected Academic Awards and Recognitions:

- Selected Highlight of the Association to Advance Collegiate Schools of Business' (AACSB) Innovations that Inspire, based on the innovation “Sweet Success: An Ice Cream Co-Created Field Study” together with Ellen K. Nyhus and Elise F. Furrebøe, March 30, 2021.
- Winner, 27th Academy of Marketing Science (AMS) Mary Kay Doctoral Dissertation Award at the 46th AMS Annual Conference, May 23-25, 2018, New Orleans, LA, USA.
- Recipient of the 2018 Emerald/EFMD Highly Commended Doctoral Research Award in Marketing.
- Runner-up, 13th Human Behavior and Evolution Society (HBES) Post-Doctoral Research Award at the 30th Annual HBES Conference, July 4-7, 2018, Amsterdam, the Netherlands.
- Runner-up, 3rd American Marketing Association (AMA) SERVSIG Best Dissertation Award Competition at the 10th AMA SERVSIG conference, June 14-16, Paris, France.
- Winner, Best Poster Award, Rodrigues, H., Otterbring, T., Schwab, N.T., Behrens, J.H., & Gómez-Corona, C. (2017). *The 12th Latin American Symposium of Food Science (12SLACA)*, November 4-7, 2017, Campinas, Brazil. Selected for submission to *Food Research International*.
- Finalist, Best Paper Award Based on Doctoral Research at the 44th EMAC 2015 Conference, May 26-29, 2015, Leuven, Belgium.

Selected Popular Science Recognitions:

- Finalist, European Science Slam (a “stand-up” popular science competition resembling a TED talk, which honors the most interesting, captivating, and educational research presentation), July 23-27, 2016, Manchester, UK.
- National finalist, Research Grand Prix (a “stand-up” popular science competition resembling a TED talk, which honors the most interesting, captivating, and educational research presentation), December 4, 2012, Stockholm, Sweden.

Brief Description of Academic Interests and Publication Experiences:

I work as a Full Professor of Marketing at the University of Agder, Norway, and as a Researcher at the Institute of Retail Economics, Sweden. A common denominator of my research is an interest in how the real, imagined, or implied presence of other individuals influences people's cognitions, emotions, and behavioral responses. I also study how various nonverbal cues, such as smiling, physical attractiveness, and interpersonal touch, can influence consumers' product preferences and purchase patterns. Thus, a frequently occurring theme in my research is social influence applied to consumption. Another prominent aspect of my research is an emphasis on field studies and work capturing real, observable behavior.

I have authored more than 50 academic articles in disciplines ranging from marketing, psychology, and organizational behavior to food science, public health, and sustainability. Some of my publications have appeared in outlets such as the *Journal of Marketing Research* (ABS 4*; Financial Times List Publication), the *Journal of Experimental Social Psychology* (ABS 4), the *Journal of Business Research* (ABS 3), *Psychology & Marketing* (ABS 3), *Personality and Individual Differences* (ABS 3), the *Journal of Managerial Psychology* (ABS 3), and *Harvard Business Review* (ABS 3). I have first-authored more than 50 percent of my research output and served as a guest editor for several special issues published in ABS Level 3 journals.

Research Outreach and Societal Impact:

Some of the international media outlets that have featured my research include BBC News, New York Times, New York Post, Forbes, Harvard Business Review, Psychology Today, Daily Mail, The Independent, The Telegraph, The Times, Alpha Galileo, Metro UK, and Fox News.

Several of my publications have performed particularly well on various media attention metrics, suggesting that my research is engaging and that my findings reach the public. For example, in terms of attention scores, my first-authored publication in the world-leading marketing journal, *Journal of Marketing Research*, is in the 94th percentile, and my first-authored publication in *Scandinavian Journal of Work, Environment & Health* is in the 98th percentile by means of the combined attention produced by a scientific publication in terms of its appearance in news articles and on television, blogs, and social media. Furthermore, one of my single-authored publications in *Food Quality and Preference* is in the 99th percentile of all published papers in this journal by means of mentions on blogs and in news articles, and in the 100th percentile by means of mentions on Twitter.