

## C. Miguel Brendl

### Curriculum Vitae

31 August, 2025

Universität Basel, Wirtschaftswissenschaftliche Fakultät, Postfach 4653, 4002 Basel, Switzerland

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**ORCID ID:** <https://orcid.org/0000-0002-9111-2491>

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### Academic Appointments

2016 - *Full Professor of Marketing*, University of Basel, Switzerland,  
2017-2018 also visiting scholar at Northwestern University  
2007 - 2017 *Associate Professor of Marketing with tenure*, Kellogg School of Management,  
Northwestern University,  
on leave to the University of Basel in 2016/17  
*Associate Professor of Psychology* (courtesy joint appointment),  
Northwestern University  
Faculty Member on the *Cognitive Science Program* of Northwestern University  
2005- 2007 *Associate Professor of Marketing with tenure*, INSEAD, Fontainebleau  
1999-2005 *Assistant Professor of Marketing*, INSEAD, Fontainebleau  
1998-1999 *Assistant Professor of Psychology ("C1")*, University of Heidelberg  
1995-1998 *Assistant Professor of Psychology ("C1")*, University of Konstanz

### Education

<i>Ph.D.</i>	Psychology, Columbia University, 1995
<i>M. Phil.</i>	Psychology, Columbia University, 1994
<i>M.A.</i>	Psychology, Columbia University, 1992
<i>Diplom</i>	Psychology, University of Mannheim, Germany, 1990
<i>Vordiplom</i>	Business Administration, University of Mannheim, 1988
	Psychology, University of Mannheim, 1987
	Enrolled at the University of Mannheim, 1985

### Publications

Meng, Mathew, Ozgun Atasoy, and C. Miguel Brendl (forthcoming), "How Self-Esteem Elevates the Subjective Value of Local Food," *Food Quality and Preference*.  
<https://doi.org/10.1016/j.foodqual.2025.105513>

Brendl, C. Miguel and Steven Sweldens, (2024) "Defining the Stimulus in S–R Interventions: On the Need to Embrace Theory and Organism in S–O–R," *Consumer Psychology Review*, 7, 116-120. <https://doi.org/10.1002/arcp.1098>

Cerf, Moran and Miguel Brendl (2024), "Chapter 3 Using Sensory Substitutions to Make Better Business Decisions (or How Sensory Devices Connected to Our Body Can Help Us Outperform AI and Common Data Analytics)," in *Biometrics and Neuroscience Research in Business and Management: Advances and Applications*, eds. Luiz Moutinho and Moran Cerf, Berlin, Boston: De Gruyter, 37-82. <https://doi.org/10.1515/9783110708509-003>

Brendl, C. Miguel, Ozgun Atasoy, and Coralie Samson (2023), "Preferential attraction effects with visual stimuli: The role of quantitative versus qualitative visual attributes," *Psychological Science*, 34 (February), 265-278. <https://doi.org/10.1177/09567976221134476>

Brendl, C. Miguel and Bobby J. Calder (2023), "Using scales in research: Measured constructs or measured variables?," in Katsikeas, C. S., Madan, S., Brendl, M., Calder, B. J., Lehmann, D. R., Baumgartner, H., Weijters, B., Wang, M., Huang, C., & Huber, J. Commentaries on "Scale use and abuse: Toward best practices in the deployment of scales," *Journal of Consumer Psychology* (January), 33, 244–258. <https://doi.org/10.1002/jcpy.1319>

Greenwald, Anthony G., Miguel Brendl, Huajian Cai, Dario Cvencek, John F. Dovidio, Malte Friese, Adam Hahn, Eric Hehman, Wilhelm Hofmann, Sean Hughes, Ian Hussey, Christian Jordan, Teri A. Kirby, Calvin K. Lai, Jonas W. B. Lang, Kristen P. Lindgren, Dominika Maison, Brian D. Ostafin, James R. Rae, Kate A. Ratliff, Adriaan Spruyt, and Reinout W. Wiers (2021), "Best Research Practices for Using the Implicit Association Test," *Behavior Research Methods*, 54 (September), 1161–1180. <https://doi.org/10.3758/s13428-021-01624-3>

Calder, Bobby J., C. Miguel Brendl, Alice M. Tybout, and Brian Sternthal (2021), "Distinguishing Constructs from Variables in Designing Research," *Journal of Consumer Psychology*, 31(January), 188-208. <https://doi.org/10.1002/jcpy.1204>

- Among the journal's 10 most downloaded articles within 12 months of online-first publication, 2019-2020

Calder, Bobby J., C. Miguel Brendl, and Alice M. Tybout (2019), "Integrating Effects and Theory in Research and Application," in *Handbook of Research Methods in Consumer Psychology*, eds. Frank R. Kardes, Paul M. Herr, and Nobert Schwarz, New York, NY: 419-437 Routledge.

Mittelman, M., Eduardo B. Andrade, Amitava Chattopadhyay, C. Miguel Brendl (2014), "The Offer Framing Effect: Choosing Single versus Bundled Offerings Affects Variety Seeking," *Journal of Consumer Research*, 41 (December), 953-964.

Malaviya, Prashant and C. Miguel Brendl (2014), "Do Hedonic Motives Moderate Regulatory Focus Motives? Evidence from the Framing of Persuasive Messages," *Journal of Personality and Social Psychology*, 106 (January), 1-19.

- lead article

Bonezzi Andrea, C. Miguel Brendl, and Matteo De Angelis (2011), "Stuck in the Middle: The Psychophysics of Goal Pursuit," *Psychological Science*, 22 (May), 607-612.

Dai, Xianchi, C. Miguel Brendl, and Dan Ariely (2010), "Wanting, Liking, and Preference Construction," *Emotion*, 20 (June), 324-334.

Markman, Arthur B., C. Miguel Brendl, and Kyungil Kim (2009), "From Goal-Activation to Action: How Does Preference and Use of Knowledge Intervene?", in *The Psychology of Action, Volume 2: Mechanisms of Human Action*, ed. Ezequiel Morsella, John A. Bargh,

and Peter M. Gollwitzer, New York, NY: Oxford University Press, 328-349.

Dai, Xianchi, Klaus Wertenbroch, and C. Miguel Brendl (2008), "The Value Heuristic in Judgments of Relative Frequency," *Psychological Science, 19 (January)*, 18-19.  
 - Winner, 2007 de Finetti Award, European Association for Decision Making; finalist, 2007 INFORMS Decision Analysis Society Student Paper Award for first author

Markman, Arthur B., C. Miguel Brendl, and Kyungil Kim, (2007), "Preference and the Specificity of Goals," *Emotion, 7 (August)*, 680-684.

Brendl, C. Miguel, Amitava Chattopadhyay, Brett W. Pelham, and Mauricio Carvallo (2005), "Name Letter Branding: Valence Transfers when Product Specific Needs are Active," *Journal of Consumer Research, 32 (December)*, 405-415.

Markman, Arthur B. and C. Miguel Brendl (2005), "Goals, Policies, Preferences, and Actions," in *Applying Social Cognition to Consumer-Focused Strategy*, ed. Frank R. Kardes, Paul M. Herr, & Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 183-200.

Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2005), "Indirectly Measuring Evaluations of Several Attitude Objects in Relation to a Neutral Reference Point," *Journal of Experimental Social Psychology, 41 (June)*, 346-368.

Markman, Arthur B. and C. Miguel Brendl (2005), "Constraining Theories of Embodied Cognition," *Psychological Science, 16 (January)*, 6-10.

Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2003), "The Devaluation Effect: Activating a Need Devalues Unrelated Choice Options," *Journal of Consumer Research, 29 (March)*, 463-473.  
 - Journal of Consumer Research Best Article of the Year 2003 award (awarded in 2006)

Brendl, C. Miguel (2001), "Goals and the Compatibility Principle in Attitudes, Judgment, and Choice," in *Cognitive Social Psychology: The Princeton Symposium on the Legacy and Future of Social Cognition*, ed. Gordon B. Moskowitz, Mahwah, NJ: Lawrence Erlbaum Associates, 317-332.

Brendl, C. Miguel, Arthur B. Markman, and Claude Messner (2001), "How do Indirect Measures of Evaluation Work? Evaluating the Inference of Prejudice in the Implicit Association Test," *Journal of Personality and Social Psychology, 81 (November)*, 760-773.  
 - Lead article

Brendl, C. Miguel (2000), "Subjective Experience in the Effect of Sample Size on Likelihood Judgments," in *The Message Within: The Role of Subjective Experience in Social Cognition and Behavior*, ed. Herbert Bless and Joseph P. Forgas, Philadelphia: Psychology Press, 69-87.

Markman, Arthur B. and C. Miguel Brendl (2000), "The Influence of Goals on Value and Choice," *The Psychology of Learning and Motivation, 39*, 97-128.

Brendl, C. Miguel, Arthur B. Markman, and E. Tory Higgins (1998), "Mentale Kontoführung als Selbst-Regulation. Representativität für zielgeleitete Kategorien [Mental Accounting as Self-regulation. Representativeness to Goal-Derived Categories]," *Zeitschrift für Sozialpsychologie. Sonderheft Konsumentenpsychologie, 29*, 89-104.  
 - Lead article  
 - Translated into French in *Recherche et Applications en Marketing, 2000, 15(1)*, 81-96.

Brendl, C. Miguel and E. Tory Higgins (1996), "Principles of Judging Valence: What Makes Events Positive or Negative," *Advances in Experimental Social Psychology*, 28, 95-160.

Brendl, C. Miguel, E. Tory Higgins, and Kristi M. Lemm (1995), "Sensitivity to Varying Gains and Losses: The Role of Self-Discrepancies and Event Framing," *Journal of Personality and Social Psychology*, 69 (June), 1028-1051.

- Won German Psychological Society's dissertation award

Higgins, E. Tory and C. Miguel Brendl (1995), "Accessibility and Applicability: Some 'Activation Rules' Influencing Judgment," *Journal of Experimental Social Psychology*, 31 (May), 218-243.

### Citation Analysis (4 April 2025)

Google Scholar:

<https://scholar.google.com/citations?user=DAM7s6YAAAAJ&hl=en&oi=ao>  
citations: 4,248; h-index: 22; i10-index: 26

Web of Science

<https://www.webofscience.com/wos/author/record/48596529>  
times cited without self-citations: 1744; average per article: 59; h-index: 18; no. of indexed publications: 30

### Honors and Awards

Fellow of the *Association for Psychological Science*, 2015

Outstanding reviewer award, *Journal of Consumer Research*, 2010

Elected Fellow of the *Society of Experimental Social Psychology* (SESP), 2009

*Journal of Consumer Research Best Article Award*, 2006 for best article published during 2003, Brendl, Markman, & Messner (2003)

Outstanding reviewer award, *Journal of Consumer Research*, 2005

Research Fellow of the *Alexander von Humboldt Foundation*

"Heinz Heckhausen Young Scientist" dissertation award by the *German Psychological Society*, 1996

*Faculty Fellowship* for doctoral studies at *Columbia University*, 1990-1995

### Research Interests

Formation of preferences that underlie judgments and decisions. In particular:

- Differences between impulsive motivation (wanting, desire) and hedonic feelings (predicted pleasure, liking) and their respective influences on behavior
- Reversing negative emotional brand associations
- Psychological differences between gains and losses

## **Mentoring of Junior Researchers**

**-for academic careers, the first professor position is listed in parentheses-**

Primary PhD-Student Advisor or Co-Advisor:

Anne-Laure Sellier (London Business School, 2003), Maria Galli (Hong Kong University of Science & Technology, 2004), Mauricio Mittelman (Universidad Torcuato Di Tella, 2007), Xianchi Dai (The Chinese University of Hong Kong, 2008), Andrea Bonezzi (New York University, 2012), Soo Kim (Cornell University, 2014), Mijung Park (2017), Ben Neuwirth (2018)

Other Mentoring at Graduate or Post-Doc Level:

Joachim Vosgerau (Carnegie Mellon University, 2005), Claude Messner (University of Basel, 2005), Mathew Isaac (Seattle University, 2011), Monika Lisjak (Erasmus University, 2012), Jana Moeller (Free University Berlin, 2013), Xiaomeng Fan (Shanghai Tech University, 2019), Monica Gamez-Djokic (Purdue University, 2022), Ozgun Atasoy (Warwick Business School, 2023)

## **Teaching Experience**

At the University of Basel

Undergraduate: Introduction to Marketing

Graduate: Behavioral Science, Psychology of Decision Making, Consumer Behavior,  
Psychological Theory in Consumer Behavior

At the Kellogg School of Management

Executive education: executive MBA elective "Consumer Insight and Marketing Strategy"  
(with Gregory Carpenter), also taught in non-degree programs.

MBA courses: MBA elective Consumer Behavior

PhD courses: Psychological Theory in Consumer Behavior

At INSEAD

Executive education: Advertising and Sales Promotions (4-hour module), Brand Turnaround (4-hour module), faculty consultant for developing a marketing plan during a simulation

MBA courses: core course marketing (co-taught), elective in consumer behavior

PhD courses: introduction to social psychology, introduction to cognitive psychology, experimental design (co-taught)

Published teaching materials: coauthored case series with teaching note "Lay's potato chips in Hungary" (distributed through www.ecch.com, the European Case Clearing House)

As Assistant Professor of Psychology (University of Konstanz, University of Heidelberg)

"Affect and Cognition", "Attitudes and Persuasion", "Consumer Psychology", "Decision Making", "Evaluation of Social Stimuli: Attitudes, Prejudice, and Subjective Utility", Experimental Laboratory Class, "Introduction to Social Psychology", "Judgment and Decision Making", "Motivation and Action", "Social Information Processing: The Self, other People, and Groups", "Stereotypes, Prejudice, and Discrimination", "The Construction of Preferences: Unconscious and

heuristic processes", "The Psychology of Valence: Positive-Negative Asymmetries", "What if ...?  
The Social Psychology of Counterfactual Thinking"

As Teaching Assistant (Columbia University, University of Mannheim)

"Human Experimental Psychology", "Introduction to Psychology", "Introduction to Social Psychology", "Psychological Science", "Psychometric Test Theory"

## Editorial Review Boards

Motivation Science (since 2023)

Journal of Consumer Psychology (since 2004)

Journal of Consumer Research (2003-2016)

## Ad Hoc Reviewer

Marketing and Management

Association for Consumer Research annual conferences, Consumer Behavior Special Interest group of the American Marketing Association conferences, Journal of Consumer Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Journal of Marketing Research, Journal of the Association of Consumer Research, Marketing Science, Marketing Science Institute Dissertation Competition, Organizational Behavior and Human Decision Processes, Oxford University Press books, Society for Consumer Psychology annual conferences

Psychology

Applied Psychology: An International Review, British Journal of Social Psychology, Cognition and Emotion, Cognitive Psychology, Cognitive Science, Emotion, European Journal of Social Psychology, Experimental Psychology, Journal of Applied Social Psychology, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Lawrence Erlbaum Associates books, Motivation Science, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, Psychological Review, Psychological Science, Psychologische Rundschau, Psychonomic Bulletin and Review, Social Cognition, Wiley-Blackwell Publishers books, Zeitschrift für Sozialpsychologie, Zeitschrift für Psychologie

Expert consultant or reviewer for grant giving agencies

KU Leuven (Belgium), National Science Foundation (USA), Research Directorate of the European Commission, Research Foundation Flanders FWO, Research Grants Council of Hong Kong, Swiss National Science Foundation, United States – Israel Binational Science Foundation

## Service

PhD-Committee Member (not as advisor)

Vincent Ikechukwu Onyemah (INSEAD, 2003), Joachim Vosgerau (INSEAD, 2005),

Ioanna Tziri (INSEAD, 2008), Haakon Brown (Kellogg School of Management, 2009),  
Mathew Isaac (Kellogg School of Management, 2011), Monika Lisjak (2012), Ben  
Neuwirth (Kellogg School of Management, 2018), Nicholas Arnold (University of Basel,  
2021)

University of Basel

Reviewer for University Ethics Review Board, 2024-  
Curriculum Committee, 2016-  
Departmental Steering Committee, 2017-2023

Kellogg School of Management

Curriculum Committee for instantiating an undergraduate certificate degree program,  
2011-2012  
Coordinator for the behavioral marketing PhD program and member of the school  
doctoral committee, 2008 - 2010

Society for Consumer Psychology

Member of the Selection Committee for the C.W. Park Award for Outstanding  
Contribution to the Journal of Consumer Psychology 2015  
Program Committee Member for the Winter Conference 2015, 2016  
International liaison, March 2002 – 2007

Association for Consumer Research North America Conferences

Program Committee Member in 2004, 2007, 2009, 2013  
Associate editor in 2007, 2013  
Doctoral symposium mentor 2024

INSEAD

Social Science Research Center:  
-founding director, 1999 – 2002  
-executive committee member, 2002-2004  
-director, 2004 - 2007

Marketing department PhD committee member 1999 - 2007

German Society of Social Psychology: program committee chair of the XI. conference of the  
society, Konstanz, 1997

## Professional Societies

Association for Consumer Research (ACR), Fellow of the Association for Psychological Science  
(APS), European Association of Social Psychology (EASP), Society for Consumer Psychology  
(SCP), Society of Experimental Social Psychology (SESP)

## Research Grants

2025 "Spreading of misinformation about vaccines: Why disgust matters," Förderverein des WWZ, (25,000 CHF in direct costs).

2024 "Aggressive Repositioning via Celebrity Endorsement in Advertising," Förderverein des WWZ, (21,500 CHF in direct costs).

2023 "Persuading to Investing into Sustainability," Förderverein des WWZ, (80,000 CHF in direct costs); in collaboration with Beat Hintermann.

2022 "Visual and Numeric Attraction Effects with Large Choice Sets," Förderverein des WWZ, (50,000 CHF in direct costs).

2021 "Reversal of the Visual Attraction Effect," Förderverein des WWZ, (44,000 CHF in direct costs).

2020 "Visual Attraction Effect," Förderverein des WWZ, (50,000 CHF in direct costs).

2019-2025 "Predicted Pleasure, Motivation, and Psychological Utility," Swiss National Science Foundation (300,000 CHF in direct costs)

2019 "Types of Behavior That Fake News Influence," Förderverein des WWZ (46,000 CHF in direct costs).

2018 "Reducing Reputational Damage of Fake News," Förderverein des WWZ, (46,000 CHF in direct costs).

2017 "Improving Negative Brand Image Through Specific Counter-Emotions," Förderverein des WWZ, (43,000 CHF in direct costs).

2010-2012 "Conditioning and Counter-Conditioning of Emotions" (with Vincent Nijs, San Diego and Eva Walther, Trier), TransCoop grant of the Humboldt Foundation, (31,000 € in direct costs).

1999-2007 Competitive grants from INSEAD's Research & Development Committee, some with co-authors: 1999 (8,000 €), 2000 (19,000 €), 2000 (107,000 €), 2002 (31,000 €), 2003 (23,000 €), 2003 (34,000 €), 2005 (18,000 €), 2005 (12,000 €)

1996-1998 "Valence: Information Processing of Positivity and Negativity", German Science Foundation grant BR1722/1-1, (80,000 US\$ in direct costs)  
8/98-7/00: Renewal (80,000 US\$ in direct costs)  
1/01-9/01: Renewal with Klaus Fiedler as Principal Investigator and myself as co-investigator

1997-2001 "Similarity, Goals, and Decision Making: How Representativeness Affects Choice" (with Arthur Markman, University of Texas, Austin). TransCoop grant of the German American Academic Council, (38,000 US\$ in direct costs).

1998 "Theory and Configurality in Clinical Judgments of Experts and Novices" (with Yoav Ganzach, Tel Aviv University Business School), Lion Foundation, Switzerland, (5,000 US\$ in direct costs).

## Invited Presentations

Brendl, C. Miguel (1997), "Sensitivity to Varying Gains and Losses: The Role of Self-Discrepancies and Event Framing" (translated from German), Young Scientist Award

address at *the 40th Congress of the German Psychological Society in Munich 1996*  
 published in *Bericht über den 40. Kongress der Deutschen Gesellschaft für Psychologie in München 1996*, ed. Heinz Mandl, Göttingen: Hogrefe, 95-101.

Brendl, C. Miguel (1998), "Goal-Compatibility," conference *Future Directions in Social Cognition*, Princeton University, Princeton, New Jersey.

Brendl, C. Miguel (2002), "Indirect Measures of Evaluation Correlate with Explicit Ratings, if they are Sensitive to Single Items", *Second Workshop for Implicit Diagnostics*, Berlin (sponsored by the German Science Foundation).

Brendl, C. Miguel (2003), "Uncontrollable Evaluations and Choice," *New York University Marketing Camp*, New York, NY.

Brendl, C. Miguel (2005), "Revealing the Structure and Process of Goals through Preferences," *Meeting of the International Social Cognition Network*, Würzburg.

Brendl, C. Miguel (2017), "Improving Negative Brand Image," *The Brand Ventures Talk* at the University of Innsbruck

Brendl, C. Miguel (2017, December), "A Dissociation of Anticipated Pleasure and Motivation", *Journal of the Association for Consumer Research Invitational Conference on Goals and Motivation*, Miami, FL (with Mijung Park)

Brendl, C. Miguel, "Emotional Counter-Conditioning of Brand Attitudes (2017, January)", 47. *Jahrestagung der Wissenschaftlichen Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft e. V.*, Cologne, Germany (with Vincent Nijs, Eva Walther, and Jana Moeller)

Brendl, C. Miguel (2019), "Improving Negative Brand Image," *Hamburg-Cologne Marketing Camp 2019*

Brendl, C. Miguel (2019), "Improving Negative Brand Image," *Vereinigung Basler Ökonomen* (University of Basel alumni organization)

Brendl, C. Miguel (2019), "Specific Counter-Conditioning of Brand Attitudes," *International Small Group Meeting Social Cognition and Decision Sciences*, University of Tübingen, Germany

## Invited Presentations at Research Seminars

Princeton University<sup>P</sup> (1995), University of Heidelberg<sup>P</sup> (1995), University of Maryland at College Park<sup>P</sup> (1996), Institute for Opinion Research Allensbach, Germany (1998), McGill University<sup>B</sup> (1998), Northwestern University<sup>B</sup> (1998), University of California at Berkeley<sup>B</sup> (1998), University of Colorado at Boulder<sup>B</sup> (1998), University of British Columbia<sup>B</sup> (1998), University of Chicago<sup>B</sup> (1998), University of Jena, Germany<sup>P</sup> (1998), University of Toronto<sup>B</sup> (1998), University of Mannheim<sup>B</sup> (1999), University of Chicago<sup>B</sup> (2000), University of Basel, Switzerland<sup>P</sup> (2001), University of Florida, Gainesville<sup>B</sup> (2001), SUNY at Buffalo<sup>P</sup> (2002), London Business School (2002)<sup>B</sup>, University of Toronto<sup>B</sup> (2003), University of Colorado at Boulder<sup>B</sup> (2003), University of Paris X – Nanterre (2004)<sup>P</sup>, Erasmus University – Rotterdam<sup>B</sup> (2004), Tilburg University<sup>B</sup> (2005), Carnegie Mellon University<sup>B</sup> (2006), University of Michigan<sup>B</sup> (2006), Northwestern University<sup>B</sup>

(2007), University of Toronto<sup>B</sup> (2007), Columbia University in the City of New York<sup>B</sup> (2007), University of Jena<sup>P</sup> (2007), University of Cologne<sup>P</sup> (2007), University of Chicago (2007)<sup>B</sup>, University of Trier<sup>P</sup> (2007), University of Illinois at Urbana Champaign<sup>P</sup> (2008), Free University of Berlin (2008)<sup>B</sup>, Humboldt University Berlin (2008)<sup>B</sup>, University of Cologne (2009)<sup>B</sup>, Yale University (2009)<sup>B</sup>, University of British Columbia (2010)<sup>B</sup>, Northwestern University (2012)<sup>P</sup>, Massachusetts Institute of Technology (2014)<sup>B</sup>, Universität Basel (2014)<sup>B,E</sup>, (2015 interdisciplinary workshop), Universität Innsbruck (2014)<sup>B</sup>, Cornell University (2015)<sup>B</sup>, Northwestern University- Marketing Camp (2015)<sup>B</sup>, University of St. Gallen, Switzerland (2017)<sup>B</sup>, University of Zurich, Switzerland (2017)<sup>E</sup>, Economic Science Institute at Chapman University, Orange, CA (2017)<sup>E</sup>, University of Geneva (2018)<sup>P</sup>, University of Mannheim (2018)<sup>B</sup>, Economic Science Institute at Chapman University, Orange, CA (2019)<sup>E</sup>, University of Freiburg, Germany (2022)<sup>P</sup>, Swiss Endo Grand Rounds (Swiss Endocrinologists) (2022), University of Basel Research Network Sustainable Future (2022), University of Geneva (2023)<sup>P</sup>, University of Geneva (2024)<sup>B</sup>, Warwick University of Geneva (2024)<sup>B</sup>

*B = business school; P = psychology department, E = economics department*

## Discussant

*Connectionism Workshop of the German Science Foundation* (1997, January), Ebrach, Germany. Special session "Judgment Correction: Antecedents, Consequences, and Explanations," *Annual Conference of the Association for Consumer Research* (2000, October) in Salt Lake City, UT.

Special session "The Influence of Self-Regulatory Goals on Information Processing, Affective Responses, and Counterfactual Thinking," *Annual Conference of the Association for Consumer Research* (2002, October) in Atlanta, GA.

Special session "The Application of Goal Systems Theory to Consumer Behavior," *Annual Conference of the Association for Consumer Research* (2004, October) in Portland, OR.

Special session "The Role of Goal-Related Associations in Judgment and Behaviour," *Annual Conference of the Association for Consumer Research* (2004, October) in Portland, OR. Invited to the panel for the *Association for Consumer Research Preconference* (2006, October), "Exploring how neuroscience can inform consumer research" (organized by Carolyn Yoon and James Bettman)

Working paper expert guide during the *Association for Consumer Research 2007*, Memphis, TN.

Discussion panel member of the *Association for Consumer Research 2007* "Epistemic Session: Rigor in Information Processing Research", Memphis, TN.

## Conference Papers (presenter in italics)

*Brendl, C. Miguel* (1995, September), "How Positive or Negative is an Event? Effects of Goals, Representativeness, and Category Accessibility," *Annual Meeting of the Person Memory Interest Group*, Front Royal, Virginia.

*Brendl, C. Miguel* , & E. Tory Higgins (1995), "Heuristic Decision Making: Representativeness of

Means to Ends," *Proceedings and Abstracts of the Annual Meeting of the Eastern Psychological Association, Vol. 66*. Boston, MA.

*Brendl, C. Miguel, E. Tory Higgins, & Arthur B. Markman (1995, September), "The Representativeness Heuristic and Loss-Aversion in Gambling Decisions," poster, Joint Meeting of the European Association of Experimental Social Psychology and the Society of Experimental Social Psychology, Washington, DC*

*Brendl, C. Miguel (1996, October), "Valence: Information Processing of Positivity and Negativity," poster, Meeting of the Society of Experimental Social Psychology, Old Sturbridge Village, MA.*

*Brendl, C. Miguel, E. Tory Higgins, & Arthur B. Markman (1996, July), "How Representativeness and Goals Influence Valence in Decision Making," Eleventh General Meeting of the European Association of Experimental Social Psychology, Gmunden, Austria.*

*Brendl, C. Miguel, E. Tory Higgins, & Arthur B. Markman (1996, September), "The Influence of the Representativeness Heuristic on Decisions: Valence as Intervening Variable," (translation from German), 40<sup>th</sup> Congress of the German Psychological Society, Munich, Germany.*

*Brendl, C. Miguel (1997, January), "Dynamic Systems: A Computer Simulation with Implications for Psychology," (translation from German), Connectionism Workshop of the German Science Foundation, Ebrach, Germany.*

*Brendl, C. Miguel (1997, June), "Implicitly Measuring Approach-Avoidance Motivation and Attitudes? Speed of Armextension and Armflexion," (translation from German), XI. Meeting of the Society of Social Psychology within the German Psychological Society, Konstanz, Germany.*

*Brendl, C. Miguel (1997, November), "Approach vs. Avoidance Behavior and the Direction of Arm Movements," (translation from German), poster, German Science Foundation's Social Cognition Meeting in Haßfurt, Germany.*

*Brendl, C. Miguel, E. Tory Higgins, & Arthur B. Markman (1997, October), "Goals, Representativeness and Value in Choice," poster, Meeting of the Society of Experimental Social Psychology, Toronto, Canada.*

*Brendl, C. Miguel, & Curtis Hardin (1998, July), "Norm Theory: Ease of Mental Simulation Affects Judgments of Surprise," Small Group Meeting of the European Association of Experimental Social Psychology on Subjective Experiences and Their Role in Information Processing, Grasellenbach, Germany.*

*Brendl, C. Miguel (1999, January), "Norm Theory: Ease of Mental Simulation Affects Judgments of Surprise," German Science Foundation work shop Metacognition and Subjective Experience, Bamberg, Germany.*

*Messner, Claude, C. Miguel Brendl, & Arthur B. Markman (2000, September), "Lieben Arachnophobiker Spinnen? Was leistet der IAT und was vermag er nicht zu leisten? [Do Spider Phobics Love Spiders? What the IAT Can and Cannot Achieve]," Congress of the German Psychological Society in Jena.*

*Brendl, C. Miguel, & Arthur B. Markman (2000, October), "Current Goals Predict Current*

Preferences for Future Events," *Annual Conference of the Association for Consumer Research* in Salt Lake City, UT.

*Markman, Arthur B., C. Miguel Brendl, & Claude Messner* (2001), "Goal Activation, Goal Inhibition, and Preference," Annual Meeting of the Psychonomic Society, Orlando, FL.

*Irwin, Julie, Arthur B. Markman, & C. Miguel Brendl* (2001, October), "No More Vices and Virtues. A Better Approach to Sin (Tonight and Next Week)," *Annual Conference of the Association for Consumer Research* in Austin, TX.

*Brendl, C. Miguel, & Arthur B. Markman* (2002, February), "The Devaluation Effect. Activating a Need Devalues Unrelated Choice Options," *Society for Consumer Psychology Winter Conference 2002* in Austin, TX.

*Brendl, C. Miguel, Arthur B. Markman, & Claude Messner* (2002, October), "Implicit and Explicit Evaluations: A Declaration of Dependence" *Annual Conference of the Association for Consumer Research* in Atlanta, GA.

*Pelham, Brett W., Amitava Chattopadhyay, C. Miguel Brendl, & Evan T. Pritchard* (2002, October), "Are Brands Containing Name Letters Preferred?" *Annual Conference of the Association for Consumer Research* in Atlanta, GA.

*Chattopadhyay, Amitava, Miguel Brendl, Brett Pelham, Mauricio Carvallo, & Evan Pritchard* (2003, May), "Are Brands Containing Name Letters Preferred?" *European Marketing Academy*, Glasgow, UK.

*Galli, Maria, Amitava Chattpadhyay, & C. Miguel Brendl* (October 2003), "Is Deliberative Processing Necessary for Attitudinal Conditioning of a Brand?" *Annual Conference of the Association for Consumer Research*, Toronto, Canada.

*Brendl, C. Miguel, Amitava Chattpadhyay, Brett W. Pelham, Mauricio Carvallo* (January 2004), "Name Letter Branding Affects Feeling Based Choices," *Annual Meeting of the Society of Personality and Social Psychology*, Austin, TX.

*Brendl, C. Miguel, Arthur B. Markman, & Claude Messner* (June 2004), "Indirectly Measuring Evaluations of Several Attitude Objects in Relation to a Neutral Reference Point," *Small Group Meeting on Conscious and Unconscious Attitudes by the European Association of Experimental Social Psychology*, Madrid, Spain.

*Markman, Arthur B., C. Miguel Brendl, & Kyungil Kim* (2004, October), "Goal Strength, Preference, and the Structure of Goals," *Annual Conference of the Association for Consumer Research*, Portland, OR.

*Sellier, Anne-Laure, C. Miguel Brendl, & Amitava Chattpadhyay* (2004, October), "Explaining the Elusive Matching Effect in Attitude Change: Experiential Contrast," *Annual Conference of the Association for Consumer Research*, Portland, OR.

*Brendl, C. Miguel, Arthur B. Markman, & Kyungil Kim* (2004, October), "Goal Structure and Preferences: On Devaluation and Narrow Valuation," *Annual Conference of the Society of Experimental Social Psychology*, Fort Worth, TX.

*Malaviya, Prashant, & C. Miguel Brendl* (2005, October), "The Influence of Hedonic and Regulatory Focus Message Framing on Persuasion," *Annual Conference of the Association for Consumer Research*, San Antonio, TX.

*Dai, Xianchi, Klaus Wertenbroch, & C. Miguel Brendl (2006, November), "Desirability Bias in Frequency Estimation: Desirability Begets Scarcity," Annual Conference of the Society for Judgment, & Decision Making, Houston, TX.*

*Mittelman, Mauricio, C. Miguel Brendl, & Amitava Chattopadhyay (2007), "Repetition Aversion", Society for Consumer Psychology Winter Conference, Las Vegas, NV.*

*Dai, Xianchi, Klaus Wertenbroch, & C. Miguel Brendl (2007, October), "The Value Heuristic," Annual Conference of the Association for Consumer Research, Memphis, TN.*

*Dai, Xianchi, Klaus Wertenbroch, & C. Miguel Brendl (2008, April), "The Value Heuristic: When Value Induces Scarcity," The 11th Behavioral Decision Research in Management Conference, San Diego, CA.*

*Brendl, C. Miguel , & Prashant Malaviya (2008, June), "On the relation of valence and regulatory focus: Evidence for inhibition and dis-inhibition," Meeting of the European Association of Experimental Social Psychology, Opatija, Croatia.*

*Isaac, Mathew , & C. Miguel Brendl (2008, October). "Transfer of value from decision interruption," Annual Conference of the Association for Consumer Research, San Francisco, CA.*

*Dai, Xianchi, Klaus Wertenbroch, & C. Miguel Brendl (2009, October), "Guilt as Motivation: Strategic Self-Management of Motivation in Consumer Self-Control, Annual Conference of the Association for Consumer Research, Pittsburgh, PA.*

*Mittelman, Mauricio, Amitava Chattopadhyay, & Miguel Brendl (2010, June), "Variety for Nothing," 39th EMAC Conference, Copenhagen, Denmark.*

*Mittelman, Mauricio, Amitava Chattopadhyay, & Miguel Brendl (2010, October), "Variety for Nothing," Annual Conference of the Association for Consumer Research, Jacksonville, FL.*

*Bonezzi, Andrea, C. Miguel Brendl, & Matteo de Angelis (2010, October), "Stuck in the Middle: The Psychophysics of Goal Pursuit," Annual Conference of the Association for Consumer Research, Jacksonville, FL.*

*Malaviya, Prashant, & C. Miguel Brendl (2012, June), "Does Valence Moderate the Persuasion Effects of Regulatory Focus? Interaction of Hedonic Motives with Regulatory Focus," Society for Consumer Psychology Conference, Florence, Italy.*

*Kim, Soo, & Brendl, C. Miguel (2012, October), "Two Paths from Boredom to Consumption," Annual Conference of the Association for Consumer Research, Vancouver, BC.*

*Kim, Soo, & Brendl, C. Miguel (2013, March), "Two Paths from Boredom to Consumption," Society for Consumer Psychology Annual Winter Conference, San Antonio, Texas.*

*Brendl, C. Miguel, Vincent Nijs, Eva Walther, & Jana Moeller, "Emotional Counter-Conditioning of Brand Attitudes", 2013 Customer Insights Conference at Yale School of Management, New Haven, CT.*

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*Mittelman, Mauricio, Eduardo B. Andrade, Amitava Chattopadhyay, C. Miguel Brendl (2014,*

November), “The Offer Framing Effect: Choosing Single versus Bundled Offerings Affects Variety Seeking,” *Society for Judgment and Decision Making Annual Meeting*, Long Beach, CA.

*Park, Mijing, & Brendl, C. Miguel* (2015, February), “Construal Level as a Strategy to Cope with Ambivalence”, *Society for Consumer Psychology Annual Winter Conference*, Phoenix, Arizona.

*Fan, Xiaomeng, & Miguel C. Brendl* (2017) “The Effect of Chronic Discrepancy on Wanting versus Liking of Goal-Related Products,” *Society for Personality and Social Psychology Annual Convention*, San Antonio, TX.

Matthew Meng, *Özgün Atasoy, & C. Miguel Brendl* (2020, October), “That’s Where I’m From! How Identity-Links Increase Preference for Locally Produced Goods,” *Annual Conference of the Association for Consumer Research*, online conference.

Brendl, C. Miguel, Atasoy, Ozgun, & Samson, Coralie (2021, February), “Preferential Attraction Effects Occur With Prothetic Visual Attributes, but Break Down With Metathetic Attributes,” poster presented online at the *Judgment and Decision Making Preconference* of the Society for Personality and Social Psychology Annual Convention, San Francisco, CA.

Brendl, C. Miguel, Atasoy, Ozgun, & Samson, Coralie (2021, February), “The Distinction Between Prothetic Stimuli and Metathetic Stimuli Allows Predicting Attraction Effects with Images,” poster presented at the *Society for Personality and Social Psychology Annual Convention*, San Francisco, CA.

Brendl, C. Miguel, Atasoy, Ozgun, & Samson, Coralie (2022, October), “Preferential Attraction Effects with Visual Stimuli: The Role of Quantitative versus Qualitative Visual Attributes,” *Swiss Academy of Marketing Science (SAMS) Conference 2022*, Lucerne, Switzerland.

Brendl, C. Miguel, Atasoy, Ozgun, & Samson, Coralie (2022, October), “Preferential Attraction Effects Occur with Quantitative Perceptual Attributes, but Break Down with Qualitative Perceptual Attributes” *Annual Conference of the Association for Consumer Research*, Denver, CO. ISBN: 978-0-915552-84-9

*Samson, Coralie & Brendl, C. Miguel* (2023, July), “Need state, food choices and the attraction effect,” EASP General Meeting, Kraków, Poland.

Brendl, C. Miguel, *Jana Moeller-Herm, Reem Refai, Vincent Nijs, & Eva Walther* (2025, February), “When Emotional Damage Clings to Brands After Debunking False Information: Specific Counter-Emotions as Antidote,” *Annual Conference of the Society for Consumer Psychology*, Las Vegas, NV.