

Publications

Articles in Refereed Journals

- Herm, Steffen & Jana Möller (2014), Brand Identification by Product Design – The Impact of Evaluation Mode and Familiarity, *Psychology & Marketing*, 31 (12), 1084-1095.
- Möller, Jana & Steffen Herm (2013), Shaping Retail Brand Personality Perceptions by Bodily Experiences, *Journal of Retailing*, 89, 438–446.
- Möller, Jana & Martin Eisend (2010), A Global Investigation into the Cultural and Individual Antecedents of Banner Advertising Effectiveness, *Journal of International Marketing*, 18 (2), 80-98.
- Eisend, Martin & Jana Möller (2007), The Influence of TV Viewing on Consumers' Body Images and Related Consumption Behavior, *Marketing Letters*, 18 (1-2), 101-116.

Articles in Edited Books

- Herm, Steffen & Jana Möller (2013), Branding by Product Design. In: HTW Berlin, Knaut, Matthias, *Zukunft Wirtschaft. Beiträge und Positionen 2013*, Schriften der Hochschule für Technik und Wirtschaft Berlin, S. 160-165, BWV Berliner Wissenschafts-Verlag, Berlin.
- Schießl, Michael, Andreas Thölke, Jana Möller & Sabrina Duda (2007), Eye Tracking – Die Kunst des Augenblickes, *Dokumentation Publikumszeitschriften, Wie Werbung wirkt*, Band 1, Berlin, 02/2007.

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- Herm, Steffen, Hans-Markus Callsen-Bracker, Jana Möller & Henning Kreis (2014), The Judge Principle: A New Paradigm for Information Aggregation in Crowdsourcing Processes, in: *Proceedings of the 43rd EMAC Conference*, Valencia, Spain.
- Herm, Steffen, Jana Möller & Klaus Heine (2014), Endorser's Body Posture as an Antecedent of (Luxury) Brand Personality Perception, in: *Proceedings of the Global Marketing Conference*, Singapur.
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- Herm, Steffen & Jana Möller (2010), When Things Go Wrong Don't Rely on Committed Consumers: Effects of Delayed Product Launches on Brand Trust in a Global Environment, Proceedings of the Global Marketing Conference, Tokyo.
- Möller, Jana & Steffen Herm (2010), Your Ad Shall Get Your Target, Not You: Perceptual Biases of Persuasion Agents, Proceedings of the 39th EMAC Conference, Copenhagen.
- Herm, Steffen & Jana Möller (2010), Too Late, or Just Later than Announced? Effects on Brand Trust by Delaying Product Introductions in Competitive Situations, Proceedings of the AMA Winter Educators' Conference.
- Möller, Jana (2009) The Risk of Service Ineffectiveness due to Value Co-Creation, Proceedings of The Naples Forum on Service: Service-Dominant Logic, Service Science, and Network Theory, Capri, Italy - June 16-19, 2009.
- Möller, Jana & Martin Eisend (2008), The Impact of Culture on Attitude towards Web Advertising, Proceedings of the 7th International Conference on Research in Advertising.
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