Publications

Articles in Refereed Journals


Articles in Edited Books


Conference Proceedings

- Brendl, C. Miguel, Vincent Nijs, Eva Walther & Jana Möller (2013), Specific Counter-Conditioning of Brand Attitudes, Proceedings of the Association for Consumer Research North American Conference (ACR), Chicago, USA.

• Möller, Jana (2012), How Projection Biases Advertiser’s Ad Effectiveness Prediction, Proceedings of the TUB-ITÜ Joint Conference, Berlin, Germany.

• Möller, Jana & Steffen Herm (2011), What Makes a Brand Exciting? The Role of Embodiment in Brand Personality Interpretation, Proceedings of the Summer Marketing Educators' Conference, American Marketing Association (AMA), San Francisco, USA.


• 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 & Martin Eisend (2008), The Impact of Culture on Attitude towards Web Advertising, Proceedings of the 7th International Conference on Research in Advertising.
