



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



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Örebro University School of Business, Sweden

Name: Tobias Otterbring

Title, Position & University:

Professor of Marketing, University of Agder, Norway
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Mini Bio:

Tobias Otterbring is a member of the Young Academy of Norway (AYF). His research focuses on how the real, imagined, or implied presence of other individuals influences consumers' cognitions, emotions, and behaviors. He also investigates 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 his research is social influence applied to consumption, often with an emphasis on field experiments and other studies that capture real, observable behavior. Otterbring serves or has served as a Guest Editor in several journals, including *Personality and Individual Differences*, *European Journal of Marketing*, *Journal of Business Research*, and *Psychology & Marketing*. He has published over 70 academic articles and his work has appeared in top-tier publications such as *Journal of Marketing Research*, *Nature Communications*, *Journal of Experimental Social Psychology*, and *Journal of Experimental Psychology: Applied*.

Publications:

Otterbring, T., Wu, F., & Kristensson, P. (2021). Too close for comfort? The impact of salesperson-customer proximity on consumers' purchase behavior. *Psychology & Marketing*, 38(9), 1576–1590.

Otterbring, T. & Rolschau, K. (2021). Beauty is in the eye of the beer holder but rarely because of the beer. *Personality and Individual Differences*, 179, 110921.

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.



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