

Publications and Conference Presentations

Robert Schorn

Publications

Schorn, Robert; Brunner-Sperdin, Alexandra; Ploner, Janine (2014): The Influence of Color, Shape, and Font Formatting on Consumers' Perception of Online Drugstores. In NA – Advances in Consumer Research, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 357-360.

Würzner-Hofmann, Carola; **Schorn, Robert** (2014): Does NORTH in the southern hemisphere mean SOUTH? A global view on brand-name associations. *Innovative Marketing* 10 (4), 38-43.

Schorn, Robert; Streicher, Mathias (2013): Conveying meaning in brand names by using time-inverted messages. *Innovative Marketing* 9 (3), 35-41.

Abfalter, Dagmar; Brunner-Sperdin, Alexandra; **Schorn, Robert** (2013): The influence of music mode and music tempo on consumers' risk-taking behaviour. In EMAC 42nd Annual Conference Proceedings: Lost in translation – marketing in an interconnected world, eds. Elif Karaosmanoğlu and A. Banu Elmadağ Baş, Istanbul: European Marketing Academy, 361.

Schorn, Robert (2012): The Power of Brands: How the Collective Nonconscious Influences Brands. In *Branding: A Research Symposium 2012 Proceedings*, Grenoble, 12-13.

Benecke, Cord; Bock, Astrid; Wieser, Elke; Tschiesner, Reinhard; Lochmann, Martha; Küspert, Felicia; **Schorn, Robert;** Viertler, Bernhard; Steinmayr-Gensluckner, Maria (2011): Reliabilität und Validität der OPD-KJ-Achsen Struktur und Konflikt. *Praxis der Kinderpsychologie und Kinderpsychiatrie* 60 (1), 60-73.

Schorn, Robert (2010): Nichtbewusste Beeinflussung von Konsumenten. *Working Papers Verbraucherpolitik, Verbraucherforschung*, 3-16.

Schorn, Robert; Maurhart, Barbara (2009): Influencing Willingness to Pay by Supraliminally Priming the Concept of Honesty. In *Advances in Consumer Research Volume 36*, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 463-466.

Schorn, Robert; Grimm, Angela (2007): The influence of affective priming via sense of taste on mood, appraisal, and behavioral intention. In 2007 NeuroPsychoEconomics Conference Proceedings, Vienna, 25.

Schorn, Robert; Tappeiner, Gottfried; Walde, Janette (2006): Analyzing "Spooky Action at a Distance" Concerning Brand Logos. Innovative Marketing 2 (1), 45-60.

Mühlbacher, Hans; Hemetsberger, Andrea; Thelen, Eva; Vallaster, Christine; Kittinger, Christine; Massimo, Rudolf; Füller, Johann; Pirker, Clemens; **Schorn, Robert** (2006): Brands as Complex Social Phenomena. In Proceedings of the Thought Leaders International Conference on Brand Management, Birmingham.

Schorn, Robert (2005): Kollektive unbewusste Markenkenntnis. Wiesbaden: Deutscher Universitäts-Verlag.

Conference Presentations

Schorn, Robert; Pletzer Stefan:
The Effects of Conscious and Non-Conscious Exposure to Advertising Spots.
TeaP 2017: 59th Conference of Experimental Psychologists
Dresden, 26.03.2017-29.03.2017

Schorn, Robert; Brunner-Sperdin, Alexandra; Ploner, Janine:
The influence of color, shape, and font formatting on consumers' perception of online drugstores.
Association for Consumer Research (ACR) Conference
Baltimore, 23.10.2014-26.10.2014

Abfalter, Dagmar; Brunner-Sperdin, Alexandra; **Schorn, Robert:**
The influence of music mode and music tempo on consumers' risk-taking behaviour.
AIMAC 2013
Bogota, 26.06.2013-29.06.2013

Abfalter, Dagmar; Brunner-Sperdin, Alexandra; **Schorn, Robert:**
The influence of music mode and music tempo on consumers' risk-taking behaviour.
European Marketing Academy (EMAC) 2013
Istanbul, 04.06.2013-07.06.2013

Schorn, Robert; Streicher, Mathias:
Reappraising the influencing power of backward masked words.
TeaP 2013: 55th Conference of Experimental Psychologists
Vienna, 24.03.2013-27.03.2013

Schorn, Robert: The Power of Brands: How the Collective Nonconscious Influences Brands.
Branding: A Research Symposium
CERAG and IAE, Grenoble, 22.06.2012

Schorn, Robert: The Influence of Conscious versus Non-Conscious Exposure to Advertising Spots on Decision Making.
German-French-Austrian Conference on Quantitative Marketing
University of Vienna, 16.09.2010-18.09.2010

Schorn, Robert: Influencing Willingness to Pay by Supraliminally Priming the Concept of Honesty.
Association for Consumer Research Conference
San Francisco, 23.10.2008-26.12.2008

Schorn, Robert: The influence of affective priming via sense of taste on mood, appraisal, and behavioral intention.
2007 NeuroPsychoEconomics Conference
Vienna, 14.10.2007-16.10.2007

Schorn, Robert; Geser, Willi:
Attachment Research in Social Psychology.
1st International Workshop on Attachment Research in Marketing
University of Innsbruck, 01.03.2007-02.03.2007

Schorn, Robert: Influencing Willingness to Donate via Affective Priming.
Small group meeting in Consumer Psychology: Unconscious and Con-trolled Processes
University of Twente, 13.11.2006-14.11.2006

Poster Presentations

Schorn, Robert; Pletzer, Stefan: The Influence of Conscious versus Non-Conscious Exposure to Advertising Spots on Decision Making
12. Tagung der Österreichischen Gesellschaft für Psychologie,
Universität Innsbruck, 31.03.2016-02.04.2016

Schorn, Robert; Brunner-Sperdin, Alexandra; Abfalter Dagmar:
Does Music Have an Influence on Risk Taking Behavior?
Association for Consumer Research (ACR),
North American Conference 2015
New Orleans, 01.10.2015-04.10.2015