

Prof. Dr. Oliver B. Büttner - Curriculum Vitae

Professor of Economic and Consumer Psychology

Department of Human-centered Computing and Cognitive Science

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Research Interests

visual attention and eye tracking, impulsive buying and self-control, motivation and goals, retail environments and in-store marketing, sustainable consumption

Five Key Publications

Riefler, P., Büttner, O. B., & Davvetas, V. (2024). Indulge or reduce? A cross-country investigation of consumption patterns following pandemic lockdowns. *Journal of International Marketing*, 32(2), 49-64.

Streicher, M. C., Estes, Z., & Büttner, O. B. (2021). Exploratory shopping: Attention affects in-store exploration and unplanned purchasing. *Journal of Consumer Research*, 48, 51-67.

Büttner, O. B., Wieber, F., Schulz, A. M., Bayer, U. C., Florack, A., & Gollwitzer, P. M. (2014). Visual attention and goal pursuit: Deliberative versus implemental mindsets affect breadth of attention. *Personality and Social Psychology Bulletin*, 40(10), 1248-1259.

Büttner, O. B., Florack, A., Leder, H., Paul, M. A., Serfas, B. G., & Schulz, A. M. (2014). Hard to ignore: Impulsive buyers show an attentional bias in shopping situations. *Social Psychological and Personality Science*, 5(3), 343-351.

Büttner, O. B. & Göritz, A. S. (2008). Perceived trustworthiness of online shops. *Journal of Consumer Behaviour*, 7(1), 35-50.

Professional Experience

since 2016	Professor (W2) of Economic Psychology, Department of Computer Science and Applied Cognitive Science, University of Duisburg-Essen, Germany
2014 – 2015	Visiting professor, Chair of Marketing and Consumer Behavior, Zeppelin University, Friedrichshafen, Germany
2010 – 2016	Assistant professor, Applied Social Psychology and Consumer Research, Department of Psychology, University of Vienna, Austria
2008 – 2010	Assistant professor, Strategic Communication, Zeppelin University, Friedrichshafen, Germany
2002 – 2008	Research and teaching associate, Institute of Marketing and Retailing, University of Göttingen, Germany

Education

2018	Habilitation (venia docendi) in Psychology, University of Vienna, Austria.
2008	PhD in marketing/economic sciences (Dr. rer. pol.), University of Göttingen, Germany.
2002	Diplom (M.Sc. equivalent) in psychology (minor: computer science) at the University of Erlangen-Nürnberg, Germany

Research Grants (selection)

- 2021 – 2023 *Fast Fashion, Fast Decisions – Consumer psychology interventions to promote sustainable and conscious purchasing decisions in fashion retailing*, funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)
- 2017 – 2020 *Social Media, Distraction, and Self-Regulation*; German Research Foundation (DFG), additionally funded project within the research training group User-Centered Social Media (GRK 2167/1)
- 2011 – 2014 *Marie Curie Career Integration Grant*, European Union. Project “IPOPOROSOCIP: Impulse Purchases and Overspending: The Role of Shopping Orientations and Consumer Information Processing” (FP7-PEOPLE-2011-CIG-293577).

Awards and Honors (selection)

- 2023 *Best Retail Paper Award 2023*, Retail & Pricing SIG, American Marketing Association (AMA) for the article: Streicher, M. C., Estes, Z., & Büttner, O. B. (2021). Exploratory shopping: Attention affects in-store exploration and unplanned purchasing. *Journal of Consumer Research*, 48, 51-76.
- 2019 *Best Teacher Award 2019*, Fachschaft Angewandte Kognitions- und Medienwissenschaft (KOMEDIA)
- 2009 *Preis der Deutschen Marktforschung “Nachwuchsforscher 2009” (2. Preis)* [German Market Research Award “Young Scientist 2009”] awarded for the dissertation by Berufsverband Deutscher Markt- und Sozialforscher e.V. (BVM) and Verband der Marktforscher Österreich (VMÖ)

Membership in Expert Boards

- Since 2023 Member of the *Sachverständigenrat für Verbraucherfragen* [Advisory Council for Consumer Affairs] at the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)
- 2011 – 2015 Member of the coordination committee of the *Netzwerk Verbraucherforschung* [network consumer research], appointed by the German Federal Ministry of Justice and Consumer Protection (BMJV)

Reviewing (selection)

Deutsche Forschungsgemeinschaft (DFG, German Research Foundation); Social Sciences and Humanities Research Council Canada; National Science Center Poland

Cognitive, Affective, and Behavioral Neurosciences; Computers in Human Behavior; European Journal of Marketing; European Journal of Personality; Journal of Consumer Behaviour; Journal of Consumer Policy; Journal of Consumer Psychology; Journal of Economic Psychology; Journal of Experimental Social Psychology; Journal of Psychology; Journal of Retailing and Consumer Services; Social Psychology

Duisburg

September 9, 2024