

CURRICULUM VITÆ

DR. MICHAEL K. ZÜRN

July 27th, 2026

Senior Researcher Cognition & Decision
Cognitive Economics | Experimental Research
Nuremberg Institute for Market Decisions (NIM)

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POSITIONS IN RESEARCH:

since - 2022	Senior Researcher, Cognition & Decision, Nuremberg Institute for Market Decisions (NIM), Germany
2021 - 2022	Researcher, Applied Behavioral Science; Nuremberg Institute for Market Decisions (NIM), Germany
2015 - 2021	Post-Doc, Research Group "Intuitive Trust", Social Cognition Center Cologne (SoCCCo), University of Cologne, Germany
2010 - 2015	Research Associate, Department of Psychology, Chair of Social Psychology, University of Würzburg, Germany
2005 - 2008	Research Assistant, Department of Economics, Chair of Public Finance / Chair of Econometrics, University of Würzburg, Germany

RESEARCH AFFILIATIONS:

2015 - 2021	Member, Center for Social and Economic Behavior, University of Cologne
2015 - 2021	Member, Social Cognition Center Cologne, University of Cologne
2010 - 2015	Full Member, Research Training Group RTG 1253 "Processing of Affective Stimuli: From the Molecular Basis to the Emotional Experience", University of Würzburg

EDUCATION:

2010 - 2015	Dr. phil. <i>summa cum laude</i> University of Würzburg — Supervisors: Fritz Strack, Peter Bofinger
2008 - 2011	Master International Business Strategy INSEEC Paris
2004 - 2010	Diplom-Volkswirt University of Würzburg

RESEARCH INTERESTS:

Economic & Social Cognition
Consumer Decisions & Market Behavior

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2026 Gusmão, B., Zürn, M. K., & Topolinski, S. (2026). Contradict them softly! Contradictions of the subject feel less true than contradictions of the object. **Cognition and Emotion**, 40(1), 30-45.
- 2025 Oberwegner, N., Cantner, F., Imschloss, M., & Zürn, M. K. (2025). Unpacking olfactory marketing: initial evidence for the positive effects of scented parcels on post-order consumer responses in e-commerce. **Marketing Letters**, 36(4), 903-916.
- 2024 Anoschin, A., Zürn, M. K., & Remmers, C. (2024). Longitudinal associations of experiential and reflective dimensions of meaning in life with psychopathological symptoms. **Clinical Psychology in Europe**, 6(3), e11381.
- Löffler, C. S., Naber, D., Weiger, N., Zürn, M. K., Silva, R. R., Ingendahl, M., & Topolinski, S. (2024). Mood and fluency: The case of pronunciation ease, liking and trust. **European Journal of Social Psychology**, 54(3), 643-657.
- Remmers, C., Zürn, M., Anoschin, A., Topolinski, S., & Zimmermann, J. (2023). Intuition and meaning in life in persons with varying level of depressive symptoms and impairments in personality functioning. **Journal of Clinical Psychology**, 79(5), 1398-1419.
- 2022 Gerten, J., Zürn, M. K., & Topolinski, S. (2022). The price of predictability: estimating inconsistency premiums in social interactions. **Personality and Social Psychology Bulletin**, 48(2), 183-202.
- 2021 Zürn, M. K., Gerten, J., & Topolinski, S. (2021). Maybe favors: How to get more good deeds done. **Journal of Experimental Psychology: Applied**, 27(3), 503.
- Uğurlar, P., Posten, A. C., & Zürn, M. (2021). Interpersonal Closeness Impairs Decision Memory. **Social Psychology**, 52(2), 125-129.
- 2020 Erle, T. M., & Zürn, M. K. (2020). Illusory trust: Kanizsa shapes incidentally increase trust and willingness to invest. **Journal of Behavioral Decision Making**, 33(5), 671-682.
- 2019 Godinho, S., Garrido, M. V., Zuern, M., & Topolinski, S. (2019). Oral kinematics: Examining the role of edibility and valence in the in-out effect. **Cognition and Emotion**, 33(5), 1094-1098.
- 2017 Zürn, M., & Strack, F. (2017). When More Is Better—Consumption Priming Decreases Responders' Rejections in the Ultimatum Game. **Frontiers in Psychology**, 8, 2226.
- Zürn, M., & Topolinski, S. (2017). When trust comes easy: Articulatory fluency increases transfers in the trust game. **Journal of Economic Psychology**, 61, 74-86.
- 2015 Topolinski, S., Zürn, M., & Schneider, I. K. (2015). What's in and what's out in branding? A novel articulation effect for brand names. **Frontiers in Psychology**, 6, 585.

PEER-REVIEWED CONFERENCE PROCEEDINGS

- 2026 d'Hondt, J., Kokkoris, M., Zürn, M.K. (2026). Emission Neglect: Do Consumers Underestimate the Energy Consumption of Digital Behaviours? Proceedings of the European Marketing Academy (Spring 2026)
- 2025 Layrisse, F., Zürn, M., Beckmann, M., & Kronmüller, A. (2025). Looking for Trust in the Loop: Can Brands Reduce Uncertainty Afflicting Circular Fashion Products? Academy of Management Proceedings (Vol. 2025, No. 1, p. 23107).
- 2024 Freisinger, E., Unfried, M., Oertel, S., & Zürn, M. K. (2024). Top managers' decision dynamics in business model innovation: a temporal perspective. Academy of Management Proceedings (Vol. 2024, No. 1, p. 15401)

MONOGRAPHS

- 2015 Zürn, M. K. (2015). The Dual Nature of Utility - Categorical and Comparative Evaluations in Economic Decisions. Dissertation
- 2011 Zürn, M. K. (2011). Der Rationalitätsbegriff der ökonomischen Theorie. Saarbrücken, Germany: VDM

PUBLICATIONS IN NOT PEER-REVIEWED JOURNALS

- 2025 Zürn, M. K., Unfried, M., Weber N. J. & Buder, F. (2025). Von Zahlen, Bildern und Worten: Empirische Befunde zur überzeugenden Nachhaltigkeitskommunikation, transfer 3/2025.
- 2024 Zürn, M. K. & Unfried, M. (2024). Welchen Prognosewert bieten Einstellungen in der Marktforschung? Über Diskrepanzen zwischen Befragung und Beobachtung, transfer 2/2024, 100-105.
- Blesse, S., Dietrich, H., Necker, S., & Zürn, M. K. (2024). Wollen die Deutschen beim Klimaschutz Vorreiter sein und wenn ja, wie? Maßnahmen aus Bevölkerungsperspektive. ifo Schnelldienst, 77(01), 39-43.
- 2023 Zürn, M., Buder, F., & Unfried, M. (2023). Brand Purpose and Brand Success. NIM Marketing Intelligence Review, 15(1), 54-59.
- Zürn, M., Buder, F., & Unfried, M. (2023). How the past and the present shape decisions for the future: Making better innovation decisions under threat. NIM Research Report.
- 2022 Zürn, M. & Unfried, M. (2022). Markenzweck - Gutes tun und erfolgreich sein. Markenartikel 10/2022.

TEACHING

SCRIPT FOR ONLINE LECTURE AT INTERNATIONAL UNIVERSITY (IU)

Decision Theory (Master)

COURSE TAUGHT AT UNIVERSITY OF COLOGNE

Mixed Model Analysis in R (Ph.D.), Feelings, Judgments & Decisions (Master), Experimental Research (Bachelor)

COURSE TAUGHT AT UNIVERSITY OF WÜRZBURG

Behavioral Economics (Bachelor), Experimental Research (Bachelor)

PROFESSIONAL SERVICES

REFEREEING

Jubiläumsfonds der Österreichischen Nationalbank

Journal of Behavioral Decision Making, Scientific Reports, Discover Psychology, Cognition & Emotion, Collabra: Psychology, Journal of Experimental Psychology: Human Perception and Performance, Journal of Economic Psychology, Journal of Experimental Psychology: Applied

UNIVERSITY

University of Cologne:

Member of the Ethics Committee (2017-2020)

WORKSHOPS AND SEMINARS

Cologne Social Cognition Meeting (with Ira Maschmann, Rita Silva, Sascha Topolinski, 2018 - 2019)

SoDoC Workshop (with Paul Alvarez-Löblich, Giti Bakhtiari, David Dignath, Thorsten M. Erle, Georg Förster, Anita Körner, Anand Krishna, Lisa Schubert, Sabine Volk, 2012)

MEDIA COVERAGE

My work has been covered by newspapers and websites (Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Kölner Stadtanzeiger, spiegel.de), magazines (Handelsblatt, Focus), and radio stations (Deutschlandfunk).

PROFESSIONAL AFFILIATIONS

INFORMS, Society for Judgement and Decision Making