

## **Short Bio**

Johannes Boegershausen obtained his Ph.D. in Marketing from the University of British Columbia. Subsequently, he worked as an Assistant Professor of Marketing at the University of Amsterdam. In September 2020, Johannes joined the Rotterdam School of Management, Erasmus University. Johannes' general research interests revolve around the effects of polarized sentiments on consumer perceptions and preferences. His second stream of research examines marketplace morality, focusing on how cues we encounter in the marketplace lead us to perceive other people (e.g., other consumers, employees) differently and prompt socially (un-) desirable behaviors toward them. He publishes his research in international journals such as the Journal of Marketing, Journal of Consumer Psychology, Journal of the Association of Consumer Research, and Current Opinion in Psychology. His research has received several grants from different organizations such as the Marketing Science Institute and Accessibility Standards Canada.