

Femke van Horen  
Associate Professor  
Marketing  
Amsterdam Business Research Institute  
**Email:** femke.van.horen@vu.nl



## Research output

**The presence of copycat private labels in a product set increases consumers' choice ease when shopping with an abstract mindset**

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**Out-of-Category Brand Imitation: Product Categorization Determines Copycat Evaluation**

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**Accountability Accentuates Interindividual-Intergroup Discontinuity by Enforcing Parochialism**

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**Hacking Fear**

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**When high similarity copycats lose and moderate similarity copycats gain: The impact of comparative evaluation**

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**Breaking the mould on copycats: What makes product imitation strategies successful?**

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**Importance of personal goals in people with independent and interdependent selves**

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