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Research output

Temporal myopia in sustainable behavior under uncertainty

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

The Paradox of ‘Green to be Seen’: Green High-Status Shoppers Excessively Use (Branded) Shopping Bags

Accountability Accentuates Interindividual-Intergroup Discontinuity by Enforcing Parochialism
Wildschut, T., Van Horen, F. & Hart, C. 2015 In : Frontiers in Psychology. 6, 1789

Experimental Research Examining how People can Cope with Uncertainty through Soft Haptic Sensations

Hacking Fear

Soft assurance: Coping with uncertainty through haptic sensations
Van Horen, F. & Mussweiler, T. 2014 In : Journal of Experimental Social Psychology. 54, September, p. 73-80

Preference reversal for copycat brands: Uncertainty makes imitation feel good
Van Horen, F. & Pieters, R. 2013 In : Journal of Economic Psychology. 37, p. 54-64

Zachte zekerheid: Omgaan met onzekerheid aan de hand van zachte sensaties
Van Horen, F. 2013 In : In-Mind (Nederlandse editie). 2

Consumer evaluation of copycat brands: The effect of imitation type

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

Why process matters: A social cognition perspective on economic behavior

Breaking the mould on copycats: What makes product imitation strategies successful?
Van Horen, F. 2010
Importance of personal goals in people with independent and interdependent selves