attila pohlmann

PhD | Consumer Behavior Researcher | Marketing | Quito, Ecuador
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I study how consumers resolve competing ethical, sensory, and social motivations when making food and sustainability-related choices, and what this means for product positioning, marketing communication, and category adoption. My work combines experimental design with psychophysiological methods, published in leading consumer psychology and marketing journals.

EDUCATION

2014 **Doctor of Philosophy**, International Management
University of Hawai'i at Mānoa, Honolulu
Dissertation: "Threatened at the Table - Meat Consumption, Maleness, and Men's Gender Identities." Committee: Qimei Chen (chair), Eric Yorkston, Dana Alden, Xin Zhao, Loriena Yancura

2005 **Diplom Kaufmann FH**, International Marketing and Communication
University of Applied Sciences Bielefeld, Germany

2003 **Diplôme Européen de Management International (DEMI),**
Minor in business informatics
Université de Valenciennes, France

PROFESSIONAL APPOINTMENTS

August 2018 – August 2026 **Professor in Marketing**
College of Business Administration, Universidad San Francisco de Quito

August 2016 – May 2017 **Lecturer in Marketing**
Hawai'i Pacific University, College of Business

August 2014 – May 2015 **Instructor**
University of Hawai'i at Mānoa, Department of Family and Consumer Sciences

August 2011 – May 2016 **Research Support & Teaching Assistant**
University of Hawai'i at Mānoa, Department of Family and Consumer Sciences

August 2010 – May 2011 **Instructor**
Kap'iolani Community College, Business School

PUBLICATIONS

Refereed Journal Articles

2026 **Pohlmann, A.**, Velasco-Vizcaíno, F., & Torres, P. C. (2026). When the "healthy = sustainable" heuristic breaks down: The moderating role of familiarity for novel insect-based foods. *Food Quality and Preference,* 145

Pohlmann, A., Velasco-Vizcaíno, F., & Torres, P. C. (2026). Taste dimensions, sensory evaluation and profiling of cricket-flour nachos dataset. *Data in Brief,* 67

Pohlmann, A., Velasco-Vizcaíno, F., & Torres, P. C. (2026). Corn-flour Nacho benchmarking dataset: Taste dimensions, sensory evaluation and profiling for comparative analysis against cricket-flour alternatives. *Data in Brief*, 67

Pohlmann, A. (2026). Seeking answers, trying insects: Induced curiosity as a catalyst for novel food consumption. *Appetite*, 225

Arnaudo, M. B., et al. for the REMAP team (2026). Non-compliance with point-of-sale tobacco regulations in Argentina. *Drugs: Education, Prevention and Policy*, 33(2). [REMAP team member: **Pohlmann, A.**, Ecuador arm]

Valencia, P., **Pohlmann, A.**, and Cristobal-Fransi, E. (2026). Balancing post-pandemic recovery and resilience in the Galápagos: How beliefs in ecosystem fragility impact residents' attitudes toward tourism and conservation knowledge and compliance. *Quality & Quantity,* 60(4)

Chaname, E. et al. for the REMAP team (2026). Visibility and availability of single cigarettes around schools in four Latin American countries. *Tobacco Control,* 35(1). [REMAP team member: **Pohlmann, A.**, Ecuador arm]

2025 Velasco Vizcaíno, F., and **Pohlmann, A**. (2025). Unpalatable Solutions: Consumer Resistance Towards Insect-Based Foods Is Moderated by Uncertainty Avoidance. *Psychology & Marketing*, 42(2)

Elicabe, E. et al. (2025). The Display and Advertising of Roll-Your-Own Tobacco at Points-of-Sale in Argentina, Guatemala, Mexico, and Peru. *Nicotine & Tobacco Research*, 27(7). [REMAP team member: **Pohlmann, A.**, Ecuador arm]

2024 Valencia, P., **Pohlmann, A.**, and Cristóbal-Fransi, E. (2024). Small Business, Big Impact: The Role of SMEs in Galápagos Conservation. *Journal of Ecohumanism*, 3(6)

Gibson, L., and **Pohlmann, A.** (2024). Snarky comments and rude behavior: Development of a measure of student incivility in business schools and its impact on faculty. *The Journal of Research In Business Education*, 64

2023 **Pohlmann, A.**, Velasco, F. and Valencia Andrade, P. (2023). Overthinking Environmentally Friendly? Need for Cognition Moderates the Sustainability Signal of Natural Patterns in Biodegradable Tableware. *Food Quality and Preference*, 110

2022 **Pohlmann, A.** (2022). The Taste of Compassion: Influencing Meat Attitudes with Interhuman and Interspecies Moral Appeals. *Appetite*, 168(1), **Special issue on The Psychology of Meat Eating and Vegetarianism**

Pohlmann, A., Velasco, F., Guerra Leal, E. and Sepulveda, C. (2022). Elevating the Boutique Appeal: Generating a Sense of Place in Luxury Hospitality through Virtual Tours. *Consumer Behavior in Tourism and Hospitality*, 18

Pohlmann, A., Grijalva, D., Noboa, F. and Andrango, J. (2022). Paragons of Sustainability: Transforming Luxury Markets through Value-in-Impact. Insights from an Ecuadorian Artisan Chocolate Case Study. *Journal of Research in Marketing and Entrepreneurship*, 25

2021 **Pohlmann, A.** (2021). No Man is an Island: The Sustainability Awareness Effect of Geography on Hedonic Fashion Consumption and Connection with Nature–Evidence from Galápagos and Hawai'i. *Critical Studies in Men's Fashion*, 8(1-2), **Special issue on Sustainable Fashion Consumption**

Pohlmann, A. and Muñoz Valencia, R. (2021). Stumbling into Sustainability: The Effectual Marketing Approach of Ecuadorian Entrepreneurs to Reframe Masculinity and Accelerate the Adoption of Slow Fashion. *Critical Studies in Men's Fashion*, 8(1-2), **Special issue on Sustainable Fashion Consumption**

Pohlmann, A. (2021). Choice and Consumption of Animal or Plant-based Protein: Controlling Experimentally and Statistically for Sensory Stimulus Aspects and Food Choice Factors. *MethodsX*, 8

Pohlmann, A. (2021). Replication Dataset: The Effect of Compassion, Biological Sex, and Gender Identity Threat on Jerky Choice. *Data in Brief*, 39

Pohlmann, A. (2021). Lowering Barriers to Plant-Based Diets: The Effect of Human and Non-Human Animal Self-Similarity on Meat Avoidance Intent and Sensory Food Satisfaction. *Food Quality and Preference*, 93

Pohlmann, A. (2021). Intransigent compassion: Human and non-human animal self-similarity and meat avoidance intent dataset. *Data in Brief*, 38

2020 **Pohlmann, A.** and Chen, Q. (2020). Better than Sex: Development and Validation of the Consumption Gender Scale. *Journal of Consumer Marketing*, 37:329-340.

2019 **Pohlmann, A.** (2019). Reconciling Hyperconsumerism and Sustainability in the Island ecosystem: A Photo Essay of Men's Street Fashion in Honolulu. *Critical Studies in Men's Fashion,* 6:179-189

2017 **Pohlmann, A.** and Kaartemo, V. (2017). Research Trajectories of Service-Dominant Logic: Emergent Themes of a Unifying Paradigm in Business and Management. *Industrial Marketing Management*, 63:53-68

He, Y., Chen, Q., Lee R.P., Wang, Y. and **Pohlmann, A.** (2017). Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment. *Journal of Interactive Marketing*, 38:1-11. **Issue Lead Article.**

Books

2014 Moran, M., **Pohlmann, A.** and Reilly, A.H. (2014). Honolulu Street Style. Intellect Ltd. Bristol, UK.

Book Chapters

2026 Algorithmic Absorption: Affective Alignment and Perceived Intrusiveness in ELM Persuasion Routes on Social Media. **Attila Pohlmann** with Bingxin Leng and Qimei Chen (2026) in Digital Advertising: Theory and Research, 4th edition, co-edited by Drs. Shelly Rodgers and Esther Thorson, Routledge, Taylor & Francis Group, UK.

Human Health Challenges in the Galapagos Islands. **Attila Pohlmann** with Paola Valencia (forthcoming) in Social and Ecological Interactions in the Galapagos Islands, edited by Stephen J. Walsh, Carlos F. Mena, Springer Nature, London, UK

2020 Introduction to Consumer Food Choices. **Attila Pohlmann** (2020) in Case Studies on Food Experiences in Marketing, Retail, and Events (Strategic Marketing Series), edited by Adrienne Steffen and Suanne Doppler, Elsevier, Amsterdam, NL.

We have our style! - Optimizing Food Experiences in Personalized Catering Boutique Concepts. **Attila Pohlmann** with Franklin Velasco and Mauricio Cepeda (2020) in Case Studies on Food Experiences in Marketing, Retail, and Events (Strategic Marketing Series), edited by Adrienne Steffen and Suanne Doppler, Elsevier, Amsterdam, NL.

2016 Easy Loving: Understanding Affect in Social Media. **Attila Pohlmann** and Qimei Chen (2016) in Digital Advertising: Theory and Research (Advances in Consumer Psychology), 3rd edition, co-edited by Drs. Shelly Rodgers and Esther Thorson, Routledge, Taylor & Francis Group, UK.

Conferences and Abstracts

2026 Synthetic Sensory Panels for Novel Foods: A Methodological Exploration With an Ecuadorian Consumer Sample. Presented at *BALAS 2026 Annual Conference hosted by School of Management, Universidad de Los Andes in Bogotá, Colombia.*

Reframing the Archipelago: Visual Communication beyond Anthropocentrism. Poster presented at *8th Galapagos Research and Conservation Symposium, San Cristóbal, 2026*

2025 Resilient Archipelago? How Beliefs in Ecosystem Fragility Impact Galápagos' Residents' Attitudes Toward Tourism and Conservation Knowledge and Compliance. With Paola Valencia and Eduard Cristobal-Fransi, presented at *7th Galapagos Research and Conservation Symposium, San Cristóbal, 2025*

2024 Unpalatable Solutions: A Meta-Analysis on Consumer Resistance Towards Insect-Based Food Products and an Exploration of the Moderating Effect of Uncertainty Avoidance. Extended abstract with Franklin Velasco, presented at *20th Academy of Innovation, Entrepreneurship, and Knowledge Conference (ACIEK), Paris 2024*

2023 Meat-related cognitive dissonance and emotional distress as mediating mechanisms in the adoption of plant-based diets: an EEG study. Extended abstract with Francisco Xavier Ramos Jarrin, presented at *19th NeuroPsychoEconomics Conference, Granada 2023*

Meat Analogs and the Premium for Moral Disengagement in Meat. Presented at the *PHAIR Society Animal Advocacy Conference - Insights from the Social Sciences, Canterbury 2023*

2022 Open Science: How Study Preregistration, Data Repositories, and Public Hypotheses Contribute to Research Integrity and Improve Collaborative Research Productivity. Presented at *Second World Forum Principles of Scientific Publications, San Cristóbal, Galápagos 2022*

2021 When Just Salad Won't Do: Meat Avoiders' Counterbalancing of Cultural Asceticism with Perceived Hedonism to Elevate Food Enjoyment. Presented at the *11th International Conference on Food Studies, Aarhus 2021*

Value-in-Impact - Exploring the Disciplinary Gap between Natural and Economic Ecosystems: Towards Sustainability in Fisheries Management. Presented at the *17th International Conference on Environmental, Cultural, Economic & Social Sustainability, Amsterdam 2021*

2020 Negotiating the Inherent Conflict of Hyperconsumption and Conservation on the Galápagos Islands through Dress." Research paper with Andrew Reilly and Rodrigo Muñoz Valencia, accepted at *FADC Fashion & Design Conference, Vigo 2020*

2019 Bridging the Disciplinary Gap between Natural and Economic Ecosystems for Sustainability in Fisheries Management. Presented at *AMA Global Marketing SIG, Buenos Aires 2019*

2015 A Future Research Agenda for S-D Logic. Abstract with Valtteri Kaartemo, presented at *Naples Forum on Service 2015*

GRANTS AND FUNDING

2026 USFQ Galapagos POA Grant: Multispecies Ethics and the Future of Sustainable Consumption in the Galapagos, Research Funding ($2,000)

2025 NIHR169757 - Understanding The Marketing of Capsule Cigarettes and Newer Tobacco And Nicotine Products In Latin America And The Impact on Adolescents. Stage 2 approved 29/06/2025; project subsequently discontinued following UK ODA research-funding reallocation ($570,000).
Role: Ecuador country lead

2024 Canada Fund for Local Initiatives (Global Affairs Canada), gender equality and LGBTQ+ inclusion call: "Empowered Galápagos Women Agricultural Entrepreneurs." CAD 49,097 total project (CAD 29,500 from Global Affairs Canada; USFQ co-funding). **Role: Co-lead**. Final report submitted 2025.

2023 Johns Hopkins Institute for Global Tobacco Control, Project Funding ($9,900)
Role: Principal investigator. Final research report submitted to IGTC, 2023

2022 Medical Research Council UK, Removing the Marketing Power of Cigarettes to Protect Adolescents' Health in Latin America, International Collaboration ($1.814M, 3-year project). **Role: Ecuador country lead**

2022 USFQ Gangotena Grant, Research Funding ($4,000)

2020 USFQ Business Grant, Research Funding ($10,000)

2019 USFQ Collaboration Grant, Research Funding ($5,000)

RESEARCH EXPERIENCE

2023-2026	Ecuador country lead, REMAP (MRC-funded): I supervised data collection from start to finish. During pilot excursions, I trained research assistants in field research and the use of a codebook, oversaw data collection (in-store observations & photos) on marketing and sales practices in 500 retail stores in Quito. Managed logistics, ensured protocol adherence and data quality control.
2022-2026	I conducted quantitative food psychology studies in the USFQ NeuroLab. Designed & executed EEG (EMOTIV hardware) and eye-tracking (Tobii hardware) experiments. Performed evaluation research of moral food choices & sensory food satisfaction.
2019-2026	For quantitative sensory food satisfaction research on diverse proteins (meat, plant-based, insects), I prepare experiments for panels to evaluate sensory attributes, consumer liking and purchase intent. These studies provide insight into the moral trade-offs among proteins from non-human animals, plant-based alternatives, and insect-derived proteins.
2017	A LGBTQIA+ coming-out and appearance victimization study (University of Hawaii CTAHR grant) used qualitative methods. I was responsible for participant recruitment, scheduling and conducting participant interviews. Additionally, I was charged with ethnographic photography & data organization. I was responsible for the thematic analysis of transcripts and the coding of visual content of photographs.

TEACHING EXPERIENCE

Graduate Courses (MBA Program)

2020/2021	**Digital Marketing:** In this core course–focused on digital advertising, web analytics, and development of engaging content–I use case studies and simulations to viscerally highlight the importance of data-based decision-making.
2021	**Marketing Management (Gerencia de Mercadeo):** A graduate course in marketing management covering market analysis, segmentation and positioning, the marketing mix and marketing planning. Case studies train students to turn market evidence into managerial decisions.
2019-2020	**Marketing and Sales (Marketing y Ventas):** An MBA course connecting marketing strategy to the sales function: segmentation, targeting and positioning, value propositions, pricing, and managing the sales process and customer relationships. I use case discussions to show how market insight becomes a sales plan

2016	**Marketing Strategy for Managers:** I assign students to lead discussions on marketing mix, segmentation, targeting & positioning. With careful selection and discussion of case studies, I emphasize the application of marketing frameworks for effective decision-making.
2016	**Comparative Management Systems:** This course thrives on student diversity and cross-cultural experiences, which are crucial for global business. I select and implement activity and scenario-based learning modules to hone students' intercultural communication skills.
2016	**Contemporary Japan–U.S. Relations (online):** An online MBA course comparing management, organisation, negotiation and decision-making in Japan and the United States. Students analysed international business cases (P&G's SK-II, Uniqlo, Louis Vuitton in Japan, Sony) and recorded "Ignite" presentations on current Japan–U.S. business developments.

Select Undergraduate Courses

2018–2024	**E-Commerce:** I employ project-based learning with simulations in areas like AI marketing and product launches.
2020-2024	**Digital Marketing:** Students earn industry certifications (Google, HubSpot) alongside the course and apply them in case studies and simulations on digital advertising, analytics and content strategy.
2016; 2025–2026	**Consumer Behavior:** In this course, I guide students to uncover the psychological and sociological forces that drive consumer decisions. I employ an experimental and laboratory-based approach, moving beyond theory to direct application. Students learn to evaluate persuasion techniques through experiments like blind tests and identify consumer profiles using qualitative methods such as focus groups. The curriculum is built around designing and conducting an original consumer behavior experiment, challenging students to test hypotheses and synthesize their findings into practical tools like empathy maps, thereby bridging the gap between academic concepts and real-world marketing challenges.
2025	**Market Research:** I designed this course to transform students into proficient, critical practitioners of marketing research. It is a hands-on, project-based journey where students learn to formulate research problems, design studies, and apply advanced statistical analyses to derive actionable insights. I emphasize the use of modern, open-source tools like JASP and PsychoPy for data collection and hypothesis testing. Through active participation in the NeuroLab and a comprehensive final research project, students gain practical experience in the entire research process, preparing them to support data-driven strategic decision-making in a business environment.

2024 **Marketing for A Better World:** I developed this cross-disciplinary, writing-intensive seminar based on my research interests. It integrates sustainability principles, conscious consumerism and economic principles of ecosystem valuation. I challenge students to critically explore the transformative power of (social) marketing. Through the lens of ethical frameworks, academic publications, case studies, and practical applications, I hope to inspire students to leverage marketing as a force for positive social and environmental change.

2011 **Management of Retail Buying:** I utilize simulations for the management of virtual stores, applying dynamic pricing and assortment strategies. I incorporated debates and negotiation exercises to hone students' decision-making abilities.

SELECT PROFESSIONAL DEVELOPMENT

2025 AI for Research, Section (digital badge)
Problem- and Project-Based Learning for Business Faculty, USFQ (15 h)
Conditional Process Analysis: Moderation and Mediation, USFQ
Meta-Analysis and Structural Equation Modelling, USFQ
Case-Writing Workshop, USFQ

2024 Generative AI in Teaching: syllabus design, synthetic personas, classroom policy, USFQ (workshop series)

2022 Service-Learning Methodology, USFQ (40 h, digital badge)

2021 Online and Hybrid Teaching on the D2L Learning Platform, levels 1–2, (30 h)
How to Publish a Scientific Article in 12 Weeks, USFQ (12 h)

2020 Inclusive Teaching: inclusive curriculum design, implicit gender bias and sexual diversity in the classroom, USFQ (workshop series)

SERVICE TO PROFESSION

Consulting Editor for Psychology of Human Animal Inter-Group Relations
Elsevier Reviewer Recognition Award
AMBA Accreditation Planning Committee, 2019
AACSB Accreditation Planning Committee, 2016
Reviewer for ACIEK 2024 Conference abstracts
Reviewer for Food Quality and Preference
Reviewer for Men and Masculinities
Reviewer for Journal of Consumer Marketing
Reviewer for Journal of Advertising
Reviewer for Appetite
Reviewer for AMA 2011 Summer Conference abstracts
Reviewer for Forum on Markets and Marketing
Reviewer for Critical Studies in Men's Fashion

THESIS COMMITTEES

2022 – 2026 **Dissertation Co-Supervisor** to Paola Valencia Andrade and Francisco Ramos Jarrin

2021 **Reviewed theses on the MBA Committee** for Jenny Aguais, Jose Burgos, Stephania Cabascango, Evelyn Camacho, William Condor, Brigitte Fuenmayor, Alex Fuentes, Luis Hidalgo, Carlon Minango, Stefan Muller, Paulina Ochoa, Ana Villegas, Gabriela Zarate, Carolina Samaniego

2020 **Reviewed theses on the MBA Committee** for María Fernanda Alvarez, Andrea Silva, Karina Brito, Daniel Yánez, Lucía Gordillo, Verónica Chuquirima, Carla Tapia, Andrés Miranda, Patricio Guerra

MEDIA COVERAGE

Medical Research Council UK, with Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control (IGTC): ¿CÓMO FUNCIONAN LAS ESTRATEGIAS DE MARKETING EN JÓVENES? Recent studies on perceptions and use of tobacco products, particularly capsule cigarettes, in Latin America. REMAP, an international research project, presents findings from Latin American countries on market dynamics and their relationship to adolescent consumption. April 2026 Webinar

Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control (IGTC): Innovations in Tobacco Control Lecture Series: Availability of Flavor Capsule Cigarettes at Points of Sale in Quito, Ecuador: Attila Pohlmann, PhD, Guest Lecturer. March 2025 Lecture Series

EGADE IDEAS, Thought Leadership in Action: “La pareja perfecta en la industria de la hospitalidad. Exaltando el atractivo boutique a través de recorridos virtuales.” February 2023 issue

Revistas Ekos: “Mejor que el Sexo - Cómo medir el Comportamiento de Consumo de Género en las Redes Sociales.” July 2022 issue

The Huffington Post: “Meat Heads, New Study Focuses on How Meat Consumption Alters Men’s Self-Perceived Levels of Masculinity.” by Zoë Eisenberg

The Discerning Brute: “This doctor wants to find out why men are so scared of giving up meat.” by Joshua Katcher

HPU ‘Ohana this Week: “Principles of Marketing Class Visits Anthology Group”

USFQ Dialogos: “Just keep Scrolling: Insights for Consumers and Producers of Social Media with Strained Attention Spans.” by Attila Pohlmann

Hawaii Public Radio - HPR2: “Honolulu Street Style” by Noe Tanigawa

INDUSTRY EXPERIENCE

2019	Marketing Consultant for SMART Delivery’s digital marketing strategy
2008 – 2016	Business Owner, LLC, Honolulu Founded luxury real estate marketing and photography company. Strategic consulting services for the competitive luxury real estate market.
2004 – 2007	Marketing Assistant, Stanton Financial Group Inc., Honolulu

MEMBERSHIPS

AMA American Marketing Association
PHAIR Society (Psychology of Human-Animal Intergroup Relations)

LANGUAGES

German: native
Hungarian: conversational in speaking, good in writing
English: fluent in reading, speaking, and writing
Spanish: good in reading and speaking, and writing
French: basic in reading, speaking, and writing

Citizenship: German (EU) and United States