

# CURRICULUM VITAE

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updated: March 2025

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### ACADEMIC BACKGROUND & EDUCATION

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2021-	Postdoctoral researcher, TUM School of Management, Chair of Marketing
2015-2020	Ph.D. in Marketing (with distinction), TUM School of Management Member of the Research Excellence Program
2006-2012	Psychology (Dip.), Ludwig-Maximilians University
2010-2013	Economics (B.Sc.), Ludwig-Maximilians University

### RESEARCH INTERESTS

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Consumer Psychology and Behavior, Psychological and Societal Impacts of Technological Change, Automation and Artificial Intelligence in Work and Markets, Consumer and Public Reactions to System-Level Government Policies

### ACADEMIC PUBLICATIONS

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Granulo, Armin, Christoph Fuchs, Robert Böhm (2025). Psychological reactance to system-level policies before and after their implementation. *Proceedings of the National Academy of Sciences of the United States of America* (accepted).  
<https://doi.org/10.31234/osf.io/yn4zv> (Impact factor 9.4).

Granulo, Armin, Anne Kranzbuehler, Christoph Fuchs, Stefano Puntoni (2025). Collective Layoffs and Offshoring: A Social Contract Account. *Journal of Consumer Research*.  
<https://doi.org/10.1093/jcr/ucaf001> (FT 50).

Granulo, Armin, Sara Caprioli, Christoph Fuchs, Stefano Puntoni (2024). Deployment of algorithms in management tasks reduces prosocial motivation. *Computers in Human Behavior*, 152. <https://doi.org/10.1016/j.chb.2023.108094> (Impact factor 9.0).

\*\* Media mentions: *Forbes*, *Frankfurter Allgemeine Zeitung*

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Granulo, Armin, Rudolph Kerschreiter, Martin G. Kocher. (2023). Cooperation and confusion in public goods games: confusion cannot explain contribution patterns. *Journal of the Economic Science Association*, 1-11. <https://doi.org/10.1007/s40881-023-00139-1>

Granulo, Armin, Christoph Fuchs, Stefano Puntoni (2021). Preference for human (vs. robotic) labor is stronger in symbolic consumption contexts. *Journal of Consumer Psychology*, 31(1), 72-80. <https://doi.org/10.1002/jcpy.1181> (FT 50).

\*\* Media mentions: *The Wall Street Journal*, *Forbes*, *Harvard Business Review*

\*\* Award for Top Cited Article in 2020-2022

Granulo, Armin, Christoph Fuchs, Stefano Puntoni (2019). Psychological reactions to human versus robotic job replacement. *Nature Human Behaviour*, 3(10), 1062-1069. <https://doi.org/10.1038/s41562-019-0670-y> (Impact factor 22.3).

\*\* Media mentions: *World Economic Forum*, *New Scientist*, *Big Think*, *Huffington Post*, *Psychology Today*

\*\* Online attention: Ranked in the top 1% of 361,398 articles tracked by Altmetric

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## PRACTIONER PUBLICATIONS

Granulo, Armin, Sara Caprioli, Christoph Fuchs, Stefano Puntoni (2024). The Social Cost of Algorithmic Management. *Harvard Business Review*. <https://hbr.org/2024/02/the-social-cost-of-algorithmic-management>.

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## SELECTION OF ONGOING RESEARCH PROJECTS

### **Consumer Receptivity to AI Creativity** (with Sara Caprioli and Noah Castelo)

- Despite artificial intelligence's increasing capabilities to produce creative content across domains, consumers remain skeptical of its creative value. Building on the dual-path model of creativity, this research introduces a comprehensive framework to explain and predict consumers' receptivity to AI-generated creative products and services (<https://doi.org/10.31234/osf.io/2h6jr>).

### **Consumer Reactions to Negative Externalities of Technological Progress** (with Christoph Fuchs and Stefano Puntoni)

- Competitive pressures force companies to continuously seek ways to improve their efficiency, often resulting in negative societal externalities such as job displacement and environmental harm. This research investigates whether consumers show greater acceptance of firms' negative externalities when they stem from technological adoption.

### **A Systematic Investigation of Public Preferences for System-Level vs. Individual-Level Government Policies** (with Leonhard Reiter, Christoph Fuchs, and Robert Böhm)

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- To address pressing societal problems of our time, such as climate change and global pandemics, governments can implement policies that focus on individual thoughts and behaviors (e.g., behavioral nudges) or on systemic changes (e.g., car bans). This project proposes a large-scale, systematic research program to investigate public preferences for these two policy approaches, along with key policy-relevant moderators. By doing so, this research aims to provide actionable insights for policymakers seeking to implement effective and publicly acceptable solutions to complex global challenges. We plan to submit this project for an ERC Starting Grant 2026.

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## SELECTED CONFERENCES AND PRESENTATIONS

### ***Psychological reactance to system-level policies before and after their implementation***

2024 – Workshop, Psychology and Law, University of Vienna

2024 – Research Seminar, University of Warwick

### ***Collective Layoffs and Offshoring: A Social Contract Account***

2024 – Consumer Behavior Special Interest Group of the American Marketing Association (AMA CBSIG 2024), Vienna, Austria

2024 – Consumer Technology Dialogue (CTD), Rotterdam, The Netherlands

### ***Preference for human (vs. robotic) labor is stronger in symbolic consumption contexts.***

2020 – Association for Consumer Research (ACR), virtual

### ***Psychological reactions to human versus robotic job replacement***

2020 – Invited keynote speaker, Applied Machine Learning Days (AMLD), Lausanne, Switzerland

*\*\* Presented in the session on the impact of technology on work, alongside thought leaders such as David Autor.*

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## TEACHING EXPERIENCE

### Module “Consumer Behavior Research Methods”

- As a PhD student, I independently designed and taught this course taken by about 250 students per term (Master level).
- This module teaches students to understand and apply relevant methods in empirical consumer research (e.g., survey design, experimental design, factor analysis, and regression analysis).
- For this course, I was awarded the TUM School of Management’s “Best Teaching Award” in 2022.

### Module “Customer Insights”

- Taken by about 350 students per term (Master level).
- This module deepens students’ understanding of consumer behavior and its role in marketing strategy.

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#### Module “Applied New Product Development”

- Taken by about 50 students per term (Master level).
- This module provides students with hands-on experience with the key managerial tasks associated with the development of a new product (e.g., generating an initial product idea, developing a marketing strategy).

#### Module “Empirical Research Methods”

- Taken by about 800 students per term (Bachelor level).
- This module introduces students to scientific principles (e.g., falsification and academic publishing) and empirical research methods (e.g., research designs and experimentation).
- For this course, I was nominated for the TUM School of Management’s “Best Teaching Award” in 2021.

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### METHODOLOGICAL SKILLS

Experimentation, field experiments, advanced econometric techniques (e.g., hierarchical models), Python programming (e.g., scrapping online data), applying large language models (e.g., qualitative data analysis), open science practices.

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### PROFESSIONAL EXPERIENCE

2014-2015	Project manager, Teva ratiopharm <ul style="list-style-type: none"><li>• I was responsible for planning, designing and implementing a digital solution that transforms sales force activities with regard to customer interaction, compliance and cost tracking (total budget: about 1 million Euro).</li></ul>
2008-2013	Research assistant at various departments of Ludwig-Maximilians University including <ul style="list-style-type: none"><li>• the Munich Experimental Laboratory for Economic and Social Sciences (MELESSA)</li><li>• the department of Neuro-Cognitive Psychology</li><li>• the department of Economic and Organizational Psychology</li></ul>
2006	Internship at the Organizing Committee of the FIFA World Cup 2006

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### INTERESTS AND SOCIAL COMMITMENT

I have a great passion for physics, particularly quantum mechanics. I am also a passionate football coach; I coached various teams at the youth and senior level, including teams that focused on the integration of refugees.