IMOTIONS

# iMotions in FT50 Research

Examples of peer-reviewed studies using iMotions in the Financial Times top 50 business journals, 2020–2026

PUBLICATION BRIEF

FT50 PUBLICATIONS

# Research that reaches the top journals

iMotions is used across psychology and neuroscience, human factors and UX, health, education and business research, including at more than 200 universities with AACSB-accredited business schools. This brochure highlights examples from the FT50, the journals business school faculty count most.

### What is the FT50?

The FT50 is the list of 50 journals the **Financial Times** uses for the research component of its business school rankings. Publishing in these journals is a key measure of research impact for business school faculty.

## Most used modules in these examples



**Facial Expression Analysis**
Moment-by-moment emotional expressions from video or webcam



**EDA / GSR**
Physiological arousal as people view, decide and react



**Eye Tracking**
Where attention goes, and for how long

**iMotions Lab** also supports EEG, ECG, EMG, fNIRS, voice analysis, respiration and more, synchronized in one platform for studies in the lab or remotely.

PUBLISHED IN AACSB INSIGHTS

"When business schools add behavioral research initiatives, they promote interdisciplinary collaboration, solidify corporate connections, and develop novel research ideas."

Jessica Justinussen, *The Business Case for Human Behavior Research*, AACSB Insights, August 2024

# Marketing & Consumer Research

**Journal of the Academy of Marketing Science** · 2026 · Online first

## Color me aroused while keeping the cool

Bandara, N. H., Miller, E. G., Milne, G. R., & Labrecque, L. I. · doi.org/10.1007/s11747-026-01215-8

Eye Tracking · EDA / GSR · Facial Expression Analysis

**8.8** IMPACT FACTOR · **1,213** ACCESSES

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**Journal of Marketing** · 2024 · 88(2), 79–98

## Understanding consumer self-design abandonment: A dynamic perspective

Krause, F., & Franke, N. · doi.org/10.1177/00222429231183977

Facial Expression Analysis

**10.6** IMPACT FACTOR · **2,896** VIEWS & DOWNLOADS · **10** CITATIONS

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**Journal of Consumer Research** · 2024 · 51(3), 552–570

## Curvy digital marketing designs: Virtual elements with rounded shapes enhance online click-through rates

Biswas, D., Abell, A., & Chacko, R. · doi.org/10.1093/jcr/ucad078

Eye Tracking

**8.1** IMPACT FACTOR · **6,441** VIEWS · **31** CITATIONS

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**Journal of Consumer Research** · 2021 · 49(1), 112–131

## Your cheatin' heart: How emotional intelligence and selfishness impact the incidence of consumer fraud

Hasford, J., Kidwell, B., Hardesty, D. M., & Farmer, A. · doi.org/10.1093/jcr/ucab047

EDA / GSR

**8.1** IMPACT FACTOR · **5,126** VIEWS · **34** CITATIONS

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**Journal of Consumer Research** · 2021 · 48(6), 1050–1072

## In the eye of the beholder: The interplay of numeracy and fluency in consumer response to 99-ending prices

Hodges, B. T., & Chen, H. A. · doi.org/10.1093/jcr/ucab040

Facial Expression Analysis

**8.1** IMPACT FACTOR · **5,091** VIEWS · **19** CITATIONS

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**Journal of Consumer Research** · 2020 · 47(4), 475–499

## On my own: The aversion to being observed during the preference-construction stage

Zwebner, Y., & Schrift, R. Y. · doi.org/10.1093/jcr/ucaa016

Facial Expression Analysis · EDA / GSR

**8.1** IMPACT FACTOR · **6,128** VIEWS · **41** CITATIONS

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**Journal of Marketing Research** · 2020 · 57(1), 20–34

## Native advertising in online news: Trade-offs among clicks, brand recognition, and website trustworthiness

Aribarg, A., & Schwartz, E. M. · doi.org/10.1177/0022243719879711

Eye Tracking

**6.3** IMPACT FACTOR · **18,893** VIEWS & DOWNLOADS · **135** CITATIONS

# Entrepreneurship

**Journal of Business Venturing** · 2026 · 41(1), 106558

## Say it like you mean it: The effect of cross-channel affective consistency on perceived preparedness and authenticity in funding pitches

Warnick, B. J., Allison, T. H., & Davis, B. C. ·
doi.org/10.1016/j.jbusvent.2025.106558

Facial Expression Analysis

| 8.1 | 17 | 2 |
|---|---|---|
| IMPACT FACTOR | RESEARCHGATE READS | CITATIONS |

**Journal of Business Venturing** · 2022 · 37(3), 106193

## Can you hear me now? Engendering passion and preparedness perceptions with vocal expressions in crowdfunding pitches

Allison, T. H., Warnick, B. J., Davis, B. C., & Cardon, M. S. ·
doi.org/10.1016/j.jbusvent.2022.106193

| 8.1 | 841 | 117 |
|---|---|---|
| IMPACT FACTOR | RESEARCHGATE READS | CITATIONS |

**Entrepreneurship Theory and Practice** · 2021 · 45(6), 1339–1365

## Gender and counterstereotypical facial expressions of emotion in crowdfunded microlending

Davis, B. C., Warnick, B. J., Anglin, A. H., & Allison, T. H. ·
doi.org/10.1177/10422587211029770

Facial Expression Analysis

| 6.9 | 2,485 | 71 |
|---|---|---|
| IMPACT FACTOR | VIEWS & DOWNLOADS | CITATIONS |

**Journal of Business Venturing** · 2021 · 36(4), 106109

## Express yourself: Facial expression of happiness, anger, fear, and sadness in funding pitches

Warnick, B. J., Davis, B. C., Allison, T. H., & Anglin, A. H. ·
doi.org/10.1016/j.jbusvent.2021.106109

Facial Expression Analysis

| 8.1 | 1,761 | 111 |
|---|---|---|
| IMPACT FACTOR | RESEARCHGATE READS | CITATIONS |

**Journal of Business Venturing** · 2020 · 35(4), 105948

## The dualistic regulatory effect of passion on the relationship between fear of failure and negative affect: Insights from facial expression analysis

Stroe, S., Sirén, C., Shepherd, D. A., & Wincent, J. ·
doi.org/10.1016/j.jbusvent.2019.105948

Facial Expression Analysis

| 8.1 | 472 | 153 |
|---|---|---|
| IMPACT FACTOR | RESEARCHGATE READS | CITATIONS |

# Management & Organizations

**Academy of Management Journal** · 2026 · 69(4), 888–913

## Algorithmic facial expression analysis: A novel methodology to advance management research on emotions

Stroe, S., Sirén, C., He, V. F., Burkhard, B., & Souitaris, V. · doi.org/10.5465/amj.2024.0826

Facial Expression Analysis

| 12.8 | 1,601 | 2 |
|---|---|---|
| IMPACT FACTOR | DOWNLOADS | CITATIONS |

**Organization Studies** · 2026 · Online first

## Feeling the fall: Immediate emotional responses to corporate misconduct and their impact on firm reputation

Curran, K., & Hubbard, T. D. · doi.org/10.1177/01708406261488602

Facial Expression Analysis EDA / GSR

| 6.4 | 64 | |
|---|---|---|
| IMPACT FACTOR | VIEWS & DOWNLOADS | |

**Journal of Management Studies** · 2026 · 63(2), 515–560

## Beyond anthropomorphism: Social presence in human–AI collaboration processes

Siemon, D., Elshan, E., de Vreede, T., Ebel, P., & de Vreede, G.-J. · doi.org/10.1111/joms.70000

Facial Expression Analysis

| 7.8 | 545 | 44 |
|---|---|---|
| IMPACT FACTOR | RESEARCHGATE READS | CITATIONS |

**Journal of Management** · 2025 · 51(4), 1288–1321

## Competition and constituents' polarization online

Zavyalova, A. A., Callahan, C., Hubbard, T. D., & Zyung, J. D. · doi.org/10.1177/01492063231204867

Facial Expression Analysis Remote Data Collection

| 10.1 | 1,785 | 8 |
|---|---|---|
| IMPACT FACTOR | VIEWS & DOWNLOADS | CITATIONS |

**Journal of Management** · 2025 · 51(7), 3148–3180

## An attractiveness bias? How women entrepreneurs' physical appearance affects men investors

Schreiber, R., Heß, M., Grichnik, D., Shepherd, D. A., Tobler, P. N., & Wincent, J. · doi.org/10.1177/01492063241249699

| 10.1 | 12,943 | 22 |
|---|---|---|
| IMPACT FACTOR | VIEWS & DOWNLOADS | CITATIONS |

FT50 refers to the 50 journals used in the Financial Times Research Rank. iMotions is not affiliated with the Financial Times. This is a selection of examples, not a complete list. Journal Impact Factors: Clarivate Journal Citation Reports 2026, as shown on publisher websites. Views, downloads and accesses are publisher figures (SAGE, Springer, OUP, AOM) where publicly shown; where the publisher shows none, ResearchGate reads are given. Citation counts from publisher websites, ResearchGate or OpenAlex. Article figures as of November 2026.

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Planning your next study, or ready to take one further? Our team can show you how **iMotions Lab** supports research that holds up to peer review.

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