

## Address

Joachim Vosgerau  
Università Bocconi  
Via Röntgen 1  
20136 Milano, Italia  
e-mail: joachim.vosgerau@unibocconi.it

## Academic Appointments

- 2015-            Full Professor of Marketing, Bocconi University, Milan, Italy  
Director of the Bocconi Experimental Laboratory for the Social Sciences (BELSS)
- 2013-15        Full Professor of Marketing, School of Economics and Management, Tilburg University,  
Netherlands
- 2012            Visiting faculty at the Recanati School of Business, Tel Aviv University, Israel
- 2011-13        Associate Professor of Marketing, Tepper School of Business, Carnegie Mellon  
University, USA
- 2010-12        Co-Director of the Center for Behavioral and Decision Research, Carnegie Mellon  
University
- 2008            Visiting faculty at the Rady School of Management, University of California San  
Diego, USA
- 2007-13        Courtesy Appointment in the Department of Social and Decision Sciences, Carnegie  
Mellon University
- 2005-11        Assistant Professor of Marketing, Tepper School of Business, Carnegie Mellon University

## Education

- 2005            Ph.D. in Management, INSEAD, France
- 2002            M. Sc. in Management, INSEAD
- 1999            M. A. in Psychology, summa cum laude, specializing in experimental social psychology &  
philosophy of science, University of Konstanz, Germany
- 1994            B. A. in Psychology, University of Konstanz, Germany

## Published/Accepted Papers

- Vosgerau, Joachim, Irene Scopelliti, and Young Eun Huh (2020), "Exerting Self-Control ≠ Sacrificing Pleasure," *Journal of Consumer Psychology*, 30(1), 181-200 (research dialogue target article).
- Scopelliti, Irene, Joachim Vosgerau, and Young Eun Huh (2020), "Response to Commentaries on Exerting Self-Control ≠ Sacrificing Pleasure," *Journal of Consumer Psychology*, 30(1), 215-216.
- Vosgerau, Joachim, Uri Simonsohn, Leif Nelson, and Joseph Simmons (2019), "99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis," *Journal of Experimental Psychology: General*, 148(9), 1628-1639.
- John, Leslie K., George Loewenstein, Alessandro Acquisti, and Joachim Vosgerau (2018), "When and Why Randomized Response Techniques (Fail to) Elicit the Truth," *Organizational Behavior and Human Decision Processes*, 148, 101-123.
- Vosgerau, Joachim, and Eyal Pe'er (2018), "Extreme Malleability of Preferences: Absolute Preference Sign Changes under Uncertainty", *Journal of Behavioral Decision Making*, 1-9.  
<https://doi.org/10.1002/bdm.2088>.
- Brandimarte, Laura, Joachim Vosgerau, and Alessandro Acquisti (2018), "Differential Discounting and Present Impact of Past Information," *Journal of Experimental Psychology: General*, 147(1), 74-92.

## Curriculum Vitae • Joachim Vosgerau

---

- Huh, Young Eun, Joachim Vosgerau, and Carey K. Morewedge (2016), "Selective Sensitization: Consuming a Food Activates a Goal to Consume its Complements", *Journal of Marketing Research*, 53(6), 1034-1049.
- Huh, Young Eun, Joachim Vosgerau, and Carey K. Morewedge (2016), "More Similar but Less Satisfying: Comparing Preferences for and the Efficacy of Within- and Cross-Category Substitutes for Food", *Psychological Science*, 27(6), 894-903.
- Scopelliti, Irene, George Loewenstein, and Joachim Vosgerau (2015), "You call it 'Self-Exuberance', I call it 'Bragging'. Miscalibrated Predictions of Emotional Responses to Self-Promotion", *Psychological Science*, 26(6), 903-914.
- Huh, Young, Joachim Vosgerau, and Carey Morewedge (2014), "Social Defaults: Observed Choices Become Choice Defaults", *Journal of Consumer Research*, 41(3), 746-760.
- Buechel, Eva C., Jiao Zhang, Carey K. Morewedge, and Joachim Vosgerau (2014), "More Intense Experiences, Less Intense Forecasts: Why People Overweight Probability Specifications in Affective Forecasts", *Journal of Personality and Social Psychology*, 106(1), 20-36.
- Pe'er, Eyal, Joachim Vosgerau, and Alessandro Acquisti (2014), "Reputation as a Sufficient Condition for Data Quality on Amazon Mechanical Turk", *Behavior Research Methods*, DOI: 10.3758/s13428-013-0434-y
- Yang, Yang, Joachim Vosgerau, and George Loewenstein (2013) "Framing Influences Willingness to Pay but not Willingness to Accept", *Journal of Marketing Research*, 50(6), 725-38.
- Morewedge, Carey, Young Eun Huh, and Joachim Vosgerau (2010), "Thought for Food: Imagined Consumption reduces Actual Consumption", *Science*, 330 (December 10), 1530-1533.  
The findings of study 1 (30 repetition vs. control condition) have been replicated by an independent research team, see Camerer et al. (2018). Evaluating the Replicability of Social Science Experiments in Nature and Science between 2010 and 2015. *Nature Human Behaviour*, 1, <https://doi.org/10.1038/s41562-018-0399-z>
- Messner, Claude, and Joachim Vosgerau (2010), "Cognitive Inertia and the Implicit Association Test", *Journal of Marketing Research*, 47(April), 374-386.
- Vosgerau, Joachim (2010) "How Prevalent is Wishful Thinking? Misattribution of Arousal Causes Optimism and Pessimism in Subjective Probabilities", *Journal of Experimental Psychology: General*, 139(1), 32-48.  
I no longer believe that misattribution of arousal can explain the stake-likelihood effect since the misattribution-mechanism could not be replicated in subsequent studies: de Moliere, Laura, and Adam J. L. Harris (2016), "Conceptual and Direct Replications Fail to Support the Stake-Likelihood Hypothesis as an Explanation for the Interdependence of Utility and Likelihood Judgements", *Journal of Experimental Psychology: General*, 145(4).
- Meyer, R. J., J. Vosgerau, V. Singh, J. E. Urbany, G. Zauberaman, M. I. Norton, T. H. Cui, B. T. Ratchford, A. Acquisti, D. R. Bell, B. E. Kahn (2010), "Behavioral Research and Empirical Modeling of Marketing Channels: Implications for both Fields and a Call for Future Research", *Marketing Letters*, 21, 301-315.
- Vosgerau, Joachim, Erin Anderson, and William T. Ross (2008), "Can Inaccurate Perceptions in Business-to-Business Relationships Be Beneficial?", *Marketing Science*, 27(2), 205-224.
- Wertenbroch, Klaus, Joachim Vosgerau, and Sabrina Bruyneel (2008), "Free Will, Temptation, and Self-Control: We Must Believe in Free Will, We Have No Choice (Isaac B. Singer)", *Journal of Consumer Psychology*, 18, 27-33.
- Vosgerau, Joachim, Klaus Wertenbroch, and Ziv Carmon (2006), "Indeterminacy and Live Television", *Journal of Consumer Research*, 32(4), 487-495, lead article (finalist for the JCR Best Paper Award 2009).

### Publications in Peer-Reviewed Conference Proceedings

- Meng Zhu, Tingting Nian, and Joachim Vosgerau (2020) , "Belief-Based Discrimination: Beauty Premium and Beauty Penalty", in NA - *Advances in Consumer Research* Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 1170-1174.
- Minah Jung, Joachim Vosgerau, Paul Smeets, and Jan Stoop (2020) , "Are Rich/Educated Consumers Less Ethical and Prosocial? Two Direct, Preregistered Replications of Piff Et Al.'S (2012) Field Studies", in NA - *Advances in Consumer Research* Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 1144-1149
- Emily Prinsloo, Irene Scopelliti, Joachim Vosgerau, and George Loewenstein (2020) , "Disclosure of Positive and Negative Experiences As Social Utility", in NA - *Advances in Consumer Research* Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 596-597.
- Graham Overton, Joachim Vosgerau, and Ioannis Evangelidis (2020) , "Consumers Confuse Consensus With Strength of Preferences", in NA - *Advances in Consumer Research* Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 886-890.
- Martina Cossu, Zachary Estes, and Joachim Vosgerau (2020) , "Uncommon Beauty: Physically Disabled Models Positively Affect Consumers' Attitudes and Choices", in NA - *Advances in Consumer Research* Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 1170-1174.
- Vosgerau, Joachim, Uri Simonsohn, Leif D. Nelson, and Joseph P. Simmons (2019) , "99% Impossible: a Valid, Or Falsifiable, Internal Meta-Analysis", in *Advances in Consumer Research* Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, Pages: 212-216.
- Powell, Emily, Minah Jung, Joachim Vosgerau, and Eyal Pe'er (2018) , "Donate Today Or Give Tomorrow? Adding a Time Delay Increases Donation Amount But Not Willingness to Donate", in *Advances in Consumer Research* Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association for Consumer Research, Pages: 104-109.
- Scopelliti, Irene, Joachim Vosgerau, and George Loewenstein (2017) , "Bragging Through an Intermediary", in *Advances in Consumer Research* Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, Pages: 341-345.
- Vosgerau, Joachim , Irene Scopelliti, and Young Eun Huh (2016) , "Pleasure, Guilt and Regret in Consumption: Revisiting the Vice-Virtue Categorization in Theories of Self-Control", in *Advances in Consumer Research* Volume 44, eds. Page Moreau, Stefano Puntoni, and , Duluth, MN: Association for Consumer Research, Pages: 164-168.
- Scopelliti, Irene, George Loewenstein, and Joachim Vosgerau (2015), "Miscalibrated Predictions of Emotional Responses to Self-Promotion" in *Academy of Management Annual Meeting Proceedings* 2015(1): 10736-10736, January
- Scopelliti, Irene, George Loewenstein, and Joachim Vosgerau (2015) , "Miscalibrated Predictions of Emotional Responses to Self-Promotion", in *Asia-Pacific Advances in Consumer Research* Volume 11, eds. Echo Wen Wan, Meng Zhang, and , Duluth, MN: Association for Consumer Research, Pages: 234-235.
- Vosgerau, Joachim, and Eyal Pe'er (2015), "Malleability of Risk Preferences" in *Advances in Consumer Research* Volume 43, eds. Kristin Diehl , Carolyn Yoon, and , Duluth, MN : Association for Consumer Research, Pages: 265-269.
- Paolacci, Gabriele, and Joachim Vosgerau (2015), "Less Likely Outcomes are Valued Less" in *Advances in Consumer Research* Volume 43, eds. Kristin Diehl , Carolyn Yoon, and , Duluth, MN : Association for Consumer Research, Pages: 265-269.
- Huh, Young Eun, Carey Morewedge, and Joachim Vosgerau (2013), "Within-Category versus Cross-Category Substitution in Food Consumption", in *Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

## Curriculum Vitae • Joachim Vosgerau

---

- Yang Yang, Joachim Vosgerau, and George Loewenstein (2013), "The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect", in *European Advances in Consumer Research* Volume 10, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN : Association for Consumer Research, 44-46.
- Yang Yang, Joachim Vosgerau, and George Loewenstein (2013), "The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect", in *Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.
- Huh, Young Eun, Joachim Vosgerau, and Carey Morewedge (2012) ,"Complementary Food Consumption With Imagined Consumption", in *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 104.
- Buechel, Eva, Jiao Zhang, Carey Morewedge, and Joachim Vosgerau (2012) ,"Affect-Rich Experiencers, Affect-Poor Forecasters: Mispredicting the Influence of Outcome Magnitude and Outcome Probability on Experienced Affect", in *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 635-636.
- Zheng, Yuhuang , Xiao Liu, and Joachim Vosgerau (2011) ,"The Impact of Sorting Choice Options on Consumer Self-Control", in *Asia-Pacific Advances in Consumer Research* Volume 9, eds. Zhihong Yi, Jing Jian Xiao, and June Cotte and Linda Price, Duluth, MN: Association for Consumer Research, Pages: 153-153.
- Buechel, Eva, Jiao Zhang, Carey Morewedge, and Joachim Vosgerau (2011) ,"Affect-Rich Experiencers, Affect-Poor Forecasters: Mispredicting the Influence of Outcome Magnitude and Outcome Probability on Experienced Affect", in *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, Pages: 635-636.
- Vosgerau, Joachim (2011), "Arousal and Subjective Probabilities: An Alternative Interpretation of Wishful Thinking", in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn van Osselaer, Duluth, MN: Association for Consumer Research.
- Huh, Young Eun, Carey Morewedge, and Joachim Vosgerau (2011) ,"Thought For Food: Top-Down Processes Moderate Sensory-Specific Satiation", in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.
- Huh, Young Eun, Joachim Vosgerau, and Carey Morewedge (2010), "Social Influence on Choice under Uncertainty", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Meng Zhu, Joachim Vosgerau, and Uri Simonsohn (2011) ,"The Beauty Penalty: Too Sexy For the Job? ", in *NA - Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.
- Buechel, Eva , Carey Morewedge, Joachim Vosgerau (2010), "Motivated Bias in Affective Forecasting", in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Messner, Claude, and Joachim Vosgerau (2009) ,"Order Effects in the Iat", in *Advances in Consumer Research* Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, Pages: 38-40.
- Nelson, Leif, Jeff Galak, Joachim Vosgerau (2008), "The Unexpected Enjoyment of Expected Events: The Suboptimal Consumption of Televised Sports.", in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Pages: 185-188.
- Vosgerau, Joachim, Ravi Dhar, Klaus Wertenbroch, Sabrina Bruyneel (2008), "Ego Depletion and Cognitive Load: Same or Different Constructs?", in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Pages: 217-220.
- Vosgerau, Joachim, Hubert Gatignon, Ed Diener (2007), "A New Method for Comparing Subjective Wellbeing across Countries and its Correlation with Suicide", in *Advances in Consumer Research*,

## Curriculum Vitae • Joachim Vosgerau

Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, Pages: 355-358.

Vosgerau, Joachim, and Hubert Gatignon (2007), "Mean-Centering and the Interpretation of ANOVA and Moderated Regression", in *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, Pages: 537-540.

Priya Raghubir, Joydeep Srivastava, Ravi Dhar, and Joel Huber, Uzma Khan, Gita Venkataramani Johar, Joachim Vosgerau, Klaus Wertenbroch (2005), "The Denomination Effect", in *European Advances in Consumer Research* Volume 7, eds. Karin M. Ekstrom and Helene Brembeck, Goteborg, Sweden : Association for Consumer Research, Pages: 542-542.

Carmon, Ziv, and Joachim Vosgerau (2005), "Magnifying Effects of Immediate Consumer Experiences", in *Advances in Consumer Research*, Volume 32, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, Pages: 584-587.

Vosgerau, Joachim, Erin Anderson, and William T. Ross, Jr. (2004), "A Social Perception View of Business Relationships in the Service Sector", in *Advances in Consumer Research*, Volume 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, Pages: 200-201.

### Invited Presentations

2021

Olin Business School, Washington University, St. Louis (Marketing online seminar)  
Anderson School of Management, UCLA, Los Angeles (Marketing online seminar)

2020

Erasmus University (Marketing online seminar)  
Nova School of Business and Economics, Lisbon (Management online seminar)

2019

Winter Decision Making Symposium, Salt Lake City, University of Utah  
AMA Sheth Doctoral Consortium 2019, New York University  
Heidelberg University, Germany (Behavioral Finance workshop)

2018

ESSEC, Paris, France (Marketing winter camp)  
ESADE, Barcelona, Spain (Marketing seminar)  
Koç University Istanbul, Turkey (Marketing seminar)  
Third Collier Conference on Behavioral Economics, Tel Aviv University, Israel  
Vrije Universiteit Amsterdam, Netherlands (Marketing camp)  
Haas School of Business, University of California Berkeley (Marketing seminar)  
Carey Business School, Johns Hopkins University (quantitative and behavioral economics seminar)

2017

Stern School of Business, New York University (Marketing seminar)  
University of Mannheim, Germany (Marketing seminar)  
Korea University Business School, Seoul (Marketing symposium)  
Carnegie Mellon University (CBDR seminar)  
University of Bologna, Italy (Marketing seminar)

2016

Rady School of Management, University of California San Diego (Marketing seminar)  
University of Lausanne, Switzerland (Marketing seminar)  
Tel Aviv University, Israel (Marketing seminar)  
Bar-Ilan University, Israel (Marketing seminar)  
Goethe University Frankfurt, Germany (Marketing seminar)

2015

Carey Business School, Johns Hopkins University (Marketing seminar)  
University of Groningen, Netherlands (Marketing seminar)  
University of Ghent, Belgium (Marketing seminar)  
Marketing in Israel Conference 2015 (IDC, Hebrew University, Tel Aviv University)

2014

Winter Decision Making Symposium, Los Angeles (organized by Yale)  
INSEAD, France (Marketing seminar)  
University of California Berkeley (Psychology seminar)  
Hong Kong University of Science and Technology (Marketing seminar)  
Chinese University of Hong Kong (Marketing seminar)  
National University of Singapore (Marketing seminar)  
Bocconi University, Milan, Italy (Marketing seminar)  
Warwick Business School, Warwick University, England (Behavioural Science and Marketing seminar)  
Wageningen University, Netherlands (Marketing seminar)  
Hamburg University, Institut für Marketing und Medien, Germany (Marketing seminar)  
Leuven University, Belgium (Marketing seminar)

2013

Graduate School of Business, Stanford University (Marketing seminar)  
Carnegie Mellon University Qatar Campus, Doha (interdisciplinary seminar)  
Tilburg University, School of Economics and Management, Netherlands (Marketing winter camp)  
City University London, Cass Business School, England (interdisciplinary seminar)  
Tilburg University, School of Economics and Management, Netherlands (Economics workshop)  
Tilburg University, Department of Psychology, Netherlands (Social Psychology workshop)  
Instituto de Empresa, Business School, Madrid, Spain (Marketing seminar)

2012

Bocconi University, Milan, Italy (Marketing seminar)  
European School of Management and Technology, Berlin, Germany (Marketing seminar)  
Tilburg University, Netherlands (Marketing seminar)  
Tel Aviv University, Israel (Psychology seminar)  
Hebrew University Jerusalem, Israel (Psychology seminar)  
Interdisciplinary Center Herzliya, Israel (Marketing seminar)  
Tel Aviv University, Israel (Marketing seminar)

2011

Marketing Winter Camp at KU Leuven, Belgium  
University of Southern California (Marketing seminar)  
Wharton, University of Pennsylvania (Operations and Information Management seminar)  
HEC Paris, France (Marketing seminar)  
University of Lausanne, Switzerland (Marketing seminar)

2010

University of Southern California (Marketing seminar)  
London Business School, England (Marketing Summer Camp)  
University of Pittsburgh Katz Business School (Marketing seminar)

2009

Rady School of Management, University of California San Diego (Marketing seminar)  
University of California Berkeley (Marketing seminar)  
University of Houston (Marketing seminar)  
University of Basel, Switzerland (Social Psychology seminar)

2008

Carnegie Mellon University (CBDR seminar)  
European School of Management and Technology, Berlin, Germany (Marketing seminar)  
Rady School of Management, University of California San Diego (Marketing seminar)  
Chicago Graduate School of Business (Marketing seminar)  
Wharton, University of Pennsylvania (Decision Science seminar)

2007

Carnegie Mellon University (Center for Analytical Research in Technology seminar)

2006

Carnegie Mellon University (CBDR seminar)  
University of Cologne, Germany (Marketing seminar)

2004

Harvard (Marketing seminar)  
MIT (Marketing seminar)  
London Business School, England (Marketing seminar)  
University of Southern California (Marketing seminar)  
Pennsylvania State University (Marketing seminar)  
University of Maryland (Marketing seminar)  
University of Delaware (Marketing seminar)  
Erasmus University Rotterdam, Netherlands (Marketing seminar)  
HEC, Paris, France (Marketing seminar)  
University of Miami (Marketing seminar)  
Washington University, St. Louis (Marketing seminar)  
Kellogg (Marketing seminar)  
University of Minnesota (Marketing seminar)

before 2004

University of Basel, Switzerland (Social Psychology seminar), 2003  
University of Heidelberg, Germany (Social Psychology seminar), 1999

## Refereed Conference Presentations

American Society for Criminology (ASC), 2016  
Association for Consumer Research Conference (ACR), 2003, 2004, 2006, 2007, 2008, 2010, 2011, 2013, 2015, 2016, 2017, 2019, 2020  
Behavioral Decision Research in Management Conference (BDRM), 2004, 2008, 2010, 2014, 2016, 2018  
European Association of Consumer Research Conference (EACR), 2005, 2013  
European Association for Social Psychology Conference (EASP), 2014  
European Marketing Academy Conference (EMAC), 2005, 2009, 2011, 2013, 2014, 2019  
Foundations & Applications of Utility, Risk & Decision Theory Conference (FUR), 2004, 2008  
INFORMS, 2005, 2006, 2019  
Judgment & Decision Making Conference (JDM), 2003, 2006, 2007, 2009, 2010, 2011, 2013, 2014, 2015, 2018, 2019  
La Londe Biannual Conference on Marketing Communications and Consumer Behavior 2009, 2011, 2015  
Society for Consumer Psychology Conference (SCP), 2007, 2009, 2010, 2011, 2013, 2014, 2015, 2017, 2018 (Boutique conference in Sydney)  
Society for Personality and Social Psychology (SPSP) 2009, 2010  
TIBER XII (Tilburg Institute for Behavioral Economics Symposium on Psychology and Economics), 2013

## Media References

CNN, ABC News, NPR, FOX, MSNBC, CBS, New York Times, Los Angeles Times, BBC News, Washington Post, Der Spiegel, Die Welt, Time, Economist website (Research Management and Business), Business Week, Wall Street Journal, Bloomberg News, Indian Financial Times, etc.

The Science article "Thought for Food" got over 655 million impressions worldwide (source: Carnegie Mellon University media coverage report Dec 21<sup>st</sup> 2010).

## Service

### Associate Editor

*Journal of Consumer Psychology* (2017-2020)

### Editorial Boards

*Journal of Consumer Research* (since 2018)  
*Journal of Consumer Psychology* (since 2021)  
*Marketing Letters* (since 2021)  
*Journal of Marketing Behavior* (since 2013)  
*International Journal of Research in Marketing* (since 2009)

### Ad Hoc Reviewer

*Journal of Marketing Research*

*Journal of Consumer Research*  
*Marketing Science*  
*Marketing Letters*  
*Management Science*  
*Journal of Behavioral Decision Making*  
*Psychological Science*  
*Journal of Experimental Psychology: General*  
*Journal of Experimental Psychology: Learning, Memory, and Cognition*  
*Journal of Personality and Social Psychology*  
*Appetite*  
*Handbook of Judgment and Decision Making, 2014*

Israel Science Foundation  
Thyssen Foundation, Germany  
European Marketing Academy Conference  
Association for Consumer Research Conference  
Society for Consumer Psychology Conference

#### Conference Program Committee

Society for Consumer Psychology Conference 2008, New Orleans LA  
Association for Consumer Research Conference 2009, Pittsburgh PA  
Society for Consumer Psychology Conference 2010, St. Pete's Beach FL  
Behavioral Decision Research in Management Conference 2010, Pittsburgh PA  
Society for Consumer Psychology Conference 2013, San Antonio TX  
European Association for Consumer Research Conference 2013, Barcelona, Spain  
Society for Consumer Psychology Conference 2014, Miami FL  
Behavioral Decision Research in Management Conference 2014, LBS London, UK  
Society for Consumer Psychology Conference 2015, Phoenix, AZ  
Association for Consumer Research Asia Conference 2015, Hong Kong  
Association for Consumer Research Conference 2015, New Orleans, LA  
Behavioral Decision Research in Management Conference 2016, Toronto, Canada  
Association for Consumer Research Conference 2016, Berlin, Germany  
Association for Consumer Research Conference 2017, San Diego, CA  
European Association for Consumer Research Conference 2018, Ghent, Belgium

#### Conference Chairs

Co-chair Association for Consumer Research Conference 2013, Chicago IL  
Co-chair of the behavioral track of the European Marketing Academy Conference 2009, Nantes, France  
(with Simona Botti, LBS)  
Chair of the "Behavioral Approaches to Marketing Channel Issues" track of the Erin Anderson Marketing Channels Research Conference, Wharton 2008

#### Doctoral Education

Doctoral Colloquium of the European Marketing Academy Conference 2007, Reykjavik, Iceland  
Doctoral Consortium of the European Association for Consumer Research Conference 2007, Milan, Italy  
Doctoral Consortium of the Society for Consumer Psychology Conference 2013, San Antonio, TX

#### Doctoral Student Advisory

Darron Billeter, Associate Professor of Marketing at Brigham Young University (2008, Carnegie Mellon, Marketing, *committee member*)  
Martina Cossu, Assistant Professor of Marketing at University of Amsterdam (2021, Bocconi, Marketing, *committee member*)  
Gaia Giambastiani, Assistant Professor of Marketing at Free University of Amsterdam (2020, Bocconi, Marketing, *committee member*)  
Paul Litvak, research manager at AirBnB (2010, Carnegie Mellon, Social and Decision Sciences, *committee member*)  
Meng Zhu, Associate Professor of Marketing at Carey School of Business, Johns Hopkins University (2011, Carnegie Mellon, Marketing, *committee chair*)



# Curriculum Vitae • Joachim Vosgerau

- Peter Stuetzgen, Associate Teaching Professor of Marketing at Carnegie Mellon University (2012, Carnegie Mellon, Marketing, *committee member*)
- Young Eun Huh, Associate Professor of Marketing at the School of Business and Technology Management, Korea Advanced Institute of Science and Technology (KAIST), (2013, Carnegie Mellon, Marketing, *committee chair*)
- Leslie John, Associate Professor of Business Administration, Negotiations, Organizations, and Markets at Harvard Business School (2013, Carnegie Mellon, Social and Decision Sciences, *committee member*)
- Irene Scopelliti, Senior Lecturer in Marketing at Cass Business School, City University London (2013, Bocconi University, Marketing, *committee member*)
- Kevin Chung, Assistant Professor of Marketing at Wisconsin School of Business, University of Wisconsin – Madison (2013, Carnegie Mellon, Marketing, *committee member*)
- Yang Yang, Assistant Professor of Marketing at Warrington College of Business, University of Florida (2015, Carnegie Mellon, Marketing, *committee co-chair*)
- Varun Sharma, Visiting Assistant Professor of Marketing at Carnegie Mellon University Campus Qatar (2019, Bocconi University, Marketing, *committee member*)

## Committee Memberships

- Director of the Bocconi Experimental Laboratory for the Social Sciences (BELSS; since 2015)
- Member of the Institutional Review Board of Bocconi University (2017-2020)
- Member of the Committee for Appointments and Promotions Bocconi University (since 2017)
- Member of the Institutional Review Board of Carnegie Mellon University (2012-13)
- Co-Director of the Center for Behavioral and Decision Research (CBDR, 2010-12)
- Marketing Track Advisor Carnegie Mellon University (2008-13)

## **Undergraduate Teaching**

- Advertising and Marketing Communications (undergraduate elective Tepper School)
- Marketing (undergraduate core course Tepper School)
- Business Research (undergraduate core course, Tilburg University)
- Marketing Research Skills for Public Policy (undergraduate course, Bocconi)
- Psychology of Marketing (undergraduate course, Bocconi)

## **MBA and Graduate Teaching**

- Marketing Communication and Buyer Behavior (MBA course Tepper School)
- Consumer Behavior (MBA course Rady School of Business, UCSD)
- Marketing Decisions (Management MSc course, Bocconi)
- Consumer Behavior – Decision Making (MBA course SDA Bocconi)
- Advanced Behavioral Methods (PhD course Tepper School)
- Behavioral Foundations of Marketing (PhD course Tepper School)
- Advanced Research Techniques (research MSc course, Tilburg University)
- Experimental Design (PhD course, Bocconi)

## **Marketing Executive Teaching**

- Managerial Decision Making (CMU Fulbright program for Indian executives, summer 2012)
- Managerial Decision Making (one-day module for Bayer Health Care, Pittsburgh, 2012-13, teaching ratings 4.49/5, 4.72/5, 4.48/5)

## **Awards, Honors, Grants**

- |      |   |
|------|---|
| 2020 | Bocconi Senior Researchers' Grant – €10,000   |
| 2009 | Excellence in the Classroom Teaching Award, Tepper B.S. Business Administration               |
| 2008 | Berkman faculty research grant from Carnegie Mellon University, \$5,000                       |
| 2007 | Recipient of the Tepper School of Business Faculty Giving Chair for the academic year 2007/08 |
| 2004 | AMA-Sheth Foundation Doctoral Consortium Fellow   |

# Curriculum Vitae • Joachim Vosgerau

---

- 2001 - 04 Merit-based recipient of the Fellowship of the INSEAD Gesellschaft, Deutschland
- 1994 Merit-based stipend awarded for a one-year stay at University College Cork, Ireland, granted by the University of Konstanz, Germany.

## **Professional Experience**

- 1999 - 00 Founding Manager, INSEAD Social Science Research Center, Paris, France

## **Personal Interests**

I enjoy motor biking, snowboarding, sailing, and hiking. I speak German, English, and French, and am currently learning Italian.