CHIARA LONGONI

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ACADEMIC APPOINTMENTS

2023 -   Associate Professor of Marketing, Bocconi University

2016 - 2023   Assistant Professor of Marketing, Boston University, Questrom School of Business

EDUCATION

Ph.D. Marketing, 2016
        Leonard N. Stern School of Business, New York University, USA
M. Phil. Marketing, 2015
        Leonard N. Stern School of Business, New York University, USA
M.A. Psychology, *Honors*, 2011
        New York University, USA
B.Sc., M.Sc. Business Administration, *Summa Cum Laude*, 2005
        Bocconi University, Italy

RESEARCH INTERESTS

Artificial Intelligence, Human-Computer Interaction, Medical Decision Making, Sustainability

REFEREED ACADEMIC PUBLICATIONS

Tully, S., *Longoni, C., and *Appel, G (2025). Lower artificial intelligence literacy predicts greater AI receptivity. *Journal of Marketing* [paper] [data]
* equal authorship

· An earlier version of this manuscript is available as part of the Marketing Science Institute Working Paper Series 2024, Report No. 24-132 [link[

Zhang, R., Kyung, E., Longoni, C., Cian, L., and Mvkra, K. (2025). AI-Induced Indifference: Unfair AI reduces prosociality. *Cognition,* 254, 1-10 [paper] [data]

Vlasceanu, M., et al.. (2024). The International Climate Psychology Collaboration: Climate change-related data collected from 63 countries. *Nature Scientific Data,* 11, 1066 [paper/data]

Capraro V., et al. (2024). The impact of generative artificial intelligence on socioeconomic inequalities and policy making. *PNAS Nexus*, 3 (6), 3-18 [paper]

Vlasceanu, M., et al.. (2024). Addressing climate change with behavioral science: A global intervention tournament in 63 countries. *Science Advances*, 10 (6) [website/data] [web app] [paper]

· Winner of the BSPA Publication Award for Innovation in Behavioral Policy

· **Selected media coverage**: How psychology can help people live more climate-friendly lives – lessons from around the world, *The Conversation;* Beyond the doom and gloom, here's how to stimulate climate action, *The Scientific American;* Psychology study unearths ways to bolster global climate awareness and climate action, *Science Daily*; other media coverage

Hong, J., Longoni, C., and Morwitz, V. (2024; published online in 2023). Proximity Bias: Motivated effects of spatial distance on probability judgments. *Journal of Consumer Psychology,* 34 (1), 18-34 [paper] [supplemental material]

Azevedo, F. et al (2023). Social and moral psychology of COVID-19 across 69 countries. *Nature Scientific Data*, 10, 272 [paper] [data, code, translations] [data visualization]

Longoni, C., Cian, L., and Kyung, E. J. (2023). Algorithmic Transference: People overgeneralize failures of artificial intelligence in the government. *Journal of Marketing Research*, 60 (1), 170-188 [paper] [supplemental material] [slides]

Longoni, C. and Cian, L. (2022; published online in 2020). Artificial intelligence in utilitarian vs. hedonic contexts: The "Word-of- Machine" effect. *Journal of Marketing,* 86 (1), 91-108 [paper] [supplemental material]
  · Winner of the 2021-22 American Marketing Association Consumer Behavior Special Interest Group Research-in-Practice Award for rigorous scholarly research that addresses an important marketing issue
  · **Comparative impact on scholarship**. Recognized as a foundational article on new technologies in marketing; It is the third most cited article in *JM* in 2022; It has received approximately 250 times more citations than the average publication in this field (field citation ratio: 250).
  · **Selected media coverage**: AI and unintended consequences for human decision making, *Psychology Today*; When to rely on robots, *The Times;* AI has yet to break the trust barrier, *Forbes;* Trust an AI? The science of the word-of-machine effect*, Canvas8;* When do we trust AI's advice? *The Raconteur;* Other media coverage
  · **Selected practitioner-focused coverage**: The Word-of-Machine effect and its impact on data *Diving into Data Podcast;* Whose word would consumers prefer to accept: Human or AI's? *ConsumerGateway.org;* Recommendations by AI vs. humans: Who will win? *Analytics Insight* (article here); Taking purchase recommendations from AI over human sales representatives *ArchIntel;* AI: Ci fidiamo di più del consiglio umano o della macchina? *AppY Lab;* How consumers respond to AI recommenders *Haptic-Feel the Technology*

Longoni, C., Fradkin, A., Cian, L., and Pennycook, G. (2022). News from generative artificial intelligence is believed less. *2022 ACM Conference on Fairness, Accountability, and Transparency (FAccT '22)*, 97-106 [paper] [data] [slides (4 min)] [slides (10 min)]
  · **Selected media coverage**: Would you trust news written by an AI? *Vox*; Can AI replace human work? – ChatGPT examined, *Mirage News*; Can we trust ChatGPT and artificial intelligence to do humans' work? *The Brink*

Pavlović, T. et al. (2022). Predicting attitudinal and behavioral responses to COVID-19 pandemic using machine learning. *PNAS Nexus,* 1(3), 1-15 [paper] [data]

Schweidel, D. et al. (2022). How consumer digital signals are reshaping the customer journey. *Journal of the Academy of Marketing Science*. 50 (6), 1257-1276 [paper]

van Bavel, J. J. et al. (2022). National identity predicts public health support during a global pandemic: Results from 67 countries. *Nature Communications*, 13, 517 [paper] [data]
  · **Selected media coverage**: *Social Sciences Best Papers*; *Nature News*; *Behavioural & Social Sciences*; *Psychology Today*; *The Guardian*

Cadario, R., Longoni, C., and Morewedge, C. K. (2021). Understanding, explaining, and utilizing medical artificial intelligence. *Nature Human Behavior,* 5, 1636-1642 [paper] [supplemental material] [data]
  · Lead article
  · **Selected media coverage**: Eye on A.I. *Fortune Magazine; Man & the Machine* podcast; L'intelligence artificielle, une (r) évolution plus humaine que technologique, *La Tribune*

Longoni, C., Bonezzi, A., and Morewedge, C. K. (2020). Resistance to medical artificial intelligence is an attribute in a compensatory decision process: Response to Pezzo and Becksted (2020). *Judgment and Decision Making*, 15 (3), 446-448 [paper]

*Cian, L., *Longoni, C., and *Krishna, A. (2020). Advertising a desired change: When and why process simulation fosters (vs. hinders) credibility and persuasion. *Journal of Marketing Research*, 57 (3), 489-508 [paper] [supplemental material]
  * equal authorship
  · Finalist for the 2021 Wells Fargo Award for Excellence in Research (University of Virginia)
  · Independent replication by *Data Colada*
  · **Selected media coverage**: here

Longoni, C., Bonezzi, A., and Morewedge, C. K. (2019). Resistance to medical artificial intelligence. *Journal of Consumer Research,* 46 (4), 629-650 [paper] [supplemental material]
  · Winner of the 2022 Journal of Consumer Research Best Article Award

· **Comparative impact on scholarship**. One of the <u>most cited, most read, and most discussed</u> high-impact articles in this outlet; It is the<u> most cited article</u> across all articles in *JCR* in the last five years in terms of Google Scholar citations; <u>#14 in the all time top 50</u> most cited articles on AI in business, management, and social science journals; Web of Science placed this article in the <u>top 1% of all publications </u>in Business & Economics for citations; It has received approximately 250 times more citations than the average publication in this field (<u>field citation ratio: 250</u>); Recognized as one of five <u>foundational articles on digital technology</u> and on <u>medical decision making</u>.

· **Impact on scholarship in medicine**. Cited as foundational research on medical AI by medical journals including: *<u>The Lancet</u>*; *<u>The New England Journal of Medicine</u>*; *<u>The British Medical Journal</u>*; *<u>Nature Portfolio Digital Medicine</u>*; *<u>The American Journal of Bioethics</u>*; *<u>The International Journal of Cardiology</u>*; *<u>The Journal of Pediatrics</u>*; *<u>BMC Medical Informatics and Decision Making</u>*

· **Impact on policy making and practice**. Featured in institutional documents, articles, podcasts, and publications discussing medical AI from the perspective of policy making and practice. A selected list of institutional and practitioner-focused outlets that covered this article include, but is not limited to: <u>U.K. Parliament Briefing on AI and Healthcare</u>*; <u>MIT Sloan Review</u>; <u>Observer Research Foundation</u>; <u>Intensive Care Medicine</u>; <u>American Hospital Association</u>; <u>AI in Medicine</u>; <u>Infermedica</u>; <u>Med City News</u>; <u>American Association of Neurological Surgeons</u>; <u>European Urology Focus</u>; <u>The Royal College of Radiologists</u>; <u>BMJ Health & Care Informatics</u>; <u>Intellectual Property Law & Technology Program</u>; <u>Man & Machine Podcast</u>*.

Longoni, C. Gollwitzer, P., and Oettingen, G. (2014). A green paradox: Validating green choices has ironic effects on behavior, cognition, and perception. ***Journal of Experimental Social Psychology***, 50, 158-165. [paper]

MANUSCRIPTS UNDER REVIEW & SELECTED WORK IN PROGRESS

Plagiarizing AI-generated content is seen as less unethical and more permissible, with Tully, S., and Shariff, A. [paper] [data]

Beyond the black mirror: An attributional model of how AI interactions influence the human experience, with Zhang, R., and Kyung, E.

Hearing is believing, with Liu, Y., and Munz, K.

"AI-ness," with Tully, S., and Cian, L.

MANAGERIAL PUBLICATIONS & POPULAR PRESS

Unfair decisions by AI could make us indifferent to bad behaviour by humans *The Conversation*, 2024 [Link]

Generative AI at school, work and the hospital – the risks and rewards laid bare *The Conversation*, 2024 [Link]

How psychology can help people live more climate-friendly lives – lessons from around the world *The Conversation*, 2024 [Link]

Can we trust machines doing the news? *360info.org,* 2023 [Link]

Do people believe generative AI? *Insights@Questrom*, 2023 [Link]

For patients to trust medical AI, they need to understand it. *Harvard Business Review*, 2021 [Link]

When do we trust AI's recommendations more than people's? *Harvard Business Review*, 2020 [Link]

AI can outperform doctors. So why don't patients trust It? *Harvard Business Review*, 2019 [Link]

ACADEMIC HONORS, AWARDS, & GRANTS

2024   2024-25 & 2025-26 Research Profile, Bocconi University

2023   Marketing Science Institute Young Scholar

<u>The MSI Young Scholars Program</u> recognizes a selected number of promising scholars worldwide and across marketing disciplines whose work suggests they are potential leaders of the next generation of marketing academics

| 2022 | 2022 Journal of Consumer Research Best Article Award for the article "Resistance to medical artificial intelligence" |

This award recognizes the article published three calendar years prior to the award year that has made the greatest contribution to knowledge about consumer behavior

| 2022 | Dean's Scholar, Questrom School of Business, Boston University |

This school-wide honorary title recognizes faculty with outstanding research performance over the previous three-year period and strong future research potential

| 2022 | Research Fellow, Digital Business Institute, Questrom School of Business, Boston University |

| 2022 | Research Grant, Batten Institute for Entrepreneurship and Innovation, University of Virginia ($20,000) |

| 2021 | 2021-22 American Marketing Association Consumer Behavior Special Interest Group Research in-Practice Award for the article "Artificial intelligence in utilitarian vs. hedonic contexts: The "Word-of- Machine" effect" |

This award recognizes a scholarly research article that contributes significantly to marketing practice. The winning article must meet the following criteria: Rigorous scholarly research; Addresses an important marketing managerial issue; An explicit objective of contributing to marketing practice; Strong and compelling marketing implications; Potential applicability across a range of products, services, and/or industries

2021	Research Grant, Batten Institute for Entrepreneurship and Innovation, University of Virginia ($20,000)
2016	Class representative, Stern School of Business, New York University
2016	Joseph H. Taggart Fellowship, Stern School of Business, New York University
2015	Doctoral Consortium Fellow, American Marketing Association Sheth Foundation
2011-15	Doctoral Fellowship, Stern School of Business, New York University
2014	Commendation for Teaching Excellence, Stern School of Business, New York University
2011	Honors Scholar, Graduate School of Arts and Sciences, New York University
2005	Summa Cum Laude Graduate, Bocconi University

REFEREED CONFERENCE PRESENTATIONS

2025

Tully, S., Longoni, C., and Appel, G. Lower artificial intelligence literacy predicts greater AI receptivity. *Society for Consumer Psychology*, Las Vegas, USA, February.

Liu, Y., Munz, K., and Longoni, C. Hearing is believing. *Society for Consumer Psychology*, Las Vegas, USA, February.

Zhang, R., Kyung, E., Cian, L., and Mvkra, K.. AI-Induced Indifference: Unfair AI reduces prosociality,. *Society for Consumer Psychology*, Las Vegas, USA, February.

2024

Zhang, R., Kyung, E., Cian, L., and Mvkra, K.. AI-Induced Indifference: Unfair AI reduces prosociality,. *Association for Consumer Research*, Paris, France, September.

Tully, S., Longoni, C., and Appel, G. Lower artificial intelligence literacy predicts greater AI receptivity. *Association for Consumer Research*, Paris, France, September.

Longoni, C., Tully, S., and Shariff, A. Plagiarizing AI-generated content is seen as less unethical and more permissible. *Society for Consumer Psychology*, Nashville, USA, March.

2022

Longoni, C. Cian, L., and Kyung, E. J. AI in the government: Responses to failures. *Association for Consumer Research*, Denver, CO, October.

Longoni, C. Cian, L., and Kyung, E. J. AI in the government: Responses to failures and social impact. *2022 ACM Conference on Artificial Intelligence, Ethics, and Society,* Oxford, United Kingdom, August.

Longoni, C., Fradkin, A., Cian, L., and Pennycook, G. News from generative artificial intelligence is believed less. *2022 ACM Conference on Fairness, Accountability, and Transparency*, Seul, Korea, June.

Longoni, C., Cian, L., and Kyung, E. J. Artificial Intelligence in the government: Responses to failures and social impact. *Society for Consumer Psychology*, virtual conference, March.

2021

Longoni, C., Cian, L., and Kyung, E. J. Artificial Intelligence in the public sector. *Association for Consumer Research*, virtual conference, October.

Longoni, C., Tari, A. and Trudel, R. Transparent green prices boost perceptions of price fairness. *Association for Consumer Research*, virtual conference, October.

Longoni, C. and Cian, L. Artificial Intelligence in hedonic and utilitarian contexts: the Word-of-Machine effect. *Society for Consumer Psychology*, virtual conference, March.

2020

Hong, S. K., Longoni C., and Morwitz, V. The effect of mere physical distance on wishful thinking: How proximity and valence interactively affect probability judgments. *Association for Consumer Research*, virtual conference (Paris), France, October.

Longoni, C., Tarì, A., and Trudel, R. Transparent green prices boost perceptions of price fairness. *Association for Consumer Research*, virtual conference (Paris), October.

Longoni, C. and Cian, L. Word-of-Machine: Artificial Intelligent recommenders shift hedonic and utilitarian trade-offs across the consumer journey. *Society for Consumer Psychology*, Sacramento, USA, March.

Longoni, C., Tarì, A., and Trudel, R. Transparent green prices boost perceptions of price fairness. *Society for Consumer Psychology*, Sacramento, USA, March.

2019

Cian, L., Longoni C., and Krishna A. Advertising a desired change. *Association for Consumer Research*, Atlanta, USA, October.

Longoni, C., Bonezzi, A., and Morewedge, C. K. Consumer receptivity to medical Artificial Intelligence. *INFORMS Marketing Science*, Rome, Italy, June.

Longoni, C., Tarì, A., and Trudel, R. Transparent green prices boost perceptions of price fairness. *Marketing and Public Policy Conference*, Washington, USA, June.

Hong, S. K., Longoni C., and Morwitz, V. Proximity bias: Interactive effects of event valence and event nearness on probability estimates. *Winter AMA*, Austin, USA, February.

2018

Longoni, C., Bonezzi, A. and Morewedge, C. K. Artificial Intelligence and medical decision making. *Society for Judgment and Decision Making*, New Orleans, USA, November.

Hong, S. K., Longoni C., and Morwitz, V. Proximity bias: Interactive effects of event valence and event nearness on probability estimates. *Society for Judgment and Decision Making,* New Orleans, USA, November.

Cian, L., Longoni C., and Krishna, A. Communicating a promise of change: Visual steps enhance process imagery. *Association for Consumer Research*, Dallas, USA, October.

Hong, S. K., Longoni C., and Morwitz, V. Proximity bias: Interactive effects of event valence and event nearness on probability estimates. *Association for Consumer Research*, Dallas, USA, October.

Longoni, C., Bonezzi, A., and Morewedge, C. K. Consumer reluctance toward medical Artificial Intelligence: The underlying role of uniqueness neglect. *Association for Consumer Research*, Dallas, USA, October.

Longoni, C., Bonezzi, A., and Morewedge, C. K. Artificial Intelligence and medical decision making. *Behavioral Decision Research and Management*, Boston, USA, June.

Hong, S. K., Longoni C., and Morwitz, V. Proximity bias: Interactive effects of event valence and event nearness on probability estimates. *Society for Consumer Psychology*, Dallas, USA, February.

2017

Cian, L., Longoni, C., and Krishna, A. Communicating a promise of change: Visual steps enhance process imagery. *Association for Consumer Research*, San Diego, USA, October.

Longoni, C. and Menon, G. Asymmetry in emotion language Is consequential on evaluative judgments. *Association for Consumer Research*, San Diego, USA, October.

2016

Longoni, C. and Menon, G. Asymmetry in emotion language Is consequential on evaluative judgments. *Society for Judgment and Decision Making*, Boston, USA, November.

Hong, S. K., Longoni, C. and Morwitz, V. Proximity Bias: Interactive effects of event valence and event nearness on probability estimates. *Society for Judgment and Decision Making*, Boston, USA, November.

2015

Longoni C., and Menon, G. Motivated hypochondriacs: Disease labels shape health perceptions. *Society for Consumer Psychology*, Phoenix, USA, February.

2014

Longoni, C., Gollwitzer, P. and Oettingen G. A green paradox: Validating green choices has ironic effects on behavior, cognition, and perception. *Society for Personality and Social Psychology*, Austin, USA, February.

2013

Longoni, C., Gollwitzer, P. and Oettingen, G. A Green Paradox: Validating green choices has ironic effects on behavior, cognition, and perception. *Marketing Department Seminar Series*, Leonard N. Stern School of Business, New York University, NY, USA.

2012

Longoni, C., Gollwitzer, P. and Oettingen, G. A Green Paradox: Validating green choices has ironic effects on behavior, cognition, and perception. *Colloquium*, Psychology Department, New York University, New York, USA.

Longoni, C., Gollwitzer, P. and Oettingen, G. A Green Paradox: Validating green choices has ironic effects on behavior, cognition, and perception. *Self-regulation Conference*. New York, USA.

REFEREED CHAIRED SYMPOSIA

Consumer-technology interaction. *Association for Consumer Research*, virtual conference, October 2021.

Artificial intelligence in marketing and beyond: Interdisciplinary perspectives on the social impact of AI. *Association for Consumer Research*, virtual conference, October 2021.

Consumer responses to algorithmic decision systems. *Society for Consumer Psychology*, virtual conference, March 2021.

Perspectives on consumer trust in artificial intelligence. *Association for Consumer Research*, Dallas, USA, October 2018.

How artificial intelligence is changing consumer psychology. *Society for Consumer Psychology*, Dallas, USA, February 2018.

Good health is in the eye of the beholder: Helping consumers navigating health-related decisions. *Association for Consumer Research*, Baltimore, USA, October 2014.

INVITED ACADEMIC PRESENTATIONS (AFTER 2016)

University of Bologna, Artificial Intelligence in Management (AIM) seminar series, Management Department, Bologna, Italy, November 2024

HEC, Marketing Research Camp, Paris, France, November 2024

Vrije Universiteit Amsterdam, School of Business and Economics, Amsterdam, The Netherland, October 2024

Max Planck Institute for Human Development, Center for Humans and Machines, Berlin, Germany, September 2024

Institute for Advanced Study in Toulouse, Toulouse School of Economics, Department of Social and Behavioral Sciences, Toulouse, France, December 2023

City University of Hong Kong, Marketing Department, Kowloon Tong, Hong Kong, December 2023

University of California, Los Angeles, Anderson School of Management, Marketing Department, Los Angeles, USA, October 2023

Stanford Graduate School of Business, Marketing Department, Stanford, USA, May 2023

University of Alberta, Marketing Department, Alberta, Canada, May 2023

The Wharton School, University of Pennsylvania, Marketing Department, Philadelphia, USA, May 2023

University of Colorado Boulder, Marketing Department, Denver, USA, April 2023

Tulane University, Marketing Department, New Orleans, USA, March 2023

Swiss Academy of Marketing Science, March 2023

London Business School, Marketing Department, London, UK, November 2022

University of Southern California, Marketing Department, Los Angeles, USA, October 2022

Bocconi University, Marketing Department, Milan, Italy, May 2022

Boston University School of Law, Boston, USA, April 2022

Cornell University, Marketing Department, Ithaca, USA, April 2022

Max Planck Institute for Human Development, Center for Humans and Machines, Berlin, Germany, March 2022

The George Washington University, Marketing Department, Washington, USA, February 2022

Wilfrid Laurier University, Marketing Department, Waterloo, Canada, November 2021

Stanford Graduate School of Business, Management Department, Stanford, USA, October 2020

Hariri Institute & Boston University School of Law, Boston, USA, February 2020

University of Michigan, Marketing Department, Ann Arbor, USA, January 2020

Sacred Heart University, Fairfield, USA, November 2019

Harvard Business School, Marketing Department, Cambridge, USA, March 2017

Harvard University, Psychology Department, Cambridge, USA, 2017

INVITED KEYNOTES

"'Adoption, application and consequences of technological innovations'" Association for NeuroPsychoEconomics Conference, Dublin, Ireland, June 2025 (scheduled)

"AI in surgery", Italian Society of Oncology (Società Italiana di Chirurgia Oncologica), virtual, October 2024

"LLMs and behavioural science," Max Planck Institute for Human Development, Center for Humans and Machines, Berlin, Germany, September 2024

"Artificial intelligence for social good: A behavioral science perspective," J.P. Morgan, Milan, Italy, May 2024

"AI, LLMs, and morality," Large Language Models: Computer Science meets Social Science, conference cohosted by the Wharton School and the University of Pennsylvania, Philadelphia, USA, May 2023

"Digital health: which roles for patients, professionals, and machines," Association for Computing Machinery, Intelligent User Interfaces, virtual, March 2022

"Consumer reluctance toward medical AI," Susilo Institute for Ethics in the Global Economy, Boston, USA, June 2019

INVITED PANELS, GUEST LECTURES, WEBINARS, & OTHER TALKS

"Consumers on the frontlines," Case Western Reserve University, invited guest lecture, March 2023

"Into the future: Emerging technologies and their implications for consumers, industry, and policy," invited panel, Society for Consumer Psychology, Nashville, USA, March 2024

"New technology," Arizona State University, invited guest lecture, February 2023

"Levers of policy and government in digital environments," Marketing and Public Policy Conference, invited panel, Austin, USA, June 2022

"AI and algorithm aversion," IESE Business School, invited guest lecture, February 2022

"Trusting medical artificial intelligence," Insights @ Questrom, invited webinar, January 2022

"Tensions created by technology and marketing," European Marketing Academy Conference, invited panel, virtual, May 2021

"Technology-enabled persuasion throughout the consumer journey," invited talk, 11th Choice Symposium, Washington, USA, May/June 2019

"Trust in the age of digital revolution," invited panel, Association for Consumer Research, Dallas, USA, October 2018

EXPERT COMMENTARY & INTERVIEWS

"Passaparola in competizione con le macchine," *Il Sole 24 Ore*

"Next-generation artificial intelligence chatbots explained," *Cosmos*

"Would you trust news written by an AI?" *Vox Future Perfect* [Link]

"How AI might change our judgment and decision-making," *Axios* [Link]

"Can we trust ChatGPT and artificial intelligence to do humans' work?" *The Brink* [Link]

TEACHING

Bocconi University (2024-present)
- *Brand Management*. Master of Science in Marketing Management [Syllabus]

Evaluations: 8.9/10.0 (Spring 2024)
- *Consumer Behavior II*. PhD Seminar.

Questrom School of Business, Boston University (2016-2023).
- *Branding*. Undergraduate [Syllabus] [Student feedback]
  Evaluations: 4.9/5.0 (Fall 2016); 4.8/5.0 (Fall 2017); 4.8/5.0 (Fall 2018);4.9/5.0 (Fall 2019);
  4.9/5.0 (Fall 2020); 4.9/5.0 (Fall 2021); 4.9/5.0 (Fall 2022); 5.0/5.0 (Spring 2023)
- *Branding*.. MBA [Syllabus] [Student feedback]
  Evaluations: 4.9/5.0 (Fall 2017); 4.6/5.0 (Fall 2018); 4.6/5.0 (Fall 2019); 4.8/5.0 (Fall 2020);
  5.0/5.0 (Fall 2021); 5.0/5.0 (Fall 2022)
- *The Art and Craft of Teaching*, Ph.D. Seminar (2020, 2021, 2022, 2023)

Darden School of Business, University of Virginia (2021)
- *Artificial Intelligence: Psychological Insights*. Executive MBA [Syllabus]

Leonard N. Stern School of Business, New York University (2014)
- *Marketing Core*. Undergraduate.
  Evaluation: 6.6/7.0

SERVICE TO THE SCHOOL/UNIVERSITY

Bocconi University

2025   Research Committee, appointed member

2025   Hiring Committee

Questrom School of Business, Boston University

2023   UG Program Development Committee; Faculty Recruitment Committee, PhD Recruitment Committee, Speaker Series Coordinator

2022   UG Program Development Committee; MBA Program Development Committee, Faculty Recruitment Committee, PhD Recruitment Committee, Speaker Series Coordinator, Questrom Convocation Speaker Selection Committee

2021   MBA Program Development Committee, Faculty Recruitment Committee, PhD Recruitment Committee

2020   Speaker Series Coordinator, Faculty Recruitment Committee, PhD Recruitment Committee, Undergraduate Concentration Task Force

2019   Speaker Series Coordinator, Faculty Recruitment Committee, PhD Recruitment Committee

2018   Speaker Series Coordinator, Faculty Recruitment Committee, PhD Recruitment Committee

2017   Boston Judgment & Decision Making Day, Speaker Series Coordinator, PhD Recruitment Committee, Health Institute Chair Search Committee, panelist for prospective prospective job market candidates

Leonard N. Stern School of Business, New York University

2016   Panelist for prospective faculty applicants; for prospective PhD student instructors

2015   Panelist for prospective PhD student instructors Behavioral Lab Coordinator, PhD Program Open House

2012-14 Behavioral Lab Coordinator, PhD Program Open House

SERVICE TO THE FIELD

Associate Editor, *Journal of Consumer Research*

Reviewer

Marketing: *Journal of Marketing Research; Journal of Marketing; Journal of Consumer Psychology; Marketing Letters; Journal of the Academy of Marketing Science; Journal of the Association for Consumer Research*

Management: *Management Science, Organizational Behavior and Human Decision Processes*

Psychology & Social Science: *Nature; Proceedings of the National Academy of Sciences; Nature Human Behavior; Journal of Personality and Social Psychology: Attitudes and Social Cognition; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Personality and Social Psychology Bulletin*

Information Systems: *Information Systems Research*

Computer Science*: Computers in Human Behavior*

Medicine: *The British Medical Journal, Medical Decision Making*

Proposals & Grants Reviewing

Marketing Science Institute, United States-Israel Binational Science Foundation, Swiss National Science Foundation

Program & Conference Organization; Other roles

Association for Consumer Research 2024, Early Career Workshop

Association for Consumer Research 2023, Program Committee

Society for Consumer Psychology 2024, 2023, Doctoral Symposium Faculty Coach

Society for Consumer Psychology 2022, Track Associate Editor

Association for Consumer Research 2021, Program Committee

Boston Judgment & Decision Making Day 2016, Co-chair

STUDENT SUPERVISION

Doctoral Student Supervision at Boston University
2023-24   Yongkun Liu

Master's & Thesis Supervision at Bocconi University
2024-25   Giulia Ravetti; Abhinav Ramesh; Camilla Ascione, Francesca Comi; Marco Poli; Francesco Montini; Giacomo Guidi, Davide Mennea, Sara Veronesi

Doctoral Student Supervision at Boston University
2023   Aaron Nichols, Anna Tarì
2022   Mengchen Zheng,
2019   Masha Ksenzova
2017   Tianqi Chen

Master's Thesis Supervision at New York University
2012   Alejandra Yarhi, Kai Töpel

PROFESSIONAL AFFILIATIONS

American Marketing Association, Association for Consumer Research. Society for Consumer Psychology, Society for Judgment and Decision Making, American Psychological Association

PROFESSIONAL EXPERIENCE

Assistant Brand Manager, Kraft Foods, Milan, Italy, 2007-08
Assistant Brand Manager, SC Johnson, Milan, Italy, 2006
Junior Project Manager, Promos, New York, 2005