

# URI BARNEA

Bocconi University, Department of Marketing  
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## EDUCATION

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**The Wharton School, University of Pennsylvania**, Philadelphia, PA, USA  
Ph.D., *Marketing*. May, 2020

**The Interdisciplinary Center**, Herzliya, Israel  
B.A., *Psychology*. July, 2011, Magna Cum Laude

## RESEARCH INTERESTS

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Information Processing  
Word of Mouth  
Consumer Well-Being  
Judgment and Decision Making

## RESEARCH PAPERS

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“The Effects of Content Ephemerality on Information Processing,” with Robert J. Meyer & Gideon Nave, 2<sup>nd</sup> round at the *Journal of Marketing Research*.

“The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions”, with Jackie Silverman, in preparation for *Management Science*.

“People Who Choose Time Over Money Are Happier,” with Hal E. Hershfield & Cassie Mogilner, *Social Psychological and Personality Science*, 2016.

“How the Number of Ranked Items Affects Choice of Reviewed Products”, with Jackie Silverman.

“Display Mode in Visual Search Tasks”, with Zachary Estes.

“Cover Versions”, with Joseph Nunes & Andrea Ordanini.

## PEER REVIEW

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The Journal of Consumer Research

The Journal of Behavioral Decision Making

## CONFERENCES

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“The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions”, with Jackie Silverman, *Society for Judgment and Decision Making*, 2021.

“When You Need a Crystal Ball: Factors that Affect the Riskiness and Accuracy of Consumer Predictions,” (co-chair with Jackie Silverman), *Association for Consumer Research special session*, 2020.

“The Effect of Message Ephemerality on Information Processing,” with Robert J. Meyer & Gideon Nave.

- *Society for Judgment and Decision Making*, New Orleans, LA, 2018.
- *Association for Consumer Research*, Dallas, TX, 2018.
- *INSEAD-Wharton PhD Consortium*, Fontainebleau, France, 2018.

“A Discussion of Trust and Distrust in Word of Mouth” (roundtable chair), *Association for Consumer Research*, Dallas, TX, 2018.

“Impression Management Considerations in Descriptions of Negative and Positive Consumption Experiences,” with Jonah Berger & Alixandra Barasch.

- *Society for Consumer Psychology*, Dallas, TX, 2018.
- *INSEAD-Wharton PhD Consortium*, Philadelphia, PA, 2017.
- *Trans-Atlantic Doctoral Conference*, London, U.K., 2017.

“People Express Less Extreme Opinions When Sharing With an Audience Who Has Experienced the Product Before,” with Jonah Berger.

- *Society for Consumer Psychology*, San Francisco, CA, February 2017.

“How Sense of Control Affects Choice of Communication Channels,” with Jonah Berger & Keisha Cutright.

- *INSEAD-Wharton PhD Consortium*, Singapore, December 2016.

## GRANTS AND FELLOWSHIPS

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MACK Institute Research Fellowship, 2018-2019

Russell Ackoff Research Fellowship, 2017-2019

Patty and Jay H. Baker Ph.D. Fellowship, 2017

Wharton Doctoral Travel Grant, George James Term Fund, 2016-2018

GAPSA Travel Grant Award, University of Pennsylvania, 2018 (Total Awards: \$575)

## TEACHING

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Bocconi University, Milan, Italy

- Understanding Consumer Behavior
- Marketing in Creative Industries
- Consumer Behavior II (PhD Seminar)

The Wharton School, University of Pennsylvania, Philadelphia, PA, USA

- Introduction to Marketing