

Klaus Wertenbroch

The Novartis Chaired Professor of Management and the Environment

Professor of Marketing

INSEAD

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ACADEMIC APPOINTMENTS

INSEAD (Europe/France, 1999-2003, 2005-17, from 2023; Asia/Singapore, 2003-05, 2017-2023)

The Novartis Chaired Professor of Management and the Environment, since 2018

Professor of Marketing, since 2007

Associate Professor of Marketing, 2001-2007 (with tenure from 2003)

Assistant Professor of Marketing, 1999-2001

University of Pennsylvania, The Wharton School

Judith C. and William G. Bollinger Visiting Professor, 2011-2012

Visiting Professor of Marketing, 2010-2013

University of California, Berkeley, Haas School of Business

Visiting Professor of Marketing, spring semester 2009

Yale University, Yale School of Management

Assistant Professor of Marketing, 1997-1999

Duke University, The Fuqua School of Business

Assistant Professor of Marketing, 1994-1997

The University of Chicago, Graduate School of Business

Lecturer of Behavioral Science, 1993-1994

EDUCATION

The University of Chicago

Ph.D. in Business Administration (**Marketing** and **Behavioral Science**; advisor: Steve Hoch), 1994

M.B.A. in Marketing and Statistics, 1994

Darmstadt University of Technology (Technische Hochschule Darmstadt), Germany

M.Sc. (Diplom) in **Organizational and Industrial Psychology** and Labor Law, 1990

Master's thesis research, **University of Southern California** (advisor: Detlof von Winterfeldt), 1989

Master's studies, **Brooklyn College** and **Graduate Center, City University of New York**, 1985-1986

Johannes Gutenberg-University Mainz, Germany

B.Sc. (Vordiplom) in **Psychology**, 1985

Diltheyschule, humanistisches Gymnasium, Wiesbaden, Germany

Abitur (grosses Latinum, Graecum), 1980

ACADEMIC HONORS AND AWARDS

Invited to nominate candidates for *The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel* for 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016

Invited [alumnus speaker at the 100th anniversary celebration](#) of the first Ph.D. program in business, University of Chicago Booth School of Business, 2023 (postponed from 2020 due to Covid pandemic)

Elected [Fellow of the European Marketing Academy](#) (EMAC) in 2022

Faculty member, American Marketing Association Sheth Foundation Doctoral Consortium, 2019, 2015, 2010, 2008

Reappointed for 2nd term as editor-in-chief, [Journal of Marketing Behavior](#), 2016-2019

International Fellow, DFG-Forschergruppe-1452 (Deutsche Forschungsgemeinschaft), University of Hamburg, from 2016

Faculty member, Society for Consumer Psychology (SCP) Doctoral Consortium, 2022, 2017 (invited), 2016, 2015, 2013

Visiting Scholar, Columbia Business School, Columbia University, 2016

Donald G. Morrison Visiting Scholar, Anderson School of Management, UCLA, 2015

Co-Chair, John A. Howard/American Marketing Association (AMA) Doctoral Dissertation Award, 2014/15

Member, Scientific Advisory Committee, *Recherche et Applications en Marketing (RAM)*, from 2014

Launching editor-in-chief, [Journal of Marketing Behavior](#), 2013-2016

Invited participant, triennial Invitational Choice Symposium, 2023 (INSEAD), 2019 (Georgetown; workshop co-chair), 2016 (Alberta; workshop co-chair), 2013 (Erasmus), 2007 (Wharton), 2004 (Colorado), 2001 (Berkeley), 1998 (HEC)

Whitebox Visiting Fellow, Yale School of Management, Yale University, 2012

Chair, Society for Consumer Psychology (SCP) Dissertation Proposal Competition 2011/12

Affiliated faculty member, Leonard Davis Institute of Health Economics, Center for Health Incentives/Penn-CMU Roybal Center, University of Pennsylvania, 2011-2013

Faculty member, Association for Consumer Research Doctoral Symposium, 2010, 2007

Co-Chair, European Marketing Academy Conference (EMAC) Doctoral Colloquium, 2010, 2006

Finalist, *Journal of Consumer Research Best Article Award*, 2009, 2006

Winner, *William F. O'Dell Award*, American Marketing Association, 2005

Outstanding Reviewer Award, *Journal of Consumer Research*, 2003

[Marketing Science Institute Young Scholar, inaugural program, 2001](#)

Winner, *John A. Howard/American Marketing Association (AMA) Doctoral Dissertation Award*, 1995

Delegate, American Marketing Association Doctoral Consortium, 1993

Hillel J. Einhorn Memorial Fellowship, Graduate School of Business, University of Chicago, 1993

Graduate fellowship, Graduate School of Business, University of Chicago, 1990-1993

Fulbright exchange fellowship, Brooklyn College of the City University of New York, 1985-1986

PUBLICATIONS IN REFEREED JOURNALS AND BOOKS

For citations, see <http://scholar.google.com/citations?user=ABYkyCoAAAJ> (11,348 citations).

1. Cohen, I. Glenn, Boris Babic, Sara Gerke, Qiong Xia, Theodoros Evgeniou, and Klaus Wertenbroch (2023), "[How AI Can Learn from the Law: Putting Humans in the Loop Only on Appeal](#)," *npj Digital Medicine*, **6**, Article Number 160. [2-year and 5-year Impact Factor - 15.2]
2. Tomaino, Geoff, Klaus Wertenbroch, and Daniel J. Walters (2023), "[Intransitivity of Consumer Preferences for Privacy](#)," *Journal of Marketing Research*, 60(3), 489–507 (also appeared as

Marketing Science Institute Working Paper No. 21-134).

3. Wertenbroch, Klaus (2022), “Consumer Risks and Policy Challenges from the Personalization of Marketing,” in Clifford J. Shultz, II, Janet Hoek, Leonard Lee, Wai Yan Leong, Raji Srinivasan, Madhu Viswanathan, and Klaus Wertenbroch, “[JPPM’s Global Perspective and Impact: An Agenda for Research on Marketing and Public Policy](#),” *Journal of Public Policy and Marketing*, 41(1), 34-50.
4. Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alexandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey R. Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner (2020), “[Autonomy in Consumer Choice](#),” *Marketing Letters*, 31, 429–439.
5. Carmon, Ziv, Rom Schrift, Klaus Wertenbroch, and Haiyang Yang (2019), “[Designing AI Systems That Customers Won’t Hate](#),” *MIT Sloan Management Review*, Reprint #61315.
6. Andre, Quentin, Ziv Carmon, Klaus Wertenbroch, Alia Crum, Douglas H. Frank, William Goldstein, Joel C. Huber, Leaf van Boven, Bernd Weber, and Haiyang Yang (2018), “[Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data](#),” *Customer Needs and Solutions*, 5 (1-2), 28-37.
7. Wertenbroch, Klaus (2018), “[Consumer \(Mis\)Behavior and Public Policy Intervention](#),” in *Handbook of Marketing Analytics with Applications in Marketing, Public Policy, and Litigation*, eds. Dominique M. Hanssens and Natalie Mizik, Northampton, MA: Edward Elgar Publishing, 473-485.
8. Frank, Douglas H., Klaus Wertenbroch, and William W. Maddux (2015), “[Performance Pay or Redistribution? Cultural Differences in Just-World Beliefs and Preferences for Wage Inequality](#),” *Organizational Behavior and Human Decision Processes*, 130 (September), 160-170.
9. Wertenbroch, Klaus (2014), “[How \(Not\) to Protect Meta-Rational Consumers from Themselves](#),” *Journal of Consumer Protection and Food Safety*, 9 (3), 266-268.
10. Kahn, Barbara E., Alexander Chernev, Ulf Böckenholt, Kate Bundorf, Michaela Draganska, Ryan Hamilton, Robert J. Meyer, and Klaus Wertenbroch (2014), “[Consumer and Managerial Goals in Assortment Choice and Design](#),” *Marketing Letters*, 25 (3), 293-303.
11. Dhar, Ravi and Klaus Wertenbroch (2012), “[Self-Signaling and the Costs and Benefits of Temptation in Consumer Choice](#),” *Journal of Marketing Research*, 49 (February), 15-25.
12. Ratner, Rebecca K., Dilip Soman, Gal Zauberman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (2008), “[How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention](#),” *Marketing Letters*, 19 (2-3), 383-397.
13. 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 (January), 27-33.
14. Dai, Xianchi, Klaus Wertenbroch, and Miguel Brendl (2008), “[The Value Heuristic in Judgments of](#)

- [Relative Frequency](#),” *Psychological Science*, 19 (January), 18-19 (winner, 2007 de Finetti Award, European Association for Decision Making; finalist, 2007 INFORMS Decision Analysis Society Student Paper Award).
15. Wertenbroch, Klaus, Dilip Soman, and Amitava Chattopadhyay (2007), “[On the Perceived Value of Money: The Reference Dependence of Currency Numerosity Effects](#),” *Journal of Consumer Research*, 34 (June), 1-10 (lead article).
 16. Vosgerau, Joachim, Klaus Wertenbroch, and Ziv Carmon (2006), “[Indeterminacy and Live Television](#),” *Journal of Consumer Research*, 32 (March), 487-495 (finalist, 2009 *Journal of Consumer Research* Best Article Award; runner-up, 2006 Robert Ferber Award; lead article).
 17. Khan, Uzma, Ravi Dhar, and Klaus Wertenbroch (2005), “[A Behavioral Decision Theory Perspective on Hedonic and Utilitarian Choice](#),” in *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, London: Routledge, 144-165.
 18. Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andy Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch, and Gal Zauberan (2005), “[The Psychology of Intertemporal Discounting: Why Are Distant Events Valued Differently from Proximal Ones?](#),” *Marketing Letters*, 16 (3/4), 347-360.
 19. Ariely, Dan, Joel Huber, and Klaus Wertenbroch (2005), “[When Do Losses Loom Larger than Gains?](#),” *Journal of Marketing Research*, 42 (May), 134-138.
 20. Wertenbroch, Klaus (2005), “[Measuring Price Promotion Effects: An Econometric Exercise in Measuring the Impact of Marketing Decision Making](#),” *International Journal of Marketing Education*, 1 (May), 147- 151.
 21. Carmon, Ziv, Klaus Wertenbroch, and Marcel Zeelenberg (2003), “[Option Attachment: When Deliberating Makes Choosing Feel like Losing](#),” *Journal of Consumer Research*, 30 (June), 15-29 [finalist, 2006 *Journal of Consumer Research* Best Article Award; featured in the *Financial Times*, March 12, 2003].
 22. Wertenbroch, Klaus (2003), “[Self-Rationing: Self-Control in Consumer Choice](#),” in *Time and Decision: Economic and Psychological Perspectives on Intertemporal Choice*, eds. George Loewenstein, Daniel Read, and Roy Baumeister, New York, NY: Russell Sage Foundation, 491-516.
 23. Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitava Chattopadhyay, Klaus Wertenbroch, Aimee Drolet, John Gourville, A.V. Muthukrishnan, Nathan Novemsky, Rebecca Ratner, and George Wu (2002), “[Consumer Control and Empowerment: A Primer](#),” *Marketing Letters*, 13 (August), 297-305.
 24. Ariely, Dan and Klaus Wertenbroch (2002), “[Procrastination, Deadlines, and Performance: Self-Control by Precommitment](#),” *Psychological Science*, 13 (May), 219-224 [featured in *Harvard Business Review*, October 2001, p. 26 (Reprint F0109C)].
 25. Wertenbroch, Klaus and Bernd Skiera (2002), “[Measuring Consumer Willingness to Pay at the Point of Purchase](#),” *Journal of Marketing Research*, 39 (May), 228-241 [also appeared as Marketing Science Institute Working Paper No. 01-105, 2001, and was featured in *Sloan Management Review*, fall 2001, volume 43 (1), p. 19].

26. Dhar, Ravi and Klaus Wertenbroch (2000), "[Consumer Choice between Hedonic and Utilitarian Goods](#)," *Journal of Marketing Research*, 37 (February), 60-71 [winner of the 2005 William F. O'Dell Award for the most significant long-term contribution to marketing theory, methodology, and/or practice: <https://www.ama.org/weitz-winer-odell-award/>; first of three O'Dell awards for INSEAD marketing faculty, first winner based outside of North America at the time of the award since its inception in 1979].
27. Baz, Jamil, Eric Briys, Bart Bronnenberg, Michele Cohen, Robert Kast, Pascale Viala, Luc Wathieu, Martin Weber, and Klaus Wertenbroch (1999), "[Risk Perception in the Short Run and in the Long Run](#)," *Marketing Letters*, 10, 267-284.
28. Wertenbroch, Klaus (1998), "[Consumption Self-Control by Rationing Purchase Quantities of Virtue and Vice](#)," *Marketing Science*, 17 (4), 317-337 [winner of the 1995 American Marketing Association Dissertation Award; featured in *Psychology Today*, July 1999; 15th most cited article in *Marketing Science* from 1998 to 2014, according to Google Scholar].
29. Wertenbroch, Klaus and Ziv Carmon (1997), "[Dynamic Preference Maintenance](#)," *Marketing Letters*, 8 (1), 145-152.

PUBLICATIONS IN PEER-REVIEWED PROCEEDINGS

30. Wertenbroch, Klaus (2019), "[When Marketing Alienates Consumers](#)," in *Advances in Consumer Research Vol. 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 254-258.
31. Tomaino, Geoffrey, Klaus Wertenbroch, and Daniel Walters (2019), "[How Do Consumers Value their Private Data?](#)," in *Advances in Consumer Research Vol. 47*, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, 40-44.
32. Bhattacharjee, Amit and Klaus Wertenbroch (2014), "[A Matter of Taste: Consumer Tastes and Judgments of Artistic Quality](#)," in *Advances in Consumer Research Vol. 42*, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 189-193.
33. Paolacci, Gabriele and Klaus Wertenbroch (2013), "[Redistribution and Social Justice in Consumer Behavior](#)," in *Advances in Consumer Research Vol. 41*, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 196-200.
34. Dai, Xianchi and Klaus Wertenbroch (2008), "Advances in Judgmental and Inferential Heuristics," in *Advances in Consumer Research Vol. 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 233-236.
35. Wertenbroch, Klaus (2002), "Hedonic Interactions between Choice and Consumption," in *Advances in Consumer Research Vol. 29*, eds. Susan M. Broniarczyk and Kent Nakamoto, Valdosta, GA: Association for Consumer Research, 105-107.
36. Wertenbroch, Klaus (2000), "Anticipated and Experienced Emotions in Consumer Choice," in *Advances in Consumer Research Vol. 27*, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 186-188.
37. Wertenbroch, Klaus (1999), "New Insights in the Construction of Consumer Judgments," in *European Advances in Consumer Research Vol. 4*, eds. Bernard Dubois, Tina M. Lowrey, L. J. Shrum, and Marc

- Vanhuele, Provo, UT: Association for Consumer Research, 267-269.
38. Wertenbroch, Klaus, Dilip Soman, and Joe Nunes (1999), "Debt Aversion as Precommitment Not to Overconsume" in *Proceedings of the 28th European Marketing Academy Conference*.
 39. Wertenbroch, Klaus and Bernd Skiera (1998), "A New Incentive-Compatible Method to Reveal Reservation Prices," with Bernd Skiera, in *Proceedings of the 27th European Marketing Academy Conference*, 463-470.
 40. Wertenbroch, Klaus (1998), "Dynamic Aspects of Hedonic Experience: Where Experimental and Interpretive Approaches Meet," in *Advances in Consumer Research Vol. 25*, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 216-218.
 41. Dhar, Ravi and Klaus Wertenbroch (1997), "Reference Dependence and Frame Compatibility in Choices between Hedonic and Functional Goods", in *Proceedings of the 26th European Marketing Academy Conference*, 1646-1648.
 42. Wertenbroch, Klaus (1995), "Pricing Implications of Consumer Self-Control," in *Proceedings of the 24th European Marketing Academy Conference*, 2117-2119.
 43. Paechter, Manuela, Bernd Rohrmann, Stefan Wetzel, and Klaus Wertenbroch (1988), "The Relevance of Noise for Evaluating and Selecting Residences," in *Noise as a Public Health Problem* (Vol. 3), eds. B. Berglund, U. Berglund, J. Karlson & T. Lindvall, Stockholm: Swedish Council for Research, 71-77.

EDITORIALS, INVITED/MANAGERIAL PUBLICATIONS

1. Tomaino, Geoffrey, Klaus Wertenbroch, and Daniel Walters (2023), "[Putting a Price on Private Data](#)," *INSEAD Knowledge*, January 9.
2. Wertenbroch, Klaus (2022), "[Why Facebook Is Rebranding Itself as Meta](#)," *INSEAD Knowledge*, January 24.
3. Wertenbroch, Klaus (2021), "[Why Facebook Became Meta: Dodging Bad Publicity or Creating a Gatekeeper Economy?](#)," *Yahoo! Finance*, December 11.
4. Wertenbroch, Klaus (2021), "[Marketing Automation: Utopia or Dystopia?](#)," *INSEAD Knowledge*, October 1.
5. Wertenbroch, Klaus (2021), "[Marketing Automation: Marketing Utopia or Marketing Dystopia?](#)," *NIM Marketing Intelligence Review* (formerly GfK MIR), 13 (1), 18-23.
6. Wertenbroch, Klaus, Pavel Kireyev, and Geoff Tomaino (2020), "[How to Appease Your Customers After Your Algorithm Rejects Them](#)," *INSEAD Knowledge*, November 3.
7. Carmon, Ziv, Rom Schrift, Klaus Wertenbroch, and Haiyang Yang (2020), "[Consumer Autonomy Violations and the Coming AI Backlash](#)," *INSEAD Knowledge*, February 28.

8. Wertenbroch, Klaus (2019), "[From the Editor: A Manifesto for Research on Automation in Marketing and Consumer Behavior](#)," *Journal of Marketing Behavior*, 4 (1), 1-10.
9. Kenning, Peter, Lucia A. Reisch, and Klaus Wertenbroch (2016), "Nudge: Psychologie zum Wohl der Verbraucher nutzen (Nudge: Use Psychology to Enhance Consumer Welfare)," *Absatzwirtschaft*, 9, 44-49.
10. Wertenbroch, Klaus (2016), "[From the Editor: Manipulation and Marketing: The Elephant in the Room?](#)," *Journal of Marketing Behavior*, 1 (3-4), 210-213.
11. Wertenbroch, Klaus, William W. Maddux, and Douglas H. Frank (2015), "[Are Wage Inequalities Fair?](#)," *INSEAD Knowledge*, October 13.
12. Wertenbroch, Klaus (2015), "[From the Editor: Rational Choice as the Foundation of Behavioral Research in Marketing](#)," *Journal of Marketing Behavior*, 1 (2), 109-111.
13. Wertenbroch, Klaus (2015), "[From the Editor: An Opportunity for More Relevance from Broadening Behavioral Research in Marketing](#)," *Journal of Marketing Behavior*, 1 (1), 1-7.
14. Wertenbroch, Klaus (2008), "What Youth Financial Literacy Needs to Solve: Undersaving, Overspending, and the Role of Self-Control Strategies," *Proceedings of the 2008 OECD-U.S. Treasury International Conference on Financial Education, Vol. 1.-Keynote Addresses, Interventions and Main Policy Recommendations*, 176-181.
15. Wertenbroch, Klaus (2001), "Branding: A Guide to Managing Brands as Assets," *Pathways – The Novartis Journal*, 2 (January), 28-33.
16. Wertenbroch, Klaus (1999), "Firm Profits and Consumer Psychology: Consumers Pay More for Less of What They Like Too Much," *U.S. Industry Today*, December, 21.
17. Carmon, Ziv, and Klaus Wertenbroch (1997), "[Introduction to the Special Issue on the Dynamics of Consumer Preferences](#)," *Marketing Letters*, 8 (1), 55-56.

WORKING PAPERS AND SELECTED RESEARCH IN PROGRESS/UNDER REVIEW

"[Precommitment-Based Pricing](#)," with Katja L. Berger, Christina Schamp, Mark Heitmann, and Geoff Tomaino (SSRN working paper).

"[Denied by an \(Unexplainable\) Algorithm: Teleological Explanations for Algorithmic Decisions Enhance Customer Satisfaction](#)," with Geoff Tomaino, Hisham Abdulhalim, and Pavel Kireyev ([Marketing Science Institute Working Paper Series 2020 Report No. 20-138](#); SSRN working paper).

"[Too Good to Be True: Imperfection as a Costly Signal of Authenticity](#)," with Alix Barasch and Amit Bhattacharjee (SSRN working paper).

"Conspicuous Consumption and the Perceived Fairness of Income (Re-)distribution," with Barbara Briers and Breagin Riley, manuscript in preparation.

“Investor Decision Making in Hong Kong, Singapore, and Taiwan: A Behavioral Survey for Citigroup,” with Anil Gaba and Pierre Hillion, technical report (2005).

“Debt Aversion as Self-Control: Consumer Self-Management of Liquidity Constraints,” with Dilip Soman and Joe Nunes, INSEAD Working Paper (2001), <https://sites.insead.edu/facultyresearch/research/doc.cfm?did=909>.

INVITED RESEARCH PRESENTATIONS

Invited seminar presentations (*marketing seminars unless otherwise indicated*)

University of Chicago (Booth/Graduate School of Business), 2023, 2007
George Washington University (Business School), 2022
University of Vienna, Austria, 2019
University of Hamburg, Germany, 2019, 2016 (Marketing Camp)
Goethe University, Frankfurt am Main, Germany, 2018, 2005
London School of Economics, 2017
Columbia University, 2016, 2002 (Marketing Camp)
University of Cologne, Germany, 2015
University of California, Los Angeles (Anderson School of Management), 2015 & 2012 (Behavioral Decision-Making Colloquium), 2009
University of Southern California, 2014 (Psychology), 2011, 2007, 1993 (Marshall School of Business)
King’s College London, London, U.K., 2014 (Department of Philosophy)
European School of Management and Technology (ESMT), Berlin, Germany, 2014
Leuven University, Belgium, 2014, 2000 (Marketing Camp)
Vienna University of Economics and Business/Wirtschaftsuniversität Wien, Austria, 2013
Tulane University (A.B. Freeman School of Business), 2013
New York University (Stern School of Business), 2013, 2003
Drexel University (Lebow College of Business), 2013
Boston University (School of Management), 2012
Harvard University (Harvard Business School), 2011
University of California, San Diego (Rady School of Management), 2011
University of Pennsylvania (Wharton School), 2011, 2010, 2007, 1998
Pennsylvania State University, 2011 (Marketing Camp)
Yale University (Yale School of Management), 2010, 2003, 1995 (Marketing Camp), 1993
German Institute for Economic Research Berlin (DIW), 2010
Washington University in St. Louis (Olin School of Business), 2010, 2009
University of California, Berkeley 2009, 2002 (Haas School of Business), 2009 (Dept. of Economics)
Stanford University (Graduate School of Business), 2009
Duke University (Fuqua School of Business), 2009, 1993
Northwestern University (Kellogg School of Management), 2008
London Business School, 2008, 2003, 1993
Tilburg University, Netherlands, 2008 (Institute for Behavioral Economics Research), 2000
Hong Kong University of Science and Technology, 2007
University College Dublin, Ireland, 2007
Carnegie-Mellon University (Tepper School of Business), 2007
University of Michigan (Ross School of Business), 2007
University of Hamburg, Germany, 2006 (Marketing Camp), 2001
University of Mannheim, Germany, 2004 (Marketing Department), 1999 (National Research Center on Rationality Concepts, Decision Making, and Economic Modeling)

Max Planck Institute for Human Development, Berlin, 2003
University of Marburg (Department of Psychology), Germany, 2003
University of Mainz, Germany, 2003, 1995
Humboldt University, Berlin, Germany, 2002
Erasmus University, Rotterdam, Netherlands, 2000
INSEAD, 1998, 1993
Nijenrode University, Netherlands, 1995
University of Florida, 1993
MIT (Sloan School of Management), 1993

Invited conference or professional presentations

“Denied by an (Unexplainable) Algorithm: Teleological Explanations for Algorithmic Decisions Enhance Customer Satisfaction,” [Marketing Science Institute \(MSI\) webinar](#), 2022.

“Denied by an (Unexplainable) Algorithm: Teleological Explanations for Algorithmic Decisions Enhance Customer Satisfaction,” Invited keynote presentation, [9th China Marketing International Conference: Marketing and Management in the Digital Age](#), Chinese Scholar Marketing Association, 2021

“Engaging the Public in Technology Development Based on Personal (Private) Data,” [Workshop on Understanding Public Perceptions for Data Science, KDD 2021 \(Knowledge Discovery and Data Mining\) Annual Conference](#), Association for Computing Machinery, 2021.

“Marketing Utopia or Marketing Dystopia?,” [Keynote presentation, Interactive Marketing Research Conference \(IMRC\)](#), 2020.

Distinguished Panelist, Marketing Insights and New Investigations (MINI) Conference, National University of Singapore Business School, 2019.

Symposium on Alienation and Meaning in Production and Consumption, Technical University Munich, Germany, 2017 (co-organizer)

European Marketing Academy Conference (EMAC)

- special invited sessions, Glasgow, 2018; Oslo, 2016; Leuven, 2015; Valencia, 2014; Istanbul, 2013; Murcia, 2004, Rotterdam, 2000

Triennial Invitational Choice Symposium

- INSEAD, 2023
- Georgetown University, 2019 (workshop co-organizer)
- University of Alberta, 2016 (workshop co-organizer)
- Rotterdam School of Management, Erasmus University, 2013
- The Wharton School/University of Pennsylvania, 2007
- University of Colorado, 2004
- University of California at Berkeley, 2001
- HEC, France, 1998

Second Consumer Research Forum, Zeppelin University, Germany, 2014 (keynote speaker)

Consumer Neuroscience Satellite Symposium, Lausanne, Switzerland, 2013

New York City Summer Decision-Making Symposium, 6/2012

Expectations and Forecasting in Consumer Behavior, Department of Psychology, University of Cologne, Germany, 2011 (keynote speaker)

Bridging Theory and Practice: A Symposium on Relevant Marketing Research, Columbia Business School/Harvard Business School, New York City, 2011 (participant)

Behavioral Economics and Health Annual Symposium, Penn CMU Roybal P30 Center in Behavioral

Economics and Health, University of Pennsylvania School of Medicine, 2011 (participant)
The Penn Symposium on Fostering and Financing Long- Term Investments in Prevention and Protection, The Wharton School/ University of Pennsylvania, 2010
Intertemporal Choice Working Group meeting, Russell Sage Foundation, New York, 2001
Marketing Science Institute Young Scholars Program, Park City, Utah, 2001
Columbia/NYU/Wharton/Yale Marketing Camp

- New York University, 1999

Northeast Universities Marketing Consortium (Cornell, Dartmouth, Harvard, MIT, Yale)

- Dartmouth College, 1997

AMA Doctoral Dissertation Award winning presentation, Washington, DC, 1995 31st Bayesian Research Conference, Los Angeles, 1993

REFEREED ACADEMIC CONFERENCE PRESENTATIONS

American Marketing Association (AMA), 1997, 2014 (panel on the future of marketing; meet-the-editors).
Association for Consumer Research (ACR), 1994, 1997 (3 papers), 1999, 2000, 2001, 2002 (2 papers), 2003, 2004, 2007 (3 papers), 2009, 2011, 2013, 2014, 2016, 2019 (2 papers plus Knowledge Forum Co-Chair), 2020, 2021, 2023 (2 papers accepted for October 2023 conference).
Association for Consumer Research (ACR) Europe, 1995, 1999, 2005, 2023 (paper accepted, unable to attend).
Association for Consumer Research (ACR) Asia, 2009 (accepted but unable to attend).
Behavioral Decision Research in Management (BDRM), 1994, 1998, 2000, 2002, 2004, 2006, 2008.
[Conference on Artificial Intelligence, Machine Learning, and Business Analytics](#), 2021.
European Marketing Academy (EMAC), 1995, 1997, 1998, 1999.
INFORMS, 1995.
Marketing Science, 1997, 1998, 2001.
La Londe Conference in Marketing Communications and Consumer Behavior, 2009, 2019.
Society for Consumer Psychology (SCP), 2007, 2009, 2011 (invited discussant in two sessions), 2012 (Europe), 2015, 2016, 2020, 2022 (invited discussant).
Society for Judgment and Decision Making (JDM), 1992, 1996, 2000, 2001, 2003, 2006.
Subjective Probability, Utility, & Decision Making (SPUDM), 1997, 2001, 2007, 2019.

INVITED PRACTITIONER CONFERENCE PRESENTATIONS

[“Marketing Utopia or Marketing Dystopia,”](#) INSEAD Tech Talk X webinar, November 2020.
“Diagnosing Consumer (Mis)behavior—An Evidence-based Approach for Public and Private Interventions,” Vienna Behavioral Economics Network, Austrian National Bank, May 2019.
[“Marketing Dystopia?,”](#) INSEAD Artificial Intelligence Forum, Singapore, April 2019.
“Protecting Consumer Sovereignty in the Age of Big Data and AI,” Keynote Presentation, Annual Behavioural Economics Symposium, *Civil Service College*, Singapore, August 2018.
“Are Consumers Rational?,” German Consumer Day 2011: How Much Government Intervention Do Consumers Need? (Deutscher Verbrauchertag 2011: Wieviel Staat braucht der Verbraucher?—annual national conference for politicians, regulators, business leaders, consumer advocates, journalists, and scientists), *Federation of German Consumer Organisations - vzbv (Verbraucherzentrale Bundesverband)*, Berlin, Germany, May 2011.
“Thinking out of the Box: How Rational are Consumers and Managers?,” North-American *INSEAD Alumni Forum*, Chicago, IL, May 2011.

“Consumer Temptation and Self-Control: A Behavioral Economics Perspective,” Consumer Research and Consumer Policy workshop, *German Institute for Economic Research Berlin (DIW)* and *Friedrich-Ebert-Foundation*, Berlin, Germany, October 2010.

“The Psychology of Value and Pricing,” 4th *International QSP Summit*, Porto, Portugal, 2010.

“What Youth Financial Literacy Needs to Solve: Recent Findings in Behavioral Economics, Psychology, and Marketing,” *OECD-U.S. Treasury International Conference on Financial Education*, Washington, D.C., 2008 (<http://www.oas.org/OASpage/videosondemand/show/video.asp?nCode=08-0180&nCodeDet=16>).

“What Drives Today’s Young Financial Decision-Makers? Recent Findings in Behavioral Economics, Finance, and Marketing from Asia and Beyond” *Citigroup-INSEAD Financial Education Summit*, Seoul, Korea, 2006.

“Psychological Biases under Risk and Uncertainty: A Cross-Country Comparison” (joint with Anil Gaba), *INSEAD International Council Meeting*, Fontainebleau, France, 2006.

SELECTED MEDIA INTERVIEWS/KNOWN REFERENCES

Radio & TV

WCBS News Radio, New York, May 1999; *Marketplace*, WBGH, Boston, for National Public Radio, June 1999; *Nightly Business Report*, November 2001; *BBC 5*, March 2003; *Radio Eins* Berlin, April 2003; *TSF* and *Radio Nova* (Radio, Portugal), January 2010; *RTP1*, *RTP2*, *RTPN*, and *RTP Memoria* (TV, Portugal), January 2010; *CNN Business*, October 2018; *South China Morning Post*, December 2021; Channel News Asia (radio), October 2021; [Channel News Asia](#) (TV), March 2022.

Print (selected)

Psychology Today, July 1999; *Sloan Management Review*, fall 2001; *Harvard Business Review*, October 2001; *Das Wirtschaftsstudium*, November 2001; *Le Figaro*, March 2002; *Washington Post*, May 2002; *Der Tagesspiegel*, June 2002; *Financial Times*, March 2003; *American Way*, February 2004; *The Standard—China’s Business Newspaper*, July 2005; *The Edge Singapore—Business and Investment Weekly*, July 2005; *Associated Press (AP)*, March 2006; *The Economist.com*, April 2006. *The Korea Herald*, November 2006; *Der Spiegel*, June 2007; *Canadian Broadcasting Corporation (CBC) News*, June 2007; *The New York Times*, June 2007; *Scientific American*, February 2008; *The Atlantic*, August 2007, 2014; *BBC Capital*, September 2017; *The Straits Times*, April 2019; *Mundo Empresarial*, May 2021; [Channel News Asia](#) (website), March 2022; *Die Welt*, July 2022.

TEACHING

Undergraduate Programs

1. “*Marketing Strategy*” (elective; Wharton, own design).

MBA Programs

2. Current **GEMBA**: “*Strategic Marketing Management*” (marketing core course; INSEAD, redesigned).
3. Current **MBA**: “*Strategic Pricing*” (elective; Wharton WEMBA, own design; INSEAD, new course).
4. “*Managing Customer Value*” (core course; Duke; Duke GEMBA; Yale; INSEAD 1999 to 2023, own design).
5. “*Marketing Strategy*” (elective; Wharton, own design).
6. “*Consumer Behavior and Branding*” (elective; Yale, UC Berkeley, own design).
7. “*E-Strategies for Marketing*” (elective; co-taught, INSEAD, new course).
8. “*Designing & Implementing Global Marketing Strategies*” (elective; Yale; Duke, new course).
9. “*Business Study Tour: The Czech Republic and Germany*” (elective; Duke, new course).

10. “*Strategies and Processes of Negotiation*” (elective; Chicago).

Executive Education Programs

11. Current: **Strategic Marketing Program** (SMKP, redesigned and repositioned in 2023, open enrollment, program director, INSEAD; formerly *International Marketing Program*).
12. Global Investors Workshop (GIW, open enrollment, INSEAD).
13. International Executive Program (IEP, open enrollment, INSEAD).
14. Marketing of Consumer Goods in Asia (MoCA, open enrollment, INSEAD).
15. Company-specific programs for *3i Group* (decision-making) and *Allianz, Cemex, CIMB Group, ECR Europe, Ferrero* (program director), *IBM, Indian Railways, Lafarge, LG, L’Oreal, MPG, Mediamarkt/Saturn* (program director), *Metro, Philip Morris, Mars, Nissan, Petronas* (program director), *Starwood, Unilever* (program director).
16. “*Marketing in a Global Environment*”, GEMBA™ Program, developed and taught inaugural course in marketing, incl. residential module in China and e-learning module (Duke).
17. “*Marketing Management in Western Firms*” in Russia (Duke).

Ph.D. Program

18. Ph.D. seminar, Behavioral Factors in Pricing and Valuation (INSEAD, new course).
19. Ph.D. seminar in marketing (co-taught, year-round; Yale).

TEACHING MATERIALS

- “Cacharel Parfums de l’Oreal: Decoding and Revitalizing a Classic Brand” (with Pierre Chandon), INSEAD case (A and B) plus teaching note and CD-ROM, 2001, 2003, 2007 (ECCH best-selling case).
- “Measuring Price Promotion Effects: An Econometric Exercise in Measuring the Impact of Marketing Decision Making,” INSEAD case/simulation exercise plus teaching note & datasets, 2006.

SERVICE

External service

- Editor-in-Chief: *Journal of Marketing Behavior*, 2013-2016, re-appointed for second term 2016-2019.
- Co-Editor: *Journal of the Association for Consumer Research* issue on [Automation of Marketing and Consumption](#), to be published in 2024, Vol. 9 (3), co-edited with Stefano Puntoni (first-round decision letters written in July and August 2023).
- Associate Editor: *Journal of Consumer Research*, from 2021 (continuing in 2022/23).
Journal of Public Policy and Marketing, 2020-2023 (completed my term June 2023).
Journal of Consumer Psychology, 2008-2012.
- Editorial Boards: *Journal of Consumer Research*, 2003-2014 (relieved due to editorial duties at *JMB*).
Journal of Marketing Research, 2004-2016.
International Journal of Research in Marketing, since 2006.
Journal of Neuroscience, Psychology, and Economics, 2008-2018.
Journal of Consumer Policy, since 2015.
Marketing ZFP—Journal of Research and Management, since 2006.
NeuroPsychoEconomics, 2005-2008.
International Journal of Marketing Education/International Review of Management (IRM), 2002-2009.

- Ad Hoc Reviewer: Additional journals:
- *American Economic Review*
 - *European Journal of Social Psychology*
 - *Journal of Consumer Policy*
 - *Journal of Economic Behavior and Organization*
 - *Journal of Economic Psychology*
 - *Journal of Marketing*
 - *Journal of Personality and Social Psychology*
 - *Judgment and Decision Making*
 - *Management Science*
 - *Marketing Letters*
 - *Marketing Science*
 - *Psychological Science*
 - *RAND Journal of Economics*
 - *Schmalenbach Business Review*
- Conferences, awards, research proposals:
- *Association for Consumer Research*
 - *European Marketing Academy (EMAC)*
 - *American Marketing Association Doctoral Dissertation Award*
 - *Marketing Science Institute Alden G. Clayton Doctoral Dissertation Proposal*
 - *Belgian National Science Foundation*
 - *Swiss National Science Foundation*
- Other editorial service: Guest editor, *Journal of Marketing Research* (2008).
Ad hoc area editor, *Marketing Science* (2006).
Guest editor, *Marketing Letters* (1997), special issue on “Dynamics of Consumer Preferences.”
- Conference service: Co-organizer, Perspective Sessions, *Association for Consumer Research* Conference, 2016
- Program committee member, *Association for Consumer Research* Conference, 1999, 2001, 2004, 2007, 2008, 2011 (Associate Editor), 2018, 2019, 2020.
- Program committee member, Biennial *Behavioral Decision Research in Management* conference (BDRM), 2014, 2016.
- Doctoral Education: Co-Chair, *American Marketing Association* (AMA) John A. Howard/AMA Doctoral Dissertation Award 2014/15.
- Chair, *Society for Consumer Psychology* (SCP) Education and Training Committee, 2011-2012 (responsibility for annual SCP Dissertation Proposal Competition).
- Faculty member, *Society for Consumer Psychology* Doctoral Consortium, 2013, 2015, 2016, 2017 (invited).
- Faculty member, *American Marketing Association* Sheth Foundation Doctoral Consortium, 2008, 2010, 2015, 2019.
- Faculty member, *Association for Consumer Research* Doctoral Symposium, 2007, 2016.
- European Marketing Academy* (EMAC) Doctoral Colloquium

- Co-Chair (Consumer Behavior Track), Oslo, Norway, 2016 (withdrawn).
- Co-Chair (Consumer Behavior Track), Copenhagen, Denmark, 2010.
- Co-Chair (Consumer Behavior Track), Athens, Greece, 2006.
- Faculty Representative, Bergen, Norway, 2001.

External Reviewer: Promotion, tenure, and external appointment cases at universities in Australia, France, Germany, Great Britain, Italy, Portugal, U.S. (two tenure cases)

Member Academic Evaluation Panel, [Competition and Consumer Commission of Singapore](#) (CCCS), 2021.

Department Reviewer: Member of independent external review panel of the Department of Marketing, Università L. Bocconi, Milan, Italy, 2016.

Professional Leadership: Member, *European Marketing Academy (EMAC)* executive committee, since 2015.
Elected Fellow, *European Marketing Academy (EMAC)*, since 2022.

INSEAD

Center Direction: INSEAD Social Science Research Center (now the INSEAD-Sorbonne behavioral lab "Centre Multidisciplinaire des Sciences Comportementales Sorbonne Universités-INSEAD"), Paris, 2002-2004.

Program Direction: *Unilever* Future Leaders Program, 2019, 2020, 2022, 2023.
Ferrero Marketing Excellence through Marketing-Driven Agility Program, 2010, 2011, 2013, 2014, 2018, 2020, 2022.
MediaMarktSaturn Business Excellence Program for Country Directors, 2012-2014.
Petronas Senior Management Development Program, Kuala Lumpur and Singapore, 3 weeks biannually, 2005-2010.
Strategic Marketing Programme (formerly *International Marketing Program*), Fontainebleau, open enrolment, biannual, since 2006.

Area Administration: *Marketing Management* MBA core course coordinator, 2006-2007.
Marketing Area recruiting coordinator, 2005-2007, 2014 (junior recruiting).
Interim coordinator of Ph.D. program in marketing, 2014.

Committee Memberships:
Faculty member, Travel Provider Task Force (2022/23).
Chair of Master-in-Management (MiM) Task Force (designed new pre-experience degree program, 2016-2018 (launched in 2020)).
INSEAD Faculty Evaluation Committee (elected member of school-wide promotion and tenure committee), 2015-2017.
Pension Task Force, 2007.
Chair, external appointment ad hoc committee, Craig McKenzie, Professor of Psychology, University of California at San Diego, 2006.
Brand Steering Committee, 2004-2005.
Research and Development Committee, 2001-2008.
Technology Committee, 2000-2002.
Ph.D. Committee (Department of Marketing), since 1999.

Internal Rapporteur: Internal reviewer, confidential contract renewal cases, 2020, 2015, 2009.

Tenure case, **Lucia Del Carpio**, Assistant Prof. of Economics, 2023.
Tenure case, **Philipp Meyer-Doyle**, Assistant Prof. of Strategy, 2020.
Tenure case, **Peter Joos**, Associate Prof. of Accounting, 2019.
Tenure case, **Natalia Karelaia**, Assistant Prof. of Decision Sciences, 2015.
Tenure case, **Philippe Delquié**, Associate Prof. of Decision Sciences, 2008.
Contract renewal case, **Myungwoo Nam**, Assistant Prof. of Marketing, 2007.
Promotion case, **Ziv Carmon**, Associate Professor of Marketing, 2006.
Contract renewal case, **Michael A. Witt**, Assistant Professor of Asian Business and Comparative Management, 2005.
Tenure case, **Ilian Mihov**, Associate Professor of Economics, 2004.

Doctoral Student Advisory:

Geoff Tomaino (INSEAD, Marketing, *co-chair*, 2023), Assistant Professor of Marketing, University of Florida.
Quentin André (INSEAD, Marketing, temporary *co-advisor*, 2018), Assistant Professor of Marketing, Erasmus University.
Jeeva Somasundaram (INSEAD, Decision Sciences, *committee member*, 2016), post-doctoral researcher, National University of Singapore.
Nailya Ordabayeva (INSEAD, Marketing, *committee member*, 2010), Assistant Professor of Marketing, Erasmus University.
Xianchi Dai (INSEAD, Marketing, *co-chair*, 2009), Assistant Professor of Marketing, The Chinese University of Hong Kong (winner, 2007 de Finetti Award, European Association for Decision Making).
Kanchan Mukherjee (INSEAD, Decision Sciences, *committee member*, 2009), post-doctoral fellow, INSEAD.
Selcuk Onay (INSEAD, Decision Sciences, *committee member*, 2007), Assistant Professor of Management Science, University of Waterloo.
Sabrina Bruyneel (Catholic University Leuven, Marketing, *external committee member*, 2006), post-doctoral fellow, Carnegie-Mellon University.
Valeria Noguti (INSEAD, Decision Sciences, *committee member*, 2006), Lecturer, School of Marketing, University of Technology Sydney.
Joachim Vosgerau (INSEAD, Marketing, *co-chair*, 2005), Assistant Professor of Marketing, Carnegie-Mellon University (runner-up, 2006 Robert Ferber Award for best interdisciplinary dissertation-based article in the *Journal of Consumer Research*).
Anirban Mukhopadhyay (Columbia University, Marketing, *external committee member*, 2004), Assistant Professor of Marketing, Hong Kong University of Science and Technology.

Yale School of Management

Academic Standards Committee, 1997-99.

International Relations joint program advisor, 1999.

Fuqua School of Business

Organizer and co-chair of the Duke Marketing Forum on *Dynamics of Consumer Preferences*, 1995.

Committee for the design of Business Study Tour MBA courses, 1995.

International Business Committee, 1994-97.

Dean's Advisory Committee, 1994-96.

OTHER PROFESSIONAL EXPERIENCE AND ACTIVITIES

Expert witness, keynote speaker, and consulting on marketing, branding, and consumer behavior-related issues and cases, including international consumer protection.

Columbia University, Columbia Business School
Visiting Scholar, March 2016.

University of California, Los Angeles, UCLA Anderson School of Management, Donald G. Morrison Visiting Scholar, February/April 2015.

Yale University, Yale School of Management Whitebox Visiting Fellow, August 2012.

Johann Wolfgang von Goethe-University Frankfurt, Frankfurt am Main, Germany
Visiting Professor of Marketing, 2006, 2008.

Athens Laboratory of Business Administration (ALBA), Athens, Greece
Visiting professor, Strategic Brand Management seminar, Executive Education, 2002-2004.

University of Mannheim, Interdisciplinary National Research Center on Rationality Concepts, Decision Making, and Economic Modeling (Sonderforschungsbereich 504), Mannheim, Germany
Visiting professor, May 1999.

Grey Advertising, Inc., New York, NY
Visiting professor/academic advisor, August 1998.

École des Hautes Etudes Commerciales (Groupe HEC), Jouy-en-Josas, France Visiting professor, June 1996.

The University of Chicago, Graduate School of Business/Dominick's Finer Foods, Inc.
Analyst, Micromarketing Project, 1993-1994.

PRESENT OR PAST AFFILIATIONS

American Marketing Association (AMA), Association for Consumer Research (ACR), Association for Psychological Science (APS), European Marketing Academy (EMAC), Institute for Operations Research and the Management Sciences (INFORMS), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (JDM).