Stefano Puntoni

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ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania Philadelphia, USA
Sebastian S. Kresge Professor of Marketing 2022-Present
Co-Director, Wharton Human-AI Research

Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands
Professor of Marketing 2014-2022

Lancaster University School of Management, Lancaster University Lancaster, UK
Visiting Professor 2013-2022

Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands
Associate Professor 2010-2014

London Business School London, UK
Visiting Professor 2009-2010

Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands
Assistant Professor 2005-2010

Bocconi University Milan, Italy
Visiting Professor 2003-2004

EDUCATION

London Business School London, UK
Ph.D. in Marketing 2005

University of Padova Padova, Italy
"Laurea" in Statistics and Economics 2000

HONORS AND AWARDS

Wharton Teaching Excellence Award, 2023, 2024, 2025

Sheth Foundation Best Paper Award, for best article in the previous year's volume of the *Journal of the Academy of Marketing Science*, 2025

President Elect, Society for Consumer Psychology, 2025

Wharton Faculty Fellow, 2025

Case Centre's Free Case Award, 2025

Steenkamp Award for Long-Term Impact, for an article published 10-15 years prior, "in recognition of exceptional contributions to academic marketing research", *International Journal of Research in Marketing*, 2023

Finalist, Weitz-Winer-O'Dell Award, for "the article published five years earlier that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice", *Journal of Marketing Research*, 2023

Finalist, Donald R. Lehmann Award, for "the best dissertation-based article in the *Journal of Marketing* or *Journal of Marketing Research*", 2023

AMA TechSIG-Lazaridis Prize, for the article that best "addresses issues relevant to the practice of marketing as it relates to innovation, technology, and interactivity", 2022

Scientist in Residence, Experiments in Arts and Economics, ZKM Centre for Art and Media, Karlsruhe, 2021

Science Communication Grant, Royal Dutch Academy of Sciences (€10.000), 2021

Case Centre's Marketing Case Award, 2021

EFMD Case Writing Award, 2020

Case Centre's Outstanding Case Writer Award, 2020

JCP Best Paper Award, for best article published three years prior in the *Journal of Consumer Psychology*, 2019

MSI Scholar. Awarded by the Marketing Science Institute "with the purpose of recognizing individuals' excellence in scholarship", 2018

Research Grant, Marketing Science Institute ($4.500), 2017

Outstanding Reviewer Award, *International Journal of Research in Marketing*, 2016

MSI Young Scholar. Awarded by the Marketing Science Institute to "potential leaders of the next generation of marketing academics," 2011

ERIM Research Award. Awarded by the Erasmus Research Institute of Management for "outstanding performance by a young researcher", 2010

Selected by the *Financial Times* for the "**Professor to Watch**" profile series, 2008

Marie Curie Fellowship. Research grant from the European Commission (€139.000), 2006

EUR Fellowship. Research grant from the Board of Erasmus University to most promising young faculty (€200.000), 2006

Emerald/EFMD Outstanding Doctoral Research Award for best Ph.D. thesis in consumer marketing, 2006

Ogilvy Foundation Research Grant, 2004-2005

Cum Laude **honors** from the University of Padova, Italy (top 2%, graduated a year earlier than average), 2000

ACADEMIC PUBLICATIONS

1. Fritze, Martin, Cait Lamberton, and Stefano Puntoni (in press), "Non-Fungible Tokens in Retailing: Sources of Value and Strategic Implications," *Journal of Retailing*, https://doi.org/10.1016/j.jretai.2025.02.003.

2. De Freitas, Julian, Zeliha Oğuz-Uğuralp, Ahmet Kaan Uğuralp, and Stefano Puntoni (in press), "AI Companions Reduce Loneliness," *Journal of Consumer Research*, https://doi.org/10.1093/jcr/ucaf040.

3. Granulo, Armin, Anne Kranzbühler, Christoph Fuchs, and Stefano Puntoni (2025), "Collective Layoffs and Offshoring: A Social Contract Account," *Journal of Consumer Research*, 52 (3), 526-46.

4. Hermann, Erik, Stefano Puntoni, and Carey Morewedge (2025), "GenAI and the Psychology of Work," *Trends in Cognitive Sciences*, 29 (9), 802-813. [Cover article]

5. Kononov, Natalia, Danit Ein-Gar, and Stefano Puntoni (2025), "Physical Appearance Improvements Increase Prosocial Behavior," *International Journal of Research in Marketing*, 42 (2), 316-334.

6. Hermann, Erik and Stefano Puntoni (2025), "Empowering GenAI stakeholders," *Journal of the Academy of Marketing Science*, 53, 677-683

7. Hermann, Erik and Stefano Puntoni (2025), "Generative AI in Marketing and Principles for Ethical Design and Deployment," *Journal of Public Policy and Marketing*, 44 (3) 332-349.

8. Vaid, Shashank, Stefano Puntoni, Benson Honig, and Katina Michael (2025), "When Attention is all Marketers Need: Artificial Intelligence in Marketing," *IEEE Transactions on Technology and Society*, 6 (3), 242-249.

9. Cheong, Ilyung, Young Eun Hu, and Stefano Puntoni (2025), "Lay Beliefs about AI Assessment of Interpersonal Skills in Personnel Selection," *Scientific Reports*, 15, 25317.

10. De Freitas, Julian, Gideon Nave, and Stefano Puntoni (2025), "Ideation with Generative AI—in Consumer Research and Beyond," *Journal of Consumer Research*, 52(1), 18–31.

11. Da Silva, Ariovaldo A. Jr., Alina Ferecatu, Joelle Vanhamme, Stefano Puntoni, Raphael A. Souza e Silva (2025) "Enhancing B2B Sustainability Through Customer Training in Product–Service Systems: A Design Science Approach," *Industrial Marketing Management*, 125, 355-372.

12. Hermann, Erik, Julian De Freitas, and Stefano Puntoni (2025), "Reducing Prejudice with Counter-Stereotypical AI," *Consumer Psychology Review*, 8(1), 75-86.

13. Saumure, Roger, Julian De Freitas, and Stefano Puntoni (2025), "Humor as a Window into Generative AI Bias," *Scientific Reports*, 15, 1326.

14. Puntoni, Stefano (2024), "Artificial Intelligence in Marketing: From Computer Science to Social Science," *Journal of Macromarketing*, 44(4), 883-885.

15. Hermann, Erik, Gizem Yalcin Williams, and Stefano Puntoni (2024), "Deploying Artificial Intelligence in Services to AID Vulnerable Consumers," *Journal of the Association of Marketing Science*, 52, 1431–1451. [Winner, Sheth Foundation Best Paper Award]

16. Puntoni, Stefano, and Klaus Wertenbroch (2024), "Being Human in the Age of AI," *Journal of the Association for Consumer Research*, 9(3), 235-240.

17. Valenzuela, A., Stefano Puntoni, D. Hoffman, Noah Castelo, Julian De Freitas, B. Dietvorst, C. Hildebrand, Y.E. Huh, Richard F. Meyer, M. Sweeney, S. Talaifar, G. Tomaino, and Klaus Wertenbroch (2024), "How Artificial Intelligence Constrains the Human Experience," *Journal of the Association for Consumer Research*, 9(3), 241-256.

18. De Freitas, Julian, Ahmet Kaan Uğuralp, Zeliha Uğuralp, and Stefano Puntoni (2024), "Chatbots and Mental Health: Insights into the Safety of Generative AI," *Journal of Consumer Psychology*, 34 (3), 481-491.

19. Hermann, Erik, and Stefano Puntoni (2024), "Artificial Intelligence and Consumer Behavior: From Predictive to Generative AI," *Journal of Business Research*, 180 (July), 114720.

20. Braun, Michael, Bart De Langhe, Stefano Puntoni, and Eric Schwartz (2024), "Leveraging Digital Advertising Platforms for Consumer Research," *Journal of Consumer Research*, 51 (1), 119-128.

21. Puntoni, Stefano (2024), "Already Here: Metaverse in Touch and Sound," *Journal of Consumer Psychology*, 34 (1), 174-176.

22. Granulo, Armin, Sara Caprioli, Christoph Fuchs, and Stefano Puntoni (2024), "Deployment of Algorithms in Management Tasks Reduces Prosocial Motivation," *Computers in Human Behavior*, 152 (March), 108094.

23. Vaid, Shashank, Stefano Puntoni, and AbdulRahman Khodr (2023), "Artificial Intelligence and Empirical Consumer Research: A Topic Modeling Analysis," *Journal of Business Research*, 166 (November), 114110.

24. van Doorn, Jenny, Edin, Smailhodzic, Stefano Puntoni, Jia Li, Jan Schumann & Jana Holthöwer (2023), "Organizational Frontlines in the Digital Age: The Consumer–Autonomous Technology–Worker (CAW) Framework," *Journal of Business Research*, 163 (September), 114000.

25. Biraglia, Alessandro, Christoph Fuchs, Elisa Maira, and Stefano Puntoni (2023), "When and Why Consumers React Negatively to Brand Acquisitions: A Values Authenticity Account," *Journal of Marketing*, 87(4), 601-617.

26. Leung, Eugina, Anne-Sophie Lenoir, Stefano Puntoni, and Stijn van Osselaer (2023), "Consumer Preference for Formal Address and Informal Address from Warm Brands and Competent Brands," *Journal of Consumer Psychology*, 33(3), 546-560.

27. Yalcin, Gizem, Erlis Themeli, Stephan Philipsen, Evert Stamhuis, and Stefano Puntoni (2023) "Perception of Justice by Algorithms," *Artificial Intelligence and Law*, 31, 269–292.

28. Allard, Thomas, and Stefano Puntoni (2022), "Misunderstood Menu Metrics: Side-length Food Sizing Leads to Quantity Underestimation and Overeating," *Journal of the Association for Consumer Research*, 7 (4), 438-449.

29. Leung, Eugina, Maria Cristina Cito, Gabriele Paolacci, and Stefano Puntoni (2022), "Preference for Material Products in Identity-Based Consumption," *Journal of Consumer Psychology*, 32 (4), 672-79.

30. Schnurr, Benedikt, Christoph Fuchs, Elisa Maira, Stefano Puntoni, Martin Schreier, and Stijn van Osselaer (2022), "Sales and Self: The Non-Economic Value of Selling the Fruits of One's Labor," *Journal of Marketing*, 86 (3), 40-58.

31. Goksel, Selin, David Faro, and Stefano Puntoni (2022), "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *Journal of the Association for Consumer Research*, 7 (2), 164-174.

32. Yalcin, Gizem, Sarah Lim, Stefano Puntoni, and Stijn van Osselaer (2022), "Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms versus Humans," *Journal of Marketing Research*, 59 (4), 696-717. [Finalist, Donald R. Lehmann Award]

33. Gai, Phyliss Jia and Stefano Puntoni (2021), "Language and Consumer Dishonesty: A Self-Diagnosticity Theory," *Journal of Consumer Research*, 48 (2), 333–351.

34. Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2021), "Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts," *Journal of Consumer Psychology*, 31 (1), 72-80.

35. Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2021), "Consumers and Artificial Intelligence: An Experiential Perspective," *Journal of Marketing*, 85 (1), 131-151. [Winner, AMA TechSIG-Lazaridis Prize]

36. Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra 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.

37. van Osselaer, Stijn, Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020), "The Power of Personal," *Journal of Retailing*, 96 (1), 88-100.

38. Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2019), "Psychological Reactions to Human Versus Robotic Job Replacement," *Nature Human Behaviour*, 3, 1062-1069.

39. Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2018), "Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior," *Journal of Marketing Research*, 55 (6), 818-831. [Finalist, Weitz-Winer-O'Dell Award]

40. Weijters, Bert, Stefano Puntoni, and Hans Baumgartner (2017), "Methodological Issues in Cross-Linguistic and Multilingual Advertising Research," *Journal of Advertising*, 46 (1), 115-128.

41. De Langhe, Bart and Stefano Puntoni (2016), "Productivity Metrics and Consumers' Misunderstanding of Time Savings," *Journal of Marketing Research*, 53 (3), 396-406.

42. Fernandes, Daniel, Stefano Puntoni, Stijn van Osselaer, and Elizabeth Cowley (2016), "When and Why We Forget to Buy," *Journal of Consumer Psychology*, 36 (3), 363-380. [Winner, CW Park Award]

43. Acar, Oguz and Stefano Puntoni (2016), "Customer Empowerment in the Digital Age," *Journal of Advertising Research*, 56 (1), 4-8.

44. De Langhe, Bart and Stefano Puntoni (2015), "Bang for the Buck: Gain-Loss Ratio as a Driver of Judgment and Choice," *Management Science*, 61 (5), 1137-1163.

45. Puntoni, Stefano, Ilona de Hooge, and Willem Verbeke (2015), "Ad-Induced Embarrassment," *Journal of Advertising*, 44(1), 71-79.

46. De Langhe, Bart, Stijn van Osselaer, Stefano Puntoni, and Ann McGill (2014), "Fooled by Heteroscedastic Randomness: Local Consistency Breeds Extremity in Price-Based Quality Inferences," *Journal of Consumer Research*, 41 (4), 978-994.

47. Urminsky, Oleg, Dan Bartels, Paola Giuliano, George Newman, Stefano Puntoni, and Lance Rips (2014), "Choice and Self: How Synchronic and Diachronic Identity Shape Choices and Decision Making," *Marketing Letters*, 25 (3), 281-291.

48. Sweldens, Steven, Stefano Puntoni, Gabriele Paolacci, and Maarten Vissers (2014), "Event Social Undesirability as a Predictor of Comparative Optimism," *Organizational Behavior and Human Decision Processes*, 124 (2), 229-244.

49. Lenoir, Anne-Sophie, Stefano Puntoni, Americus Reed II, and Peeter Verlegh (2013), "The Impact of Cultural Symbols and Spokesperson Identity on Attitudes and Intentions", *International Journal of Research in Marketing*, 30 (4), 426-428. [Winner, ESOMAR Young Researcher of the Year Award]

50. Reed II, Americus, Mark Forehand, Stefano Puntoni, and Luk Warlop (2012), "Identity-Based Consumer Behavior," *International Journal of Research in Marketing*, 29 (4), 310-321. [Winner, Steenkamp Award for Long-Term Impact]

51. Puntoni, Stefano, Steven Sweldens, and Nader Tavassoli (2011), "Gender Identity Salience and Perceived Vulnerability to Breast Cancer," *Journal of Marketing Research*, 48 (June), 413-424. [Lead article]

52. De Langhe, Bart, Stefano Puntoni, Daniel Fernandes, and Stijn van Osselaer (2011) "The Anchor Contraction Effect in International Marketing Research," *Journal of Marketing Research*, 48 (April), 366-380.

53. Puntoni, Stefano, Joelle Vanhamme, and Ruben Visscher (2011) "Two Birds and One Stone: Purposeful Polysemy in Minority Targeting and Advertising Evaluations," *Journal of Advertising*, 40 (1), 25-41.

54. Puntoni, Stefano, Jonathan Schroeder, and Mark Ritson (2010), "Meaning Matters: Polysemy in Advertising," *Journal of Advertising*, 39 (2), 51-64.

55. Hamilton, Rebecca W., Stefano Puntoni, and Nader T. Tavassoli (2010), "Categorization by Groups and Individuals," *Organizational Behavior and Human Decision Processe*s, 112, 70-81.

56. Puntoni, Stefano, Bart de Langhe, and Stijn van Osselaer (2009), "Bilingualism and the Emotional Intensity of Advertising Language," *Journal of Consumer Research*, 35 (April), 1012-25.

57. Puntoni, Stefano and Nader T. Tavassoli (2007), "Social Context and Advertising Memory," *Journal of Marketing Research*, 44 (May), 284-296.

58. Ambler, Tim, Flora Kokkinaki, and Stefano Puntoni (2004), "Assessing Marketing Performance: Reasons for Metrics Selection," *Journal of Marketing Management*, 20 (3/4), 475-498.

BOOKS, REPORTS, AND CHAPTERS

59. Korst, Jeremy, Stefano Puntoni, and Prasanna Tambe (2025), "Accountable Acceleration: GenAI Fast-Tracks into the Enterprise," https://knowledge.wharton.upenn.edu/special-report/2025-ai-adoption-report/

60. McKinlay, Thomas, and Stefano Puntoni (2025), "The Wharton Blueprint for Effective AI Chatbots," https://knowledge.wharton.upenn.edu/wharton-blueprint-ai-chatbots/

61. Korst, Jeremy, Stefano Puntoni, Mary Purk (2024), "Growing Up: Navigating GenAI Early Years," https://knowledge.wharton.upenn.edu/2024-ai-adoption-report/

62. De Langhe, Bart, and Stefano Puntoni (2024). *Decision-Driven Analytics: Leveraging Human Intelligence to Unlock the Power of Data*. Wharton Press.

63. Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2024), "Consumer AI Experience," in *Elgar Encyclopedia of Consumer Behavior*, Gollnhofer, Hofstetter, and Tomczak (eds). Edward Elgar Publishing, 68-69.

64. Reed II, Americus, Mark Forehand, Stefano Puntoni, and Luk Warlop (2024), "Consumer Identity," in Elgar Encyclopedia of Consumer Behavior, in *Elgar Encyclopedia of Consumer Behavior*, Gollnhofer, Hofstetter, and Tomczak (eds). Edward Elgar Publishing, 93.

65. Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2019), "How Technology Shapes Identity-Based Consumer Behavior," in *Handbook of Research on Identity Theory in Marketing*, Americus Reed II and Mark Forehand (eds). Elgar, 240-254.

66. Moreau, Page and Stefano Puntoni (2017), *Advances in Consumer Research*, Volume 44. Duluth, MN: Association for Consumer Research.

67. Puntoni, Stefano (2015), *Embracing Diversity*, Rotterdam: Erasmus Research Institute of Management, http://repub.eur.nl/pub/77854/

68. Ambler, Tim and Stefano Puntoni (2003), "Measuring Marketing Performance," in *Marketing Changes*, Susan Hart, ed. London: International Thompson Business Press, 289-352.

MANAGERIAL PUBLICATIONS

69. Korst, Jeremy, Stefano Puntoni, and Olivier Toubia (2025), "The AI Tools That Are Transforming Market Research," *Harvard Business Review (online)*, https://hbr.org/2025/11/the-ai-tools-that-are-transforming-market-research

70. McKinlay, Thomas, Stefano Puntoni, and Serkan Saka (2025), "Fixing Chatbots Requires Psychology, Not Technology," *Harvard Business Review (online)*, https://hbr.org/2025/05/fixing-chatbots-requires-psychology-not-technology

71. Korst, Jeremy, Stefano Puntoni, and Olivier Toubia (2025), "How Gen AI Is Transforming Market Research," *Harvard Business Review*, https://hbr.org/2025/05/how-gen-ai-is-transforming-market-research

72. Puntoni, Stefano, Mike Ensing, and Jarvis Bowers (2024), "How Marketers Can Adapt to LLM-Powered Search," *Harvard Business Review (online)*, https://hbr.org/2024/05/how-marketers-can-adapt-to-llm-powered-search

73. Granulo, Armin, Sara Caprioli, Christoph Fuchs, and Stefano Puntoni (2024), "The Social Cost of Algorithmic Management," *Harvard Business Review (online)*, https://hbr.org/2024/02/the-social-cost-of-algorithmic-management?ab=HP-hero-latest-text-1

74. Korst, Jeremy and Stefano Puntoni (2023), "5 Ways Marketing and Sales Leaders Can Embrace GenAI," *Harvard Business Review (online)*, https://hbr.org/2023/11/5-ways-marketing-and-sales-leaders-can-embrace-genai

75. Williams, Gizem Yalcin and Stefano Puntoni (2023), "How AI Affects Our Sense of Self," *Harvard Business Review*, 101(5), 130-136, https://hbr.org/2023/09/how-ai-affects-our-sense-of-self

76. Puntoni, Stefano (2023), "A Pivot Moment at Wizenoze: When Less is More," *Management and Business Review*, 3 (1-2), 83-85,

77. Puntoni, Stefano (2023), "As AI Expands, Consumers Will Still Prefer Some Products Made With a Human Touch," *Wall Street Journal* (June 19), https://www.wsj.com/articles/ai-products-marketing-human-made-14a1f7e1

78. Zimmermann, Jenny, Jonas Görgen, Emanuel de Bellis, Reto Hofstetter, and Stefano Puntoni (2023), "Smart Product Breakthroughs Depend on Customer Control," *MIT Sloan Management Review (online)*, https://sloanreview.mit.edu/article/smart-product-breakthroughs-depend-on-customer-control/

79. Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2022), "Consumer Experiences with Marketing Technology: Solving the Tensions Between Benefits and Costs," *NIM Marketing Intelligence Review*, 14 (2), 25-29, https://sciendo.com/article/10.2478/nimmir-2022-0013

80. Gizem, Yalcin, Sarah Lim, Stefano Puntoni, and Stijn van Osselaer (2022), "How Do Customers React When Their Requests Are Evaluated by Algorithms?" *MIT Sloan Management Review (online)*, https://sloanreview.mit.edu/article/how-do-customers-react-when-their-requests-are-evaluated-by-algorithms/.

81. De Langhe, Bart, and Stefano Puntoni (2021), "Does Personalized Advertising Work as Well as Tech Companies Claim?," *Harvard Business Review (online)*, https://hbr.org/2021/12/does-personalized-advertising-work-as-well-as-tech-companies-claim?ab=hero-main-text.

82. De Langhe, Bart, and Stefano Puntoni (2021), "What Leaders Get Wrong About Data-Driven Decisions," *MIT Sloan Management Review*, 62 (3), 14-16, https://sloanreview.mit.edu/article/leading-with-decision-driven-data-analytics/ [Reprinted in *The New Leadership Mindset for Data & Analytics*, MIT SMR Executive Guide]

83. De Langhe, Bart, and Stefano Puntoni (2021), "Facebook's Misleading Campaign Against Apple's Privacy Policy," *Harvard Business Review (online)*, https://hbr.org/2021/02/facebooks-misleading-campaign-against-apples-privacy-policy.

84. Puntoni, Stefano (2018), Amazing Machines and the Quest for Meaning in Consumption, *GfK Marketing Intelligence Review*, 10 (2), 18-23, https://sciendo.com/article/10.2478/gfkmir-2018-0013

85. De Langhe, Bart, Stefano Puntoni, and Richard Larrick (2017), "Linear Thinking in a Nonlinear World," *Harvard Business Review*, May-June, 130-139, https://hbr.org/2017/05/linear-thinking-in-a-nonlinear-world [Reprinted in Davenport, T. H., Redman, T. C., Ashkenas, R., Li, M., Kassengaliyeva, M. & Perkins, R., *HBR guide to data analytics basics for managers* (pp. 131-154). Boston: Harvard Business Review Press.]

86. Puntoni, Stefano and Bart De Langhe (2015), "Consumers Don't Understand the Relationship Between Time and Speed," *Harvard Business Review (online)*, https://hbr.org/2015/11/consumers-dont-understand-the-relationship-between-time-and-speed

87. Puntoni, Stefano (2011), "The Color Pink is Bad for Fighting Breast Cancer," *Harvard Business Review*, 89 (7/8), 30-31, https://hbr.org/2011/07/defend-your-research-the-color-pink-is-bad-for-fighting-breast-cancer

TEACHING CASES

88. Puntoni, Stefano and Kassiani Nikolopoulou (2022), "Wizenoze: Matching Digital Content to Learners in a Post-truth World," *RSM Case Development Centre*, Case Centre Reference no. 522-0079-1, https://www.rsm.nl/cdc/multimedia-cases/wizenoze/

89. Kleinsmith, Niela and Stefano Puntoni (2022), "Proteus Digital Health: Healthcare for Everyone, Everywhere," *RSM Case Development Centre*, Case Centre Reference no. 922-0033-1

90. Puntoni, Stefano, and Carla Gatt, (2021), "The Coffee of Andradas: A Community Branding Project," *RSM Case Development Centre*, Case Centre Reference no. 521-0046-1, www.rsm.nl/andradascase/

91. Kleinsmith, Niela, Matthieu Campion, Stefano Puntoni, and Steven Sweldens (2019), "TomTom: Mapping the Course from B2C to B2B," *RSM Case Development Centre*, Case Centre Reference no. 519-0037-1, www.rsm.nl/secured-cases/tomtomcase/ [Winner, Case Centre's Marketing Case Award, EFMD Case Writing Award, Case Centre's Outstanding Case Writer Award]

INVITED ACADEMIC PRESENTATIONS

2026

Seoul National University, Korea, May (scheduled); **University of Tennessee**, Knoxville, USA, May (scheduled); **Boston College**, USA, April, (scheduled); **Pennsylvania State University**, University Park, USA, April (scheduled); **University of Washington**, Seattle, USA, January (scheduled).

2025

McGill University, Montreal, Canada, November; **University of Southern California**, Los Angeles, USA, October; **Lehigh University**, Bethlehem, USA, October; **Korea University (Marketing Camp)**, Seoul, South Korea, May; **Northwestern University**, Evanston, USA, April; **University of Wisconsim-Madison**, USA, April; **Boston University**, USA, April.

2024

Bocconi University (SDA Bocconi), Milan, Italy, December; **University of Toronto**, Canada, December; **University of South Florida**, Tampa, USA, November; **New York University (TOPS Department)**, USA, November; **Korea Advanced Institute of Science & Technology**, Daejeon, Korea, November (virtual); **Cornell University (Marketing Camp)**, Ithaca, USA, November; **Ahmedabad University**, India, October (virtual); **Bilkent University**, Ankara, Turkey, October (virtual); **University of Texas at Austin**, USA, August; **University of California Riverside**, USA, May; **University of California San Diego**, USA, May; **University of Pittsburgh (Sheth Marketing Camp)**, USA, May; **Ohio State University (Marketing Camp)**, Columbus, USA, January.

2023

Arizona State University, Phoenix, USA, December; **University of Florida**, Gainesville, USA, November; **City University of New York**, USA, September; **University of Alberta**, Edmonton, Canada, September; **Harvard University (Marketing Camp)**, Cambridge, USA, June; **Monash University**, Melbourne, Australia, May (virtual); **Stanford University (Marketing Camp)**, Palo Alto, USA, May; **Temple University**, Philadelphia, USA, February; **Drexel University**, Philadelphia, USA, February.

2022

Rotterdam School of Management, Erasmus University, December; **Columbia University,** New York, USA, November; **SKEMA Business School**, Paris, France, November (virtual); **University of Pennsylvania (Decision Processes Seminars)**, Philadelphia, USA, September; **IE Business School**, Madrid, Spain, May; **Rochester Institute of Technology**, USA, March (virtual).

2021

Liverpool John Moores University, UK, November (virtual); **Northeastern University**, Shenyang, China, November (virtual); **Dartmouth College**, Hanover, USA, November (virtual); **Central European University**, Vienna, Austria, November (virtual); **ESADE**, Barcelona, Spain, October 2021; **Audencia Business School**, Nantes, France, June (virtual); **Stockholm School of Economics**, Sweden, June 2021 (virtual); **University of Chicago**, USA, June (virtual); **HEC**, Paris, France, May (virtual); **York University**, Toronto, Canada, May (virtual); **Copenhagen Business School**, Denmark, April (virtual); **Pennsylvania State University**, College Station, USA, March (virtual); **Grenoble Ecole de Management**, February (virtual); **Duke University**, Durham, USA, February (virtual).

2020

University of California at Riverside, USA, December (virtual); **NEOMA Business School**, Rouen, France, November (virtual); **University of Maryland**, College Park, USA, October (virtual); **Asia School of Business**, Kuala Lumpur, Malaysia, Sept. (virtual); **Johns Hopkins University**, Baltimore, USA, September (virtual); **Peking University, HSBC Business School**, China, September (virtual); **University of Southampton**, UK, June (virtual); **University of Colorado at Boulder**, USA, June (virtual); **University of Pennsylvania (Marketing Camp)**, Philadelphia, USA, February; **City University**, London, UK, January; **EDHEC**, Lille, France, January.

2019

Ludwig-Maximilians-University, Munich, Germany, September; **LUISS University**, Rome, Italy, July; **University of Cologne**, Germany, June; **Universidade NOVA**, Lisbon, Portugal, March; **Tilburg University**, Tilburg, the Netherlands, March; **Cornell University**, Ithaca, USA, February; **Goethe University**, Frankfurt, Germany, January.

2018

University of St. Gallen, Switzerland, September; **Tel Aviv University**, Israel, March; **Wageningen University**, the Netherlands, February.

2017

HKUST (Marketing Camp), Hong Kong, China, December; **Nanyang Technological University**, Singapore, October; **University of Neuchatel**, Switzerland, September; **University of Cambridge (Marketing Camp)**, UK, June; **Bocconi University**, Milan, Italy, June; **BI Norwegian Business School**, Oslo, Norway, March; **Copenhagen Business School**, Denmark, March; **Tilburg University (Social Psych.)**, Tilburg, the Netherlands, March.

2016

IESEG, Lille, France, December; **University of Oxford (Marketing Camp)**, UK, September; **Free University**, Amsterdam, the Netherlands, April; **University of Michigan**, Ann Arbor, USA, April; **New York University**, USA, April; **University of Groningen**, the Netherlands, March.

2015

INSEAD (Marketing Camp), Fontainebleau, France, May; **Eindhoven University of Technology**, the Netherlands, May.

2014

Cardiff University, UK, July; **Vienna University of Economics and Business**, Austria, June.

2013

ESSEC (Marketing Camp), Paris, France, December; **Lancaster University**, UK, June; **Stanford University**, Palo Alto, USA, February; **University of California at Berkeley**, USA, February; **University of Southern California**, Los Angeles, USA, February.

2012

Free University, Amsterdam, the Netherlands, July; **INSEAD**, Fontainebleau, France, June; **Catholic University of Portugal**, Lisbon, Portugal, April; **EDHEC**, Lille, France, March; **University of Colorado at Boulder**, USA, February.

2011

University of Lausanne, Switzerland, December; **Bocconi University**, Milan, Italy, May; **HEC**, Paris, France, April; **Ghent University**, Belgium, March; **MIT**, Boston, USA, March.

2010

University of Cambridge, UK, November; **LSE**, London, UK, November; **Imperial College**, London, UK, November; **London Business School**, UK, May; **IESEG**, Lille, France, February

<2010

Tilburg University, the Netherlands, April 2009; **City University**, London, UK, March 2009; **Maastricht University**, the Netherlands, March 2009; **University of Bologna**, Italy, October 2008; **University of Groningen**, the Netherlands, April 2008; **Wageningen University**, the Netherlands, October 2007; **IESE**, Barcelona, Spain, December 2006; **ESMT**, Berlin, Germany, November 2006; **Tilburg University**, the Netherlands, November 2006; **Catholic University of Leuven (Marketing Camp)**, December 2005; **ESSEC**, Paris, France, December 2004; **City University of New York**, USA, November 2004; **Northwestern University**, Chicago, USA, October 2004; **HEC**, Paris, France, September 2004; **Erasmus University**, Rotterdam, the Netherlands, September 2004; **Stockholm School of Economics**, Sweden, June 2004; **Bocconi University**, Milan, Italy, May 2004; **University of Worcester**, UK, December 2003.

KEYNOTES, WEBINARS, ROUNDTABLES, & OTHER INVITED TALKS (SELECTED)

"The Nicknaming Effect," Keynote, Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New York, USA, 2025.

"Generative AI: Adozione aziendale e impatto sul marketing," Keynote, Convegno dell'Osservatorio Fedeltà, Parma, Italy, 2025

""Buy it where?" The future of consumer search," Keynote, The CEO Summit, New York, USA, 2025

"Research with and about Generative AI", Keynote, Copenhagen Business School PhD Graduation, Denmark, 2025

"Building Trust and Reputation in the Generation of AI", Plenary Panel, Association for Consumer Research Conference, Washington, USA, 2025.

"Research With and About GenAI", Closing Keynote, EMAC Fall Conference, Istanbul, Turkey, 2025.

"Innovation All Around", Closing Keynote, JPIM Research Forum, Chicago, USA, 2025.

"The Human Dimension," Closing Keynote, AI, Platforms, and the Future of Work, Online, 2025.

"GenAI and Higher Education," Pitt Business Impact Conference on Artificial Intelligence, Pittsburgh, USA, 2025.

"HR in the Driver's Seat: Leading the AI Revolution for Talent & Growth," LinkedIn Talent Connect, Chicago, USA, 2025.

"How AI is Affecting Our Sense of Self at Work," South by Southwest, Austin, USA, 2025.

"Decision-driven analytics," Talks at Google (YouTube), 2024.

"Decision-driven analytics", Think Lead Gen, Google, NYC, USA, 2024.

"Decision-driven analytics," MSI Analytics Conference, Washington, DC, USA, 2024.

"Pride Against the Machine: How AI Affects Our Sense of Self," Gottlieb Duttweiler Institute, 20th European Trend Day, Zurich, Switzerland, 2024.

"Human AND AI," Closing Keynote, Autonomous Innovation Summit, Online, 2023

"Amplifying Leaders, Labor, and Consumers in the Age of AI," Gartner Research Board for Global CIOs, Philadelphia, USA, 2023

"Nicknaming Autonomous Products," Johns Hopkins Behavioral Science Forum on Technology and Social Change, Baltimore, USA, 2022

"Human vs. Algorithm: Who's in Control?" Erasmus Data Summit, 2021

"The Psychology of AI," Hi!PARIS Artificial Intelligence for Society, Summer School, 2021

"Understanding Decision-Driven Analytics," MIT Sloan Management Review Webinar, 2021

"What is a Good Research Idea?," Early Research Symposium, EMAC Regional Conference, 2020

"Human Judgement in the Age of AI," Erasmus Data Summit, 2020

"The Future of Work," Synapse Festival, Sao Paulo, Brazil, 2019

"Consumers and Workers in the Age of Smart Machines," RSM Leadership Summit, Rotterdam, the Netherlands, 2019

"Designing Consumer AI," Marketing Science Institute Webinar, 2019

"The Age of Smart Machines," MSI Scholars Conference, Breckenridge, USA, 2018

"Man-Machine Interaction," Roundtable on Automated Decision Making in Law, Erasmus School of Law, Rotterdam, the Netherlands, 2018

"How Should I Call Thee?" JAMS Thought-Leaders Conference, Amsterdam, the Netherlands, 2017

"Homo Socialis: Micro and Macro Perspectives on the Social Foundations of Consumption," MSI Young Scholars Conference, Park City, USA, 2011

SERVICE TO THE FIELD

Editorial leadership

Associate Editor, *Journal of Marketing*, 2020-Present

Associate Editor, *Journal of Consumer Research*, 2018-Present

Co-Editor, Special Issue on Behavioral Insights for AI Policy and Regulation, *Behavioral Science & Policy*, 2023-2025.

Co-Editor, Issue on Automation in Marketing and Consumption, *Journal of the Association for Consumer Research*, 2023-2024

Guest Editor, *Proceedings of the National Academy of Sciences*, 2023

Associate Editor, *Journal of Consumer Psychology*, 2018-2020

Area Editor, *International Journal of Research in Marketing*, 2013-2015

Co-editor, Special Issue on Consumer Identities, *International Journal of Research in Marketing*, 2012

Editorial Review Board membership

Foundations and Trends in Marketing, 2023-Present
Italian Journal of Marketing, 2019–Present;
Journal of Consumer Psychology, 2014–Present
International Journal of Research in Marketing, 2008–Present
Journal of Marketing Behavior, 2013–2019;
Journal of Consumer Research, 2015–2017;
Journal of Advertising, 2014–2017

Ad-Hoc reviewer

*Association for Consumer Research**; Behavior Research Methods; Blavatnik Interdisciplinary Cyber Research Center; British Academy; Cognition; Consciousness & Cognition; Consumption, Markets & Culture; Current Directions in Psychological Science; European Marketing Academy; International Journal of Advertising; Israel Science Foundation; Journal of Business Ethics; Journal of Cross-Cultural Psychology; Journal of Experimental Psychology: Applied; Journal of Experimental Psychology: General; Journal of Interactive Marketing; Journal of Management Studies; Journal of Marketing Research; Journal of Organizational Change Management; Journal of Retailing; Research Foundation – Flanders; Journal of Public Policy and Marketing; Management Science; Marketing Letters; National Agency for the Evaluation of Universities and Research Institutes (Italy); National Science Foundation (USA); Nature; Nature Human Behaviour; Netherlands Organisation for Scientific Research; Personality and Social Psychology Bulletin; Perspectives in Psychological Science; Proceedings of the National Academy of Sciences; Social Sciences and Humanities Research Council of Canada; Society for Consumer Psychology; Swiss National Science Foundation.*

Conference and doctoral colloquium leadership (selected)

Co-chair, Business & Generative AI Workshop, San Francisco, USA, 2023, 2024, 2025

Co-chair, Large Language Models: Computer Science meets Social Science, Philadelphia, USA, 2023

Chair, JCR/IJRM Author Development Workshop, 2020

Co-chair, Consumer Behavior Special Interest Group, European Marketing Academy, 2017-2020

AMA-Sheth Doctoral Consortium Fellow, 2019, 2018, 2015, 2013

Associate Editor, Association for Consumer Research, Annual Conference, 2013, 2018

Co-chair, Association for Consumer Research, North American Conference, Berlin, Germany, 2016

Co-chair, Mid-Career Mentorship Program, Association for Consumer Research, North American Conference, New Orleans, USA, 2015

Track chair, Advanced Consumer Behavior, Doctoral Colloquium, European Marketing Academy Conference, 2013, 2014, 2015

Co-chair, Society for Consumer Psychology, Boutique Conference on Consumer Psychology, Florence (Italy), 2012

Track chair, Advertising, Promotion and Marketing Communication, European Marketing Academy Conference, 2010, 2011

Other mentorship and leadership (selected)

International Perspectives Director and Member of the Board, Association for Consumer Research, 2019-2021

Committee member, Ferber Award, Journal of Consumer Research, 2021

Member of organizing committee, Association for Consumer Research Mentorship Scheme, 2021

Doctoral colloquium faculty, Italian Marketing Society, Bologna, 2017; Florence, 2018; Rome, 2019; Virtual, 2020; Lecce, 2021

Committee member, Early Career Award, Association for Consumer Research, 2020

Doctoral consortium fellow, American Marketing Association, Ann-Arbor, USA, 2013; London, UK, 2015; Leeds, UK, 2018; New York, 2019

SERVICE TO THE SCHOOL/UNIVERSITY

PhD coaching and advising (co-adviser and dissertation chair, completed)

1. Begum Celiktutan (2025), placement: IE Business School, Madrid, Spain.

2. Jenny Zimmerman (2024), Winner, BVM/VMÖ/SWISS INSIGHTS Young Researcher Award (from the Austrian, German, and Swiss associations for market research); placement: EDHEC, Lille, France.

3. Manissa Gunadi (2022), placement: ESADE, Barcelona, Spain.

4. Gizem Yalcin (2022), Winner, AMA DocSIG Mathew Joseph Emerging Scholar Award; Winner, ERIM PhD Dissertation Award; Honorable Mention, Psychology of Technology Dissertation Award; placement: University of Texas at Austin, USA.

5. Jia (Phyliss) Gai (2020), Runner-up, EMAC-AiMmark Doctoral Dissertation Award; placement: Peking University, China.

6. Eugina Leung (2019), placement: Tulane University, New Orleans, USA.

7. Elisa Maira (2018), placement: Technical University of Eindhoven, the Netherlands.

8. Christilene Du Plessis (2017), Winner, Dissertation Proposal Award, Society for Consumer Psychology; placement: Singapore Management University.

9. Anne-Sophie Lenoir (2015), Winner, ESOMAR Young Researcher of the Year Award; placement: ZS Associates, London, UK.

10. Daniel Fernandes (2013), Winner, Emerald/EFMD Outstanding Doctoral Research Award; placement: Catholic University of Portugal, Lisbon.

PhD coaching and advising (committee membership, completed)

University of Pennsylvania: Beidi Hu, Shannon Duncan, Jenny Xue

Erasmus University: Steven Sweldens, Bart De Langhe, Ezgi Akpinar, Ioannis Evangelidis, Mirre Stallen, Irene Consiglio, Rumen Pozharliev, Laura Straeter, Anika Stuppy, Linda Couwenberg, Catalina Ratala

Other institutions: Stefan Bernritter (University of Amsterdam), Florian Buehler (Vrije Universiteit Amsterdam), Sara Caprioli (Technical University of Munich), Bart Claus (Catholic University of Leuven), Mario Cortese (LUISS Guido Carli University), Monika Hartmann (LUISS Guido Carli University), Esther Jaspers (Tilburg University), Feyzan Karabulut (University of Alberta), Anne Klesse (Maastricht University), Maria Lagomarsino (University of Neuchatel), Claire Linares (HEC Paris), Ioannis Pappas (BI Norwegian Business School); Rumela Sengupta (University of Illinois at Chicago), Arash Talebi (ESSEC), Jacob Wiebenga (University of Groningen), Ignazio Ziano (Ghent University), Yuanyuan Zhang (Baruch College), Pete Zhou (University of Arizona).

University Service, University of Pennsylvania

Co-Director, Wharton Human-AI Research, 2023-Present

Member, Marketing PhD Committee, 2024-Present

Member, MBA Executive Committee, 2023-2024

Member, Curriculum Innovation & Review Committee, 2022-2023

University Service, Erasmus University

Head of Department, Department of Marketing Management, 2020-2022

Director, Psychology of AI Lab, Erasmus Centre for Data Analytics, 2020-2022

Funding Advisory Board, Erasmus Research Institute of Management (ERIM), 2015-2019

Academic Director, MSc in Marketing Management, 2014-2019

PhD Coordinator, Marketing Track, ERIM, 2012-2014

Honors Program Coordinator, Marketing MSc, 2011-2014

Recruiting Coordinator, Marketing Department, 2010

MBA Committee of Examiners, 2009-2016

Seminar Coordinator, Research Seminar Series in Marketing, 2008-2010

Founding Administrator and Supervisor, ERIM Research Participation System (ERPS), participant pool at the Erasmus Research Institute of Management, 2006-2010

TEACHING

Degree Programs, University of Pennsylvania

South Korea as a Window into Creative Practices (Global Modular Course), MBA/WEMBA, 2025

AI in Our Lives: The Behavioral Science of Autonomous Technology, Undergraduate, MBA, WEMBA, 2023-Present

Dynamic Marketing Strategy, WEMBA, 2024-Present

Strategic Brand Management, Undergraduate, 2023-2024

Degree Programs, other institutions

Artificial Intelligence, Business, and Consumers, Undergraduate, Erasmus University, 2022

Brand Management, Erasmus University, Part-time MBA (2009-2021); MBA (2006–2008); MSc in Marketing Management (2005–2007); Lancaster University, MBA (2015)

Marketing Strategy, MSc in Marketing Management, Erasmus University, 2012-2020

Current Topics in Marketing Research, PhD, Erasmus University, 2014

Consumer Behavior, PhD, Erasmus University & London Business School 2010

Advertising, BSc in Business Administration, Bocconi University, 2004

Supervised >100 Master theses students (MSc in Marketing Management), Erasmus University, 2005-2022

Non-Degree Programs (selected)

Generative AI and Business Transformation, Academic Co-Director, Wharton, 2024-Present

Leading an AI-Powered Future, Featuring Reid Hoffman, Academic Director, 2025

EDEN Doctoral Seminar on Consumer Behavior, European Institute for Advanced Studies in Management, Brussels, Belgium, 2012-2022

Decision Driven Analytics, Academic Co-Director, Erasmus University, 2018-2022

Brand Strategy, Academic Director, Erasmus University, 2012-2019

Customized executive education (e.g., Accenture, Apple, Coca-Cola, Google, Microsoft, PwC, U.S. Army)