

Stefano Puntoni

Department of Marketing
The Wharton School
University of Pennsylvania

Office JMHH760, Jon M. Huntsman Hall,
3730 Walnut St, Philadelphia, PA 19104, USA
puntoni@wharton.upenn.edu

[https://marketing.wharton.upenn.edu/profile/puntoni/
linkedin.com/in/stefano-puntoni-7117908](https://marketing.wharton.upenn.edu/profile/puntoni/linkedin.com/in/stefano-puntoni-7117908)

ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania Sebastian S. Kresge Professor of Marketing Co-Director, AI at Wharton	Philadelphia, USA 2022-Present
Rotterdam School of Management, Erasmus University Professor of Marketing	Rotterdam, the Netherlands 2014-2022
Lancaster University School of Management, Lancaster University Visiting Professor	Lancaster, UK 2013-2022
Rotterdam School of Management, Erasmus University Associate Professor	Rotterdam, the Netherlands 2010-2014
London Business School Visiting Professor	London, UK 2009-2010
Rotterdam School of Management, Erasmus University Assistant Professor	Rotterdam, the Netherlands 2005-2010
Bocconi University Visiting Professor	Milan, Italy 2003-2004

EDUCATION

London Business School Ph.D. in Marketing	London, UK 2005
University of Padova "Laurea" in Statistics and Economics	Padova, Italy 2000

HONORS AND AWARDS

Wharton Teaching Excellence Award, 2023

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

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

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

C.W. Park Award, for the best article in the 2016 volume of *Journal of Consumer Psychology*, 2019

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

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

Fellow, Erasmus Research Institute of Management (ERIM), 2017

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. Granulo, Armin, Sara Caprioli, Christoph Fuchs, and Stefano Puntoni (in press), "Deployment of Algorithms in Management Tasks Reduces Prosocial Motivation," *Computers in Human Behavior*.
2. Braun, Michael, Bart De Langhe, Stefano Puntoni, and Eric Schwartz (in press), "Leveraging Digital Advertising Platforms for Consumer Research," *Journal of Consumer Research*.
3. Hermann, Erik, Gizem Yalcin Williams, and Stefano Puntoni (in press), "Deploying Artificial Intelligence in Services to AID Vulnerable Consumers," *Journal of the Association of Marketing Science*, <https://link.springer.com/article/10.1007/s11747-023-00986-8>.
4. De Freitas, Julian, Ahmet Kaan Uğuralp, Zeliha Uğuralp, and Stefano Puntoni (in press), "Chatbots and Mental Health: Insights into the Safety of Generative AI," *Journal of Consumer Psychology*, <https://myscp.onlinelibrary.wiley.com/doi/abs/10.1002/jcpy.1393>.
5. Vaid, Shashank, Stefano Puntoni, and AbdulRahman Khodr (in press), "Artificial Intelligence and Empirical Consumer Research: A Topic Modeling Analysis," *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2023.114110>
6. van Doorn, Jenny, Edin, Smailhodzic, Stefano Puntoni, Jia Li, Jan Schumann & Jana Holthöwer (in press), "Organizational Frontlines in the Digital Age: The Consumer–Autonomous Technology–Worker (CAW) Framework," *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2023.114000>
7. Puntoni, Stefano (in press), "Already Here: Metaverse in Touch and Sound," *Journal of Consumer Psychology*, <https://doi.org/10.1002/jcpy.1358>.
8. 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.
9. 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.
10. Yalcin, Gizem, Erlis Themeli, Stephan Philipsen, Evert Stamhuis, and Stefano Puntoni (2023) "Perception of Justice by Algorithms," *Artificial Intelligence and Law*, 31, 269–292.
11. 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.
12. 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.
13. 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.
14. 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.
15. Gizem, Yalcin, 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]
16. Gai, Phyliss Jia and Stefano Puntoni (2021), "Language and Consumer Dishonesty: A Self-Diagnosticity Theory," *Journal of Consumer Research*, 48 (2), 333–351.

17. 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.
18. 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]
19. 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 Zwebnier (2020), "Autonomy in Consumer Choice", *Marketing Letters*, 31, 429-439.
20. van Osselaer, Stijn, Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020), "The Power of Personal," *Journal of Retailing*, 96 (1), 88-100.
21. Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2019), "Psychological Reactions to Human Versus Robotic Job Replacement," *Nature Human Behaviour*, 3, 1062-1069.
22. 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]
23. Weijters, Bert, Stefano Puntoni, and Hans Baumgartner (2017), "Methodological Issues in Cross-Linguistic and Multilingual Advertising Research," *Journal of Advertising*, 46 (1), 115-128.
24. De Langhe, Bart and Stefano Puntoni (2016), "Productivity Metrics and Consumers' Misunderstanding of Time Savings," *Journal of Marketing Research*, 53 (3), 396-406.
25. 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]
26. Acar, Oguz and Stefano Puntoni (2016), "Customer Empowerment in the Digital Age," *Journal of Advertising Research*, 56 (1), 4-8.
27. 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.
28. Puntoni, Stefano, Ilona de Hooze, and Willem Verbeke (2015), "Ad-Induced Embarrassment," *Journal of Advertising*, 44(1), 71-79.
29. 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.
30. 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.
31. 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.
32. 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]
33. 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]

34. 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]
35. 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.
36. 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.
37. Puntoni, Stefano, Jonathan Schroeder, and Mark Ritson (2010), "Meaning Matters: Polysemy in Advertising," *Journal of Advertising*, 39 (2), 51-64.
38. Hamilton, Rebecca W., Stefano Puntoni, and Nader T. Tavassoli (2010), "Categorization by Groups and Individuals," *Organizational Behavior and Human Decision Processes*, 112, 70-81.
39. 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.
40. Puntoni, Stefano and Nader T. Tavassoli (2007), "Social Context and Advertising Memory," *Journal of Marketing Research*, 44 (May), 284-296.
41. Ambler, Tim, Flora Kokkinaki, and Stefano Puntoni (2004), "Assessing Marketing Performance: Reasons for Metrics Selection," *Journal of Marketing Management*, 20 (3/4), 475-498.

EDITED VOLUMES, MONOGRAPHS, AND CHAPTERS

42. 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.
43. Moreau, Page and Stefano Puntoni (2017), *Advances in Consumer Research*, Volume 44. Duluth, MN: Association for Consumer Research.
44. Puntoni, Stefano (2015), "Embracing Diversity", *Inaugural Address Series Research in Management*. Rotterdam: Erasmus Research Institute of Management, <http://repub.eur.nl/pub/77854/>
45. Ambler, Tim and Stefano Puntoni (2003), "Measuring Marketing Performance," in *Marketing Changes*, Susan Hart, ed. London: International Thompson Business Press, 289-352.

MANAGERIAL PUBLICATIONS

46. 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>
47. 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>
48. Puntoni, Stefano (2023), "A Pivot Moment at Wizenoz: When Less is More," *Management and Business Review*, 3 (1-2), 83-85,
49. 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>

50. Zimmermann, Jenny, Jonas Görden, 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/>
51. 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://sciendoc.com/article/10.2478/nimmir-2022-0013>
52. 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/>.
53. 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>.
54. 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]
55. 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/facebook-misleading-campaign-against-apples-privacy-policy>.
56. Puntoni, Stefano (2018), *Amazing Machines and the Quest for Meaning in Consumption*, *GfK Marketing Intelligence Review*, 10 (2), 18-23, <https://sciendoc.com/article/10.2478/gfkmir-2018-0013>
57. 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.]
58. 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>
59. 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

60. Puntoni, Stefano and Kassiani Nikolopoulou (2022), "Wizenoz: 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/wizenoz/>
61. Kleinsmith, Niela and Stefano Puntoni (2022), "Proteus Digital Health: Healthcare for Everyone, Everywhere," *RSM Case Development Centre*, Case Centre Reference no. 922-0033-1
62. 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/
63. Kleinsmith, Niela, Matthieu Champion, 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

University of California Riverside, USA, May 2024 (scheduled)
University of California San Diego, USA, May 2024 (scheduled)
University of Pittsburgh (Marketing Camp), USA, May 2024 (scheduled)
Ohio State University (Marketing Camp), Columbus, USA, January 2024 (scheduled)
Arizona State University, Phoenix, USA, December 2023
University of Florida, Gainesville, USA, November 2023
City University of New York, USA, September 2023
University of Alberta, Edmonton, Canada, September 2023
Harvard University (Marketing Camp), Cambridge, USA, June 2023
Monash University, Melbourne, Australia, May 2023 (virtual)
Stanford University (Marketing Camp), Palo Alto, USA, May 2023
Temple University, Philadelphia, USA, February 2023
Drexel University, Philadelphia, USA, February 2023
Rotterdam School of Management, Erasmus University, December 2022
Columbia University, New York, USA, November 2022
SKEMA Business School, Paris, France, November 2022 (virtual)
University of Pennsylvania (Decision Processes Seminars), Philadelphia, USA, September 2022
IE Business School, Madrid, Spain, May 2022
Rochester Institute of Technology, USA, March 2022 (virtual)
Liverpool John Moores University, UK, November 2021 (virtual)
Northeastern University, Shenyang, China, November 2021 (virtual)
Dartmouth College, Hanover, USA, November 2021 (virtual)
Central European University, Vienna, Austria, November 2021 (virtual)
ESADE, Barcelona, Spain, October 2021
Audencia Business School, Nantes, France, June 2021 (virtual)
Stockholm School of Economics, Sweden, June 2021 (virtual)
University of Chicago, USA, June 2021 (virtual)
HEC, Paris, France, May 2021 (virtual)
York University, Toronto, Canada, May 2021 (virtual)
Copenhagen Business School, Denmark, April 2021 (virtual)
Pennsylvania State University, College Station, USA, March 2021 (virtual)

Grenoble Ecole de Management, February 2021 (virtual)
Duke University, Durham, USA, February 2021 (virtual)
University of California at Riverside, USA, December 2020 (virtual)
NEOMA Business School, Rouen, France, November 2020 (virtual)
University of Maryland, College Park, USA, October 2020 (virtual)
Asia School of Business, Kuala Lumpur, Malaysia, Sept. 2020 (virtual)
Johns Hopkins University, Baltimore, USA, September 2020 (virtual)
Peking University, HSBC Business School, China, September 2020 (virtual)
University of Southampton, UK, June 2020 (virtual)
University of Colorado at Boulder, USA, June 2020 (virtual)
University of Pennsylvania (Marketing Camp), Philadelphia, USA, February 2020
City University, London, UK, January 2020
EDHEC, Lille, France, January 2020
Ludwig-Maximilians-University, Munich, Germany, September 2019
LUISS University, Rome, Italy, July 2019
University of Cologne, Germany, June 2019
Universidade NOVA, Lisbon, Portugal, March 2019
Tilburg University, Tilburg, the Netherlands, March 2019
Cornell University, Ithaca, USA, February 2019
Goethe University, Frankfurt, Germany, January 2019
Tel Aviv University, Israel, March 2018
Wageningen University, the Netherlands, February 2018
HKUST (Marketing Camp), Hong Kong, China, December 2017
Nanyang Technological University, Singapore, October 2017
University of Neuchatel, Switzerland, September 2017
University of Cambridge (Marketing Camp), UK, June 2017
Bocconi University, Milan, Italy, June 2017
BI Norwegian Business School, Oslo, Norway, March 2017
Copenhagen Business School, Denmark, March 2017
Tilburg University (Social Psych.), Tilburg, the Netherlands, March 2017
IESEG, Lille, France, December 2016
University of Oxford (Marketing Camp), UK, September 2016
Free University, Amsterdam, the Netherlands, April 2016
University of Michigan, Ann Arbor, USA, April 2016
New York University, USA, April 2016

University of Groningen, the Netherlands, March 2016
INSEAD (Marketing Camp), Fontainebleau, France, May 2015
Eindhoven University of Technology, the Netherlands, May 2015
Cardiff University, UK, July 2014
Vienna University of Economics and Business, Austria, June 2014
ESSEC (Marketing Camp), Paris, France, December 2013
Lancaster University, UK, June 2013
Stanford University, Palo Alto, USA, February 2013
University of California at Berkeley, USA, February 2013
University of Southern California, Los Angeles, USA, February 2013
Free University, Amsterdam, the Netherlands, July 2012
INSEAD, Fontainebleau, France, June 2012.
Catholic University of Portugal, Lisbon, Portugal, April 2012
EDHEC, Lille, France, March 2012
University of Colorado at Boulder, USA, February 2012
University of Lausanne, Switzerland, December 2011
Bocconi University, Milan, Italy, May 2011
HEC, Paris, France, April 2011
Ghent University, Belgium, March 2011
MIT, Boston, USA, March 2011
University of Cambridge, UK, November 2010
LSE, London, UK, November 2010
Imperial College, London, UK, November 2010
London Business School, UK, May 2010
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)

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

"Human Brain Capital in the Artificial Intelligence Era," Wharton Neuroscience Summit, Philadelphia, USA, 2023

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

"Deployment of Algorithms in Management Tasks Reduces Prosocial Motivation," 12th Invitational Choice Symposium, Fontainebleau, France, 2023

"How Behavioral Science Can Help Data Analytics," MSI 2023 Analytics Conference: Technology, New Data Streams, & Marketing Strategy, Philadelphia, USA, 2023

"The Psychology of Human Replacement," Psychology of Technology Conference, Philadelphia, USA, 2022

"Me, Myself, and AI," AI Social Science Research Boot Camp, Korea Advanced Institute of Science & Technology, 2022

"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

"Theory- vs. Data-Driven Research," Digital Marketing SIG, European Marketing Academy Conference, 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

"At the Innovation Café'," AMA-Sheth Doctoral Colloquium, New York, USA, 2019

"The Psychology of Human Replacement," 11th Invitational Choice Symposium, Chesapeake Bay, USA, 2019

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

- "The Age of Smart Machines," MSI Scholars Conference, Breckenridge, USA, 2018
- "The Age of Smart Machines," Swiss Consumer Research Summit, Zermatt, Switzerland, 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
- "Should You Address Customers Formally or Informally?," 10th Invitational Choice Symposium, Lake Louise, Canada, 2016
- "The Bang for the Buck: Gain/Loss Ratio as a Driver of Judgment and Choice," European Marketing Academy Conference, Valencia, Spain, 2014
- "Identity and Likelihood Judgments," 9th Invitational Choice Symposium, Noordwijk, the Netherlands, 2013
- "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

- Co-Editor, Special Issue on Behavioral Insights for AI Policy and Regulation, *Behavioral Science & Policy*, 2023-Present.
- Co-Editor, Issue on Automation in Marketing and Consumption, *Journal of the Association for Consumer Research*, 2023-Present
- Associate Editor, *Journal of Marketing*, 2020-Present
- Associate Editor, *Journal of Consumer Research*, 2018-Present
- 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); 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 (scheduled)

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

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)

Manissa Gunadi (2022), placement: ESADE

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

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

Eugina Leung (2019), placement: Tulane University

Elisa Maira (2018), placement: Technical University of Eindhoven

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

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

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

PhD coaching and advising (committee membership)

Erasmus University: Steven Sweldens, Bart De Langhe, Ezgi Akpınar, 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), Anne Klesse (Maastricht University), Maria Lagomarsino (University of Neuchâtel), Claire Linares (HEC Paris), Rumela Sengupta (University of Illinois at Chicago), Arash Talebi (ESSEC), Jacob Wiebenga (University of Groningen), Ignazio Ziano (Ghent University)

University Service, University of Pennsylvania

Co-Director, AI at Wharton, 2023-Present

Member, MBA Executive Committee, 2023-Present

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

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

Strategic Brand Management, Undergraduate, 2023-Present

Dynamic Marketing Strategy, Part-time MBA, 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

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

Non-Degree Programs (selected)

Generative AI and Business Transformation, Program Co-Director, Wharton, 2024

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

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

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

Customized in-company programs and workshops, including global leaders in a variety of industries, including Automotive, Banking, B2B Services, Consumer Products, Pharma, Technology, and Telecom.