

# Joachim Vosgerau

---

FULL PROFESSOR

**Marketing Management**

**JOACHIM.VOSGERAU@UNIBOCCONI.IT**

---

## Biography

Joachim Vosgerau is a Full Professor at Università Bocconi and serves as director of the Experimental Laboratory for the Social Sciences (BELSS). He teaches Marketing and research methods at the undergraduate, graduate, and MBA level, and managerial decision making at the MBA and executive level. From 2005 to 2013 he was Assistant Professor at the Tepper School of Business at Carnegie Mellon University, where he was also co-director of the Center for Behavioral and Decision Research. From 2013 to 2015 he was Full Professor at Tilburg University's School of Economics and Management in the Netherlands.

His research interests are in the realm of consumer behavior, with a specific interest in decision making and preferences under uncertainty, self-control, and research methodology. He is the author of numerous articles on his topics of interest. His works have been published in the Journal of Experimental Psychology: General, Journal of Behavioral Decision Making, and Organizational Behavior and Human Decision Processes Journal, among others.

He got his Ph.D. in Management from INSEAD in France and an M.A. in Psychology specializing in Experimental Social Psychology & Philosophy of Science from the University of Konstanz in Germany.

---

## ARTICLES IN SCHOLARLY JOURNALS

JUNG M. H., SMEETS P., STOOP J., VOSGERAU J.

**Social status and unethical behavior: Two replications of the field studies in Piff et al. (2012).**

Journal of Experimental Psychology: General, 2023

KUEHN S., VOSGERAU J.

**The public's overestimation of immorality of formerly incarcerated people**

Journal of Experimental Criminology, 2022

VOSGERAU J., SCOPELLITI I., HUH Y. E.

**Exerting Self-Control ≠ Sacrificing Pleasure**

Journal of Consumer Psychology, 2020, vol.30, no. 1, pp.181-200

VOSGERAU J., SIMONSOHN U., NELSON L. D., SIMMONS J. P.

**99% impossible: A valid, or falsifiable, internal meta-analysis.**

Journal of Experimental Psychology: General, 2019, vol.148, no. 9, pp.1628-1639

VOSGERAU J., PEER E.

**Extreme malleability of preferences: Absolute preference sign changes under uncertainty**

Journal of Behavioral Decision Making, 2019, vol.32, no. 1, pp.38-46

JOHN L. K., LOEWENSTEIN G., ACQUISTI A., VOSGERAU J.

**When and why randomized response techniques (fail to) elicit the truth**

Organizational Behavior and Human Decision Processes, 2018, vol.148, pp.101-123

BRANDIMARTE L., VOSGERAU J., ACQUISTI A.

**Differential discounting and present impact of past information.**

Journal of Experimental Psychology: General, 2018, vol.147, no. 1, pp.74-92

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**Selective Sensitization: Consuming a Food Activates a Goal to Consume Its Complements**

Journal of Marketing Research, 2016, vol.53, no. 6, pp.1034-1049

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**More Similar but Less Satisfying**

Psychological Science, 2016, vol.27, no. 6, pp.894-903

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

**You Call It “Self-Exuberance”; I Call It “Bragging”**

Psychological Science, 2015, vol.26, no. 6, pp.903-914

PEER E., VOSGERAU J., ACQUISTI A.

**Reputation as a sufficient condition for data quality on Amazon Mechanical Turk**

Behavior Research Methods, 2014, vol.46, no. 4, pp.1023-1031

BUECHEL E. C., ZHANG J., MOREWEDGE C. K., VOSGERAU J.

**More intense experiences, less intense forecasts: Why people overweight probability specifications in affective forecasts.**

Journal of Personality and Social Psychology, 2014, vol.106, no. 1, pp.20-36

HUH Y. E., VOSGERAU J., MOREWEDGE C. K.

**Social Defaults: Observed Choices Become Choice Defaults**

Journal of Consumer Research, 2014, vol.41, no. 3, pp.746-760

YANG Y., VOSGERAU J., LOEWENSTEIN G.

**Framing Influences Willingness to Pay but Not Willingness to Accept**

Journal of Marketing Research, 2013, vol.50, no. 6, pp.725-738

MEYER R. J., VOSGERAU J., SINGH V., URBANY J. E., ZAUBERMAN G., NORTON M. I., CUI T. H., RATCHFORD B. T., ACQUISTI A., BELL D. R., KAHN B. E.

**Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research**

Marketing Letters, 2010, vol.21, no. 3, pp.301-315

MESSNER C., VOSGERAU J.

**Cognitive Inertia and the Implicit Association Test**

Journal of Marketing Research, 2010, vol.47, no. 2, pp.374-386

VOSGERAU J.

**How prevalent is wishful thinking? Misattribution of arousal causes optimism and pessimism in subjective probabilities.**

Journal of Experimental Psychology: General, 2010, vol.139, no. 1, pp.32-48

MOREWEDGE C. K., HUH Y. E., VOSGERAU J.

**Thought for Food: Imagined Consumption Reduces Actual Consumption**

Science, 2010, vol.330, no. 6010, pp.1530-1533

VOSGERAU J., ANDERSON E., ROSS W. T.

**Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?**

Marketing Science, 2008, vol.27, no. 2, pp.205-224

WERTENBROCH K., VOSGERAU J., BRUYNEEL S. D.

**Free will, temptation, and self-control: We must believe in free will, we have no choice (Isaac B. Singer)**

Journal of Consumer Psychology, 2008, vol.18, no. 1, pp.27-33

VOSGERAU J., WERTENBROCH K., CARMON Z.

**Indeterminacy and Live Television**

Journal of Consumer Research, 2006, vol.32, no. 4, pp.487-495

---

## COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

SCOPELLITI I., VOSGERAU J., HUH Y. E.

**Response to Commentaries on the Exerting Self-Control ≠ Sacrificing Pleasure Research Dialogue**

2020, Journal of Consumer Psychology

---

## PROCEEDINGS/PRESENTATIONS

BAS B., CIULLI R., VOSGERAU J.

**Why Do People Condemn and Appreciate Experiments?**

*EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary*

---