

Joachim Vosgerau

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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.

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