

Joachim Vosgerau

FULL PROFESSOR

Marketing Management

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Biografia

Joachim Vosgerau è Professore Ordinario presso l'Università Bocconi e ricopre il ruolo di direttore del Laboratorio Sperimentale per le Scienze Sociali (BELSS). Insegna Marketing e metodi di ricerca a livello di laurea, magistrale e MBA, nonché Managerial Decision Making a livello di MBA e executive. Dal 2005 al 2013 è stato Professore Associato presso la Tepper School of Business della Carnegie Mellon University, dove è stato anche co-direttore del Center for Behavioral and Decision Research. Dal 2013 al 2015 è stato Professore Ordinario presso la School of Economics and Management dell'Università di Tilburg nei Paesi Bassi.

I suoi interessi di ricerca si concentrano sul comportamento del consumatore, con particolare attenzione alla presa di decisioni e alle preferenze in condizioni di incertezza, autocontrollo e metodologia di ricerca. È autore di numerosi articoli sui suoi argomenti di interesse, i quali sono stati pubblicati, tra gli altri, nel Journal of Experimental Psychology: General, nel Journal of Behavioral Decision-Making e nel Journal of Organizational Behavior and Human Decision Processes.

Ha conseguito il Dottorato in Management presso l'INSEAD in Francia e un Master in Psychology specializzandosi in Experimental Social Psychology & Philosophy of Science presso l'Università di Konstanz in Germania.

ARTICOLI SU RIVISTA SCIENTIFICA

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COMMENTS, DISCUSSIONS, REPLIES SU RIVISTA

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