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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.

ARTICLES IN SCHOLARLY JOURNALS

OVERTON G., EVANGELIDIS I., VOSGERAU J.

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COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

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2020, Journal of Consumer Psychology

PROCEEDINGS/PRESENTATIONS

BAS B., CIULLI R., VOSGERAU J.

Why Do People Condemn and Appreciate Experiments?

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CARBONE E., LOEWENSTEIN G., SCOPELLITI I., VOSGERAU J.

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MAIMONE G., VOSGERAU J., GNEEZY A.

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

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ZHU M., NIAN T., VOSGERAU J.

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99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis

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POWELL E., JUNG M. H., VOSGERAU J., PEER E.

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48th Annual Conference of the Association for Consumer Research (ACR 2017) – October 26-29 2017, San Diego, CA

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47th Annual Conference of the Association for Consumer Research (ACR 2016) – October 27-30 2016, Berlin, Germany

PAOLACCI G., VOSGERAU J.

Less likely outcomes are valued less

46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4 2015, New Orleans, LA, United States of America

VOSGERAU J., PEER E.

Malleability of risk preferences

46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4 2015, New Orleans, LA, United States of America

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

Miscalibrated Predictions of Emotional Responses to Self-Promotion

Academy of Management Annual Meeting - August 7-11, 2015, Vancouver, Canada

SCOPELLITI I., LOEWENSTEIN G., VOSGERAU J.

Miscalibrated predictions of emotional responses to self-promotion

Asian-Pacific conference of the Association for Consumer Research (APACR 2015) - June 19-21 2015, Hong Kong

YANG Y., VOSGERAU J., LOEWENSTEIN G.

The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect

44th Annual Conference of the Association for Consumer Research (ACR 2013) – October 3-6 2013, Chicago, IL, United States of America

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41st Annual Conference of the Association for Consumer Research (ACR 2010) – October 6-9 2010, Jacksonville, FL, United States of America
