

Uri Barnea

ASSISTANT PROFESSOR

Marketing Management

URI.BARNEA@UNIBOCCONI.IT

Biography

Uri Barnea joined as an Assistant Professor the Marketing Department at Università Bocconi in September 2020. Previously he worked for a public opinion polling company.

His research focuses on how people make judgments under uncertainty (e.g., predicting the outcomes of future events), how consumers process information during consumption of digital content (e.g., viewing content on different social media apps), and how the scarcity of resources (e.g., limited time and money) affects people's well-being. He is the author of numerous books and articles on his topics of interest. His works have been published in *The Journal of Marketing Research*, in preparation for *Management Science* and, *Social Psychological and Personality Science*. He studies consumer behavior using experimental methods, focusing on consumer decision making and information processing. He teaches marketing and consumer behavior on the undergraduate, Masters, and PhD levels.

He did his undergraduate studies in Psychology and then did a PhD in Marketing at the Wharton school of the University of Pennsylvania.
