

Chiara Longoni

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Biography

Chiara Longoni is an Associate Professor of Marketing and Sales at Università Bocconi.

She is a social scientist and conducts interdisciplinary, empirical research that investigates the adoption of artificial intelligence as a tool for social good, with direct applications for companies, law, and policy. A secondary area of research looks at the determinants of positive behavior change and the drivers of sustainability and climate action. Her primary area of research falls under the realm of investigating consumer psychological responses to applications of artificial intelligence across domains spanning healthcare, recommendation systems, automated content generation, and government service provision. A secondary area of research broadly relates to consumer and societal well-being. Her work in this area looks at the determinants of positive behavior change and the drivers of sustainability and climate action.

She completed a Ph.D. in marketing at New York University's Stern School of Business. She also holds a M.S. (summa cum laude) from Università Bocconi, a M.A. (Honors) in Psychology from New York University.

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