

# Joachim Vosgerau

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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.

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## ARTICOLI SU RIVISTA SCIENTIFICA

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

**Social status and unethical behavior: Two replications of the field studies in Piff et al. (2012).**

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KUEHN S., VOSGERAU J.

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**More intense experiences, less intense forecasts: Why people overweight probability specifications in affective forecasts.**

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**Social Defaults: Observed Choices Become Choice Defaults**

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**Framing Influences Willingness to Pay but Not Willingness to Accept**

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**Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research**

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**Cognitive Inertia and the Implicit Association Test**

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VOSGERAU J.

**How prevalent is wishful thinking? Misattribution of arousal causes optimism and pessimism in subjective probabilities.**

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**Thought for Food: Imagined Consumption Reduces Actual Consumption**

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**Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?**

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WERTENBROCH K., VOSGERAU J., BRUYNEEL S. D.

**Free will, temptation, and self-control: We must believe in free will, we have no choice (Isaac B. Singer)**

Journal of Consumer Psychology, 2008, vol.18, no. 1, pp.27-33

VOSGERAU J., WERTENBROCH K., CARMON Z.

**Indeterminacy and Live Television**

Journal of Consumer Research, 2006, vol.32, no. 4, pp.487-495

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## COMMENTS, DISCUSSIONS, REPLIES SU RIVISTA

SCOPELLITI I., VOSGERAU J., HUH Y. E.

**Response to Commentaries on the Exerting Self-Control ≠ Sacrificing Pleasure Research Dialogue**

2020, Journal of Consumer Psychology

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## PROCEEDINGS/PRESENTATIONS

BAS B., CIULLI R., VOSGERAU J.

**Why Do People Condemn and Appreciate Experiments?**

*EMAC Annual Conference, May 24-27, 2022, Budapest, Ungheria*

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