

Adam Eric Greenberg

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Adam Eric Greenberg è Assistant Professor presso il Dipartimento di Marketing dell'Università Bocconi. Prima di entrare a far parte dell'Università Bocconi, è stato ricercatore post-dottorato in Marketing presso la Anderson School of Management dell'UCLA.

Il suo campo di studio riguarda il comportamento del consumatore e il processo decisionale. La sua ricerca si concentra sulle decisioni finanziarie dei consumatori, sul benessere e sulla formulazione delle scelte. È autore di numerosi articoli sui suoi argomenti di interesse, i quali sono stati pubblicati, tra gli altri, nel Journal of Marketing Research, nell'Organizational Behavior and Human Decision Processes e nel Journal of Behavioral Decision Making.

Ha conseguito una Laurea in Economics (con una specializzazione in religione) presso il Vassar College e un Dottorato in Economics presso l'Università della California.

Articles in Scholarly Journals

What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences

GREENBERG, A. E., H. E. HERSHFELD, S. B. SHU, S. A. SPILLER, "What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences", Journal of Marketing Research, 2023, vol. 60, no. 6, pp. 1052-1070

Financial shame spirals: How shame intensifies financial hardship

GLADSTONE, J. J., J. M. JACHIMOWICZ, A. E. GREENBERG, A. D. GALINSKY, "Financial shame spirals: How shame intensifies financial hardship", Organizational Behavior and Human Decision Processes, 2021, vol. 167, pp. 42-56

Consumer debt and satisfaction in life.

GREENBERG, A. E., C. MOGILNER, "Consumer debt and satisfaction in life.", Journal of Experimental Psychology: Applied, 2021, vol. 27, no. 1, pp. 57-68

Income More Reliably Predicts Frequent Than Intense Happiness

JACHIMOWICZ, J. M., R. MO, A. E. GREENBERG, B. JERONIMUS, A. V. WHILLANS, "Income More Reliably Predicts Frequent Than Intense Happiness", Social Psychological and Personality Science, 2021, vol. 12, no. 7, pp. 1294-1306

Financial product sensitivity predicts financial health

GREENBERG, A. E., A. B. SUSSMAN, H. E. HERSHFELD, "Financial product sensitivity predicts financial health", Journal of Behavioral Decision Making, 2020, vol. 33, no. 1, pp. 15-26

On shifting consumers from high-interest to low-interest debt

GREENBERG, A. E., H. E. HERSHFELD, "On shifting consumers from high-interest to low-interest debt", Financial Planning Review, 2019, vol. 2, no. 1, pp. e1035

Financial decision making

GREENBERG, A. E., H. E. HERSHFELD, "Financial decision making", Consumer Psychology Review, 2019, vol. 2, no. 1, pp. 17-29

Paternalistic lies

LUPOLI, M. J., E. E. LEVINE, A. E. GREENBERG, "Paternalistic lies", Organizational Behavior and Human Decision Processes, 2018, vol. 146, pp. 31-50

Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences

GREENBERG, A. E., S. A. SPILLER, "Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences", Psychological Science, 2016, vol. 27, no. 1, pp. 103-113

On the complementarity of prosocial norms: The case of restaurant tipping during the holidays

GREENBERG, A. E., "On the complementarity of prosocial norms: The case of restaurant tipping during the holidays", Journal of Economic Behavior & Organization, 2014, vol. 97, pp. 103-112

When imagining future wealth influences risky decision making

GREENBERG, A. E., "When imagining future wealth influences risky decision making", Judgment and Decision Making, 2013, vol. 8, no. 3, pp. 268-277

Does Weather Actually Affect Tipping? An Empirical Analysis of Time-Series Data¹

FLYNN, S. M., A. E. GREENBERG, "Does Weather Actually Affect Tipping? An Empirical Analysis of Time-Series Data¹", Journal of Applied Social Psychology, 2012, vol. 42, no. 3, pp. 702-716

Articles in national/international newspapers

If Money Is Tight, That's Nothing To Be Ashamed of

GLADSTONE, J. J., J. M. JACHIMOWICZ, A. E. GREENBERG, A. D. GALINSKY, "If Money Is Tight, That's Nothing To Be Ashamed of", The Boston Globe , 27 October 2021

Other

Lower Income Translates to Fewer Happy Experiences—Here is How We Can Fix It

JACHIMOWICZ, J. M., A. E. GREENBERG, "Lower Income Translates to Fewer Happy Experiences—Here is How We Can Fix It", Character & Context - Society for Personality and Social Psychology, 25 January 2021

When Is It OK to Tell a Well Meaning Lie?

GREENBERG, A. E., E. E. LEVINE, M. J. LUPOLI, "When Is It OK to Tell a Well Meaning Lie?", Harvard Business Review, 4 September 2018