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Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Articles in Scholarly Journals

Bounded rationalization: The role of acceptance in postchoice and postassignment rationalization.

MUNZ, K. P., A. E. GREENBERG, V. G. MORWITZ, "Bounded rationalization: The role of acceptance in postchoice and postassignment rationalization.", *Psychological Review*, 2025

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

GREENBERG, A. E., H. E. HERSHFIELD, 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

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

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

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. HERSHFIELD, "Financial product sensitivity predicts financial health", *Journal of Behavioral Decision Making*, 2020, vol. 33, no. 1, pp. 15-26

Financial decision making

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

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

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