

# Adam Eric Greenberg

Assistant Professor



**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 Data<sup>1</sup>**

FLYNN, S. M., A. E. GREENBERG, "Does Weather Actually Affect Tipping? An Empirical Analysis of Time-Series Data<sup>1</sup>", *Journal of Applied Social Psychology*, 2012, vol. 42, no. 3, pp. 702-716

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## **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

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## **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