

Joachim Vosgerau

Full Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Joachim Vosgerau is a Full Professor at Università Bocconi and serves as director of the Experimental Laboratory for the Social Sciences (BELSS). He teaches Marketing and research methods at the undergraduate, graduate, and MBA level, and managerial decision making at the MBA and executive level. From 2005 to 2013 he was Assistant Professor at the Tepper School of Business at Carnegie Mellon University, where he was also co-director of the Center for Behavioral and Decision Research. From 2013 to 2015 he was Full Professor at Tilburg University's School of Economics and Management in the Netherlands.

His research interests are in the realm of consumer behavior, with a specific interest in decision making and preferences under uncertainty, self-control, and research methodology. He is the author of numerous articles on his topics of interest. His works have been published in the Journal of Experimental Psychology: General, Journal of Behavioral Decision Making, and Organizational Behavior and Human Decision Processes Journal, among others.

He got his Ph.D. in Management from INSEAD in France and an M.A. in Psychology specializing in Experimental Social Psychology & Philosophy of Science from the University of Konstanz in Germany.

Articles in Scholarly Journals

People Believe If 90% Prefer A over B, A Must Be Much Better than B. Are They Wrong?

OVERTON, G., I. EVANGELIDIS, J. VOSGERAU, "People Believe If 90% Prefer A over B, A Must Be Much Better than B. Are They Wrong?", Journal of Consumer Research, 2025, vol. 52, no. 1, pp. 135–156

Perceptions Versus Reality: Public Overestimation of Recidivism Rates

KUEHN, S., J. VOSGERAU, "Perceptions Versus Reality: Public Overestimation of Recidivism Rates", Criminal Justice Review, 2025

The public's overestimation of immorality of formerly incarcerated people

KUEHN, S., J. VOSGERAU, "The public's overestimation of immorality of formerly incarcerated people", Journal of Experimental Criminology, 2024, vol. 20, pp. 269–295

He said, she said: Gender differences in the disclosure of positive and negative information

CARBONE, E., G. LOEWENSTEIN, I. SCOPELLITI, J. VOSGERAU, "He said, she said: Gender differences in the disclosure of positive and negative information", Journal of Experimental Social Psychology, 2024, vol. 110, pp. 104525

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

JUNG, M. H., P. SMEETS, J. STOOP, J. VOSGERAU, "Social status and unethical behavior: Two replications of the field studies in Piff et al. (2012).", Journal of Experimental Psychology: General, 2023, vol. 152, no. 5, pp. 1368-1378

Exerting Self-Control Sacrificing Pleasure

VOSGERAU, J., I. SCOPELLITI, Y. E. HUH, "Exerting Self-Control Sacrificing Pleasure", Journal of Consumer Psychology, 2020, vol. 30, no. 1, pp. 181-200

99% impossible: A valid, or falsifiable, internal meta-analysis.

VOSGERAU, J., U. SIMONSOHN, L. D. NELSON, J. P. SIMMONS, "99% impossible: A valid, or falsifiable, internal meta-analysis.", Journal of Experimental Psychology: General, 2019, vol. 148, no. 9, pp. 1628-1639

Extreme malleability of preferences: Absolute preference sign changes under uncertainty

VOSGERAU, J., E. PEER, "Extreme malleability of preferences: Absolute preference sign changes under uncertainty", Journal of Behavioral Decision Making, 2019, vol. 32, no. 1, pp. 38-46

Differential discounting and present impact of past information.

BRANDIMARTE, L., J. VOSGERAU, A. ACQUISTI, "Differential discounting and present impact of past information.", Journal of Experimental Psychology: General, 2018, vol. 147, no. 1, pp. 74-92

When and why randomized response techniques (fail to) elicit the truth

JOHN, L. K., G. LOEWENSTEIN, A. ACQUISTI, J. VOSGERAU, "When and why randomized response techniques (fail to) elicit the truth", Organizational Behavior and Human Decision Processes, 2018, vol. 148, pp. 101-123

More Similar but Less Satisfying

HUH, Y. E., J. VOSGERAU, C. K. MOREWEDGE, "More Similar but Less Satisfying", Psychological Science, 2016, vol. 27, no. 6, pp. 894-903

Selective Sensitization: Consuming a Food Activates a Goal to Consume Its Complements

HUH, Y. E., J. VOSGERAU, C. K. MOREWEDGE, "Selective Sensitization: Consuming a Food Activates a Goal to Consume Its Complements", Journal of Marketing Research, 2016, vol. 53, no. 6, pp. 1034-1049

You Call It “Self-Exuberance”; I Call It “Bragging”

SCOPELLITI, I., G. LOEWENSTEIN, J. VOSGERAU, "You Call It "Self-Exuberance"; I Call It "Bragging"", Psychological Science, 2015, vol. 26, no. 6, pp. 903-914

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

BUECHEL, E. C., J. ZHANG, C. K. MOREWEDGE, J. VOSGERAU, "More intense experiences, less intense forecasts: Why people overweight probability specifications in affective forecasts.", Journal of Personality and Social Psychology, 2014, vol. 106, no. 1, pp. 20-36

Social Defaults: Observed Choices Become Choice Defaults

HUH, Y. E., J. VOSGERAU, C. K. MOREWEDGE, "Social Defaults: Observed Choices Become Choice Defaults", Journal of Consumer Research, 2014, vol. 41, no. 3, pp. 746-760

Reputation as a sufficient condition for data quality on Amazon Mechanical Turk

PEER, E., J. VOSGERAU, A. ACQUISTI, "Reputation as a sufficient condition for data quality on Amazon Mechanical Turk", Behavior Research Methods, 2014, vol. 46, no. 4, pp. 1023-1031

Framing Influences Willingness to Pay but Not Willingness to Accept

YANG, Y., J. VOSGERAU, G. LOEWENSTEIN, "Framing Influences Willingness to Pay but Not Willingness to Accept", Journal of Marketing Research, 2013, vol. 50, no. 6, pp. 725-738

Thought for Food: Imagined Consumption Reduces Actual Consumption

MOREWEDGE, C. K., Y. E. HUH, J. VOSGERAU, "Thought for Food: Imagined Consumption Reduces Actual Consumption", Science, 2010, vol. 330, no. 6010, pp. 1530-1533

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

MEYER, R. J., J. VOSGERAU, V. SINGH, J. E. URBANY, G. ZAUBERMAN, M. I. NORTON, T. H. CUI, B. T. RATCHFORD, A. ACQUISTI, D. R. BELL, B. E. KAHN, "Behavioral research and empirical modeling of marketing channels: Implications for both fields and a call for future research", Marketing Letters, 2010, vol. 21, no. 3, pp. 301-315

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

VOSGERAU, J., "How prevalent is wishful thinking? Misattribution of arousal causes optimism and pessimism in subjective probabilities.", Journal of Experimental Psychology: General, 2010, vol. 139, no. 1, pp. 32-48

Cognitive Inertia and the Implicit Association Test

MESSNER, C., J. VOSGERAU, "Cognitive Inertia and the Implicit Association Test", Journal of Marketing Research, 2010, vol. 47, no. 2, pp. 374-386

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

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

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

VOSGERAU, J., E. ANDERSON, W. T. ROSS, "Can Inaccurate Perceptions in Business-to-Business (B2B) Relationships Be Beneficial?", *Marketing Science*, 2008, vol. 27, no. 2, pp. 205-224

Indeterminacy and Live Television

VOSGERAU, J., K. WERTENBROCH, Z. CARMON, "Indeterminacy and Live Television", *Journal of Consumer Research*, 2006, vol. 32, no. 4, pp. 487-495

Articles in national/international newspapers

Percezioni errate e influenza sui giudizi: il consenso costruito senza contesto

VOSGERAU, J., "Percezioni errate e influenza sui giudizi: il consenso costruito senza contesto", *Avvenire*, 17 September 2025

Comments, Discussions, Replies in Journal

No evidence that experiment aversion is not a robust empirical phenomenon

BAS, B., J. VOSGERAU, R. CIULLI, "No evidence that experiment aversion is not a robust empirical phenomenon", *Proceedings of the National Academy of Sciences of the Usa (Pnas)*, 2023, vol. 120, no. 50

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

SCOPELLITI, I., J. VOSGERAU, Y. E. HUH, "Response to Commentaries on the Exerting Self-Control Sacrificing Pleasure Research Dialogue", *Journal of Consumer Psychology*, 2020, vol. 30, no. 1, pp. 215-216

Proceedings/Presentations

Why Do People Condemn and Appreciate Experiments?

BAS, B., R. CIULLI, J. VOSGERAU, "Why Do People Condemn and Appreciate Experiments?" in EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

He said, she said: gender differences in disclosure

CARBONE, E., G. LOEWENSTEIN, I. SCOPELLITI, J. VOSGERAU, "He said, she said: gender differences in disclosure" in 52nd Annual Conference of the Association for Consumer Research (ACR 2021) - October 8-30, 2021, (virtual)

I'd rather die by my own hands

MAIMONE, G., J. VOSGERAU, A. GNEEZY, "I'd rather die by my own hands" in 52nd Annual Conference of the Association for Consumer Research (ACR 2021) - October 8-30, 2021, Virtual

Consumers Confuse Consensus with Strength of Preferences

OVERTON, G., J. VOSGERAU, I. EVANGEDILIS, "Consumers Confuse Consensus with Strength of Preferences" in 51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4, 2020, Virtual

Disclosure of positive and negative experiences as social utility

PRINSLOO, E., I. SCOPELLITI, J. VOSGERAU, G. LOEWENSTEIN, "Disclosure of positive and negative experiences as social utility" in 51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4, 2020, Virtual

Belief-based discrimination: beauty premium and beauty penalty

ZHU, M., T. NIAN, J. VOSGERAU, "Belief-based discrimination: beauty premium and beauty penalty" in 51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4, 2020, Virtual

Are rich/educated consumers less ethical and prosocial? Two direct, preregistered replications of Piff et al.s (2012) field studies

JUNG, M. H., J. VOSGERAU, P. SMEETS, J. STOOP, "Are rich/educated consumers less ethical and prosocial? Two direct, preregistered replications of Piff et al.s (2012) field studies" in 51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4, 2020, Virtual

Uncommon Beauty: Physically Disabled Models Positively Affect Consumers' Attitudes and Choices

COSSU, M., Z. C. ESTES, J. VOSGERAU, "Uncommon Beauty: Physically Disabled Models Positively Affect Consumers' Attitudes and Choices" in 51st Annual Conference of the Association for Consumer Research (ACR 2020) - October 1-4, 2020, Virtual

99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis

VOSGERAU, J., U. SIMONSOHN, L. D. NELSON, J. P. SIMMONS, "99% Impossible: A Valid, or Falsifiable, Internal Meta-Analysis" in 50th Annual Conference of the Association for Consumer Research (ACR 2019) – October 17-20, 2019, Atlanta, GA, United States of America

Donate today or give tomorrow? Adding a time delay increases donation amount but not willingness to donate

POWELL, E., M. H. JUNG, J. VOSGERAU, E. PEER, "Donate today or give tomorrow? Adding a time delay increases donation amount but not willingness to donate" in 49th Annual Conference of the Association for Consumer Research (ACR 2018) – October 11-14, 2018, Dallas, TX, United States of America

Bragging through an intermediary

SCOPELLITI, I., J. VOSGERAU, G. LOEWENSTEIN, "Bragging through an intermediary" in 48th Annual Conference of the Association for Consumer Research (ACR 2017) – October 26-29, 2017, San Diego, CA

Pleasure, guilt and regret in consumption: revisiting the vice-virtue categorization in theories of self-control

VOSGERAU, J., I. SCOPELLITI, Y. E. HUH, "Pleasure, guilt and regret in consumption: revisiting the vice-virtue categorization in theories of self-control" in 47th Annual Conference of the Association for Consumer Research (ACR 2016) – October 27-30, 2016, Berlin, Germany

Miscalibrated predictions of emotional responses to self-promotion

SCOPELLITI, I., G. LOEWENSTEIN, J. VOSGERAU, "Miscalibrated predictions of emotional responses to self-promotion" in Asian-Pacific conference of the Association for Consumer Research (APACR 2015) - June 19-21, 2015, Hong Kong

Miscalibrated Predictions of Emotional Responses to Self-Promotion

SCOPELLITI, I., G. LOEWENSTEIN, J. VOSGERAU, "Miscalibrated Predictions of Emotional Responses to Self-Promotion" in Academy of Management Annual Meeting - August 7-11, 2015, Vancouver, Canada

Malleability of risk preferences

VOSGERAU, J., E. PEER, "Malleability of risk preferences" in 46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4, 2015, New Orleans, LA, United States of America

Less likely outcomes are valued less

PAOLACCI, G., J. VOSGERAU, "Less likely outcomes are valued less" in 46th Annual Conference of the Association for Consumer Research (ACR 2015) – October 1-4, 2015, New Orleans, LA, United States of America

Within-category versus cross- category substitution in food consumption

HUH, Y. E., C. K. MOREWEDGE, J. VOSGERAU, "Within-category versus cross- category substitution in food consumption" in 44th Annual Conference of the Association for Consumer Research (ACR 2013) – October 3-6, 2013, Chicago, IL, United States of America

The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect

YANG, Y., J. VOSGERAU, G. LOEWENSTEIN, "The Influence of Framing on Willingness to Pay as an Explanation of the Uncertainty Effect" in 44th Annual Conference of the Association for Consumer Research (ACR 2013) – October 3-6, 2013, Chicago, IL, United States of America

Thought for food: top-down processes moderate sensory-specific satiation

HUH, Y. E., J. VOSGERAU, C. K. MOREWEDGE, "Thought for food: top-down processes moderate sensory-specific satiation" in 41st Annual Conference of the Association for Consumer Research (ACR 2010) – October 6-9, 2010, Jacksonville, FL, United States of America