

Uri Barnea

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Uri Barnea joined as an Assistant Professor the Marketing Department at Università Bocconi in September 2020. Previously he worked for a public opinion polling company.

His research focuses on how people make judgments under uncertainty (e.g., predicting the outcomes of future events), how consumers process information during consumption of digital content (e.g., viewing content on different social media apps), and how the scarcity of resources (e.g., limited time and money) affects people's well-being. He is the author of numerous books and articles on his topics of interest. His works have been published in The Journal of Marketing Research, in preparation for Management Science and, Social Psychological and Personality Science. He studies consumer behavior using experimental methods, focusing on consumer decision making and information processing. He teaches marketing and consumer behavior on the undergraduate, Masters, and PhD levels.

He did his undergraduate studies in Psychology and then did a PhD in Marketing at the Wharton school of the University of Pennsylvania.

Articles in Scholarly Journals

The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions

SILVERMAN, J., U. BARNEA, "The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions", Management Science, 2024, vol. 70, no. 12, pp. 8541–8555

The Effects of Content Ephemerality on Information Processing

BARNEA, U., R. J. MEYER, G. NAVE, "The Effects of Content Ephemerality on Information Processing", Journal of Marketing Research, 2023, vol. 60, no. 4, pp. 750–766

People Who Choose Time Over Money Are Happier

Proceedings/Presentations

The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions

SILVERMAN, J., U. BARNEA, "The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions" in Society for Judgment and Decision Making. The 42nd Annual Conference, February 9–12, 2022, (virtual)

The Effect of Message Ephemerality on Information Processing

BARNEA, U., R. J. MEYER, G. NAVE, "The Effect of Message Ephemerality on Information Processing" in Society for Judgment and Decision Making, November 17-19, 2018, New Orleans, LA, United States of America

The Effect of Message Ephemerality on Information Processing

MEYER, R. J., U. BARNEA, G. NAVE, "The Effect of Message Ephemerality on Information Processing" in Association for Consumer Research Conference, October 11-14, 2018, Dallas, TX, United States of America

Impression Management Considerations in Descriptions of Negative and Positive Consumption Experiences

BARNEA, U., J. BERGER, A. BARASCH, "Impression Management Considerations in Descriptions of Negative and Positive Consumption Experiences" in Society of Consumer Psychology 2018 Winter Conference, February 16-18, 2018, Dallas, TX, United States of America

People Express Less Extreme Opinions When Sharing With an Audience Who Has Experienced the Product Before

BARNEA, U., J. BERGER, "People Express Less Extreme Opinions When Sharing With an Audience Who Has Experienced the Product Before" in Society for Consumer Psychology Winter Conference, February 16-18, 2017, San Francisco, CA, United States of America