

Uri Barnea

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

uri.barnea@unibocconi.it

Biography

Uri Barnea è entrato a far parte del dipartimento di Marketing dell'Università Bocconi come Assistant Professor nel settembre 2020. In precedenza, ha lavorato per un'azienda che si occupa di sondaggi riguardanti l'opinione pubblica.

La sua ricerca si concentra su come le persone formulano giudizi in condizioni di incertezza (ad esempio, prevedere i risultati di eventi futuri), su come i consumatori elaborano le informazioni durante il consumo di contenuti digitali (ad esempio, visualizzare contenuti su diverse app di social media) e su come la scarsità di risorse (ad esempio, tempo e denaro limitati) influisce sul benessere delle persone. È autore di numerosi libri e articoli sui suoi argomenti di interesse. I suoi lavori sono stati pubblicati su *The Journal of Marketing Research*, *in preparation for Management Science* e *Social Psychological and Personality Science*. Studia il comportamento dei consumatori utilizzando metodi sperimentali, concentrandosi sulla decisione del consumatore e sull'elaborazione delle informazioni. Insegna marketing e comportamento del consumatore a livello di laurea triennale, magistrale e dottorato di ricerca.

Ha studiato Psicologia e ha conseguito un Dottorato in Marketing presso la Wharton School dell'Università della 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

HERSHFIELD, H. E., C. MOGILNER, U. BARNEA, "People Who Choose Time Over Money Are Happier", Social Psychological and Personality Science, 2016, vol. 7, no. 7, pp. 697-706

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