

# Uri Barnea

Assistant Professor



**Knowledge Group:** Marketing

**Research Domains:** Marketing Management

**Teaching Domains:**

[uri.barnea@unibocconi.it](mailto:uri.barnea@unibocconi.it)

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## 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

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## 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)

### **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

### **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

### **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