

ANDREA BONEZZI

Stern School of Business, New York University
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ACADEMIC APPOINTMENTS

Associate Professor of Marketing, 2019-present
New York University, Stern School of Business

Assistant Professor of Marketing, 2018-2019
Northeastern University, D'Amore-McKim School of Business

Assistant Professor of Marketing, 2012-2018
New York University, Stern School of Business

EDUCATION

Ph.D. Marketing, 2012
Kellogg School of Management, Northwestern University, USA

Master Business Administration and Management, 2006
Bocconi University, Italy

B.S. Business Administration, 2002
University of Parma, Italy

RESEARCH INTERESTS

AI and Emerging Technologies
I study the psychological factors that facilitate or impede the adoption and effective use of AI and other emerging technologies.

Social Media and Information Sharing
I study the motivational factors that influence why and how consumers share information via social media and other communication channels.

Consumer Motivation
I study core psychological processes that influence consumers motivation to achieve goals and regulate behavior during goal pursuit.

HONORS, AWARDS AND GRANTS

Best Competitive Paper Award, Society for Consumer Psychology Conference, 2025
Research Grant, Center for Sustainable Business, 2024
Best Article Award, Journal of Consumer Research, 2022
Outstanding Reviewer Award, Journal of Consumer Research, 2021
Research Grant, Henry Assael Student-Faculty Joint Research, 2021
Research Grant, Marketing Science Institute, 2021
Top 50 Undergraduate Business Professors, Poets & Quants, 2020

Faculty Fellow, AMA Sheth Doctoral Consortium, 2019
Research Grant, Interdisciplinary Seed Grant, 2018
Outstanding Reviewer Award, Journal of Consumer Research, 2017
Marketing Science Institute Young Scholar, 2017
Case Writing Scholarship, The Case Center, 2014
Best Paper Award, Trans-Atlantic Doctoral Conference, London Business School, 2010
Fellow, Haring Symposium, Indiana University, 2010, 2011

PUBLICATIONS

Melzner, Johann, Andrea Bonezzi and Tom Meyvis (2025), “Speaking in Private: Privacy Expectations Depend on Communication Modality,” *Management Science*, forthcoming.

Ostinelli, Massimiliano, Andrea Bonezzi and Monika Lisjak (2025), “Unintended Effects of Algorithmic Transparency: The Mere Prospect of an Explanation Can Foster the Illusion of Understanding How an Algorithm Works,” *Journal of Consumer Psychology*, 35, 203-219.

Melzner, Johann, Andrea Bonezzi and Tom Meyvis (2023), “Information Disclosure in the Era of Voice Technology,” *Journal of Marketing*, 87 (4), 491-509.

Bonezzi, Andrea, Massimiliano Ostinelli and Johann Melzner (2022), “The Human Black-Box: The Illusion of Understanding Human Better than Algorithmic Decision-making,” *Journal of Experimental Psychology: General*, 151 (9), 2250-2258.

Lisjak, Monika, Andrea Bonezzi and Derek Rucker (2021), “How Marketing Perks Influence Word-of-Mouth,” *Journal of Marketing*, 85 (5), 128-144.

Bonezzi, Andrea and Massimiliano Ostinelli (2021), “Can Algorithms Legitimize Discrimination?” *Journal of Experimental Psychology: Applied*, 27 (2), 447-459.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge (2020), “Resistance to Medical Artificial Intelligence is an Attribute in a Compensatory Decision Process: Response to Pezzo and Becksted (2020),” *Judgment and Decision Making*, 15 (3), 446-448.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge (2019), “Resistance to Medical Artificial Intelligence,” *Journal of Consumer Research*, 46 (4), 629-650.

Valenzuela, Ana, Andrea Bonezzi and Teodora Szabo-Douat (2018), “What Goes Around, Comes Around: How Beliefs in Karma Influence the use of Word-of-Mouth for Self-Enhancement,” *Journal of the Association for Consumer Research*, 3 (4), 490-502.

Peluso Alessandro, Andrea Bonezzi, Matteo De Angelis and Derek Rucker (2017), “Compensatory Word-of-Mouth: Advice as a Device to Restore Control,” *International Journal of Research in Marketing*, 34 (2), 499-515.

Dubois, David, Andrea Bonezzi and Matteo De Angelis (2016), “Sharing with Friends versus Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence,” *Journal of Marketing Research*, 53 (5), 712-727.

Roux, Caroline, Kelly Goldsmith and Andrea Bonezzi (2015), “On the Psychology of Scarcity: When Reminders of Resource Scarcity Promote Selfish (and Generous) Behavior,” *Journal of Consumer Research*, 42 (4), 615-631.

Lisjak, Monika, Andrea Bonezzi, Soo Kim and Derek Rucker (2015), “Perils of Compensatory Consumption: Within-Domain Compensation Undermines Subsequent Self-Regulation,” *Journal of Consumer Research*, 41 (5), 1186-1203.

De Angelis, Matteo, Andrea Bonezzi, Alessandro Peluso, Derek Rucker and Michele Costabile (2012), “On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission,” *Journal of Marketing Research*, 49 (4), 551-563.

Bonezzi, Andrea, Miguel Brendl and Matteo De Angelis (2011), “Stuck in the Middle: The Psychophysics of Goal Pursuit,” *Psychological Science*, 22 (5), 607-612.

Sternthal, Brian and Andrea Bonezzi (2009), “Consumer Decision Making and Aging: a Commentary,” *Journal of Consumer Psychology*, 19 (1), 23-27.

RESEARCH UNDER REVIEW

“Time Poverty and Sustainable Consumption,” with Raina Zexuan Zhang, *under review at Journal of Consumer Psychology*.

“Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation by Brands,” with Nina Sayson and Geeta Menon, *under review at Journal of Marketing Research*.

“Experts’ Ability to Predict the Future Fosters Unwarranted Optimistic Expectations,” with Massimiliano Ostinelli, *2nd round at Journal of Experimental Psychology: Applied*.

RESEARCH IN PROGRESS

“Not My Face: Unpacking Consumer Response to Biometric Authentication,” With Linda Zhu, Christine Kim, Gen Li, and Massimiliano Ostinelli.

“Who Really Wants to Understand Algorithms? When Lower Understanding Increases Algorithm Acceptance,” with Massimiliano Ostinelli.

“Not all Errors Are Created Equal: When Human Errors are Evaluated Harsher than Algorithmic Errors,” with Massimiliano Ostinelli.

“Florence or the Machine? Consumer Reactions to Music Composed by Humans versus AI Depend on Context,” with Johann Melzner.

“How Communication Modality Influences WOM Transmission,” with Johann Melzner and Massimiliano Ostinelli.

“On the Persuasiveness of Opinions versus Advice: An Information Diagnosticity Perspective,” with Alessandro Peluso, Matteo De Angelis and Derek Rucker.

“Means Substitutability for Hedonic versus Utilitarian Goals,” with Heeyoung Yoon.

“Good vs. Bad Choice: Binary Bias in Evaluating Goal Progress,” with Alex Chernev.

“How Purchase Quantity Constraints Influence Consumer Response to Decision Conflict,” with Aaron Brough and Alexander Chernev.

WORK PRESENTED AT CONFERENCES

Sayson, Nina, Geeta Menon and Andrea Bonezzi, “Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation by Brands,” ty for Consumer Psychology Annual Conference, Las Vegas, Nevada, March 2025.

Sayson, Nina, Geeta Menon and Andrea Bonezzi, “Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation by Brands,” Association for Consumer Research Annual Conference, Paris, France, September 2024.

Ostinelli, Massimiliano, Andrea Bonezzi and Monika Lisjak, “Prospects of Explanations Foster Illusionary Understanding of AI,” Association for Consumer Research Annual Conference, Seattle, Washington, October 2023.

Ostinelli, Massimiliano, Andrea Bonezzi and Monika Lisjak, “The Unintended Effect of Algorithmic Transparency,” Society for Consumer Psychology Annual Conference, San Juan, Puerto Rico, March 2023.

Bonezzi, Andrea, Massimiliano Ostinelli and Monika Lisjak, “The Unintended Effect of Algorithmic Transparency: Mere Access to Explanations Foster Illusionary Understanding,” Association for Consumer Research Annual Conference (Virtual), Seattle, Washington, October 2021.

Bonezzi, Andrea, Massimiliano Ostinelli and Johann Melzner, “The Human Black Box: Illusionary Understanding Drives Preference for Human over Algorithmic Decision-Making,” Association for Consumer Research Annual Conference (Virtual), Paris, France, October 2020.

Melzner, Johann, Andrea Bonezzi, and Tom Meyvis (2020), “Verba Volant, Scripta Manent: Communication Modality Affects Privacy Expectations,” Association for Consumer Research Annual Conference (Virtual), Paris, France, October 2020

Hong, Jennifer, Andrea Bonezzi and Tom Meyvis, “The Downside of Product Bundle Customization,” Association for Consumer Research Annual Conference, Atlanta, Georgia, October 2019.

Hong, Jennifer, Tom Meyvis and Andrea Bonezzi, “Parts in the Whole: Compensation Versus Spillover Effects in Judgments of Bundled Products,” Association for Consumer Research Annual Conference, Atlanta, Georgia, October 2019.

Hong, Jennifer, Andrea Bonezzi and Tom Meyvis, “The Downside of Product Bundle Customization,” Society for Consumer Psychology Annual Conference, Savannah, Georgia, February 2019.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge, “Artificial Intelligence and Medical Decision Making,” Society for Judgment and Decision Making Conference, New Orleans, Louisiana, November 2018.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge, “Consumer Reluctance Toward Medical Artificial Intelligence: The Underlying Role of Uniqueness Neglect,” Association for Consumer Research Annual Conference, Dallas, Texas, October 2018.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge, “Artificial Intelligence and Medical Decision Making,” Behavioral Decision Research in Management Conference, Boston, Massachusetts, June 2018.

Longoni, Chiara, Andrea Bonezzi and Carey Morewedge, “Artificial Intelligence and Medical Decision Making,” Society for Consumer Psychology Annual Conference, Dallas, Texas, February 2018.

Hong, Jennifer and Andrea Bonezzi, “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” Society for Consumer Psychology Annual Conference, Dallas, Texas, February 2018.

Hong, Jennifer, Andrea Bonezzi and Tom Meyvis, “Parts in the Whole: Consumer Inference-Making Process in Product Bundling Context,” Society for Consumer Psychology Annual Conference, Dallas, Texas, February 2018.

Bonezzi, Andrea and Monika Lisjak “A Relationship Account of Marketing Rewards: The Effect of Conditional and Unconditional Rewards on Brand-Self Connection,” Society for Consumer Psychology Annual Conference, San Francisco, California, February 2017.

Geskens, Kristof, Andrea Bonezzi, Alexander Chernev, Karen Gorissen and Bert Weijters, “When Goal-Derived Assortments Lead to Goal-Inconsistent Choices” Association for Consumer Research Annual Conference, Berlin, Germany, October 2016.

Hong, Seok Hwa and Andrea Bonezzi, “The effect of Self-Construal on Product Bundles Evaluations,” Society for Consumer Psychology Annual Conference, Phoenix, Arizona, February 2015.

De Angelis Matteo, Andrea Bonezzi, Derek Rucker and Alessandro Peluso, “On the Persuasiveness of Opinions versus Advice: An Information Diagnosticity Perspective,” European Marketing Academy Conference, Valencia, Spain, June 2014.

Lisjak Monika, Andrea Bonezzi, Soo Kim and Derek Rucker, “Behavioral Consequences of Within- vs. Across-Domain Compensation,” Society for Consumer Psychology Annual Conference, Miami, Florida, February 2014.

Bonezzi, Andrea, Alexander Chernev and Aaron Brough, “When Two is Better than One: Resolving Decision Conflict through Diversification,” Judgment and Decision-making Winter Symposium, January 2014.

Roux, Caroline, Kelly Goldsmith, and Andrea Bonezzi, “Competitive Mindset: Does Scarcity Call for Selfishness?” Association for Consumer Research Annual Conference, Chicago, Illinois, October 2013.

Peluso Alessandro, Andrea Bonezzi, Derek Rucker and Matteo De Angelis, “The Selfish Side of Sharing: Effects of Need for Control on Advice Giving,” Association for Consumer Research Annual Conference, Chicago, Illinois, October 2013.

Dubois, David, Andrea Bonezzi and Matteo De Angelis, “Do Others Influence What We Say? The Impact of Interpersonal Closeness on Word-of-Mouth Valence,” Association for Consumer Research Annual Conference, Chicago, Illinois, October 2013.

Roux, Caroline, Kelly Goldsmith, and Andrea Bonezzi, “Scarcity and Consumer Decision Making: Do Desperate Times Call for Desperate Measures?” Society for Judgment and Decision Making Conference, Minneapolis, Minnesota, November 2012.

Bonezzi, Andrea, Alexander Chernev and Aaron Brough, “When Two is Better than One: Polarization and Compromise in Unrestricted Choice,” Association for Consumer Research Annual Conference, Vancouver, British Columbia, October 2012.

Bonezzi, Andrea, Alexander Chernev and Aaron Brough, “When Two is Better than One: Polarization and Compromise Effects in Unrestricted Choice,” Society for Consumer Psychology International Conference, Florence, Italy, July 2012.

Kristof Geskens, Andrea Bonezzi and Alexander Chernev, “When Sequential Choice Leads to Goal-inconsistent Behavior,” European Marketing Academy Conference, Lisbon, Portugal, May 2012.

Bonezzi, Andrea, Alexander Chernev and Aaron Brough, “When Two is Better than One: Polarization and Compromise in Unrestricted Choice,” Society for Judgment and Decision Making Annual Conference, Seattle, Washington, November 2011.

De Angelis, Matteo, Andrea Bonezzi, Alessandro Peluso, Derek Rucker and Michele Costabile, “On Braggarts and Gossips: Why Consumers Generate Positive but Transmit Negative Word-of-Mouth,” Association for Consumer Research Annual Conference, St. Louis, Missouri, October 2011.

Bonezzi, Andrea, Miguel Brendl and Matteo De Angelis, “Stuck in the Middle: The Psychophysics of Goal Pursuit,” Association for Consumer Research Annual Conference, Jacksonville, Florida, October 2010.

Bonezzi, Andrea and Alexander Chernev, “When Small Steps Become Big Leaps: The Impact of Goal-Consistency Judgments on Goal Progress Perceptions,” Association for Consumer Research Annual Conference, Jacksonville, Florida, October 2010.

De Angelis, Matteo, Andrea Bonezzi, Alessandro Peluso, and Michele Costabile. “New Insights into the Effect of Positive and Negative Product Judgments on Word-of-Mouth,” European Marketing Academy Conference, Copenhagen, Denmark, June 2010.

Bonezzi, Andrea, Miguel Brendl and Matteo De Angelis, “The Psychophysics of Goal Pursuit,” 10th Annual Trans-Atlantic Doctoral Conference, London Business School, May 2010.

Bonezzi, Andrea and Alexander Chernev, “When Small Steps Become Big Leaps: Goal-Consistency Judgments and the Illusion of Goal Progress,” Society for Consumer Psychology Annual Conference, St. Pete Beach, Florida, February 2010.

Bonezzi, Andrea, Miguel Brendl and Matteo De Angelis, “The Stuck in the Middle Effect,” Society for Consumer Psychology Annual Conference, St. Pete Beach, Florida, February 2010.

INVITED PRESENTATIONS

Journal of Marketing Webinar Series (2021)
Dartmouth College (2020)
Kellogg on Designing Studies for Research Progress (2020)
NYU, Trope Lab (2020)
INSEAD (2019)
IE (2019)
Northwestern University, Kellogg (2019)
Northeastern University (2017)
Stanford University (2016)
Harvard Business School (2015)
Boston College (2013)
University of Colorado (2011)
Dartmouth College (2011)
Duke University (2011)
Georgia Institute of Technology (2011)
McGill University (2011)
New York University (2011)
Ohio State University (2011)
University of Miami (2011)

PROFESSIONAL SERVICE

Editorial Review Board:

Journal of Marketing, 2024-present
International Journal of Research in Marketing, 2021-2024
Journal of Consumer Research, 2016-2023

Ad Hoc Reviewer:

Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Marketing Science, Management Science, Proceedings of the National Academy of Sciences, Journal of the Association for Consumer Research, Marketing Letters, Journal of Retailing, European Journal of Marketing, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin

Conference Program Committees:

Association for Consumer Research Conference, 2016, 2019, 2023
Society for Consumer Psychology Conference, 2016, 2017, 2022, 2023
AMA Winter Conference (Artificial Intelligence Track Chair), 2023
Marketing Science Conference (Consumer Behavior Track Chair), 2019
Academy of Marketing Science World Congress (Consumer Behavior Track Chair), 2015

Doctoral Dissertation Competitions Committees:

Marketing Science Institute Dissertation Proposal Competition, 2016, 2019, 2023
Society for Consumer Psychology Dissertation Proposal Competition, 2016, 2017, 2020
ACR / Sheth Foundation Dissertation Grants, 2023

Dissertation Committees:

Doctoral:

Shoshana, Segal, NYU Stern, 2024
Diogo Koch Alves, Baruch College, 2023
Byung Lee, Columbia, 2023
Johann Melzner (co-chair), NYU Stern, 2022
Claire Linares, HEC, 2022
Jennifer Hong (co-chair), NYU Stern, 2019
Chiara Longoni, NYU Stern, 2016
Steven Chan, NYU Stern, 2013

Master:

Catherine Zhao, NYU Psychology, 2024
Anna Martin, NYU Psychology, 2021
Zhengjie Li, NYU Psychology, 2017

Undergraduate:

Manuela Rodriguez, NYU Stern Honors Thesis, 2021
Crystal Pang, NYU Gallatin Colloquium, 2016
Sahar Saleem, NYU Gallatin Colloquium, 2014

Research Centers Review Committee, Member, NYU Stern, 2023

Diverse Pathways in Academia, Panelist, NYU Stern, 2023

PhD Program Committee, NYU Stern, 2013-present

Behavioral Lab Steering Committee, NYU Stern, 2015-2018

Marketing Journal Club Co-organizer, NYU Stern, 2014-2016

Marketing Seminar Series Co-organizer, NYU Stern, 2014-2015

TEACHING EXPERIENCE

Introduction to Marketing: NYU (undergraduate)
Consulting Capstone: NYU (undergraduate)
Marketing Management: Northeastern University (undergraduate)
Consumer Behavior: NYU (doctoral)

TEACHING MATERIALS

Nutella Under Attack: Defensive Marketing Strategies
Strategic Marketing Case focused on Defensive Marketing Strategies

The CPG Brand Manager: Mastering Sales Performance Metrics
Brand Management Case focused on Interpreting Nielsen Sales Data

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Marketing Science Institute (MSI)
American Marketing Association (AMA)
Academy of Marketing Science (AMS)