

# ANDREA BONEZZI

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## ACADEMIC APPOINTMENTS

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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

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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

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Consumer Receptivity to Artificial Intelligence  
Social Transmission of Information  
Consumer Goals and Motivation

## HONORS AND AWARDS

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Interdisciplinary Research Seed Grant (\$35,000), Northeastern University, 2018  
Outstanding Reviewer Award, Journal of Consumer Research, 2017  
Young Scholar, Marketing Science Institute, 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  
Graduate Fellowship, Northwestern University, 2007-2012  
Graduate Fellowship, Bocconi University, 2004-2006

## **PUBLICATIONS**

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Longoni, Chiara, Andrea Bonezzi and Carey Morewedge, “Resistance to Medical Artificial Intelligence,” *Forthcoming at Journal of Consumer Research*.

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 (May), 607-612.

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

## **MANUSCRIPTS UNDER REVIEW**

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Hong, Jennifer and Andrea Bonezzi, “Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation,” *2<sup>nd</sup> round at Journal of Consumer Research*.

## **RESEARCH IN PROGRESS**

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“How Marketing Offerings Influence Word-of-Mouth,” with Monika Lisjak and Derek Rucker.

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

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

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

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

“On the Perceived Fairness of Decisions Made by Artificial Intelligence,” with Chiara Longoni and Aradhna Krishna.

“Compensation versus Spillover Effects in Judgment of Bundled Products,” with Jennifer Hong and Tom Meyvis.

“The Downside of Product Bundle Customization,” with Jennifer Hong and Tom Meyvis.

#### **CONFERENCE PRESENTATIONS**

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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,” 10<sup>th</sup> 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**

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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**

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### Editorial Review Board:

Journal of Consumer Research, 2016-present

### Ad Hoc Reviewer:

Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Marketing Science, Marketing Letters, Journal of Retailing, European Journal of Marketing, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin

### Conference Program Committees:

Marketing Science Conference (Consumer Behavior Track Chair), 2019  
Association for Consumer Research Conference, 2016, 2019  
Society for Consumer Psychology Conference, 2016, 2017  
Academy of Marketing Science World Congress (Consumer Behavior Track Chair), 2015

### Doctoral Dissertation Competitions Committees:

Marketing Science Institute's Clayton Dissertation Proposal Competition, 2016, 2019  
Society for Consumer Psychology Dissertation Proposal Competition, 2016, 2017

### Dissertation Committees:

#### Doctoral:

Jennifer Hong (co-chair), NYU Stern, 2019  
Chiara Longoni, NYU Stern, 2016  
Steven Chan, NYU Stern, 2013

#### Master:

Zhengjie Li, NYU Psychology, 2017

#### Undergraduate:

Sahar Saleem, NYU Gallatin, 2014  
Crystal Pang, NYU Gallatin, 2016

PhD Program Committee, NYU Stern, 2013-2018

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**

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

## **TEACHING MATERIALS**

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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**

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

## **SELECTED MEDIA ATTENTION**

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Television:  
CNBC.

Print:  
Forbes; TIME Magazine; Huffington Post; Chicago Tribune; Science Daily; Business Insider; New York Magazine; Psychology Today; Kellogg Insight; IBM Think Marketing; Daily Mail; DMN; American Banker; Milano Finanza.