

AYELET GNEEZYagneezy@ucsd.edu**EMPLOYMENT**

2020	The Carol Lazier and Family Endowed Chair in Social Innovation and Impact Professor of Behavioral Sciences and Marketing Rady School of Management, UC San Diego
2019-2020	Professor of Behavioral Sciences and Marketing Rady School of Management, UC San Diego
2013-2019	Associate Professor of Behavioral Sciences and Marketing Rady School of Management, UC San Diego
2007-2013	Assistant Professor of Marketing Rady School of Management, UC San Diego

EDUCATION

- Ph.D., Marketing, University of Chicago, 2007
- MBA, University of Teesside, 1997
- DMS, University of Teesside, 1996

RESEARCH INTERESTS

Behavioral Change; Environmental Behavior; Prosocial Behavior; Behavioral Pricing; Pay-What-You-Want Pricing; Consumer Behavior and Decision-Making.

HONORS AND AWARDS

- Winner: The AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing for "Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity," 2022
- California HIV Research Program, Californians Talk HIV: Using Social Media to Get Steps Ahead (Co-PI), 2018-2021
- SDSU/UCSD Cancer Center Comprehensive Partnership (U54) Grant, \$300,000 (with S. Gupta, A. Lieberman, B. Bharti, S. Rojas, M. Hernandez, S. Castañeda), 2018-20
- Most Valuable Professor, Rady School of Management, 2018
- General Campus Academic Senate Research Grant, "Education Incentives to End an Immoral Cultural
- Practice: A Randomized Control Trial on Female Genital Mutilation", 2018
- FISP Award, Applying Behavioral Economics to Increase Colorectal Cancer Screening (with A. Lieberman and S. Gupta), 2014

- PI, SPI Grant, On the Benefits and Limits of Prosocial Incentives, \$50,000 (Co-PIs: A. Imas and E. Keenan), 2014
- PI, Development Impact Lab (DIL) Innovate Fall 2013 Grant, Does Scarcity Improve Adoption? 2014-15, \$40,000 (U. Gneezy Co-PI)
- MSI Young Scholar, 2013
- Winner: Robert B. Cialdini Award for excellence in a published field study for “Shared Social Responsibility: A Field Experiment in Pay-What-You-Want Pricing and Charitable Giving”, 2012
- PI, NSF Grant, “Social Pricing: Image Management, Social Preferences, and Pay-What-You-Want.” DRMS Program, 2011-14
- Best Student Paper Award, Dead Sea Conference, December 2006

PUBLICATIONS

- Shuval, K., Leonard, D., DeFina, L. F., Barlow, C. E., Drope, J., Amir, O., ... & Qadan, M. (2022). [Cardiorespiratory Fitness and Depression Symptoms among Adults During the COVID-19 Pandemic: Cooper Center Longitudinal Study](#), *Preventive Medicine Reports*, 102065
- Fridman, A., Gershon, R. & Gneezy, A. (2022). [Increased generosity under COVID-19 threat](#). *Scientific Reports*, 12, 4886
- Lieberman, Alicea, Ayelet Gneezy, Emily Berry, Stacie Miller, Mark Koch, Keith Argenbright, and Samir Gupta (2021). [The Effect of Deadlines on Cancer Screening Completion](#), *Scientific Reports*, 11, 13876
- Fridman, A., Gershon, R., & Gneezy, A. (2021). [COVID-19 and Vaccine Hesitancy: A Longitudinal Study](#). *Plos One*, 16(4), e0250123
- Saccardo, S., Samek, A., Lee, C., & Gneezy, A. (2021). [Nudging Generosity in Consumer Elective Pricing](#). *Organizational Behavioral and Human Decision Processes*, 163, 91-104
- Gneezy, A., Imas, A., & Jaroszewicz, A. (2020). [The Impact of Agency on Time and Risk Preferences](#). *Nature Communications*, 11(1), 1-9
- Lieberman, A., Gneezy, A., Berry, E., Miller, S., Koch, M., Bharti, B., Argenbright, K., & Gupta, S. (2019). [Financial Incentives to Promote Colorectal Cancer Screening: A Longitudinal Randomized Control Trial](#). *Cancer Epidemiology, Biomarkers & Prevention*, 28(11), 1902-08
- Schwartz, D., Keenan E., Imas, A., & Gneezy, A. (2019). [Opting-in to Prosocial Incentives](#). *Organizational Behavioral and Human Decision Processes*, 163, 133-41
- Ward, A., Duke, K., Gneezy, A., & Bos, M. (2017). [Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity](#). *Journal of the Association of Consumer Research*, 2(2), 140-54. Lead Article
 - * [Ranked #1 in “Business School Research with Social Impact” by Financial Times](#)

* Winner, [2022 AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)

- Jung, M., Nelson, L.D., Gneezy, U., & Gneezy, A. (2017). [Signaling Virtue: Charitable Behavior under Consumer Elective Pricing](#). *Marketing Science*, 36(2), 187-94
- Gneezy, A. (2017). [Field Experimentation in Marketing Research](#). *Journal of Marketing Research*, 45(1), 40-43
- Nosal, A., Keenan, E., Hastings, P., & Gneezy, A. (2016). [The Effect of Background Music in Shark Documentaries on Viewers' Perceptions of Sharks](#). *Plos One*, 11(8), e0159279
- Gupta, S., Miller, S., Koch, M., Berry, E., Anderson, P., Pruitt, S., Borton, E., Hughes, A., Carter, E., Hernandez, S., Cruz, H., Halm, E., Gneezy, A., Lieberman, A., Sugg-Skinner, S., Argenbright, K., Balasubramanian, B. (2016). [Financial Incentives for Promoting Colorectal Cancer Screening: A Randomized, Comparative Effectiveness Trial](#). *American Journal of Gastroenterology*, 111(11), 1630
- Reddy, S., Montambault, J., Masuda, Y., Butler, W., Fisher, J., Keenan, E., & Gneezy, A. (2016). [Advancing Conservation by Understanding and Influencing Human Behavior](#). *Conservation Letters*, 10(2), 248-56
- Gneezy, U., Keenan, E., & Gneezy, A. (2014). [Avoiding Overhead Aversion in Charity](#). *Science*, 346(6209), 632-35
- Jung, M., Nelson, L.D., Gneezy, A., & Gneezy U. (2014). [Paying More When Paying for Others: Consumer Elective Pricing with Pay-It-Forward Framing](#). *Journal of Personality and Social Psychology*, 107(3), 414-43
- Gneezy A. & Epley N. (2014). [Worth Keeping but Not Exceeding: Asymmetric Consequences of Breaking Versus Exceeding Promises](#). *Social Psychological and Personality Sciences*, 5(17), 491-99
- Gneezy, A., Gneezy, U., & Lauga, D. (2014). [A Reference-Dependent Model of the Price-Quality Heuristic](#). *Journal of Marketing Research*, 51(2), 153-64
- Baca-Motes, K., Brown, A., Gneezy, A., Keenan, E., & Nelson, L. D. (2013). [Commitment and Behavior Change: Evidence from the Field](#). *Journal of Consumer Research*, 39(5), 1070-84
- Gneezy, A., Gneezy, U., Riener, G., & Nelson, L. D. (2012). [Pay-What-You-Want, Identity, and Self-Signaling in Markets](#). *Proceedings of the National Academy of Sciences*, 109(19), 7236-40
- Gneezy, A., Imas, A., Nelson, L. D., Brown, A., & Norton, M. I. (2012). [Paying to be Nice: Costly Prosocial Behavior and Consistency](#). *Management Science*, 58(1), 179-87
- Gneezy, A. & Fessler, D. T. (2012). [Conflicts, Sticks, and Carrots: War Increases Prosocial Punishments and Rewards](#). *Proceedings of the Royal Society B*, 279, 219-23
- Gneezy, A., Gneezy, U., Nelson, L. D., & Brown, A. (2010). [Shared Social Responsibility: A Field Experiment in Pay-What-You-Want Pricing and Charitable Giving](#). *Science*, 329(5989), 325-327
 - Winner of the Cialdini award from the Society for Personality and Social Psychology
- Shu, S. & Gneezy, A. (2010). [Procrastination of Enjoyable Experiences](#). *Journal of Marketing Research*, 47(5), 933-44

- Epley, N. & Gneezy, A. (2007). [The Framing of Financial Windfalls and Implications for Public Policy](#). *Journal of Socioeconomics*, 36(1), 36-47

UNDER REVIEW AND WORKING PAPERS

- Maimone G., Appel, G., McKenzie, C. R. M, & Gneezy A. *A New Perspective on the Role of Citations in Academic Research* (under review)
- Saccardo S., Jung M., Nelson L., & Gneezy, A. *Social-Signaling and Generosity in the Field* (under review)
- Maimone, G., Vosgerau, J., & Gneezy, A. *I'd Rather Die by My Own Hand* (under review)
- Zhang, J., Smitizsky, G., Mazar, N., & Gneezy, A. *Sometimes Nothing is Better than Something*.
- Rey-Biel, P., Gneezy, A., Gneezy, U., Lauga, D., & Llull, J. *Expectations, Satisfaction, and Utility from Experience Goods: A Field Experiment in Theaters*

OTHER PUBLICATIONS

- Duke, Kristen, Adrian Ward, Ayelet Gneezy, & Maarten Bos (2018). Having Your Smartphone Nearby Takes a Toll on Your Thinking. *Harvard Business Review*, March (online edition): <https://hbr.org/2018/03/having-your-smartphone-nearby-takes-a-toll-on-your-thinking>
- Gneezy, A., & Epley, N. (2017). Prospect Theory. In R. Baumeister & K.D. Vohs (Eds.), *Encyclopedia of Social Psychology*, 2, 711-714, Thousand Oaks, CA: Sage
- Gneezy, A. (2022). *Colu Comes to Town* (Case)
- Gneezy, A. (2021). *Slightbit - Smart AI Lifeguard System for Drowning Prevention* (Case)
- Moore, C. A. & Gneezy, A. (2020). *Hilma - Disrupting Education, Serving Society* (Case)

PROFESSIONAL SERVICE

Journals

Associate Editor: *Marketing Science* (2022-present), *Journal of Marketing Research* Guest AE, Special Issue on Field Experimentation (2016), Co-Editor, *Advances in Consumer Research*, (Volume 45, 2017).

Editorial Boards: *Marketing Science* (2016-2022), *Journal of Consumer Research* (2021-present)

Ad Hoc Reviewing (Journals, Grants, Awards): *Marketing Science*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of the Association of Consumer Research*, *Journal of Marketing*, *Psychological Sciences*, *Current Directions in Psychological Science*, *Journal of Consumer Psychology*, *Experimental Economics*, *Journal of Experimental Social Psychology: Applied*, *Management Science*, *Nature Human Behavior*, *Nature Communications*, *Nature Sustainability*, *Proceedings of the National Academy of Sciences*, *Organizational Behavior and Human Decision Processes*, *Proceedings of the Royal Society*, *Journal of Behavioral Decision Making*, *European Marketing Academy*, *Journal of Public Policy and marketing*, *JAMA Network Open*, *PlosOne*, *Society for Consumer Psychology Dissertation*

Award Competition, The Cialdini Award Competition, Marketing Science Institute (MSI) Dissertation Award.

Grant Proposal Reviewing: National Science Foundation, Binational Science Foundation, Israel Science Foundation, National Research Foundation of South Africa,

Conferences

Organizer/Co-Organizer

- [Scripps-Rady Ocean Plastic Pollution Challenge](#) (2021), Co-chaired with S. Sandin
- Association for Consumer Research (2017). Co-chaired with V. Griskevicius & P. Williams
- Field Experiment Conference (2014)
- Field Experiment Conference (2013)
- Summer Society for Consumer Psychology Conference (2015). Co-chaired with D. Mochon

Program Committee: ACR, SCP, BDRM, JDM

Conference Invitations: The French Association for Behavioral Economics Conference Keynote Address (France, 2021), International Conference on Applied Research in Economics Keynote Address (Russia, 2019), Barcelona Pricing Invitational Conference (Spain, 2019), Kellogg marketing Camp (Chicago, 2019) SCP Skills Workshop Preconference (Dallas, 2018), Neuroeconomics Summer School (Shanghai, 2017), Tutorial on Field Experimentation, American Marketing Association (2017), Society for Personality and Social Psychology Judgment and Decision-Making Preconference (2017), SPSP Sustainability Preconference Keonte Address (2016), BEER Summer School (Switzerland 2015), Science of Response Conference (London, 2015), IDC Summer Marketing Camp (Israel, 2015), Startuponomics Conference (Israel, 2014), INSEAD Summer Marketing Camp (2014), MSI Board of Trustees (Boston, 2013).

PhD Student and Postdoc Advising

Chair & Co-Chair

- Elizabeth Keenan, Rady School of Management, 1st placement: Harvard Business School, 2015
- Silvia Saccardo (co-chair with Uri Gneezy), Rady School of Management, 1st placement: Carnegie Mellon University, 2015
- Giulia Maimone (co-chair with Uma Karamarkar), Rady School of Management, expected 2023.
- Gal Smitzki (co-chair with On Amir), Rady School of Management, expected 2024.
- Michelle Kim (co-chair with Rachel Gershon), Rady School of Management, expected 2025.
- Jerry Grimes, postdoc, Rady School of Management

Committee Member

- Alex Imas, UC San Diego Economics, 1st placement Carnegie Mellon University, 2014
- Coby Morvinski, Rady School of Management, 1st placement: Beer Sheva University, 2015
- Kristen Duke, Rady School of Management, 1st placement: University of Toronto Rotman, 2019

- Alicea Lieberman, Rady School of Management, 1st placement UCLA Anderson, 2020
- Ariel Fridman, Rady School of Management, expected 2023
- Jean Zhang, Rady School of Management, expected 2024
- Shiloh Beckerley, UC San Diego Psychology, 2012
- Saul Cunow, UC San Diego Political Science, 2014
- Jessica Thierman, UC San Diego Psychology, 2014
- Noah Ben Aderet, Scripps Institute of Oceanography, 2017
- Dikla Perez, Tel Aviv University, 2017
- Jasmin Mahmoodi, University of Geneva, 2019

Masters Capstone Advising: Elizabeth Keenan (2008), Cathy Preston (2009), Heather Belichesky (2010), Jessica Wiseman (2010), Rebekah Wanic (2011), Carolina Behe (2011), Zachary Caldwell (2011), Melissa Yuen (2011), Kristina Malizia (2012), Holly Rindge (2012), Dana Kochonower (2012), Elizabeth Huntley Penniman (2015), Mallory Morgan (2015), Caroline McCandless (2015), Cynthia Hsia (2019)

OTHER PROFESSIONAL ACTIVITIES

- Nonprofit Rating Expert, Charity Navigator, 2021-present
- Senior Advisor, Université Bourgogne Franche-Comté (2020-2021)
- The Behavior Change for Good Initiative (BCFG), Scientific Team Member (2020-present)
- Webinar Speaker, COVID-19 and Your City (4/6/2020)
- Panelist, "Exploring the Development of Analytical Frameworks," National Academies of Science, Engineering, and Medicine/Division of Behavioral and Social Sciences and Education, 2017-18
- Co-Founder and Academic Director, Center for Social Innovation and Impact (CSII), Rady School of Management, 2015-present
- Founder and Academic Director, US-Israel Center on Innovation and Economic Sustainability (USIC), Rady School of Management, 2012-present

AFFILIATIONS

- Center for Marine Biology and Conservation, Scripps Institution of Oceanography, UC San Diego
- Policy Design and Evaluation Lab (PDEL), UC San Diego
- Research Coordination Network on the Digital Economy and the Environment (RCN-DEE)
- Urban Change Consortium