

## AYELET GNEEZY

Rady School of Management UC San Diego  
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### EMPLOYMENT

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2024- Visiting Professor, Department of Psychological Medicine, Yong Loo Lin School of Medicine, National University of Singapore

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

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Ph.D., Marketing, University of Chicago, 2007  
MBA, The Hague University of Applied Sciences, 1997  
DMS, The Hague University of Applied Sciences, 1996

### RESEARCH INTERESTS

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

### HONORS AND AWARDS

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Marketing Science Service Award, 2024

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 Prize 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

Winner: Best Student Paper Award, Dead Sea Conference, 2006

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**PUBLICATIONS** († PhD student at time of publication, \* equal contribution)

Saccardo S., Jung M., Nelson L., & Gneezy, A. (in press). Image Concerns and Generosity: Field Evidence and Prediction, *Management Science*.

Chew, H.S.J., Vashishta, R., Ruochen, D., Liaw, Y.X., & Gneezy, A. (2025). [Identifying Dietary Triggers Among Individuals with Overweight and Obesity: An Ecological Momentary Assessment Study](#), *Nutrients*, 17, 481

Maimone G., Appel, G., McKenzie, C. R. M., & Gneezy A. (2025). [Citation Penalties Following Sexual versus Scientific Misconduct Allegations](#), *PloS one*, 20(3), e0317736

Shuval, K., Leonard, D., DeFina, L. F., Barlow, C. E., Droke, 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, A.\*, Gneezy, A.\* , Berry, E., Miller, S., Loch, M, Argenbright, K., & Gupta, S. (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.<sup>†</sup>, 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  
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.<sup>\*</sup>, Lieberman, A.<sup>†\*</sup>, 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.<sup>\*</sup>, Montambault, J., Masuda, Y., Butler, W., Fisher, J., Keenan, E.<sup>\*</sup>, & Gneezy, A.<sup>\*</sup> (2016). [Advancing Conservation by Understanding and Influencing Human Behavior](#). *Conservation Letters*, 10(2), 248-56

Gneezy, U.<sup>\*</sup>, Keenan, E.<sup>†\*</sup>, & Gneezy, A.<sup>\*</sup> (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.<sup>\*</sup>, Brown, A., Gneezy, A.<sup>\*</sup>, Keenan, E<sup>†\*</sup>, & Nelson, L. D.<sup>\*</sup> (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<sup>†</sup>, 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: the [Cialdini Prize, the Society for Personality and Social Psychology](#)

Shu, S.<sup>\*</sup> & Gneezy, A.<sup>\*</sup> (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

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- Gneezy, A., Gneezy, U., Graff-Zivin, J., Khannab, G., Lyons, E., Serra-Garcia, M. *Gender Pay Gap in Social Sciences*. Under Review, PNAS
- Zhang, J., Smitzsky, G., Serra-Garcia, M., & Gneezy, A. *Give Enough or Not at All*. R&R JEBO
- Maimone, G., Vosgerau, J., & Gneezy, A. *Not All Attributions Are Self-Serving: Reconciling Preferences for Assuming and Conceding Agency over Negative Outcomes*. Under Review JEP: General
- Chew, B., Fridman, A., & Gneezy, A. *Improving End-of-Life: Exploring the Effect of Default Disclosure*

## OTHER PUBLICATIONS

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- 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
- Moore, C. A. & Gneezy, A. (2020). Hilma: Disrupting Education, Serving Society (Case Study)
- Gneezy, A. (2021). Sightbit: Smart AI Lifeguard System for Drowning Prevention (Case Study)
- Gneezy, A. (2022). Colu Comes to Town (Case Study)
- Gneezy, A. & Norris, M. (2023). Epilog: Helping People Live Until They Die (Case Study)

## PROFESSIONAL SERVICE

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### 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)

Professional Organizations: Board Member, Society for Judgement and Decision-Making (2024-present)

### Conferences

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#### 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 Member: ACR, SCP, BDRM, JDM

## OTHER PROFESSIONAL ACTIVITIES

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- 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

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- 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