

AYELET GNEEZY

CAROL LAZIER AND FAMILY ENDOWED CHAIR IN
SOCIAL INNOVATION AND IMPACT

agneezy@ucsd.edu

EMPLOYMENT

2020 – Present	Carol Lazier and Family Endowed Chair in Social Innovation and Impact
2019 – Present	Professor of Behavioral Sciences & Marketing, Rady SOM, UCSD
2016 – Present	Director, US-Israel Center on Innovation & Economic Sustainability, Rady SOM, UCSD
2015 – Present	Faculty Director, Center for Social Innovation and Impact, & Economic Sustainability, Rady SOM, UCSD
2013 – 2019	Associate Professor of Behavioral Sciences & Marketing, Rady SOM, UCSD
2007 – 2013	Assistant Professor of Marketing, Rady SOM, UCSD
Spring 2007	Visiting Scholar, Rady SOM, UCSD

EDUCATION

- PhD, Marketing, University of Chicago, 2007
- MBA, University of Teesside, 1997
- DMS, University of Teesside, 1996

AFFILIATIONS

- Policy Design and Evaluation Lab (PDEL), UCSD
- Center for Marine Biology and Conservation, Scripps Institution of Oceanography, UCSD

RESEARCH INTERESTS

Consumer Well-Being, Behavior Change; Prosocial Behavior, Behavioral Pricing; Pay-What-You-Want Pricing; Decision-Making.

HONORS AND AWARDS

- UCSD Global Health Institute Grant, Attitudes towards vaccinations during Coronavirus crisis – Longitudinal Study, \$6500 (Co PI: Rachel Gershon), 2020
- 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 (Co PIs: S. Gupta, A. Lieberman, B. Bharti, S. Rojas, M. Hernandez, S. Castañeda), 2018-2020
- 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 (Co PIs: 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? 2014-2015, \$40,000 (Co PI: U. Gneezy)
- 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, 2011–2014
- Best Student Paper Award, Dead Sea Conference, December 2006

PUBLICATIONS

Gneezy, A., Imas, A., & Jaroszewicz, A. (2020). Agency and Decision-Making. *Nature Communications*, 11, 2665 (2020). <https://doi.org/10.1038/s41467-020-16440-0>

Saccardo, S., Samek, A., Lee, C., & Gneezy, A. (2020). Nudging Generosity in Consumer Elective Pricing. *Organizational Behavioral and Human Decision Processes*. <https://www.sciencedirect.com/science/article/pii/S0749597818306538>

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. (forthcoming). Opting-in to Prosocial Incentives. *Organizational Behavioral and Human Decision Processes*. <https://doi.org/10.1016/j.obhdp.2019.01.003>

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 the Financial Times

Jung, M., Nelson, L.D., Gneezy, U., & Gneezy, A. (2017). Signaling Virtue: Charitable Behavior under Consumer Elective Pricing. *Marketing Science*, 36(2), 187-194.

- 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), 248-256.
- Gneezy, U., Keenan, E., & Gneezy, A. (2014). Avoiding Overhead Aversion in Charity. *Science*, 346(6209), 632-635.
- 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), 414-431.
- Gneezy A. & Epley N. (2014). Worth Keeping but Not Exceeding: Asymmetric Consequences of Breaking Versus Exceeding Promises. *Social Psychological and Personality Sciences*, 5(17), 491-499.
- Gneezy, A., Gneezy, U., & Lauga, D. (2014). A Reference-Dependent Model of the Price-Quality Heuristic. *Journal of Marketing Research*, 51(2), 153-164.
- 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), 1070-1084.
- 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), 7236-7240.
- 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), 179-187.

Gneezy, A. & Fessler, D. T. (2012). Conflicts, Sticks and Carrots: War Increases Prosocial Punishments and Rewards. *Proceedings of the Royal Society B*, 279, 219-223.

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.

Shu, S. & Gneezy, A. (2010). Procrastination of Enjoyable Experiences. *Journal of Marketing Research*, 47(5), 933-944.

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

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.

UNDER REVIEW AND WORKING PAPERS

Friedman A., Gershon R., & Gneezy, A. (2020). *COVID-19 and Vaccine Hesitancy: A Longitudinal Study*. Under review, PLOS One

Lieberman, A., Gneezy, A., Berry, E., Miller, S., Koch, M., Argenbright, K., & Gupta, S. (2020). *Procrastination Hinders Cancer Screening: Evidence from a Large Field Experiment*. Under Review, Proceedings of the National Academy of Sciences

Rey-Biel, P., Gneezy, A., Gneezy, U., Lauga, D., & Llull, J. (2020). *Expectations, Satisfaction, and Utility from Experience Goods: A Field Experiment in Theaters*.

CONFERENCES ORGANIZED

- 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

EDITORIAL POSITIONS

- Guest Associate Editor, Journal of Marketing Research (Field Experiments Special Issue), 2016
- Editorial Review Board, Marketing Science, 2016-present