

ADAM ERIC GREENBERG

Bocconi University • Department of Marketing
Floor 4, C1-14

Via Roentgen, 1 • 20136 Milano, Italy

WhatsApp: +1 516 729 8132

adam.greenberg@unibocconi.it

www.adamericgreenberg.com

EMPLOYMENT

Bocconi University, *Assistant Professor of Marketing*, 2018—

UCLA Anderson School of Management, *Postdoctoral Scholar in Marketing*, 2016-2018

EDUCATION

University of California, San Diego, *Ph.D., Economics*, 2016

Vassar College, *A.B., Economics (Minor: Religion)*, 2009

RESEARCH AREAS

Consumer Financial Decision Making, Judgment and Decision Making, Behavioral Economics

JOURNAL PUBLICATIONS

*denotes equal author contribution

Jachimowicz, Jon M., Ruo Mo, **Adam Eric Greenberg**, Bertus F. Jeronimus, and Ashley V. Whillans (2021), "Income More Reliably Predicts Frequent Than Intense Happiness," *Social Psychological and Personality Science*, 12 (7), 1294-1306.

Gladstone, Joe J.*, Jon M. Jachimowicz*, **Adam Eric Greenberg***, and Adam D. Galinsky (2021), "Financial Shame Spirals: Why Shame Intensifies Financial Hardship," *Organizational Behavior and Human Decision Processes*, 167, 42-56.

Greenberg, Adam Eric, and Cassie Mogilner (2021), "Consumer Debt and Satisfaction in Life," *Journal of Experimental Psychology: Applied*, 27 (1), 57-68.

Greenberg, Adam Eric, Abigail B. Sussman, and Hal E. Hershfield (2020), "Financial Product Sensitivity Predicts Financial Health," *Journal of Behavioral Decision Making*, 33 (1), 15-26.

Greenberg, Adam Eric, and Hal E. Hershfield (2019), "On Shifting Consumers from High-Interest to Low-Interest Debt," *Financial Planning Review*, 2 (1), e1035.

Greenberg, Adam Eric, and Hal E. Hershfield (2019), "Financial Decision Making," *Consumer Psychology Review*, 2 (1), 17-29.

Lupoli, Matthew J., Emma E. Levine, and **Adam Eric Greenberg** (2018), "Paternalistic Lies," *Organizational Behavior and Human Decision Processes*, 146, 31-50.

Greenberg, Adam Eric*, and Stephen A. Spiller* (2016), "Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences," *Psychological Science*, 27 (1), 103-113.

Greenberg, Adam Eric (2014), "On the Complementarity of Prosocial Norms: The Case of Restaurant Tipping During the Holidays," *Journal of Economic Behavior & Organization*, 97, 103-112.

NON-ACADEMIC WRITING

Gladstone, Joe J., Jon M. Jachimowicz, **Adam Eric Greenberg**, and Adam D. Galinsky (2021), “If Money Is Tight, That’s Nothing To Be Ashamed of,” *The Boston Globe*, (October 27).

Jachimowicz, Jon M., and **Adam Eric Greenberg** (2021), “Lower Income Translates to Fewer Happy Experiences—Here is How We Can Fix It,” *Character & Context - Society for Personality and Social Psychology*.

Greenberg, Adam Eric, Emma E. Levine, and Matthew Lupoli (2018), “When Is It OK to Tell a Well-Meaning Lie?” *Harvard Business Review*, (September 4).

UNDERGRADUATE RESEARCH

Greenberg, Adam Eric (2013), “When Imagining Future Wealth Influences Risky Decision Making,” *Judgment and Decision Making*, 8 (3), 268-277.

Flynn, Sean Masaki*, and **Adam Eric Greenberg*** (2012), “Does Weather Actually Affect Tipping? An Empirical Analysis of Time-Series Data,” *Journal of Applied Social Psychology*, 42 (3), 702-716.

HONORS, GRANTS, AND AWARDS

Morrison Center for Marketing and Data Analytics Research Grant, UCLA Anderson, 2021

Poets & Quants Top 50 Undergraduate Business School Professors, 2020

Junior Researchers’ Grant, Bocconi, 2019

NBER/Social Security Administration Retirement Research Center Grant (co-PI), 2017, 2018

Russell Sage Foundation Small Grant in Behavioral Economics, 2014

Economics Graduate Student Research Grant, UCSD, 2013, 2014, 2015

Economics Graduate Student Travel Grant, UCSD, 2012, 2013, 2015

Graduate Student Research Fellowship, UCSD, 2011, 2014, 2015, 2016

Doctoral Candidacy Fellowship, UCSD, 2013

Emilie Louise Wells Graduate Fellowship, Vassar, 2010-2012

Agnes Reynolds Jackson Prize, *for best paper in economics*, Vassar, 2009

Academic Enrichment Fund Grant, Vassar, 2008-2009

CONFERENCE PRESENTATIONS

*denotes presenting author

1. Bocchi, Elena*, Adam Eric Greenberg, and Zachary Estes, “On The Hunt: Search Enjoyment Motivates Collecting Behavior,” *Society for Judgment and Decision Making*, virtual, 2022. [poster scheduled]
2. Goswami, Indranil*, Adam Eric Greenberg, and Dan Schley, “Undersum Bias,” *Association of Consumer Research*, virtual, 2021.
3. Greenberg, Adam Eric, Hal E. Hershfield, Suzanne B. Shu*, and Stephen A. Spiller, “People Prefer to Earn Above Arbitrary Metric-Dependent Thresholds,” *Numerical Markers in Judgments, Choices & Consumption Experiences Conference*, University of Arizona, Tucson, AZ, 2021.
4. Greenberg, Adam Eric, Hal E. Hershfield*, Suzanne B. Shu, and Stephen A. Spiller, “What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences,” *Behavioral Approaches to Financial Decision Making Conference*, University of Chicago, virtual, 2020.
5. Overton, Graham*, and Adam Eric Greenberg, “The Effect of Inter-Good Scarcity: Changing Valuations Without Changing Availability,” *Society for Judgment and Decision Making*, Montreal, Canada, 2019. [poster]
6. Greenberg, Adam Eric, Hal E. Hershfield, Suzanne B. Shu*, and Stephen A. Spiller, “What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside

- Individual Differences,” *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, CO, 2019.
7. Behnk, Sascha*, Adam Eric Greenberg, and Alexander F. Wagner, “The Ripple Effects of Deceptive Reporting,” *Conference on Decision Sciences*, Konstanz, Germany, 2018.
 8. Greenberg, Adam Eric, Hal E. Hershfield, Suzanne B. Shu, and Stephen A. Spiller*, “What Motivates Social Security Claiming Age Intentions? Testing Behaviorally-Informed Interventions Alongside Individual Differences,” *NBER Annual Conference of the Retirement Research Consortium*, Washington, DC, 2018.
 9. Greenberg, Adam Eric*, Abigail B. Sussman, and Hal E. Hershfield, “Debt Type Sensitivity Predicts Financial Health,” *Society for Consumer Psychology*, Dallas, TX, 2018.
 10. Lupoli, Matthew J.*, Emma E. Levine, and Adam Eric Greenberg, “Paternalistic Lies,” *Academy of Management*, Atlanta, GA, 2017.
 11. Greenberg, Adam Eric, Paul Smeets, and Lilia Zhurakhovska*, “Lying and Shame Aversion,” *Economic Science Association*, San Diego, CA, 2017.
 12. Greenberg, Adam Eric*, and Hal E. Hershfield, “Debt Aversion and the Trajectories of Psychological Pain,” *Society for Consumer Psychology*, San Francisco, CA, 2017.
 13. Eberhardt, Inka*, Rob Bauer, Adam Eric Greenberg, and Paul Smeets, “Confidence in Pension Knowledge Increases Retirement Savings,” *Society for Judgment and Decision Making*, Boston, MA, 2016. [poster]
 14. Greenberg, Adam Eric*, and Hal E. Hershfield, “Debt Aversion and the Trajectories of Psychological Pain,” *Association for Consumer Research*, Berlin, Germany, 2016.
 15. Bauer, Rob, Inka Eberhardt*, Adam Eric Greenberg, and Paul Smeets, “Confidence in Pension Knowledge Increases Retirement Savings,” *Research in Behavioral Finance Conference*, Amsterdam, Netherlands, 2016. [poster]
 16. Greenberg, Adam Eric*, and Stephen A. Spiller, “Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences,” *Society for Consumer Psychology*, St. Pete Beach, FL, 2016.
 17. Greenberg, Adam Eric, and Ragan Petrie*, “Gender Differences in Negotiation by Communication Method,” *Antigua Experimental Economics Conference*, Antigua, Guatemala, 2016.
 18. Greenberg, Adam Eric, and Ragan Petrie*, “Gender Differences in Negotiation by Communication Method,” *American Economic Association*, San Francisco, CA, 2016.
 19. Greenberg, Adam Eric, and Stephen A. Spiller*, “Opportunity Cost Neglect Attenuates the Effect of Choices on Preferences,” *Society for Judgment and Decision Making*, Chicago, IL, 2015.
 20. Lupoli, Matthew J.*, Emma E. Levine, and Adam Eric Greenberg, “Paternalistic Lies,” *Society for Judgment and Decision Making*, Chicago, IL, 2015. [poster]
 21. Greenberg, Adam Eric, Paul Smeets*, and Lilia Zhurakhovska, “Lying and Shame Aversion,” *American Economic Association*, Boston, MA, 2015.
 22. Greenberg, Adam Eric, Paul Smeets, and Lilia Zhurakhovska*, “Lying and Shame Aversion,” *Maastricht Behavioral and Experimental Economics Symposium*, Maastricht, Netherlands, 2014.
 23. Greenberg, Adam Eric, Paul Smeets*, and Lilia Zhurakhovska, “Lying and Shame Aversion,” *TIBER Symposium on Psychology and Economics*, Tilburg, Netherlands, 2014.
 24. Greenberg, Adam Eric, and Alexander F. Wagner*, “Paying Lies Forward,” *TIBER Symposium on Psychology and Economics*, Tilburg, Netherlands, 2014.
 25. Greenberg, Adam Eric, Paul Smeets, and Lilia Zhurakhovska*, “Truth or Guilt: Theory and Experiments on Lying in Games,” *Economic Science Association*, Santa Cruz, CA, 2013.
 26. Greenberg, Adam Eric*, and Uri Gneezy, “Spending Underestimation: Field Evidence from a Large Grocery Chain,” *Society for Judgment and Decision Making*, Toronto, Canada, 2013.
 27. Greenberg, Adam Eric*, and Uri Gneezy, “Spending Underestimation: Experimental Evidence from a Large Grocery Chain,” *Economic Science Association*, Tucson, AZ, 2012.
 28. Greenberg, Adam Eric, “Future Wealth and Risk Behavior: A Framing Experiment,” *Midwest Economics Association*, Evanston, IL, 2012.

INVITED TALKS

University of Duisberg-Essen, Mercator School of Management (Behavioral Economics), July 2021
European Marketing Academy, Consumer Behavior Special Interest Group, April 2021
Purdue University, Division of Consumer Science, March 2021
Tilburg University, School of Economics and Management, December 2019
Johns Hopkins University, Carey Business School, December 2017
Bocconi University, December 2017
Tel Aviv University, Collier School of Management, November 2017
Interdisciplinary Center Herzliya, Arison School of Business, November 2017
Yeshiva University, Sy Syms School of Business, October 2017
Indiana University, Kelley School of Business, October 2017
University of Illinois at Chicago, College of Business Administration, October 2017
Claremont Graduate University, Division of Politics and Economics (Economics), April 2016
Maastricht University, School of Business and Economics (Finance), June 2015

TEACHING

Bocconi

Marketing (Undergraduate): Fall 2018, 2019, 2020, 2021
Marketing in Creative Industries (Undergraduate): Fall 2020, 2021
Marketing Research (Undergraduate): Fall 2018, 2019
Advanced Marketing Management (M.Sc.): Fall 2018, 2019

UCSD (Teaching Assistant)

Organizational Strategy (Rady MBA): Winter 2014, Spring 2014
Economics courses (Undergraduate): 2010-2016

UNIVERSITY SERVICE

Service to Bocconi

Marketing Seminar Series Coordinator, 2021-2022
Marketing Brown Bag Series Coordinator, 2021-2022
Marketing Research Subject Pool Coordinator, 2020—
Junior Faculty Recruitment Committee, 2019, 2021
Panel Moderator, Luxury Bocconi Student Society, March 2021
Ph.D. Program Activities:
 Dissertation Committee Member, Burcak Bas, 2022
 Dissertation Committee Member, Gaia Giambastiani, 2020
 Second-Year Paper Reviewer, 2020
 Second-Year Paper Advisor, 2019

Service to UCSD

Economics Department Representative, Graduate Student Association, 2013-2014

Service to Vassar Alumnae/i

Communications Advisory Committee, Alumnae/i Association of Vassar College, 2017—
Class of 2009 Treasurer, 2007-2014, Agent, 2014-2019
Steering Committee, Vassar Club of Southern California, 2014-2018

SERVICE TO PROFESSIONAL ASSOCIATIONS

Editorial Board:

Journal of Behavioral Decision Making, 2018—
Journal of Behavioral and Experimental Economics, 2016—

Ad hoc Journal Reviewer:

Journal of Marketing Research, *Journal of Consumer Research*, *Management Science*, *Psychological Science*, *Organizational Behavior and Human Decision Processes*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of the Association of Consumer Research*, *Games and Economic Behavior*, *Journal of Labor Economics*, *Journal of Public Economics*, *Journal of Behavioral Decision Making*, *Personality and Social Psychology Bulletin*, *Journal of Economic Behavior & Organization*, *Financial Planning Review*, *Journal of Behavioral and Experimental Economics*, *Journal of Consumer Affairs*, *Journal of Economic Psychology*, *Basic and Applied Social Psychology*, *PLOS One*, *Preventive Medicine*, *Social Psychology Quarterly*, *International Journal of Hospitality Management*, *International Regional Science Review*, *SAGE Open*, *Social Forces*, *Financial Services Review*, *Journal of Financial Services Marketing*

Conference and Foundation Reviewer:

Association for Consumer Research
European Marketing Academy
Israel Science Foundation
Society for Consumer Psychology
Society for Judgment and Decision Making (Poster Awards)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

PRE-DOCTORAL EMPLOYMENT

Stanford Law School, *Research Fellow*, 2009-2010
The Urban Institute, *Research Assistant*, Summer 2008
Banc of America Securities, *Investment Banking Analyst*, Summer 2007