

SIMONA BOTTI
London Business School
Regent's Park, London NW1 4SA, U.K.
sbotti@london.edu

Education

University of Chicago Graduate School of Business, Chicago, IL

Ph.D. in Marketing, August 2004

M.B.A. in Marketing, August 2004

Bocconi University, Milan (Italy)

B.B.A. (Summa cum laude), March 1995

University of California at Berkeley, Berkeley, CA

Education Abroad Program, Spring 1993

Academic Positions

Feb 2018-present London Business School, London (UK)

Professor of Marketing

Apr 2012-Feb 2018 London Business School, London (UK)

Associate Professor of Marketing (with Tenure)

Aug 2007-Apr 2012 London Business School, London (UK)

Assistant Professor of Marketing

July 2004-2007 Johnson Graduate School of Management, Cornell University, Ithaca, NY

Assistant Professor of Marketing

July 1995-1999 Bocconi University, Milan (Italy)

Lecturer

Teaching

London Business School

Brand Management (Elective), Strategic Branding (Executive Education, co-Director), Consumer Behaviour, Topics in Judgment and Decision Making, and Experimental Design (PhD), Marketing (Executive MBA core)

European Institute for Advanced Studies in Management

EDEN Doctoral Seminar in Consumer Behavior, 2012-2024

SDIPA Summer School, University of Calabria

Seminar in Experimental Design, 2009-2011 and 2022

Johnson Graduate School of Management, 2004-2007

Consumer Behavior (Elective), Marketing (MBA core, Undergraduate Elective)

Bocconi University, 1995-1999

Marketing and Retailing (Executive Education, MBA core, Undergraduate)

Awards, Honors, Grants, and Fellowships

President-Elect, Association for Consumer Research, 2025

Visiting Research Professor, IE University, 2024-2025

Research and Materials Development Fund, London Business School, 2007-2025

American Marketing Association TechSIG-Lazaridis Prize, 2022

Favorite MBA Professor, Poets and Quants, 2020

Favorite Executive MBA Professor, Poets and Quants for Executives, 2018

Marketing Science Institute Scholar, 2018

Runner-up, London Business School MBA Best Teacher Award, 2018

London Business School MBA Best Teacher Award, 2017

London Business School Excellence in Teaching Award, 2017

Outstanding Reviewer Award, *International Journal of Research in Marketing*, 2016; *Journal of Consumer Research*, 2014; *Journal of Marketing*, 2012

Robert Ferber Award, 2014, 2007

London Business School Term Associate Professorship 2012-2014

Best Article Award, *Journal of Consumer Research*, 2012

Marie Curie Initial Training Network Grant (€263,000), 2011

Marketing Science Institute Young Scholar, 2011 (originally invited in 2009)

Participant, Triennial Choice Symposium, Chesapeake Bay, 2019; Lake Louise, 2016; Noordwijk, 2013; North Key Largo, 2010; Philadelphia, 2007

Runner-up, London Business School EMBA Best Teacher Award, 2010

Finalist, Apple Teaching Award, Johnson Graduate School of Management, 2007, 2006

Clifford H. Whitcomb Faculty Fellow, Cornell University, 2006

Winner, MSI Alden G. Clayton Dissertation Proposal Competition, 2003

Kilts Fellow, University of Chicago, 2003

Grossman Fellow, University of Chicago, 2003-2004

AMA-Sheth Doctoral Consortium Fellow, 2002

Haring Symposium Fellow, 2001

Research Fellowship, University of Chicago, 1999-2003

Research Fellowship for Specialized Studies Abroad, Bocconi University, 1999-2000

Invited Conference Organization and Participation

Faculty, American Marketing Association Sheth Doctoral Consortium, 2024-2025, 2022, 2018, 2014-2015

Faculty, Association for Consumer Research Doctoral Symposium, 2022-2024, 2014-2019, 2011, 2009, 2007

Faculty, Association for Consumer Research Mid-Career Mentorship Workshop, 2024, 2014-2016

Chair, European Association for Consumer Research Europe, Roundtable, Amsterdam 2023

Faculty, Society for Consumer Psychology Doctoral Symposium, 2022-2023, 2014-2017

Co-Chair, European Marketing Association Doctoral Colloquium, 2022, 2015, 2005-2008

Faculty, How to Write Papers PhD workshop, Erasmus University, 2022

Co-chair, Association for Consumer Research Mid-Career Mentorship Workshop, 2021

Faculty, Italian Society of Marketing Doctoral Research Colloquium, 2019-2021

North American Society for Marketing Educators in India, Doctoral Workshop, 2020

JCR/LJRM 2020, *Journal of Marketing Research* 2019, *Journal of Consumer Research* 2019 author development workshops; *Journal of Consumer Research* Reviewer Training Workshop, 2017

Co-Chair European Marketing Association Conference Consumer Behavior Track, 2016, 2009, 2007, 2005

Co-Chair, Behavioral Decision Research in Management, London 2014

Co-Chair, Association for Consumer Research North-American Conference, Chicago, 2013

Co-Chair, Society for Consumer Psychology Doctoral Symposium, San Antonio, 2013

Co-Chair Society for Consumer Psychology 1st International Conference, Florence, 2012

Co-Chair, Association for Consumer Research, Roundtables, Memphis, 2007

Faculty, European Association for Consumer Research Doctoral Symposium, Milan, 2007

Research

Publications

Schanbacher, Anja, David Faro, and Simona Botti (2024), "A Joint Account with My Future Self: Self-Continuity Facilitates Adjustment of Present Spending to Future Income Changes," *Journal of Consumer Psychology*, 34, 223-381

Botti, Simona, Sheena S. Iyengar, and Ann McGill (2023), "Choice Freedom," *Journal of Consumer Psychology*, 33, 143-66 (invited research review)

Gürdamar Okutur, Nazli, Simona Botti, and Vicki G. Morwitz (2022), "Advance Care Plans: Planning for Critical Healthcare Decisions," *Journal of the Association for Consumer Research*, 7 (2), 210-21

*The second and third authors contributed equally

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti* (2021), "Consumers and Artificial Intelligence: An Experiential Perspective," *Journal of Marketing*, 85 (1), 131-51 (2022 AMA TechSIG-Lazaridis Prize)

*All authors contributed equally

MacInnis, Deborah J., Vicki G. Morwitz, Simona Botti, Donna Hoffman, Robert V. Kozinets, Donald R. Lehmann, John G. Lynch, Jr., and Connie Pechmann (2020), "Creating Boundary-Breaking Marketing-Relevant Consumer Research," *Journal of Marketing*, 84 (2), 1-23 (2025 Sheth Foundation/Journal of Marketing Award Finalist)

Gu, Yangjie, Simona Botti*, and David Faro (2018) "Seeking and Avoiding Choice Closure to Enhance Outcome Satisfaction," *Journal of Consumer Research*, 45 (December), 792-809

*The first two authors contributed equally

Cryder, Cynthia, Simona Botti, and Yvetta Simonyan (2017), "The Charity Beauty Premium: Satisfying Donors' 'Want' versus 'Should' Desires," *Journal of Marketing Research*, 54 (August), 605-18

Gu, Yangjie, Simona Botti, and David Faro (2013) "Turning the Page: The Impact of Choice Closure on Satisfaction," *Journal of Consumer Research*, 40 (August), 268-283 (2014 Robert Ferber Award)

Inesi, M. Ena, Simona Botti*, David Dubois, Derek D. Rucker, and Adam D. Galinsky (2011), "Power and Choice: Their Dynamic Interplay in Quenching the Thirst for Personal Control," *Psychological Science*, 22 (8), 1042-48

*The first two authors contributed equally

Inbar, Yoel, Simona Botti, and Karlene Hanko (2011), "Decision Speed and Choice Regret: When Haste Feels Like Waste," *Journal of Experimental Social Psychology*, 47 (3), 533-40

Botti, Simona and Ann L. McGill (2011), "The Locus of Choice: Personal Causality and Satisfaction with Hedonic and Utilitarian Decisions," *Journal of Consumer Research*, 37 (6), 1065-78

Botti, Simona and Christopher K. Hsee (2010), "Dazed and Confused by Choice: How the Temporal Costs of Choice Freedom Lead to Undesirable Outcomes," *Organizational Behavior and Human Decision Processes*, 112 (2), 161-71

Botti, Simona, Kristina Orfali, and Sheena S. Iyengar (2009), "Tragic Choices: Autonomy and Emotional Responses in Medical Decisions," *Journal of Consumer Research*, 36 (3), 337-52 (Lead article and 2012 Best Article Award; selected for inclusion in the 2022 *Journal of Consumer Research* curation on health and medical decision-making)

Botti, Simona, Susan Broniarczyk, Gerald Häubl, Ronald Hill, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joe Urbany, Brian Wansink (2008), "Choice Under Restrictions," *Marketing Letters*, 19 (3-4), 183-99

Botti, Simona and Ann L. McGill (2006), "When Choosing Is Not Deciding: The Effect of Perceived Responsibility on Satisfaction," *Journal of Consumer Research*, 33 (2), 211-19 (2007 Robert Ferber Award)

Botti, Simona and Sheena S. Iyengar (2006), "The Dark Side of Choice: When Choice Impairs Social Welfare," *Journal of Public Policy and Marketing*, 25 (1), 24-38

Botti, Simona and Sheena S. Iyengar (2004), "The Psychological Pleasure and Pain of Choosing: When People Prefer Choosing at the Cost of Subsequent Outcome Satisfaction," *Journal of Personality and Social Psychology*, 87 (3), 312-26

Other Selected Publications

“Exploring The Future of Consumer Behavior Research: A Conversation with Simona Botti”
The Italian Journal of Marketing – The Blog, 31 January 2025

Branzetti, Jeremy, Michael A. Gisondi, Laura R. Hopson, Linda Regan, and Simona Botti (2024),
“Physician, Know Thyself: Applying Brand Management Principles to Professional Identity in
Academic Medicine,” *Medical Education*, 1-10

“Why Sometimes We Should Borrow from Our Future-Self” *the Why Podcast, London Business School*,
12 March 2024

“How to Mitigate AI Risk and Ensure Positive Gain,” *think at London Business School*, 13 September
2023

“Consumers and Artificial Intelligence,” LBS 60 second research video, 2023
https://www.youtube.com/watch?v=UkTFw1Nkuog&list=PLwUU0JAv_JxjDMXeoeO1zfjkoYJi6Ij7J&index=9

Botti, Simona (2023), “Is Freedom to Choose a Good Thing for Everyone Everywhere?” *think at London
Business School*, 1, 48-49

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2022), “Consumer
Experiences with Marketing Technology: Solving the Tensions Between Benefits and Costs,”
Nuremberg Institute for Market Decisions Marketing Intelligence Review, 14 (2), 25-29

“Why Doesn’t Everyone Make an Advanced Care Plan?” *the Why Podcast, London Business School*, 23
June 2022

Botti, Simona and Helen Edwards (2020), “Marie Curie: Building Internal Advocates for Brand
Revitalisation,” London Business School case study

Botti, Simona (2017), “Five Questions on Choice, Freedom, and Well-Being,” *Behavioral Public Policy
Blog*, <https://bppblog.com/2017/06/01/five-questions-on-choice-freedom-and-well-being/>

Visentin, Matteo, Samuel Franssens, and Simona Botti (2015), “Ergonomic Design and Choice
Overload,” in Rajiv Batra, Colleen Seifert, Diann Brei (ed.), *Psychology of Design: Creating Consumer
Appeal*. New York: Routledge

Botti, Simona, and Aparna A. Labroo (2013), *Advances in Consumer Research*, 41, Duluth (MN):
Association for Consumer Research

Herrmann, Gudrun, Simona Botti, and Nader Tavassoli (2013), “Nokia Siemens Network: Branding a
Merger from the Inside Out,” case study (ECCH 513-105-1) and teaching notes (ECCH 513-105-8)

Botti, Simona (2000), “What Role for Marketing in the Arts? An Analysis of Arts Consumption and
Artistic Value,” *International Journal of Arts Management*, 2 (3), 14-27

Working Papers and Unpublished Manuscripts

“Illness Seriousness and Side-Effect Severity” with Özlem Tetik, David Faro, and Monika Heller (2024
Society for Consumer Psychology Best Dissertation Award)

“Freedom and Brands” with Martin P. Fritze and Stefano Puntoni

“Preference for Advance Knowledge of an Undesirable, Unavoidable Event,” with Selin Göksel and
Nazli Gürdamar Okutur

“The Role of Uncertainty in Self-Control Choices,” with Johnny Yu and Michail Kokkoris

“Does Having More Choices Make You Better Off? A Review of 25 Years of Research,” with Sheena Iyengar

Botti, Simona (2004), *Freedom of Choice and Perceived Control: An Investigation of the Relationship between Preference for Choosing and Customer Satisfaction*, unpublished doctoral dissertation, University of Chicago

Professional Services

External

Associate Editor, *Journal of Marketing* (2020-present), *Journal of Consumer Research* (2016-2024), *Journal of Consumer Psychology* (2015-2023), *International Journal of Research in Marketing* (2012-2015)

Policy Board member, *Journal of the Association for Consumer Research*

Editorial Review Board member, *Journal of Consumer Research* (2025; 2011-2016), *Journal of Marketing* (2011-2019), *Journal of Marketing Behavior* (2013-2018), *Journal of Marketing Research* (2014-2019); *Frontiers in Emotion Science* (2012-2013); *International Journal of Research in Marketing* (2007-2012 and 2015-2019); *Organizational Behavior and Human Decision Processes* (2015-2018)

Committee member, 2023 ACR Simonson Mentorship Award; ACR Travel Grant, 2022-2023; 2019 SCP Early Career Award; 2017 Park Award; 2016 Association for Consumer Research Early Career Award; 2016 Robert Ferber Award; 2013 EMAC-IJRM Jan-Benedict Steenkamp Award for Long-Term Impact

Member, ACR Ombuds team, 2019-2022

Program Committee member, Triennial Invitational Choice Symposium, 2023, 2019, 2016; Society for Consumer Psychology, 2022, 2017-2018, 2012, 2009-2010; Association for Consumer Research, 2015-2019, 2011-2012, 2008; European Association for Consumer Research, 2018; 15th Biennial Behavioral Decision Research in Management, 2016

Associate Editor, Association for Consumer Research, 2020; Society for Consumer Psychology, 2016

Reviewer, Association for Consumer Research, European Marketing Academy, Society for Consumer Psychology; AMA John A. Howard, MSI Alden G. Clayton, SCP-Sheth, and EMAC McKinsey doctoral dissertation competitions

Judge, IPA Effectiveness Accreditation, 2023, 2021; Panelist, IPA EffWorks Global, 2021

External Assessor, recruitment committee, Geneva School of Economics and Management, University of Geneva, 2019-20; Cass Business School, City University of London, 2019; Smurfit School, University College Dublin, 2018

External Member, tenure promotion committee, Saïd Business School, University of Oxford, 2020

International Perspectives Director, Association for Consumer Research Board, 2016-2018

Task force member, *Journal of Consumer Psychology* Impact Factor, 2014

PhD Committee member, Quang Duc Pham, IE, 2024; Manissa Gunadi, Erasmus University Rotterdam, 2022; Daniela Cristian, BI Norwegian Business School, 2018; Leandro Galli, University of Warwick, 2018; Laura Zimmermann, London School of Economics, 2017; Nuno José Lopes, IESE, 2017; Irene Consiglio, Erasmus University Rotterdam, 2016; Astrid Junghans, Utrecht University,

2016; Michelle van Gils, KU Leuven, 2016; Kathy Newton, Henley Business School, 2014; Michail Kokkoris, Bremen International Graduate School of Social Sciences, 2012; Ali F. Rad, BI Norwegian Business School, 2012; Irene Scopelliti, 2011, Giulia Miniero, 2011, and Lucia Guilhoto, 2009, Bocconi University

Internal

Marketing Subject Area Chair, 2019-2023

Faculty representative, Community Action Group, 2010-present (2022 LBS Living Our Purpose Team Award)

Invited speaker, Alumni Reunion 2025, 2022, 2013-2015, 2011; Degree Education Townhall, March 2025; MBA Admits Weekend 2016-2024; Faculty Research Lecture, 2023; Dean's Dinner, 2023; London Business School Ambassador Faculty Masterclass, 2021; Disorientation Lecture Series: Friends and Family of Students, 2018-2019; Sloan Summit, 2018

Member, Appointments Committee, 2013-present; Performance Review Committee, 2020-2022, 2014-2015; Research Centers Review Committee, 2019-2023; Elective Portfolio Group, 2019-2023; Research Ethics Committee, 2014-2020; Tenure Committee, 2019; Dean Two-Year Review, 2019; LBS/CBS Blue Sky, 2018; Appointments Sub-Committee, 2016-2017; Teaching Points Taskforce, 2013-2014; Elective Portfolio Review Committee, 2012

Recruiting Committee member, 2019-2020, 2016-2017, 2012-2014, 2007-2009

Project sponsor, LBSX, 2020; Lifelong Co-Learning Journey, 2018

Brand champion, 2018

PhD Programme Coordinator, 2015-2018

Speaker, Lunch 'n' Learn series, 2015, 2011, 2009

Coordinator, Worshipful Company of Marketors award, 2010-2013

Co-organizer, London Business School Marketing Seminar Series, 2008-2013

PhD adviser, Johnny Yu (present); PhD Co-adviser (with David Faro) Anja Schanbacher, 2018; Yangjie Gu, 2013; (with Siegfried Dewitte) Samuel Franssens, 2016

PhD Transfer Committee member, Ozlem Tetik, Garrett Brady, Hemant Kakkar, Sooyun Baik, Wiley Wakeman, Matteo Visentin, Kyeun Han

PhD VIVA Committee member, Oriane Georgeac (Organisational Behaviour, 2020); Margaret Lee (Organisational Behaviour, 2018), Jungwoo Ha (Organisational Behavior, 2017), Shruti Bhutada (Organisational Behaviour, 2016), Martin Schweinsberg (Organisational Behaviour, 2013), Yvetta Simonyan (Marketing, 2013), Jennifer Carson (Organisational Behaviour, 2012), Rellie Derfler-Rozin (Organisational Behaviour, 2012)

Conferences and Workshops

Selected International Conferences

"Meet the Editors" Italian Society of Marketing Conference, 2024

Key-note speaker, Marketing the Future Symposium, Marketing Department Erasmus School of Economics, 2024

“Freedom From and Freedom To: Consumer Responses to Freedom Appeals” 7th Solomon Lew Conference on Behavioral Economics, Collier School of Management, Tel Aviv University, 2023
 University of Chicago Booth School of Business, PhD Program’s 100th Anniversary Celebration, 2023;
 Center for Decision Research Retreat, 2019; Alumni Insight, 2017
 “Research with Purpose: Providing Answers to Substantive Phenomena in Consumer Behavior” SIG Consumer Behavior Session, European Marketing Association Conference, 2021
 Key-note speaker, EMAC Climber Community, 2021
 “Consumer and Artificial Intelligence: An Experiential Perspective” American Marketing Association Winter Educators’ Conference, 2021
 “Control and Information: What is the Value of Knowing an Undesirable, Unavoidable future?” 20th Marketing in Israel Conference, 2021
 “Creating Boundary-Breaking, Marketing-Relevant Consumer Research” Association for Consumer Research, 2020
 “Sharing Stories: Celebrating Five Decades of ACR” Association for Consumer Research, 2019
 “Consumer AI: An Experiential Approach” Marketing Science, 2019
 Moderator, Plenary Speaker Session, Society for Consumer Psychology, 2019
 “Unpredictability and Imagination” 11th Triennial Invitational Choice Symposium, 2019
 Key-note speaker, 2019 International Conference on Research in Advertising (ICORIA), 2019
 “Doing Research with Impact: Theory and Conceptual Development” AMA Sheth Foundation Doctoral Consortium, 2018
 “Illness Severity and Consumer Inferences on Drug Side Effects” Society for Consumer Psychology, 2017
 “Control and Well-Being: Knowing the Future Hurts the Present” Symposium on Alienation and Meaning in Production and Consumption, Technische Universität München, 2017; Society for Consumer Psychology International Conference, 2015; Association for Consumer Research (Special Session Co-Chair), 2014
 “Information, Control, and Satisfaction” 10th Triennial Invitational Choice Symposium, 2016
 “Roundtable: Fostering Conceptual/Methods/and Interdisciplinary Papers at JCR” Association for Consumer Research, 2015
 “It Is Not What It Seems: Unexpected Influences on Doing Good for Yourself and Others” (Special Session Co-Chair), Association for Consumer Research, 2015
 “What If We Have Too Much Information?” Global Leadership Summit, London Business School, 2015
 “Exposure to Mastery and Perceived Self-Efficacy” Society for Consumer Psychology, 2014
 “What’s Next in Choice Closure?” 9th Triennial Invitational Choice Symposium, 2013
 “Consequences of Choosing: When Does Choosing Leave Consumers Worse Off?” (Special Session Co-Chair) and “The Best Attended Session at ACR: New Research on Optimism” (Special Session Co-Chair), Association for Consumer Research, 2011
 “Substitutes and Thresholds: The Dynamic Interplay of Power and Choice in Satisfying the Need for Personal Control” (Special Interest Group Co-Chair), 40th European Marketing Academy, 2011
 “Power and Choice: A Compensatory Theory of Control” (Symposium Co-Chair), Association for Consumer Research, 2010
 “Choice Hedonics” 8th Triennial Invitational Choice Symposium, 2010
 “The Psychological Pleasure and Pain of Choosing: Autonomy and Subjective Well-being in Mundane and Consequential decisions” The Future of Consent, 2010
 “Behavior Under Restrictions” 7th Triennial Invitational Choice Symposium, 2007

Invited Talks and Workshops

Keynote speaker, Brand Minds, 2025 (scheduled)

NHH Norwegian School of Economics, Consumer Behavior Research Camp, 2025 (scheduled)

Ross School of Business, University of Michigan, Marketing Camp, 2025 (scheduled); 2017

University of Surrey, 2025 (scheduled)

Imperial College, 2025

Bocconi University, Roundtable, 2024; 2015; 2008; 2007; 2006

Stockholm School of Economics Research School, 2024; 2022; 2020

Swedish Trade Council Guest Lecture, Stockholm, 2024; 2022; 2020

SKEMA Business School, MINT Research Center, 2024; 2023; 2022

Science of Consumer Behaviour Event, The New Scientist, 2024

The Supermarket Forum, BBC World Service, 2024

Frankfurt School of Finance & Management, Marketing Research Camp, 2023

European Decision Science Seminar Series, 2023

King's Business School, King's College London, 2023; 2018

Marshall School of Business, University of Southern California, 2022; 2011

Nanyang Business School, Nanyang Technological University, 2022

Foster School of Business, University of Washington, 2022

University of Cologne, 2022; 2015

IE Business School, IE University, 2022

Lehigh Marketing Speaker Series, Lehigh University, 2021

INSEAD, 2021; Summer Camp, 2007

IPAG Business School Paris, 2021

Copenhagen Business School, 2021; 2014

IIIT Bangalore, 2021

Baruch College, City University of New York, 2021

University of Liverpool Management School, 2021

School of Business, University of California Riverside, 2021

ESSEC Business School, 2021; Marketing Winter Camp, 2013

Toulouse Business School, 2021

Miami Herbert Business School, University of Miami, 2021

Alberta School of Business, University of Alberta, 2021

Leeds School of Business, University of Colorado Boulder, 2020

Robert H. Smith School of Business, University of Maryland, 2020

Stern School of Business, New York University, 2020; 2008; 2003

University of Essex, 2020

NHS Engagement and Communications Leaders Event, London, 2020

Southampton Business School, University of Southampton, 2020

London School of Economics and Political Science, Guest Lecturer Executive MSc Behavioural Science, 2020; Public Lecture, 2019; 2014

20th Annual Research Camp Marketing Department, Tilburg University, 2019
Harvard Business School, Harvard University, inaugural Marketing Camp, 2019; 2013; 2003
Rightmove, London, 2018
Rotman School of Management, University of Toronto, 2018; 2007; 2003
Carey Business School, Johns Hopkins University, 2018
Columbia Business School, Columbia University, 2018; Marketing Camp, 2013; 2003
WaterAid, 2018
Politecnico Milano, 2017
Health Quest Board Retreat, New York, 2017
Grenoble School of Management, 2017
NOVA School of Business and Economics, 2017
3rd Swiss Consumer Research Summit, Kleine Scheidegg, 2017
Saïd Business School Summer Camp, University of Oxford, 2017
IESEG School of Management Lille, 2017
Groupe HEC Paris, Marketing Research Camp, 2017; 2011; 2003
Second Annual Education Day, NAPAnesthesia, New Platz, 2017
Erasmus University Rotterdam, Distinguished Speaker, Honorary Doctorates 2016; 2003
Vrije Universiteit Amsterdam, Consumer Behavior Camp, 2016
University of St. Gallen, 2016
Cambridge Judge Business School, Marketing Research Camp, 2016
The Brand Exchange, London, 2016
Hong Kong University of Science and Technology, Marketing Camp, 2015; 2003
Birmingham Business School, Academy of Marketing Publishing Workshop, 2015
Sauder School of Business, University of British Columbia, 2015
CKGSB Beijing, 2015
Key-note speaker, Presidents Institute Executive Updates, Oslo, 2015
London Business School, “Designing a Better Self,” Harvard Business School, Harvard Kennedy School, Behavioral Insight Team, 2015
Carlos III University of Madrid, 2014
Huntington’s Disease Predictive Genetic Testing Consortium, Birmingham, 2014
Institute of Cancer and Genetics, Cardiff University School of Medicine, 2014
National University of Singapore, 2014
Chinese University of Hong Kong, 2014
“Three Insights About Choice Freedom” TEDx London Business School, 2013
University of Rennes, 2013
Cass Business School, City University London, 2013
Oulu Business School, University of Oulu, 2012
BI Norwegian Business School Marketing Conference, 2012
WU Vienna University of Economics and Business, 2012
Stanford Graduate School of Business, Stanford University, 2012; 2005

IDC–Hebrew University Joint Seminar Series in Marketing, 2012
Fuqua School of Business, Duke University, 2012
Warwick Business School, University of Warwick, 2012
Wharton Business School, University of Pennsylvania, 2011; 2007
Olin Business School, Washington University, 2011; 2003
Bremen International Graduate School of Social Science, 2011
Carlson School of Management, University of Minnesota, 2011
KU Leuven Winter Camp, 2010
University of Bologna, 2010; 2009
University of Groningen, 2009
London Business School Summer Camp, 2009; 2007; 2003
Anderson School Marketing Camp, University of California Los Angeles, 2009
Aston Business School Birmingham, 2008
Center for Behavioral Decision Research, Carnegie Mellon University, 2007
Department of Psychology, University of Palermo, 2006
Desautels Faculty of Management, McGill University, 2006
School of Management, State University of New York Binghamton, 2004
Kellogg Graduate School of Management, Northwestern University, 2003
Johnson Graduate School of Management, Cornell University, 2003