

Ayelet Gneezy

Professor of Behavioral Sciences & Marketing at UC San Diego

La Jolla, CA, US

Ayelet Gneezy's research addresses a wide variety of questions pertaining to consumer behavior.

Biography

Gneezy's research has been published in leading academic journals, including Science, PNAS, the Journal of Marketing Research, Marketing Science, the Journal of Personality and Social Psychology, and the Journal of Consumer Research, and was featured by top media outlets such as The Wall Street Journal, The New York Times, Scientific American, The Huffington Post, and The Atlantic. Her research addresses a wide variety of questions pertaining to consumer behavior such as behavioral pricing, prosocial behavior and charitable giving, social preferences (e.g., promise accounting, negative reciprocity, fairness), and factors affecting individuals' quality of life. In her research, Gneezy collaborates with both small (e.g., a local winery) and large (e.g., Disney) firms and organizations, allowing her to conduct field experiments and test her predictions in "the wild." Gneezy is also collaborating with organizations and researchers interested in questions that address the many challenges facing our society such as poverty, female genital mutilation (FGM), and health. She is the co-founder and faculty director of the Rady School of Management's US-Israel on Innovation & Economic Sustainability (USIC), and the Center for Social Innovation & Impact (CSII). Gneezy comes to UC San Diego from the Booth School of Business at the University of Chicago, where she earned her Ph.D. in marketing. Before embarking on her academic career, she managed the strategic planning department of DataPro Proximity (a subsidiary of BBDO Worldwide).

Areas of Expertise

Prosocial Behavior, Behavioral Pricing, Social Preferences, Consumer Behavior

Education

University of Chicago

Ph.D. Business

University of Teesside, UK

M.B.A. Business

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