

# Chiara Longoni

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ASSOCIATE PROFESSOR

**Marketing Management**

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## Biography

Chiara Longoni is an Associate Professor of Marketing and Sales at Università Bocconi.

She is a social scientist and conducts interdisciplinary, empirical research that investigates the adoption of artificial intelligence as a tool for social good, with direct applications for companies, law, and policy. A secondary area of research looks at the determinants of positive behavior change and the drivers of sustainability and climate action. Her primary area of research falls under the realm of investigating consumer psychological responses to applications of artificial intelligence across domains spanning healthcare, recommendation systems, automated content generation, and government service provision. A secondary area of research broadly relates to consumer and societal well-being. Her work in this area looks at the determinants of positive behavior change and the drivers of sustainability and climate action.

She completed a Ph.D. in marketing at New York University's Stern School of Business. She also holds a M.S. (summa cum laude) from Università Bocconi, a M.A. (Honors) in Psychology from New York University.

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## ARTICLES IN SCHOLARLY JOURNALS

HONG J. S., LONGONI C., MORWITZ V. G.

**Proximity bias: Interactive effect of spatial distance and outcome valence on probability judgments**

Journal of Consumer Psychology, 2024, vol.34, no. 1, pp.18-34

LONGONI C., CIAN L., KYUNG E. J.

**Algorithmic Transference: People Overgeneralize Failures of AI in the Government**

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SCHWEIDEL D. A., BART Y., INMAN J. J., STEPHEN A. T., LIBAI B., ANDREWS M., ROSARIO A. B., CHAE I., CHEN Z., KUPOR D., LONGONI C., THOMAZ F.

**How consumer digital signals are reshaping the customer journey**

Journal of the Academy of Marketing Science, 2022, vol.50, no. 6, pp.1257-1276

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**Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect**

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CADARIO R., LONGONI C., MOREWEDGE C. K.

### **Understanding, explaining, and utilizing medical artificial intelligence**

Nature Human Behavior, 2021, vol.5, no. 12, pp.1636-1642

CIAN L., LONGONI C., KRISHNA A.

### **Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion**

Journal of Marketing Research, 2020, vol.57, no. 3, pp.489-508

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### **Resistance to medical artificial intelligence is an attribute in a compensatory decision process: response to Pezzo and Beckstead (2020)**

Judgment and Decision Making, 2020, vol.15, no. 3, pp.446-448

LONGONI C., BONEZZI A., MOREWEDGE C. K.

### **Resistance to Medical Artificial Intelligence**

Journal of Consumer Research, 2019, vol.46, no. 4, pp.629-650

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### **A green paradox: Validating green choices has ironic effects on behavior, cognition, and perception**

Journal of Experimental Social Psychology, 2014, vol.50, pp.158-165

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## OTHER

LONGONI C., DOELL K.

### **How psychology can help people live more climate-friendly lives – lessons from around the world**

2024, The Conversation

LONGONI C.

### **Do People Believe Generative AI?**

2023, Insights@Questroom

LONGONI C., BARTLETT C.

### **Can we trust machines doing the news?**

2023, 360info.org

LONGONI C., CADARIO R., MOREWEDGE C. K.

### **For Patients to Trust Medical AI, They Need to Understand It**

2021, Harvard Business Review, United States of America

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## PROCEEDINGS/PRESENTATIONS

LONGONI C., FRADKIN A., CIAN L., PENNYCOOK G.

### **News from Generative Artificial Intelligence Is Believed Less**

*FACCT '22: 2022 ACM Conference on Fairness, Accountability, and Transparency, June 21 - 24 2022, Seoul, South Korea*

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