

# Uri Barnea

MARKETING MANAGEMENT

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## ARTICOLI SU RIVISTA SCIENTIFICA

SILVERMAN J., BARNEA U.

**The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions**  
Management Science, 2024

BARNEA U., MEYER R. J., NAVE G.

**The Effects of Content Ephemerality on Information Processing**  
Journal of Marketing Research, 2023, vol.60, no. 4, pp.750-766

HERSHFIELD H. E., MOGILNER C., BARNEA U.

**People Who Choose Time Over Money Are Happier**  
Social Psychological and Personality Science, 2016, vol.7, no. 7, pp.697-706

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