

CAROLINA RAFFAELLI

Rady School of Management, University of California, San Diego
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EDUCATION

University of California, San Diego — Rady School of Management San Diego, USA
Ph.D. in Behavioral Marketing Expected June 2027
Dissertation Committee: Wendy Liu (chair), Uma Karmarkar (co-chair),
On Amir, Ayelet Gneezy, Piotr Winkielman

Bocconi University Milan, Italy
M.Sc. in Marketing Management, *summa cum laude* March 2018

Bocconi University Milan, Italy
B.Sc. in Economics and Finance August 2016

RESEARCH INTERESTS

Judgment and Decision Making; Preferences and Valuation; Risk and Uncertainty; Time

PUBLICATIONS

(* denotes equal authorship)

Karmarkar, U., Clithero, J., & Raffaelli, C. (forthcoming). “Sequential Information Preferences in Uncertain Decision Making.” *Journal of Experimental Psychology: General*.

Raffaelli, C.*, Bocchi, E.*, Estes, Z., & Adelman, J. S. (2025). “BRAND: Brand recognition and attitude norms database.” *Behavior Research Methods*, 57(1), 1–26. <https://rdcu.be/exTQ0>

WORKING PAPER

Raffaelli, C., & Liu, W. “How Long and How Often: Asymmetric Drivers of Usage Happiness.”
Under Review. Job Market Paper.

Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (2026).

Hillegass, K., Raffaelli, C., & Amir, O. “Stealing Time: Differential Sensitivity and Response to Violations of Time versus Money.” In preparation for submission.

SELECTED RESEARCH IN PROGRESS

Raffaelli, C., & Liu, W. “Consumption Share Neglect.” Data collection.

Raffaelli, C., & Liu, W. “Sustainable Clothes Misbeliefs: What Consumers Get Wrong.” Data collection.

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow 2026
Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2026

UC San Diego Summer Fellowship	2022–2024
UC San Diego Doctoral Fellowship	2021–2026
Bocconi Annual Post-Graduate Scholarship for Research Training	2020
Bocconi Luxottica Consumer Behavior Talent Award	2018

CONFERENCE PRESENTATIONS

“Self-Selected Information Sequences Shape Uncertain Choice”

(with U.R. Karmarkar & J.A. Clithero)

Behavioral Decision Research in Management (BDRM), paper 2026, New York City

“How Long and How Often: Asymmetric Drivers of Usage Happiness” (with W. Liu)

Society for Consumer Psychology (SCP), paper 2026, San Diego

Marketing Science Institute (MSI) Forum, poster 2026, Los Angeles

Society for Judgment and Decision Making (SJDM), poster 2025, Denver

Association for Consumer Research (ACR), paper 2025, Washington, D.C.

Annual California Conference (UCLA), paper 2025, Los Angeles

“How Likely vs. How Much: How Valence Shapes Information Seeking”

(with U. R. Karmarkar & J. A. Clithero)

Association for Consumer Research (ACR), poster 2025, Washington, D.C.

“Consumption Share Neglect” (with W. Liu)

Society for Judgment and Decision Making (SJDM), poster 2024, New York City

TEACHING EXPERIENCE

Graduate Teaching Assistant, Rady School of Management, UC San Diego

MGT 477 — Consumer Behavior (MBA), Wendy Liu 1 quarter

MGT 458 — Experiments in Firms (MBA), Sally Sadoff 3 quarters

MGT 458 — Experiments in Firms (MBA), Anya Samek 1 quarter

MGT 407 — Marketing (MBA), Uma Karmarkar 3 quarters

MGT 407 — Marketing (MBA), Eric Yorkston 1 quarter

MGT 488 — Applied Market Research (MBA), On Amir 1 quarter

MGT 444 — Topics in Business Strategy (MBA), Sally Sadoff 1 quarter

MGT 107 — Consumer Behavior (Undergraduate), Ania Jaroszewicz 3 quarters

MGT 104 — Strategic Customer Insight (Undergraduate), Wendy Liu 1 quarter

Graduate Teaching Assistant, School of Global Policy and Strategy, UC San Diego

GPIM 420 — Marketing Core, Uma Karmarkar 1 quarter

OTHER ACADEMIC & PROFESSIONAL EXPERIENCE

Lab Manager, BELSS (Bocconi Experimental Lab for the Social Sciences) 2020–2021, Milan, Italy

Research Assistant, Marketing Department, Bocconi University 2019–2020, Milan, Italy

Supervisors: Joachim Vosgerau and Zachary Estes

Junior Marketing Manager Intern, Prime Now, Amazon

2018, Milan, Italy

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

SKILLS AND LANGUAGES

Software: R, Claude Code, Qualtrics, CloudResearch, Prolific, Sona System

Languages: Italian (native), English (fluent)