Stanford

Jonathan Levav

King Philanthropies Professor

Marketing

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing

Teaching

COURSES

2026-27

- Behavioral Economics and the Psychology of Decision Making: GSBGEN 646 (Win)
- MSx: Marketing: MKTG 249 (Aut)
- Marketing Science and Patient Engagement: CIM 209 (Aut)
- Product Launch: MKTG 535 (Win)

2025-26

- Behavioral Economics and the Psychology of Decision Making: GSBGEN 646 (Win)
- MSx: Marketing: MKTG 249 (Aut)
- Marketing Science and Patient Engagement: CIM 209 (Aut)
- Product Launch: MKTG 535 (Win)

2024-25

- Behavioral Economics and the Psychology of Decision Making: GSBGEN 646 (Win)
- Marketing Science and Patient Engagement: CIM 209 (Aut)
- Product Launch: MKTG 535 (Win)

2023-24

- Behavioral Economics and the Psychology of Decision Making: GSBGEN 646 (Win)
- MSx: Marketing: MKTG 249 (Aut, Sum)
- Marketing Science and Patient Engagement: MED 230 (Aut)
- Product Launch: MKTG 535 (Win)

STANFORD ADVISEES

Doctoral (Program)

David Fang

Publications

PUBLICATIONS

- **The Effect of Auditory and Visual Recommendations on Choice.** *Psychological science*
  Mariadassou, S., Bechler, C. J., Levav, J.
  2022: 9567976221106349

- **A Reexamination of the Impact of Decision Conflict on Choice Deferral** *MANAGEMENT SCIENCE*
  Evangelidis, I., Levav, J., Simonson, I.
  2022

- **Price promotions and "freemium" app monetization** *QME-QUANTITATIVE MARKETING AND ECONOMICS*
  Runge, J., Levav, J., Nair, H. S.
  2022

- **Publisher Correction: Virtual communication curbs creative idea generation.** *Nature*
  Brucks, M. S., Levav, J.
  2022

- **Compatibility effects in the perception of dispersion.** *Cognition*
  Bechler, C. J., Levav, J.
  2022; 225: 105166

- **Virtual communication curbs creative idea generation.** *Nature*
  Brucks, M. S., Levav, J.
  2022

- **Preference Reversals Between Digital and Physical Goods** *JOURNAL OF MARKETING RESEARCH*
  Catapano, R., Shennib, F., Levav, J.
  2022; 59 (2): 353-373

- **Process Utility and the Effect of Inaction Frames** *MANAGEMENT SCIENCE*
  Evangelidis, I., Levav, J.
  2019; 65 (5): 2328–41

- **The Asymmetric Impact of Context on Advantaged Versus Disadvantaged Options** *JOURNAL OF MARKETING RESEARCH*
  Evangelidis, I., Levav, J., Simonson, I.
  2018; 55 (2): 239–53

- **The Compensatory Consumer Behavior Model: How self-discrepancies drive consumer behavior** *JOURNAL OF CONSUMER PSYCHOLOGY*
  Mandel, N., Rucker, D. D., Levav, J., Galinsky, A. D.
  2017; 27 (1): 133-146

- **The Effect of Preference Expression Modality on Self-Control** *JOURNAL OF CONSUMER RESEARCH*
  Klesse, A., Levav, J., Goukens, C.
  2015; 42 (4): 535-550

- **Anticipating Divine Protection? Reminders of God Can Increase Nonmoral Risk Taking** *PSYCHOLOGICAL SCIENCE*
  Kupor, D. M., Laurin, K., Levav, J.
  2015; 26 (4): 374-384

- **Prominence Versus Dominance: How Relationships Between Alternatives Drive Decision Strategy and Choice** *JOURNAL OF MARKETING RESEARCH*
  Evangelidis, I., Levav, J.
  2013; 50 (6): 753-766

- **The Effect of Ordering Decisions by Choice-Set Size on Consumer Search** *JOURNAL OF CONSUMER RESEARCH*
  Levav, J., Reinholtz, N., Lin, C.

2012; 39 (3): 585-599