

# ELIZABETH A. KEENAN

Harvard Business School  
Morgan Hall 187  
Soldiers Field Road  
Boston, MA 02163

(617) 495-5492  
[ekeenan@hbs.edu](mailto:ekeenan@hbs.edu)  
[www.hbs.edu/ekeenan](http://www.hbs.edu/ekeenan)

## ACADEMIC POSITIONS

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Harvard Business School July 2015 – present  
Assistant Professor of Business Administration  
Marketing Unit

## EDUCATION

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Ph.D., Marketing June 2015  
Rady School of Management, University of California, San Diego, CA  
National Science Foundation IGERT Fellow

M.A.S., Marine Biodiversity and Conservation 2008  
Scripps Institution of Oceanography, University of California, San Diego, CA

B.S., *cum laude*, Biology 1999  
Loyola Marymount University, Los Angeles, CA

## RESEARCH INTERESTS

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Prosocial Behavior, Pro-environmental Behavior, Decision Making, Behavior Change, Field Experiments

## PUBLICATIONS

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- Barasz, Kate, Leslie K. John, Elizabeth A. Keenan, and Michael I. Norton (2017), “Pseudo-set Framing,” *Journal of Experimental Psychology: General*, 146(10), 1460-1477.
- Nosal, Andy\*, Elizabeth A. Keenan\*, Philip A. Hastings, and Ayelet Gneezy (2016), “The Effect of Background Music in Shark Documentaries on Viewers’ Perceptions of Sharks,” *PLoS ONE*, 11(8): e0159279. doi:10.1371/journal.pone.0159279. [\*Equal authorship]
- Reddy, Sheila M., Jensen Montambault, Yuta J. Masuda, Ayelet Gneezy, Elizabeth Keenan, William Butler, Jonathan R. Fisher, and Stanley T. Asah (2016), “Advancing Conservation by Understanding and Influencing Human Behavior,” *Conservation Letters*, doi:10.1111/conl.12252.
- Gneezy, Uri, Elizabeth A. Keenan, and Ayelet Gneezy (2014), “Avoiding Overhead Aversion in Charity,” *Science*, 346(6209), 632-635.

Zaval, Lisa, Elizabeth A. Keenan, Eric J. Johnson, and Elke U. Weber (2014), “How Warm Days Increase Belief in Global Warming,” *Nature Climate Change*, 4, 143-147.

Baca-Motes\*, Katie, Amber Brown\*, Ayelet Gneezy\*, Elizabeth A. Keenan\*, and Leif D. Nelson\* (2013), “Commitment and Behavior Change: Evidence from the Field,” *Journal of Consumer Research*, 39(5), 1070-1084. [\*Equal authorship]

## **WORKING PAPERS**

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Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy, “Opting-In to Prosocial Incentives,” working paper.

## **SELECTED RESEARCH IN PROGRESS**

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Keenan, Elizabeth A. and Silvia Saccardo “Overcoming Overhead Aversion with Choice.”

Keenan, Elizabeth A., Ayelet Gneezy, and Uri Gneezy, “Understanding Overhead Aversion in Charitable Giving.”

Keenan, Elizabeth A., David Klinowski, and Rosario Macera, “False (but Useful) Beliefs: Evidence from Supermarket Donations.”

Keenan, Elizabeth A., Ayelet Gneezy, and Wendy Liu, “When Doing Good, You Should Not Do Well: The Case of Nonprofit Executive Compensation.”

## **COURSE MATERIALS**

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Keenan, Elizabeth A. and Leslie K. John, Back to the Roots, Harvard Business School Case 518-073.

Keenan, Elizabeth A. and Jill Avery, Adeo Health Science: Turning a Product into a Brand, Harvard Business School Case 518-065.

## **PROFESSIONAL EXPERIENCE**

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Visiting student researcher Mar – Jun 2011  
*Columbia University, New York, NY*  
*Center for Research on Environmental Decisions (CRED)*

Interim Director of Education 2000 – 2009  
Assistant Director of Education  
Public Programs Manager  
Outreach Coordinator  
*Aquarium of the Pacific, Long Beach, CA*

- Directed and managed a team of educational, administrative, and volunteer staff while ensuring a supportive and productive environment for staff to advance department goals

and the organization's mission.

- Oversaw the operation of the education department including budgets, grants and gifts, marketing, program direction, and evaluation.

Divemaster and Education Assistant Summers 2003, 2006  
*Roatán Institute of Marine Science (RIMS), Roatán, Honduras*

Biology Teacher 1999 – 2000  
*Temescal Canyon High School, Lake Elsinore, CA*

## UNIVERSITY TEACHING EXPERIENCE

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*Harvard Business School, Boston, MA* 2015 – present  

- Marketing (Fall 2015 & 2016)

*University of California, San Diego, CA* 2009 – 2015  
 Graduate Teaching Assistant

- Global Business Strategies (Undergraduate; Spring 2015)
- Topics in Innovation: Social Change/Venturing (MBA; Winter 2013, 2014, Fall 2014)
- Projects in Data Driven Management (MBA; Fall 2013)
- Organizational Leadership (Undergraduate; Spring 2013)
- Personal Ethics in the Workplace (Undergraduate; Fall 2012)
- Product Marketing and Management (Undergraduate; Winter 2010, Spring 2010)
- Business Ethics and Corporate Responsibility (Undergraduate; Fall 2009)

Guest Speaker

- Introduction to Marine Biodiversity, Conservation, and Global Change (Graduate; Jun 2012 – 2014): “Behavioral Marketing: Green Consumer Choices”
- Personal Ethics in the Workplace (Undergraduate; Nov 2012): “Environmental Ethics: A Primer”
- Corporate Strategy and the Environment (Graduate; Oct 2009): “Oceans and Coastal Ecosystems”

Head Teaching Assistant 2013 – 2015  

- Held workshops to train and prepare first-time graduate students to be TAs.

*Loyola Marymount University, Los Angeles, CA* 1997 – 1999  
 Undergraduate Teaching Assistant in the Biology Department

## AWARDS AND HONORS

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Science of Philanthropy Initiative Research Grant	2014
Skoll Foundation Research Grant (Skoll Global Threats Fund)	2014
AMA-Sheth Foundation Doctoral Consortium Fellow, Evanston, IL	2014
Science of Philanthropy Initiative Challenge Partnership Nomination	2014

Rady Academic Year Fellowship	2009 – 2014
Dean’s Fellowship for Summer Research	2010 – 2014
National Science Foundation IGERT Fellowship	2010 – 2013
Invited Participant, Harvard Kennedy School Center for Public Leadership Interdisciplinary Workshop, Cambridge, MA	2013
Invited Participant, Arison School of Business Managerial Agility and Innovation Summer School, Herzliya, Israel	2013
Invited Presenter, Climate, Mind, and Behavior Symposium, Garrison, NY	2013
Invited Presenter, Yale Whitebox Advisors Conference, New Haven, CT	2012
Runner-up Student Poster Award, Society for Judgment and Decision Making (SJDM)	2012
Aquarium of the Pacific Sea Star Staff Award	2004, 2006
Loyola Marymount University Presidential Citation Award	1999
Loyola Marymount University Biology Department Seydoux Biology Award	1999

## **CONFERENCE PRESENTATIONS AND INVITED TALKS**

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Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2018) “Opting In to Prosocial and Standard Incentives.” Invited talk at Harvard Kennedy School’s Colloquium on Research Results Advancing Leadership. Cambridge, MA.

Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2018) “Opting In to Prosocial and Standard Incentives.” Presented at the SCP Conference on Vice and Virtue Consumption. Sydney, Australia.

Keenan, Elizabeth A., Silvia Saccardo, and Ayelet Gneezy (2017) “Overcoming Overhead Aversion with Choice.” Presented at the Association for Consumer Research (ACR) Conference. San Diego, CA.

Keenan, Elizabeth A. (2017) “Tools for Tackling Issues in Conservation: Lessons from Social Science.” Invited talk at Aquarium of the Pacific. Long Beach, CA.

Keenan, Elizabeth A. (2017) “Understanding, Overcoming, and Avoiding Overhead Aversion.” Invited talk at University of Massachusetts Amherst. Amherst, MA.

Keenan, Elizabeth A. (2017) “Understanding, Overcoming, and Avoiding Overhead Aversion in Charity.” Invited talk at Northeastern University. Boston, MA.

Keenan, Elizabeth A. (2016) “Understanding, Overcoming, and Avoiding Overhead Aversion in Charity.” Invited talk at the Northeast Marketing Consortium. Cambridge, MA.

Keenan, Elizabeth A. (2016) “Understanding, Overcoming, and Avoiding Overhead Aversion in Charity.” Invited talk at the Incentives and Behavior Change Conference. Tel Aviv, Israel.

Keenan, Elizabeth A. (2016) “Explorations in Motivating Donors to Give.” Invited talk at BX2016. Boston, MA.

Keenan, Elizabeth A. and Ayelet Gneezy (2016) “Understanding and Overcoming Overhead

- Aversion.” Presented at Boston Judgment and Decision Making Day. Boston College, MA.
- Keenan, Elizabeth A. and Ayelet Gneezy (2016) “Understanding and Overcoming Overhead Aversion in Charity.” Invited talk at Boston University.
- Gneezy, Uri, Elizabeth A. Keenan, and Ayelet Gneezy (2016) “Avoiding Overhead Aversion in Charity.” Presented at the Society for Consumer Psychology (SCP) Conference. Tampa, FL.
- Keenan, Elizabeth A., Ayelet Gneezy, and Uri Gneezy (2016) “Understanding and Avoiding Overhead Aversion in Charitable Giving.” Invited talk at the University of Chile.
- Keenan, Elizabeth A. and Ayelet Gneezy (2014) “Overhead Aversion in Charitable Giving.” Presented at the Society for Consumer Psychology (SCP) Conference. Miami, FL.
- Imas, A., Ayelet Gneezy, and Elizabeth A. Keenan (2014) “Prosocial Incentives: Limits and Benefits of Working for Others.” Presented at the Society for Consumer Psychology (SCP) Conference. Miami, FL.
- Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, \*Elizabeth A. Keenan, and Leif D. Nelson (2013) “Nudging Hotel Guests to be Green.” Invited talk at Middlebury College, VT.
- Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, \*Elizabeth A. Keenan, and Leif D. Nelson (2013) “Commitment and Behavior Change: Evidence from the Field.” Presented at the Climate, Mind and Behavior Symposium. Garrison, NY.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2013) “Driving Green Consumption.” Presented at the Society for Consumer Psychology (SCP) Conference. San Antonio, TX.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2013) “Why Do Consumers Buy Green?” Poster presented at the Scripps Institution of Oceanography Science Showcase. La Jolla, CA.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2012) “Why Do Consumers Buy Green?” Poster presented at the Society for Judgment and Decision Making (SJDM) Conference. Minneapolis, MN. [Runner-up Student Poster Award.]
- Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, Elizabeth A. Keenan, and Leif D. Nelson (2012) “Commitment and Environmental Behavior Change: Evidence from the Field.” Presented at the Association for Consumer Research (ACR) Conference. Vancouver, B.C.
- Zaval, Lisa, Elizabeth A. Keenan, and Elke U. Weber (2012) “Exploring the Role of Heuristics and Constructed Beliefs in Climate Change Perception.” Presented at the American Psychological Association (APA) Conference. Orlando, FL.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2012) “The Value of Green.” Presented at the Society for Consumer Psychology (SCP) International Conference. Florence, Italy.
- Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, Elizabeth A. Keenan, and Leif D. Nelson (2012) “Commitment and Environmental Behavior Change: Evidence from the Field.”

Presented at the Behavioral Decision Research in Management (BDRM) Conference.  
Boulder, CO.

Baca-Motes, Katie, Amber Brown, Ayelet Gneezy, Elizabeth A. Keenan, and Leif D. Nelson  
(2012) “Commitment and Environmental Behavior Change: Evidence from the Field.”  
Presented at the Yale Whitebox Advisors Graduate Student Conference. New Haven, CT.

Keenan, Elizabeth A. (2012) “Green Market Choices and Behaviors.” Invited talk at San Diego  
State University for the Center for Regional Sustainability’s Green Lunch Bag Series.

Keenan, Elizabeth A. (2012) “Consumers’ Environment, Attitudes, Values, and Behaviors.”  
Invited talk at San Diego City College for their Ecological Commerce course.

Keenan, Elizabeth and Ayelet Gneezy (2011) “Through the Motivation Lens: Ought and Want  
in Prosocial Behavior.” Poster presented at the Society for Consumer Psychology (SCP)  
Conference. Atlanta, GA.

Keenan, Elizabeth A. (2006) “Informal Education: Creating an Ocean Literate Society.” Panelist  
at the California Conference on Ocean Literacy (CA CoOL). Long Beach, CA.

Keenan, Elizabeth A., \*Shelley Ko, and \*Milena Salas (2005) “A Recipe for Volunteer Success.”  
Presented at the National Marine Educators Association (NMEA) Conference. Maui, HI.

## SERVICE

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- Ad hoc Reviewer for *Journal of Consumer Research*, *Journal of Economic Behavior and Organization*,  
*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Policy and Marketing*, *Marketing  
Science*, *Nonprofit and Voluntary Sector Quarterly*, *Nature Energy*
- Conference Reviewer for Association for Consumer Research and Society for Consumer  
Psychology
- Conference Program Committee, BDRM 2018
- Center for Marine Biodiversity and Conservation (CMBC) Steering Committee 2014 – 2015
- Student Advisor, Scripps Institution of Oceanography M.A.S. Program 2009 – 2014
- Scripps Institution of Oceanography IGERT Steering Committee 2012 – 2013
- Team Mentor, National Ocean Sciences Bowl (NOSB) 2010 – 2012
- National Marine Educators Association (NMEA), Chapter Representative 2006 – 2010
- Southwest Marine Educators Association (SWMEA), Chapter Representative 2006 – 2010

## PROFESSIONAL AFFILIATIONS

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- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- American Psychological Association (APA)
- Behavioral Science & Policy Association (BSPA)
- Center for Marine Biodiversity and Conservation (CMBC)

- Society for Consumer Psychology (SCP)
- Society for Environmental Population and Conservation Psychology (SEPCP)
- Society for Judgment and Decision Making (SJDM)
- Transformative Consumer Research (TCR)