

# ELIZABETH A. KEENAN

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## ACADEMIC POSITIONS

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Harvard Business School  
Assistant Professor of Business Administration  
Marketing Unit

July 2015 – present

## EDUCATION

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

June 2015

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

2008

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

1999

## JOURNAL PUBLICATIONS

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Barasz, K., John, L.K., Keenan E.A., & Norton, M.I. (2017). Pseudo-set framing, *Journal of Experimental Psychology: General*, 146(10), 1460-1477.

Reddy, S.M., Montambault, J., Masuda, Y.J., Gneezy, A., Keenan E.A., Butler, W., Fisher, J.R., & Asah, S.T. (2017). Advancing conservation by understanding and influencing human behavior, *Conservation Letters*, 10: 248-256. First published May 2016.

Nosal, A.\* , Keenan E.A.\* , Hastings, P.A., & Gneezy, A. (2016). The effect of background music in shark documentaries on viewers' perceptions of sharks, *PLoS ONE*, 11(8): e0159279. \*The first two authors contributed equally.

Gneezy, U., Keenan E.A., & Gneezy, A. (2014). Avoiding overhead aversion in charity, *Science*, 346(6209), 632-635.

Zaval, L., Keenan, E.A., Johnson, E.J., & Weber, E.U. (2014). How warm days increase belief in global warming, *Nature Climate Change*, 4, 143-147.

Baca-Motes, K.\* , Brown, A.\* , Gneezy, A.\* , Keenan, E.A.\* , & Nelson, L.D.\* (2013). Commitment and behavior change: Evidence from the field, *Journal of Consumer Research*, 39(5), 1070-1084. \*Authors contributed equally.

## **WORKING PAPERS AND MANUSCRIPTS IN PREPARATION**

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Schwartz, D., Keenan, E.A., Imas, A., & Gneezy, A. Opting-in to prosocial incentives, *working paper*.

Keenan, E.A. & Saccardo, S. Overcoming overhead aversion with choice, *in preparation*.

Keenan, E.A., Klinowski, D., & Macera, R. False (but useful) beliefs: Evidence from supermarket donations, *in preparation*.

## **WORK IN PROGRESS**

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“The impact of choice set size and heterogeneity on giving” with Jon Behar, Ayelet Gneezy & Arseny Ryaznov

“Social matching in charity”

“Understanding overhead aversion in charitable giving” with Ayelet Gneezy & Uri Gneezy

“When doing good, you should not do well: The case of nonprofit executive compensation” with Ayelet Gneezy & Wendy Liu

## **COURSE MATERIALS**

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Keenan, E.A. & John, L.K. “Back to the Roots, Harvard Business School Case 518-073.

Keenan, E.A. & Avery, J. “Adeo Health Science: Turning a Product into a Brand,” Harvard Business School Case 518-065.

Keenan, E.A. & Gourville, J. “But, It’s For a Good Cause,” Harvard Business School Case 517-062.

## **UNIVERSITY TEACHING EXPERIENCE**

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

- Marketing, MBA Required Curriculum (Fall 2015, 2016, 2018)
- Strategic Marketing Management, Executive Education (Summer 2018)
- Graduate School of Arts and Sciences Mini-MBA Program (Summer 2016, 2018)

*University of California, San Diego, CA* 2009 – 2015

- Global Business Strategies Teaching Assistant (Undergraduate; Spring 2015)
- Introduction to Marine Biodiversity, Conservation, and Global Change Guest Lecturer (Graduate; Summer 2012, 2013, 2014)
- Topics in Innovation: Social Change/Venturing Teaching Assistant (MBA; Winter 2013, 2014, Fall 2014)

- Projects in Data Driven Management Teaching Assistant (MBA; Fall 2013)
- Organizational Leadership Teaching Assistant (Undergraduate; Spring 2013)
- Personal Ethics in the Workplace Guest Lecturer and Teaching Assistant (Undergraduate; Fall 2012)
- Product Marketing and Management Teaching Assistant (Undergraduate; Winter 2010, Spring 2010)
- Business Ethics and Corporate Responsibility Teaching Assistant (Undergraduate; Fall 2009)
- Corporate Strategy and the Environment Guest Lecturer (Graduate; Oct 2009)

*San Diego City College, San Diego, CA* 2012

- Ecological Commerce Guest Lecturer (Undergraduate; Spring 2012)

*Loyola Marymount University, Los Angeles, CA* 1997 – 1999

Undergraduate Teaching Assistant in the Biology Department

## 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 Summer 2003, 2006

*Roatán Institute of Marine Science (RIMS), Roatán, Honduras*

Biology Teacher 1999 – 2000

*Temescal Canyon High School, Lake Elsinore, CA*

## 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

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Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2018) "Opting In to Prosocial and Standard Incentives." Paper presented at the Society for Consumer Psychology (SCP) Conference on Vice and Virtue Consumption. Sydney, Australia.

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

Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2017) "Opting In to Prosocial and Standard Incentives." Paper presented at the Association for Consumer Research (ACR) Conference. San Diego, CA.

Keenan, Elizabeth A. and Ayelet Gneezy (2016) "Understanding and Overcoming Overhead Aversion." Paper presented at Boston Judgment and Decision Making Day. Boston College, MA.

Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2016) "Opting In to Prosocial and Standard Incentives." Paper presented at the Society for Judgment and Decision Making (SJDM) Conference. Boston, MA.

Gneezy, Uri, Elizabeth A. Keenan, and Ayelet Gneezy (2016) "Avoiding Overhead Aversion in Charity." Paper presented at the Society for Consumer Psychology (SCP) Conference. Tampa, FL.

Imas, Alex, Elizabeth A. Keenan, and Ayelet Gneezy (2015) "Prosocial Incentives: Limits and Benefits of Working for Others." Paper presented at the Association for Consumer Research (ACR) Conference. New Orleans, LA.

Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2015) "Driving Pro-environmental Choice." Paper presented at the Behavioral Science and Policy Association (BSPA) Conference. New York, NY.

- Keenan, Elizabeth A., Alex Imas, and Ayelet Gneezy (2014) "Prosocial Incentives in the Field." Paper presented at the Association for Consumer Research (ACR) Conference. Baltimore, MD.
- Keenan, Elizabeth A. and Ayelet Gneezy (2014) "Overhead Aversion in Charitable Giving." Paper presented at the Society for Consumer Psychology (SCP) Conference. Miami, FL.
- Nosal, Andrew and Elizabeth A. Keenan (2013) "Public Support for Shark Conservation: Initial Findings from Human Behavioral Studies." Paper presented at the annual meeting of the American Elasmobranch Society. Albuquerque, NM.
- Imas, A., Ayelet Gneezy, and Elizabeth A. Keenan (2014) "Prosocial Incentives: Limits and Benefits of Working for Others." Paper 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) "Commitment and Behavior Change: Evidence from the Field." Paper presented at the Climate, Mind and Behavior Symposium. Garrison, NY.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2013) "Driving Green Consumption." Paper 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." Paper 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." Paper presented at the American Psychological Association (APA) Conference. Orlando, FL.
- Keenan, Elizabeth A., On Amir, and Ayelet Gneezy (2012) "The Value of Green." Paper 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." Paper 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." Paper presented at the Yale Whitebox Advisors Graduate Student Conference. New Haven, CT.

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., Shelley Ko, and Milena Salas (2005) "A Recipe for Volunteer Success." Presented at the National Marine Educators Association (NMEA) Conference. Maui, HI.

## INVITED TALKS

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05/11/2018 Washington University in St. Louis, Olin Business School (Marketing)  
01/18/2018 Harvard Kennedy School, Colloquium on Research Results Advancing Leadership  
10/24/2017 Aquarium of the Pacific, Guest Speaker Series, Long Beach, CA  
02/10/2017 University of Massachusetts Amherst, Isenberg School of Management (Marketing)  
01/20/2017 Northeastern University, D'Amore-McKim School of Business (Marketing)  
09/30/2016 Northeastern Marketing Consortium, Cambridge, MA  
07/04/2016 Incentives and Behavior Change Conference, Tel Aviv, Israel  
06/06/2016 Behavioral Exchange Conference, Cambridge, MA  
04/05/2016 Boston University, Questrom School of Business (Marketing)  
01/13/2016 University of Chile, Industrial Engineering (Marketing)  
10/16/2014 Harvard University, Harvard Business School (Marketing)  
09/23/2013 Middlebury College, Department of Psychology  
02/22/2012 San Diego State University, Center for Regional Sustainability

## DISCUSSANT / PANELIST

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Jun 2017 BIG doctoral student workshop, Harvard University  
Aug 2016 BIG doctoral student workshop, Harvard University  
Mar 2016 Social Enterprise Conference, Harvard Kennedy School  
Jun 2006 California Conference on Ocean Literacy (CA CoOL), Long Beach, CA

## SERVICE

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Ad hoc Reviewer

- *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 Program Reviewer

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

Conference Program Committee

- Behavioral Decision Research in Management (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 (SJDMM)

Transformative Consumer Research (TCR)