

Decision Processes Colloquia

Monday, February 5, 2018

Where: 340 JMHH

When: 12:00 – 1:20 pm

George Newman

Associate Professor of Management and Marketing
Yale School of Management

The Psychology of Authenticity

ABSTRACT:

Why do people value original artworks more than identical duplicates? What explains consumer demand for celebrity memorabilia or luxury products? This talk explores the psychological mechanisms underlying people's concept of authenticity. I will discuss the results of several empirical studies aimed at uncovering the key psychological factors, as well as broader questions surrounding the origins of this phenomenon.

