

Marketing Research Seminar Series | Department of Marketing | WU Vienna

Christopher Hsee, University of Chicago (US)

March 22nd, 2017 | 10:00 – 12:00 | AD.0.122

"Curiosity, and Its Implications for Psychology, Economics, and Marketing"

Abstract: Curiosity is a fundamental human desire, yet existing research on curiosity is scant. This work explores both the peril and the potential of curiosity. On one hand, it demonstrates how curiosity can lead people to open the "Pandora's Box" with knowingly miserable consequences. On the other hand, this work shows how curiosity serves as driving forces to improve performance, and creates opportunity to enhance happiness, in ways that have been overlooked by scholars and laypeople alike.