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Stefano Puntoni is the Sebastian S. Kresge Professor of Marketing at The Wharton School. Prior to joining Penn, Stefano was a professor of marketing and head of department at the Rotterdam School of Management, Erasmus University, in the Netherlands. He holds a PhD in marketing from London Business School and a degree in Statistics and Economics from the University of Padova, in his native Italy.

His research has appeared in several leading journals, including Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Nature Human Behavior, and Management Science. He also writes regularly for managerial outlets such as Harvard Business Review and MIT Sloan Management Review. Most of his ongoing research investigates how new technology is changing consumption and society, including how humans are adopting and evolving with AI.

He is a former MSI Young Scholar and MSI Scholar, and the winner of several grants and awards. He is currently an Associate Editor at the Journal of Consumer Research and at the Journal of Marketing. Stefano teaches in the areas of marketing strategy, new technologies, brand management, and decision making.