

ELIZABETH A. KEENAN

Tuck School of Business at Dartmouth
Hanover, NH

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[Faculty Bio](#)

ACADEMIC POSITIONS

Tuck School of Business at Dartmouth	
Clinical Professor and Research Scholar	2025 – present
Adjunct Professor	2024 – 2025
Visiting Assistant Professor	2024
Harvard Business School	
Assistant Professor, Marketing Unit	2015 – 2024
Boston University, Questrom School of Business	
Visiting Scholar, Marketing Department	2023 – 2024

EDUCATION

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	June 2008
Scripps Institution of Oceanography, University of California, San Diego, CA	
B.S., <i>cum laude</i> , Biology	May 1999
Loyola Marymount University, Los Angeles, CA	

RESEARCH GRANTS

U.S. National Science Foundation Award: RISE 2536009 (Belmont Forum CRA Climate, Environment, and Health 2), Short Title: ARMS Resilience, Organizational Collaborators: Perry Institute for Marine Science (PIMS), The Institute of Fisheries and Marine Science (IHSM) Madagascar, French National Research Institute for Sustainable Development (IRD), Reef Doctor NGO Madagascar, 2026-2029

Science of Philanthropy Initiative (SPI) Grant, On the Benefits and Limits of Prosocial Incentives, Co-PIs: A. Gneezy and A. Imas, 2014

Skoll Foundation Research Grant (Skoll Global Threats Fund), 2014

PUBLICATIONS (*denotes equal authorship, +denotes mentee/student collaborator)

Short, J.L., Toffel, M.W., Keenan, E.A., & Ouellet, M. (2025). Sending a Message: An empirical

assessment of responses to punitive and non-punitive compliance messaging strategies. *Ecology Law Quarterly*, 52(3), 695-734.

Engerman, K., Keenan, E.A., Kurochkin, D., & Shabliy, E.V. (Eds.). (2024). *Sustainable Energy Development: Technology and Investment*. Lexington Books.

Keenan E.A., Wilson, A.V., & John, L.K. (2022). When less is more: Consumers prefer brands that donate more in relative versus absolute terms, *Marketing Letters*, 33(1), 31-43.

Dunn, C.G., Soto, M.J., Hua, S.V., Keenan, E.A., Jaacks, L.M., Wolfson, J.A., & Bleich, S.N. (2021). Availability and nutrient composition of vegetarian items at U.S. fast food restaurants, *Journal of the Academy of Nutrition and Dietetics*, 121(7), 1306-1311.

Schwartz, D., Keenan, E.A., Imas, A., & Gneezy, A. (2021). Opting-in to prosocial incentives, *Organizational Behavior and Human Decision Processes*, 163, 132-141 (Pre-published online, March 6, 2019).

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.

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.

WORKING PAPERS AND MANUSCRIPTS IN PREPARATION

Keenan, E.A. & Saccardo, S. Overcoming overhead aversion with choice, *working paper*.

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

COURSE MATERIALS

Keenan, E.A. & Avery, J. "Adeo Health Science: Turning a Product into a Brand," Harvard Business School Teaching Note 526-015, August 2025.

Keenan, E.A. & Lobb, A. “Equifruit,” Harvard Business School Case 524-070, October 2024 (*in press*)

Keenan, E.A., Aparicio, D., Rodriguez, S.C., & Norris, M. “ECOALF: Fashion for the Future,” Harvard Business School Teaching Plan 524-095, July 2024.

Keenan, E.A. & Barnett, J. “Bee-ing Better at Bombas,” Harvard Business School Teaching Note 524-073, July 2024.

Keenan, E.A. & Hancock, M. “Tommy Hilfiger Adaptive: Fashion for All,” Harvard Business School Teaching Note 524-085, June 2024.

Keenan, E.A., Aparicio, D., Moniz, C., & Satreústegui, M.J. “ECOALF: Fashion for the Future,” Harvard Business School Case 524-057, January 2024.

Keenan, E.A., Moon, Y., & Ma, S. “Paul Polman,” Harvard Business School Case 322-098, January 2022.

Keenan, E.A., Moon, Y., & Masko, J. “Bee-ing Better at Bombas,” Harvard Business School Case 522-038, January 2022.

Keenan, E.A., Sucher, S.J., & Gupta, S. “Tommy Hilfiger Adaptive: Fashion for All,” Harvard Business School Case 522-053, November 2021.

Keenan, E.A. & John, L.K. “Back to the Roots,” Harvard Business School Teaching Note 520-028, August 2019.

Keenan, E.A. & John, L.K. “Back to the Roots,” Harvard Business School Case 518-073, June 2018. (Revised October 2019.)

Keenan, E.A. & Avery, J. “Adeo Health Science: Turning a Product into a Brand,” Harvard Business School Case 518-065, January 2018. (Revised May 2019.)

Keenan, E.A. & Gourville, J. “But, It’s For a Good Cause,” Harvard Business School Case 517-062, November 2016.

UNIVERSITY TEACHING EXPERIENCE

<i>Tuck School of Business at Dartmouth, Hanover, NH</i>	2024 – present
• Marketing, MBA Core (Fall 2025) • Integrated Marketing Communications, MBA Elective (Winter 2025, 2026) • Consumer Insights, MBA Elective (Spring 2024, 2025, 2026)	
<i>Harvard University and Harvard University Extension, Cambridge, MA</i>	2018 – present
• Conservation Biology Guest Lecturer (Spring Semester)	

Harvard Business School, Boston, MA 2015 – 2024

- Purpose-Driven Marketing, MBA Elective Curriculum (Spring 2022, 2023)
- Consumer Behavior, Doctoral Seminar (Spring 2023)
- Marketing, MBA Required Curriculum (Fall 2015, 2016, 2018)
- Summer Venture in Management Program (Summer 2019, 2023)
- Strategic Marketing Management, Executive Education (Summer 2018, 2019)
- Strategic Management for Environmental Leaders, Executive Education (Summer 2019)
- Graduate School of Arts and Sciences Mini-MBA Program (Summer 2016 – present)

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

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

Honorable Mention, Wyss Award for Excellence in Doctoral Mentoring, 2021
 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

(does not include talks given by co-authors)

Keenan, Elizabeth A., Anne V. Wilson, and Leslie K. John (2022) “When Less is More: Consumers Prefer Brands that Donate More in Relative vs. Absolute Terms.” Paper presented at the UBC Behavioral Insights into Business for Social Good Conference. Vancouver, B.C.

Keenan, Elizabeth A., Anne V. Wilson, and Leslie K. John (2021) “When Less is More: Consumers Prefer Brands that Donate More in Relative vs. Absolute Terms.” Paper presented at the AMA Marketing and Public Policy Conference. Virtual.

Keenan, Elizabeth A., Silvia Saccardo, and Ayelet Gneezy (2019) “Overcoming Overhead Aversion with Choice.” Paper presented at the Society for Judgment and Decision Making (SJDM) Conference. Montreal, Québec.

Keenan, Elizabeth A., Ayelet Gneezy and Uri Gneezy (2019) “Influencing Consumer Choices with Field Experiments.” Presented at the 2019 Choice Symposium. Cambridge, MD.

- Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2019) “Opting-In to Prosocial Incentives.” Paper presented at the Society for Consumer Psychology (SCP) Conference. Savannah, GA.
- Schwartz, Daniel, Elizabeth A. Keenan, Alex Imas, and Ayelet Gneezy (2018) “Opting In to Prosocial and Standard Incentives.” Paper 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.” 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 JDM Day. Boston College, 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.
- Keenan, Elizabeth A. and Ayelet Gneezy (2014) “Overhead Aversion in Charitable Giving.” Paper 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.” 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

03/25/2022 Mountain West Regional Marketing Research Symposium, Fort Collins, CO
01/28/2019 University of Pennsylvania, The Wharton School (Decision Processes)
05/11/2018 Washington University in St. Louis, Olin Business School (Marketing)
03/22/2018 Harvard University Center for the Environment, Graduate Consortium Seminar
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

Jun 2023	Harvard State of the Art Jewelry Summit – ESG Demystified
Mar 2023	HBS Retail & Luxury Goods Panel – Outdoor & Active: Doing Well & Doing Good
Feb 2023	HBS Women in Business Conference Panel – Women Empowering the Community
Sep 2022	3D TECH Festival – Why Inclusivity is Good for Business
Jun 2022	UBC Advanced Professional Certificate in Behavioural Insights
Oct 2021	ACR Roundtable Panelist – Marketing Effective Altruism

Apr 2021	Women in Development Program Panelist – Ethics in Fundraising
Feb 2021	Scripps-Rady Ocean Plastic Pollution Challenge Behavioral Science Panel, UCSD
Nov 2019	Business Oriented Leadership Conference (BOLD), Harvard University
May 2019	HBS Class of 2018 One-Year Reunion, Harvard Business School
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

MENTORING AND ADVISEMENT

Dissertation committee participation

- Emily Prinsloo (2023), PhD student in Marketing (HBS), faculty at Rice University
- Jimin Nam (2024), PhD student in Marketing (HBS), faculty at Ohio State University

HBS Research associate faculty mentor and advisor

- Elinor Flynn (2016 – 2017), continued on to a doctoral program at NYU and is now a postdoc at The Wharton School
- Stephanie Chan (2017 – 2018), continued on to a doctoral program at London Business School
- Shaaref Shah (2018 – 2021), continued on to a doctoral program at the Smith School of Business, Maryland
- Sara Coronel (2021 – present), continued on to doctoral program at the University of Wisconsin, Madison

Rising Scholars Conference student mentor (2021)

HBS MBA Independent Project advisor (2016 – 2023)

SERVICE

Ad hoc Reviewer

- *Journal of Consumer Research*
- *Journal of Economic Behavior and Organization*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Public Economics*
- *Journal of Public Policy and Marketing*
- *Management Science*
- *Marketing Science*
- *Nonprofit and Voluntary Sector Quarterly*
- *Nature Climate Change*
- *Nature Energy*

Conference Activities

- Association for Consumer Research (ACR) Program Reviewer
- Society for Consumer Psychology (SCP) Program Reviewer
- Society for Judgement and Decision Making (SJDm) Program Reviewer
- Behavioral Decision Research in Management (BDRM) Conference Committee, 2018

Other Service

- 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