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## ALIXANDRA BARASCH

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<https://www.insead.edu/faculty-research/faculty/alixandra-barasch>

### ACADEMIC POSITIONS

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**Leeds School of Business, University of Colorado at Boulder, Boulder, CO**  
Associate Professor, *Marketing Department* (2022-present)

**INSEAD, Fontainebleau, France**  
Visiting Associate Professor, *Marketing Department* (2020-present)

**Stern School of Business, New York University, New York City**  
Associate Professor, *Marketing Department* (2021-2022)  
Assistant Professor, *Marketing Department* (2016-2021)

### EDUCATION

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**The Wharton School, University of Pennsylvania, Philadelphia, PA**  
Ph.D., *Marketing*. May, 2016

**Duke University, Durham, NC**  
B.S., Summa Cum Laude, *Psychology*. May, 2008

### RESEARCH INTERESTS

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Social Judgment and Signaling  
Sharing and Experiential Consumption  
Prosocial Behavior  
Judgment and Decision Making

### PUBLICATIONS (\*Denotes equal authorship)

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Silverman, Jackie and Alixandra Barasch, "On or Off Track: How (Broken) Streaks Affect Consumer Decisions" *Journal of Consumer Research*, forthcoming.

Kim, Nicole, Yonat Zwebner, Alixandra Barasch, and Rom Schrift (2022). "You Must Have a Preference: The Impact of No Preference Communication on Joint Decision Making" *Journal of Marketing Research*, forthcoming.

Barrick, Elyssa, Diana Tamir, and Alixandra Barasch (2022). "The Unexpected Social Consequences of Diverting Attention to our Phones," *Journal of Experimental and Social Psychology*, 101, 104344.

Srna, Shalena, Alixandra Barasch, and Deborah A. Small (2022). "When Conspicuous Consumption Backfires: How Signals of Status Undermine Cooperation," *Journal of Personality and Social Psychology*, forthcoming.

Silverman, Jackie, Alixandra Barasch, Kristin Diehl, and Gal Zauberan (2022), "Harder Than You Think: Misconceptions about Logging Food with Photos versus Text," *Journal of the Association of Consumer Research*, forthcoming.

Proulx, Jason, Lara Aknin, and Alixandra Barasch (2022). "Let's give together: Can collaborative giving boost generosity?" *Nonprofit and Voluntary Sector Quarterly*, forthcoming.

Tonietto, Gabriela and Alixandra Barasch (2021). "Generating Content Increases Enjoyment by Immersing Consumers and Accelerating Perceived Time" *Journal of Marketing*, 85(6), 83-100.

- Selected for the *Journal of Marketing* Webinar for Marketing Professionals
- Selected Press: *Fast Company*, *Forbes*

Wertenbroch, Klaus, Rom Schrift, Joseph Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey R. Parker, Stefano Puntoni, Yanmei Zhang, Yonat Zwebner (2020). "Autonomy in Consumer Choice," *Marketing Letters*, 31(4), 429-439.

Barasch, Alixandra (2020). "The Consequences of Sharing," *Current Opinion in Psychology*, 31, 61-66.

Gaertig, Celia, Alixandra Barasch, Emma E. Levine, and Maurice E. Schweitzer (2019). "When Does Anger Boost Status?" *Journal of Experimental Social Psychology*, 85, 103876.

- Selected Press: *Fortune*

Berger, Jonah and Alixandra Barasch (2018). "A Candid Advantage? The Social Benefits of Candid Photos." *Social Psychological and Personality Science*, 9(8), 1010-1016.

- Selected Press: *Knowledge@Wharton*, *Elite Daily*

Levine, Emma E.\*, Alixandra Barasch\*, David Rand, Jonathan Z. Berman, and Deborah A. Small (2018), "Signaling Emotion and Reason in Cooperation." *Journal of Experimental Psychology: General*, 147(5), 702-719.

Berman, Jonathan Z., Alixandra Barasch, Emma E. Levine, and Deborah A. Small (2018), "Impediments to Effective Altruism: The Role of Subjective Preferences in Charitable Giving." *Psychological Science*, 29(5), 834-844.

- Selected Press: *NonProfit Pro*

Barasch, Alixandra, Gal Zauberaman, and Kristin Diehl (2018), "How the Intention to Share Can Undermine Enjoyment: Photo-taking Goals and Evaluation of Experiences." *Journal of Consumer Research*, 44, 1220-1237.

- Finalist for the **JCR Best Paper Award** in 2021
- Selected for *JCR* Research Curation: "From Atoms to Bits and Back: A research Curation on Digital Technology and Agenda for Future Research" (Schmitt 2019)
- Selected Press: *NY Times, Big Think, Wired, Afar, NBC, Vox, Slate*

Barasch, Alixandra\*, Kristin Diehl\*, Jackie Silverman\*, and Gal Zauberaman\* (2017), "Photographic Memory: The Effects of Photo-taking on Memory for Auditory and Visual Information." *Psychological Science*, 28(8), 1056-1066.

- Lead article
- Selected Press: *NY Times, NPR, Wired, New York Magazine, Big Think, Marketing Science Institute Reports, Inverse, The Cut, Science Daily, Digital Trends, BBC Radio*

Barasch, Alixandra, Emma E. Levine, and Maurice Schweitzer (2016), "Bliss is Ignorance: Happiness, Naiveté, and Exploitation." *Organizational Behavior and Human Decision Processes*, 137, 184-206.

- Selected Press: *Business Insider, Pacific Standard, Chicago Sun Times, Fast Company*

Barasch, Alixandra, Jonathan Berman, and Deborah Small (2016), "When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising." *Psychological Science*, 27(10), 1388-1397.

- Selected Press: *Science Daily, Knowledge@Wharton, Nonprofit Quarterly*

Diehl, Kristin\*, Gal Zauberaman\*, and Alixandra Barasch\* (2016), "How Taking Photos Increases Enjoyment of Experiences." *Journal of Personality and Social Psychology*, 111(2), 119-140.

- Lead article
- Selected Press: *Atlantic, Time, Washington Post, Boston Globe, Fast Company, NBC, Yahoo, Huffington Post, NPR, CNET, Digital Trends, Science Daily, Inc.*

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small (2015), "The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior." *Journal of Marketing Research*, 25 (1), 90-104.

- Selected Press: *BloombergView, Inc., Financial Times, The Atlantic, Knowledge@Wharton*

Barasch, Alixandra\*, Emma E. Levine\*, Jonathan Z. Berman, and Deborah A. Small (2014), "Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior." *Journal of Personality and Social Psychology*, 107 (3), 393-413.

Barasch, Alixandra and Jonah Berger (2014), "Broadcasting and Narrowcasting: How Audience Size Affects What People Share." *Journal of Marketing Research*, 51 (3), 286-299.

- Selected Press: *NY Times, Marketing Science Institute Reports, Marklives.com*

Duclos, Rod and Alixandra Barasch (2014), "Prosocial Behavior in Intergroup Relations: How Donor Self-Construal and Recipient Group-Membership Shape Generosity." *Journal of Consumer Research*, 41 (1), 93-107.

## **BOOK CHAPTERS**

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Zauberman, Gal, Kristin Diehl, and Alixandra Barasch (2019). "Memory Pointers and Identity" in *Handbook of Research on Identity Theory in Marketing*, Eds. A. Reed & M. Forehand. Cheltenham, UK: Edward Elgar Publishing, 212-224.

Zauberman, Gal, Kristin Diehl, and Alixandra Barasch (2018). "Does consumers' photo taking enrich or impoverish experience?" in *Mapping Out Marketing: Navigating Lessons from the Ivory Trenches*, Eds. R.P. Hill, C.M. Lamberton, & J. Swartz. London, UK: Routledge, Entry 47.

## **MANAGERIAL ARTICLES**

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Barasch, Alixandra and Jackie Silverman (2022). "Consumer Streaks are Motivating – The Key is Keeping Them Alive," *INSEAD Knowledge* (June).

Barasch, Alixandra (2022). "Why the Customer Isn't Always Right," *INSEAD Knowledge* (June).

Barasch, Alixandra, Shalena Srna, and Deborah Small (2022). "The Pitfalls of Flaunting Your Social Status," *INSEAD Knowledge* (May).

Barasch, Alixandra (2021). "How Tech Can Make You Happier, Fitter, and More Popular," *INSEAD Knowledge* (August).

Barasch, Alixandra (2020). "Why Putting your Phone Away Isn't the Answer," *INSEAD Knowledge* (December).

## GRANTS

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Marketing Science Institute Grant, 2019 (*Total Award: \$7,700*)  
Center for Global Economy and Business Research Grant, 2018 (*Total Award: \$3,450*)  
Carolan Research Forum Grant, 2018 (*Total Award: \$12,700*)  
Center for Sustainable Business Research Grant, 2018 (*Total Award: \$8,700*)  
Center for Global Economy and Business Research Grant, 2017 (*Total Award: \$4,000*)  
Marketing Science Institute Grant, 2017 (*Total Award: \$5,250*)  
Katz Fund for Research on Leadership and Emotional Intelligence Grant, 2016 (*Total Award: \$9,340*)  
Russell Ackoff Research Fellowship, Risk Management and Decision Processes Center, 2012–2015 (*Total Awards: \$10,325*)  
Patty and Jay H. Baker Ph.D. Fellowship, 2014-2015 (*Total Awards: \$7,410*)  
Vertical Integration Program Grant, 2007 (*Total Award: \$2,500*)

## AWARDS & HONORS

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Winner: Society of Consumer Psychology Best Talk Award, 2022  
Marketing Science Institute, Young Scholar, 2021  
Top 50 Undergraduate Business Professors, *Poets and Quants*, 2020  
Runner Up: Society for Consumer Psychology Best Working Paper Award, 2020  
Inaugural Dean Geeta Menon Award for outstanding engagement in contribution to the NYU Stern Program for Undergraduate Research (SPUR), 2019  
John A. Howard AMA Doctoral Dissertation Award Honorable Mention (1 of 3 finalists)  
The President's and Provost's Citation for Exceptional Commitment to Graduate Student Life at the University of Pennsylvania, 2016  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2015  
Winner: Society for Consumer Psychology Dissertation Proposal Competition, 2015  
Best Empirical Paper Award for the IACM Conference, 2015  
Fulbright Scholarship, Macau, China, 2010-2011  
Valedictorian, Duke University, 2008  
Phi Beta Kappa, 2007  
Psi Chi Honor Society in Psychology, 2006  
Graduation with Distinction, Duke University, 2008

- Thesis with Mary Frances Luce, Fuqua School of Business.

Zener Award for Outstanding Performance by a Major in Psychology, 2008  
Chief Junior Marshall, 2007  
Dean's List with Distinction, 2004-2008  
Jacqueline Anne Morris Research Scholar, 2007-2008

## CHAired SYMPOSIA

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Barasch, Alixandra (2019, February). "Risky Business: New Technology and the Evolution of Consumer-Brand Relationships," *Society for Consumer Psychology*, Savannah, GA.

Weingarten, Evan, Alixandra Barasch, and Shai Davidai (2018, October). "Attentional Biases in Comparisons for Both Happiness and Choice," *Association for Consumer Research*, Dallas, TX

Barasch, Alixandra (2018, March). "Decomposing Total Utility from Experience Over Time," *Society for Personality and Social Psychology*, Atlanta, GA.

Barasch, Alixandra and Gabbie Tonietto (2018, February). "The Time of Our Lives: Examining Utility from Experiential Consumption Over Time," *Society for Consumer Psychology*, Dallas, TX.

Barasch, Alixandra and Gabbie Tonietto (2017, October). "The Time of Our Lives: Examining Utility from Experiential Consumption Over Time," *Association for Consumer Research*, San Diego, CA.

Barasch, Alixandra (2014, October). "Incentives for Good Behavior and Good Behavior as Incentives," *Association for Consumer Research*, Baltimore, MD.

Barasch, Alixandra (2014, October). "Just Like Being There: The Good and the Bad of Sharing Experiences," *Association for Consumer Research*, Baltimore, MD.

Barasch, Alixandra and Emma Levine (2013, November). "The Relationship Between Altruism and Personal Benefits," *Society for Judgment and Decision Making*, Toronto, Canada.

Barasch, Alixandra (2013, October). "How Audience Factors Shape What People Share," *Association for Consumer Research*, Chicago, IL.

#### **CONFERENCE PRESENTATIONS** (\*Denotes presenter)

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Effect of collaborative giving on relationships

- *Society for Personality and Social Psychology*, Poster, San Francisco (February 2022)

Did You See What I Did? How Receiving Attention Enhances Post-Sharing Satisfaction with Shared Experiences

- *Association for Consumer Research*, Virtual (October 2021)

"I'm Not Too Generous": Examining the Desirability of Prosocial Traits in the Self

- *Society for Consumer Psychology*, Virtual (March 2022)
  - *Best Talk Award*

- *Association for Consumer Research*, Virtual (October 2021)

Can giving to charity with a peer forge social bonds?

- *Society for Personality and Social Psychology*, Virtual (February 2021)

When do Wage Disparities Indicate Discrimination?

- *Association for Consumer Research*, Virtual (October 2020)

Incentivizing Effortful Behavior Through Streaks

- *Society for Judgment and Decision Making*, Virtual (December 2020)
- *Society for Consumer Psychology*, Huntington Beach, CA (February 2020)
- *Society for Judgment and Decision Making*, Poster, Montreal, Canada (November 2019)

Psychological Closeness, Judgment, and Sharing

- *Society for Consumer Psychology*, Poster, Huntington Beach, CA (February 2020)

The Unexpected Consequences of Diverted Attention to Our Phones

- *Society of Experimental Social Psychology*, Toronto, Canada (October 2019)

Everyday Nostalgia: People Underestimate Nostalgia for Routines

- *Society of Experimental Social Psychology*, Philadelphia, PA (October 2022)
- *Society for Judgment and Decision Making*, Montreal, Canada (November 2019)

Dirty Motivation: Using Tainted Donations to Mitigate Overhead Aversion

- *Society for Consumer Psychology*, Poster, Huntington Beach, CA (February 2020)
- *Association for Consumer Research*, Atlanta, GA (October 2019)

Unfair but also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination

- *Society for Consumer Psychology*, Poster, Huntington Beach, CA (February 2020)
  - *Best Poster Award Runner-up*
- *Society for Judgment and Decision Making*, Poster, Montreal, Canada (November 2019)
- *Association for Consumer Research*, Atlanta, GA (October 2019)

Doing it for the 'Gram: Sacrificing Enjoyment When Posting Online

- *Association for Consumer Research*, Atlanta, GA (October 2019)

Hot Streak! Consumer Inferences and Predictions about Sticking to Long-Term Goals

- *Association for Consumer Research*, Virtual (October 2021)
- *Society for Consumer Psychology*, Savannah, GA (February 2019)

Hello! How May I Helo You? How Written Errors Can Humanize a Communicator

- *Society for Judgment and Decision Making*, Virtual (December 2020)
- *Association for Consumer Research*, Atlanta, GA (October 2019)
- *Society for Consumer Psychology*, Savannah, GA (February 2019)

When a Photo is Not Worth 1000 Words: How Photos Constrain Consumer Imagery and Expectations of Experiences

- *Society for Consumer Psychology*, Savannah, GA (February 2019)

Speaking Ill of Others: When Negatively-Valenced Gossip Fosters Social Connection

- *Society for Consumer Psychology*, Savannah, GA (February 2019)
- *Association for Consumer Research*, Dallas, TX (October 2018)

Cues to Sincerity: How People Assess and Convey Sincerity in Language

- *\*Association for Consumer Research*, Dallas, TX (October 2018)

Looking to the Front of the Pack: Perceptions of Ranked Lists

- *Association for Consumer Research*, Dallas, TX (October 2018)

"Brought To You Live": On The Consumption Experience of Live Social Media Streams

- *Society for Consumer Psychology*, Savannah, GA (February 2019)
- *Association for Consumer Research*, Dallas, TX (October 2018)

Fairness and the Psychology of Technological Disruption

- *\*Society for Consumer Psychology*, Savannah, GA (February 2019)
- *\*Behavioral Decision Research in Management*, Digitized Behavior Pre-conference, Boston, MA (June 2018)

Divided or Connected? Second Screen Use and the Television Viewing Experience

- *Society for Consumer Psychology*, Dallas, TX (February 2018)

When Conspicuous Consumption Backfires: How Signals of Status Undermine Cooperation

- *\*Prosocial Consumer Behavior*, Whistler, Canada (June 2018)
- *Society for Judgment and Decision Making*, Vancouver, Canada (November 2017)
- *Society for Consumer Psychology*, Dallas, TX (February 2018)
- *\*Association for Consumer Research*, San Diego, CA (October 2017)

The Effect of Generating Content on Experiential Immersion and Enjoyment

- *\*Society for Personality and Social Psychology*, Atlanta, GA (March 2018)
- *\*Society for Consumer Psychology*, Dallas, TX (February 2018)
- *Association for Consumer Research*, San Diego, CA (October 2017)



News, Fast or Slow: Preferences for Uncertainty Resolution

- *\*IDEA conference, Atlanta, GA (June 2017)*
- *Association for Consumer Research, Dallas, TX (October 2018)*

Emotion and Reason as Signals in Cooperation

- *\*Association for Consumer Research, Berlin, Germany (October 2016)*
- *Society for Judgment and Decision Making, Chicago, IL (November 2015)*

Expected and Actual Reliving of Experiences Through Different Types of Photos

- *Association for Consumer Research, Berlin, Germany (October 2016)*

A Candid Advantage? The Social Benefits of Candid Photos

- *Association for Consumer Research, New Orleans, LA (October 2015)*

Magnitude Matters: The Role of Anger Intensity in Interpersonal Perception

- *Society for Personality and Social Psychology (Emotion Preconference), San Diego, CA (January 2016)*
- *Society for Judgment and Decision Making, Poster, Chicago, IL (November 2015)*
- *Association for Consumer Research, Poster, Berlin, Germany (October 2016)*

Limits of Effective Altruism

- *Society for Personality and Social Psychology, San Antonio, TX (January 2017)*
- *Society for Judgment and Decision Making, Chicago, IL (November 2015)*
- *Association for Consumer Research, New Orleans, LA (October 2015)*

On or Off Track: How (Broken) Streaks Affect Consumer Decisions

- *Society for Consumer Psychology, Dallas, TX (February 2018)*
- *\*Symposium on Alienation and Meaning in Production and Consumption, Munich, Germany (January 2017)*
- *Association for Consumer Research, Berlin, Germany (October 2016)*

Too Good to Be True: Imperfection as a Costly Signal of Authenticity

- *Society for Judgment and Decision Making, Chicago, IL (November 2015)*
- *Association for Consumer Research, New Orleans, LA (October 2015)*
- *Society for Consumer Psychology, Phoenix, AZ (February 2015)*

How the Intention to Share Can Undermine Enjoyment: Photo-taking Goals and Evaluation of Experiences

- *\*Society for Consumer Psychology, Phoenix, AZ (February 2015)*
  - *Part of the "Special Awards Session" with the SCP Fellow, Early Career Award, and Dissertation Proposal Competition Winner*
- *\*Association for Consumer Research, Baltimore, MD (October 2014)*

Photographic Memory: The Effects of Volitional Photo-Taking on Remembering Visual and Auditory Aspects of an Experience

- *Marketing Science*, Los Angeles, CA (June 2017)
- *Society for Consumer Psychology*, St. Pete Beach, FL (February 2016)
- *Association for Consumer Research*, New Orleans, LA (October 2015)

Bliss is Ignorance: Happiness, Naiveté, and Exploitation

- *\*Association for Consumer Research*, Berlin, Germany (October 2016)
- *International Association of Conflict Management*, Clearwater Beach, FL (June 2015)
  - *Best Empirical Paper Award*
- *Academy of Management*, Philadelphia, PA (October 2014)

How Taking Photos Increases the Enjoyment of Experiences

- *Behavioral Decision Research in Management*, Toronto, Canada (June 2016)
- *Association for Consumer Research*, Baltimore, MD (October 2014)
- *European Conference of the Association for Consumer Research*, Barcelona, Spain (July 2013)

When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising

- *\*Society for Consumer Psychology Boutique Conference*, Sydney, Australia (January 2018)
- *\*European Marketing Academy Conference*, Groningen, Netherlands (May 2017)
- *\*Association for Public Policy Analysis & Management*, Washington D.C. (November 2016)
- *\*Society for Consumer Psychology*, St. Pete Beach, FL (February 2016)
- *Behavioral Decision Research in Management*, London, UK (July 2014)
- *\*Yale Whitebox*, New Haven, CT (May 2014)

The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior

- *Association for Consumer Research*, Chicago, IL (October 2013)

Broadcasting and Narrowcasting: How Audience Size Shapes What People Share

- *\*Trans-atlantic Doctoral Conference*, London, UK (May 2014)
- *Society for Personality and Social Psychology*, Poster, Austin, TX (February 2014)
- *\*Association for Consumer Research*, Chicago, IL (October 2013)
- *\*Society for Consumer Psychology*, San Antonio, TX (February 2013)

Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior

- *Society for Personality and Social Psychology*, Poster, Long Beach, CA (February 2015)
- *Association for Psychological Science*, San Francisco, CA (May 2014)
- *\*Society for Judgment and Decision Making*, Toronto, Canada (November 2013)
- *\*Association for Consumer Research*, Chicago, IL (October 2013)
- *Academy of Management*, Orlando, FL (August 2013)
- *\*European Conference of the Association for Consumer Research*, Barcelona, Spain (July 2013)
- *Association for Psychological Science*, Washington, DC (May 2013)
- *\*Society for Judgment and Decision Making*, Poster, Minneapolis, MN (November 2012)

In the Aftermath of an Earthquake: Interactive Effects of Self-construal and Victim Group-Status on Charitable Behavior

- *\*Association for Consumer Psychology*, Singapore (December 2012)
- *\*Association for Consumer Research*, Vancouver, BC (October 2012)
- *\*Society for Consumer Psychology*, Poster, Las Vegas, NV (February 2012)
- *Society for Personality and Social Psychology (JDM Preconference)*, Poster, San Diego, CA (January 2012)
- *\*Association for Consumer Research*, Poster, St. Louis, MO (October 2011)

**INVITED TALKS**

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2022

- University of Miami
- University of Minnesota
- Grenoble Ecole de Management
- New York University, Proseminar

2021

- Cornell Young Scholars Research Camp
- UCLA
- Virginia Tech
- University of Colorado, Boulder

2020

- University of British Columbia
- Wharton School of Business
- *Journal of Marketing* Webinar for Marketing Professionals

2019

- MIT Sloan
- Healthcare Innovation Bridging Research, Informatics, and Design Lab (NYU School of Medicine)
- University of Cincinnati

- Nanyang Technological University, Singapore
  - INSEAD, Singapore
  - IDC Herzliya, Israel
  - Yale University, Psychology Department
  - Indiana University
  - Four-School Conference
  - Syracuse University Volcker Symposium on Behavioral Science and Public Policy
- 2018
- University of Colorado, Boulder
  - GSA's Office of Evaluation Sciences (OES), Washington D. C.
  - University of Alberta
  - UCLA
  - Carnegie Mellon University
  - University of Groningen
- 2017
- March for Science, Washington D.C.
  - University of Texas, Austin
  - Cornell University
  - Diana Tamir's Lab, Princeton Psychology
- 2016
- MDRC, New York City
  - Yaacov Trobe's Lab, NYU Psychology
- 2015
- University of California, San Diego
  - Boston University
  - Duke University
  - Tilburg University, Netherlands
  - Erasmus University, Netherlands
  - Stanford University
  - New York University
  - Harvard University
  - Columbia University
  - University of Chicago
  - INSEAD
  - London Business School
  - Northwestern University
  - University of Maryland
  - Washington University in St. Louis
  - University of Washington
  - University of Southern California
  - Yale University

- VU University, Amsterdam

## TEACHING EXPERIENCE

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### Awards

- Selected as one of the Top 50 Undergraduate Business Professors, *Poets and Quants*, 2020
- Best Core Course Teaching Award Finalist, MIM Programme, INSEAD, 2020
- Best Practical Course Teaching Award Finalist, MIM Programme, INSEAD, 2021

### INSEAD

- Marketing Core, Masters in Management (MIM)
  - Fall 2021 Teacher evaluations: 4.8/5.0, 4.9/5.0
  - Fall 2020 Teacher evaluations: 4.7/5.0
- Leveraging Data for Marketing Science, Masters in Management (MIM)
  - Fall 2021 Teacher evaluations: 4.4/5.0, 4.7/5.0
  - Fall 2020 Teacher evaluations: 4.7/5.0
- Consumer Behavior B, PhD Course
  - Fall 2020 (No evaluations)

### Stern School of Business, New York University

- Introduction to Marketing, Undergraduate Core
  - Fall 2019 Teacher evaluations: 5.0/5.0, 4.8/5.0
  - Fall 2018 Teacher evaluations: 5.0/5.0, 4.9/5.0, and 4.9/5.0
  - Fall 2017 Teacher evaluations: 6.9/7.0, 6.8/7.0, and 6.8/7.0
  - Spring 2017 Teacher evaluations: 7.0/7.0 and 6.8/7.0

### Stern School of Business, New York University

- Behavioral Applications in Marketing, PhD Course
  - Fall 2019 Teacher evaluations: 5.0/5.0

### The Wharton School, University of Pennsylvania

- Graduate Teaching Assistant, Marketing
  - Marketing for Social Impact, Professor Deborah Small, Fall 2014
  - Psychology of Consumer Financial Decisions, Professor Gal Zauberman, Spring 2014
  - Consumer Behavior, Professor Deborah Small, Spring 2013
  - Strategic Brand Management, Professor Cassie Mogilner, Spring 2012
- Teacher Development Program, 2013

#### Guest lectures and seminars

- Consumer Behavior Seminar, Stern School of Business (doctoral)
  - Instructor: Andrea Bonnezzi; Spring 2018
- Consumer Behavior Seminar, Baruch (doctoral)
  - Instructor: Lauren Block; Spring 2018
- Psychology of Consumer Financial Decisions, Wharton School (MBA)
  - Instructor: Gal Zauberaman; Spring 2016
- Proseminar, Stern School of Business (doctoral)
  - Spring 2017
  - Fall 2018

#### Fulbright Scholarship, University of Macau

- English Teaching Fellow
  - English Interaction and Study Skills I, Fall 2010
  - English Interaction and Study Skills II, Spring 2011

#### SELECTED MEDIA INTERVIEWS AND MENTIONS

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- *Business Insider, Wired, Vox, Mic.com, Vogue, The Native Society, Marketing Dive*
- *Poets & Quants: Meet the New Faculty of the Leading Business Schools*
- Podcast Appearances: *Tell Me Something I Don't Know* (Stephen Dubner), *The Happiness Lab* (Laurie Santos), *Who Cares? What's the Point?* (Sarab Johal), *Simply Complex* (Brian Stemmler)
- OpEds: *Market Watch, Research-Live, Behavioral Scientist*

#### PROFESSIONAL SERVICE

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- Editorial Review Board Member, *Journal of Consumer Research*
- Editorial Review Board Member, *Journal of Marketing*
- Editorial Review Board Member, *Journal of Consumer Psychology*
  
- Co-chair, *European Marketing Academy Doctoral Consortium*, 2022
- Co-chair, *European Marketing Academy Doctoral Consortium*, 2021
  
- Associate Editor, *Association for Consumer Research* conference, 2022
- Program Committee, *Society of Consumer Psychology* conference, 2020
- Program Committee, *Society of Consumer Psychology* conference, 2021
- Senior Program Committee, *APA Technology, Mind, and Society* conference, 2021
  
- Ad Hoc Reviewer
  - Journals
    - *Journal of Consumer Research*

*Journal of Marketing Research*  
*Journal of Consumer Psychology*  
*PNAS*  
*Psychological Science*  
*Management Science*  
*Organizational Behavior and Human Decision Processes*  
*Judgment and Decision Making*  
*Marketing Letters*  
*International Journal of Research in Marketing*  
*Journal of Behavioral Decision Making*  
*Journal of the Academy of Marketing Science*  
*Frontiers in Psychology*  
*Journal of Experimental Psychology*  
*Journal of Experimental Psychology: Learning, Memory, and Cognition*  
*Personality and Social Psychology Bulletin*  
*Journal of Marketing*

○ Conferences

*AE for Summer AMA 2019*  
*Association for Consumer Research*  
*Society for Consumer Psychology*  
*American Marketing Association (Summer and Winter)*  
*European Marketing Academy*  
*International Association of Conflict Management*  
*European Association for Consumer Research*  
*APA Technology, Mind, and Society Conference*  
*La Londe International Research Conference in Marketing*  
*Behavioral Decision Research and Management*  
*Society of Judgment and Decision Making*

○ Grants/Competitions

*Clayton Dissertation Competition (Marketing Science Institute)*  
*SCP Dissertation Competition*  
*John A. Howard AMA Doctoral Dissertation Award*  
*Israel Science Foundation (ISF)*

● Roundtable Panels

- “The Dark Side of Automation in Marketing and Consumption,” ACR, October 2019
- “A Discussion of Trust and Distrust in Word of Mouth,” ACR, October 2018
- “Consumer Authenticity,” ACR, October 2015

- Society for Consumer Psychology, Discussant for Experience Effects session, February 2022

- Society for Consumer Psychology Doctoral Consortium, Job Market Advice panelist, February 2019
- Society for Consumer Psychology network event Co-Chair, February 2018
- Wharton Society for the Advancement of Women in Business Academia (WSAWBA) panelist, April 2017
- Student Affairs Representative for the SCP Executive Committee, 2014-2015

## **UNIVERSITY SERVICE**

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- PhD committee, Fall 2016-Spring 2020
  - Co-organizer of the PhD candidate selection process, Spring 2019
- Full-Time MBA Launch: Led first-year students in Object Introduction and Self-Reflection Activity at Stern's MBA Orientation, Fall 2019
- AMA Sheth Conference organizer committee, Summer 2019
- Organizer of the Stern Marketing Brownbag Series, Fall 2018-Spring 2019
- Stern Program for Undergraduate Research (SPUR): advised 2-5 undergrads on research projects each semester, Fall 2016-Spring 2019
  - Invited Faculty Speaker for Annual Luncheon, Spring 2019
- Co-organizer of the Stern Marketing Journal Club, Fall 2016-Spring 2019
- Full-Time MBA Launch: one of 9 faculty speakers to give a TED-style talk at Stern's MBA Orientation, Fall 2018
- Representative for the Stern-CBS Media Analytics Initiative, Fall 2016-Spring 2019
- Co-organizer of the Stern Marketing Junior Faculty-PhD Lunch, Fall 2018-Spring 2019
- Organizer of the Stern Women Faculty group annual meeting, Spring 2018
- Faculty Recruiting committee, 2017
- Co-organizer of the NYU Stern Marketing Seminar Series, Spring 2017, Fall 2017, Spring 2018
- Co-Founder and Co-President of Wharton Society for the Advancement of Women in Business Academia (WSAWBA), 2013-2015
- Penn Interdisciplinary Meeting of the Minds (PIMM), 2011-2015
- Vice President of Wharton Doctoral Council, 2011-2015

## **THESIS COMMITTEES**

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- Doctoral students
  - Nofar Duani, marketing, New York University (2022; advisor)
  - Heeyoung Yoon, marketing, New York University (2020; committee)
    - Placement: Bocconi University, Assistant Professor
  - Shirly Bluvstein, marketing, New York University (2020; committee)
    - Placement: Yeshiva University, Assistant Professor
  - Emily Powell, marketing, New York University (2021; committee)
    - Placement: University of Chicago, Center for Decision Research Postdoc



- Matthew Hall, marketing, University of Nebraska (2020; committee)
  - Placement: Oregon State University, Assistant Professor
- Liu Liu, marketing, New York University (2018; committee)
  - Placement: University of Colorado Boulder, Assistant Professor
- Master's students
  - Jason Proulx, psychology, Simon Fraser University (2021)
    - PhD program at Simon Fraser University
  - Hyebin Kim, psychology, New York University (2020)
    - PhD program at Washington University in St. Louis
  - Xiaonan Jia, human behavior, New York University (2019)
  - Diogo Alves, psychology, New York University (2019)
    - Won first place in the NYU Psychology Master's poster competition
    - PhD program at Baruch College
  - Daily Lambert, psychology, New York University (2019)
  - Terryn Lee, psychology, New York University (2019)
    - PhD program at Temple University
  - Sonam Khubani, psychology, New York University (2018)
    - Won second place in the NYU Psychology Master's poster competition
  - Elina Hur, psychology, New York University (2017)
    - PhD program at Cornell University

## AFFILIATIONS

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society for Judgment and Decision Making (SJDM)
- Society for Personality and Social Psychology (SPSP)

## PREVIOUS EMPLOYMENT

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<b>Fulbright Scholar</b> , University of Macau	2010 – 2011
<b>MDRC</b> , New York, NY Nonprofit social policy research firm <i>Technical Research Assistant, K-12 Education</i>	2008 – 2010