



YOUNG SCHOLARS CONFERENCE
Snowbird, Utah January 2 – 5, 2024

Biographies

BJ Allen, Brigham Young University

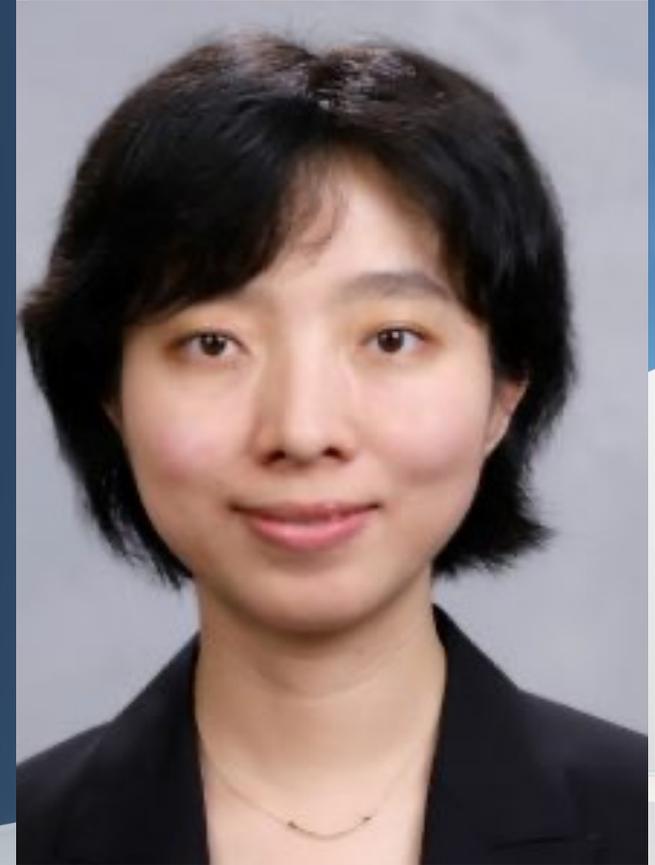
B.J. Allen is an Assistant Professor of Marketing, and prior to coming to BYU worked as an Assistant Professor of Marketing at University of Arkansas. B.J. earned his B.S. in Business Management from Brigham Young University and his Ph.D. in Marketing from University of Texas-San Antonio. His research interests include new product innovation, crowdsourcing, professional selling, and marketing strategies in online platform markets. His research has been published in journals such as the Journal of Marketing, Journal of Retailing, Journal of Product Innovation Management, and Journal of Cultural Economics. He serves on the Editorial Board of the Journal of Product Innovation Management. B.J. currently teaches or has taught New Product Innovation, Marketing Strategy, and Professional Selling. He is the author of the textbook, "Professional Selling: A Guide for the Modern Sales Professional." He was a finalist for the Matthew Joseph Emerging Scholar Award and the Journal of Marketing Best Paper Award. B.J. also received the PDMA (Product Development Management Association) Best Dissertation Award. In 2020, B.J. was awarded the Walton College of Business Outstanding Teacher of the Year. He is also the faculty leader for the BYU Sales Society. He loves sports, being outdoors, and spending time with his awesome family.



Xinyu Cao, Chinese University of Hong Kong

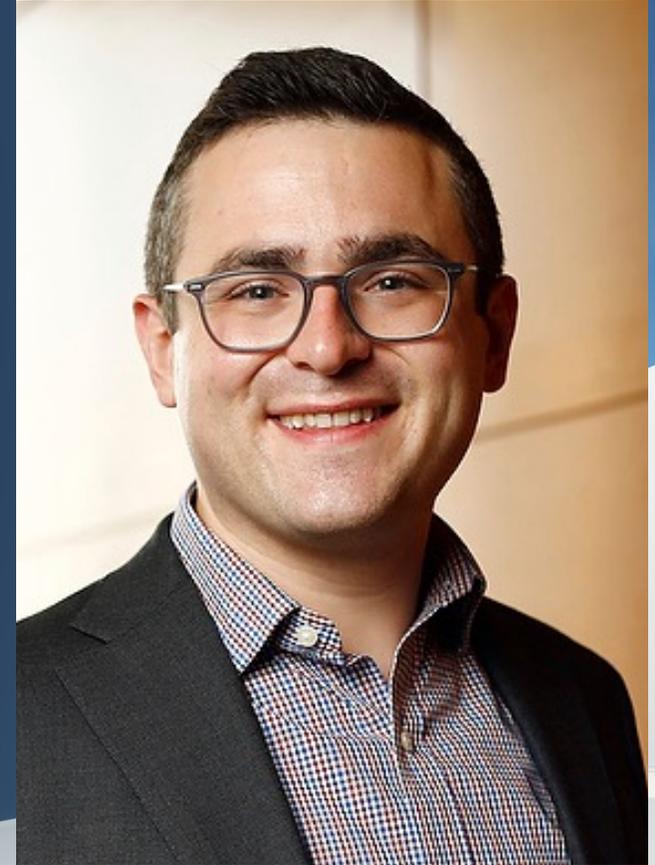
Prof. Xinyu Cao is Vice-Chancellor Associate Professor of Marketing at the Chinese University of Hong Kong (CUHK) Business School. Prior to that, she was a Visiting Scholar at CUHK (2022-2023) and Assistant Professor of Marketing at New York University Stern School of Business (2018-2023). She received her Ph.D. in Management (with a concentration in Marketing) from MIT Sloan School of Management. She also holds a M.S. degree in Industrial Engineering and Operations Research from University of California Berkeley and a B.S. degree in Mathematics and Physics from Tsinghua University.

Prof. Cao's research focuses on the area of quantitative marketing, with emphases on digital marketing, social media, platform management, and market research methodology. Her research works have appeared in *Marketing Science*, *M&SOM*, and *Marketing Letters*. She has won the John D.C. Little Award for the best marketing paper published in INFORMS journals, and also been a finalist for the Frank Bass Award for the best marketing thesis. She is on the editorial board for *Marketing Science*.



Ryan Dew, University of Pennsylvania

Ryan Dew is an Assistant Professor of Marketing at the Wharton School of the University of Pennsylvania. His research explores how machine learning and Bayesian statistical methodologies can solve real world marketing problems, and enhance the capacity of marketing managers to make data-driven decisions. Methodologically, he uses techniques from machine learning, Bayesian nonparametrics, and Bayesian econometrics.



Berkeley Dietvorst, University of Chicago

My research focuses on understanding how consumers and managers make judgments and decisions, and how to improve them. Thus far, my main stream of research investigates when and why forecasters fail to use algorithms that outperform human forecasters, and explores prescriptions that increase consumers' and managers' willingness to use algorithms.

My other streams of research focus on such topics as decision making under risk & uncertainty, consumers' reactions to corporate experiments, people's ability to ignore to-be-disregarded information, the consequences of high performance expectations, and choice architecture.



Kristen Duke, University of Toronto

Kristen Duke is an Assistant Professor of Marketing and a Research Fellow in the Behavioural Economics in Action at Rotman (BEAR) center. Her research investigates how consumers make decisions and experience the outcomes of those decisions—particularly when they involve risk, uncertainty, or complex emotions. Her work explores the impact of choice structures and framing of information on choice and welfare. She has a secondary interest in the psychology of technology. Her research has been published in several journals, including *Journal of Consumer Research*, *Marketing Science*, *Journal of Experimental Psychology: General*, *Nature Medicine*, and *Organizational Behavior and Human Decision Processes*, and has been featured in popular press outlets including *Harvard Business Review*, *Late Night with Seth Meyers*, *The Wall Street Journal*, *The New York Times*, *NPR*, and *Time Magazine*.



Rachel Gershon, University of California Berkeley

I am an Assistant Professor of Marketing at Haas Business School, UC Berkeley. I received my doctorate at the Olin Business School, Washington University in St. Louis. Prior to graduate school, I studied Philosophy, Neuroscience, and Psychology at Washington University.

My research develops insights into consumer judgments and choice with an emphasis on social, prosocial, and health-related behavior.



Joe Gladstone, University of Colorado, Boulder

I investigate what drives people's financial decisions with the ultimate goal of improving how society thinks and interacts with money. My research analyzes real-world spending decisions digitally recorded through bank accounts. I match this with detailed psychological profiles of account users to understand what drives these decisions.

I was named by *Forbes* magazine on their 30 Under 30 list in Finance. My research has been published in leading academic journals, including *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Psychological Science* and *Journal of Personality and Social Psychology*. I'm also a regular guest on BBC World News, and other TV and radio outlets, where I discuss topics related to consumer behavior.

I completed my PhD on financial decision-making at the University of Cambridge and was the Fox Fellow at Yale University. Before this, I completed Masters degrees in psychology and management at the Universities of Oxford and Cambridge. At Leeds, I teach courses on consumer behavior with a focus on behavioral economics, choice architecture ("nudges"), psychographics and data analysis.



Lauren Grewal, Dartmouth College

Lauren S. Grewal is an associate professor in Tuck's Marketing group. Professor Grewal's research examines identity-based consumption, how consumers use and process digital and social media, and consumer well-being. She uses a multi-method approach of behavioral experiments, real-world data, and field studies.



Tong Guo, Duke University

Tong Guo is an Associate Professor of Marketing at Duke University's Fuqua School of Business and at the Department of Economics (by courtesy). Tong Guo studies the causal role of information in marketing and its policy implications, especially in the domain of healthcare, new technology and consumer protection. To do so, she uses a collection of methodologies from econometrics, machine learning, quasi-experiments, and online experiments. Her research explores the heterogeneous effects in healthcare marketing under the mandated information disclosure, consumer responses to misinformation in ads, moral hazard in airline loyalty programs, biotech adoptions, marijuana legalization and opioid prescriptions. She serves on the Editorial Board of Marketing Science.

Tong Guo is a recipient of the MSI Young Scholar. She was also a faculty fellow at 2022 AMA Sheth Foundation Doctoral Consortium, 2022 ISMS Early Career Scholars Camp Fellow, the finalist of the 2018 UM ProQuest Distinguished Dissertation Awards, the 2017 AMA Sheth Foundation Doctoral Consortium Fellow, and the 2016 INFORMS Marketing Science Doctoral Consortium Fellow.

Tong received her BS and BA at Peking University, her MA in Economics at Duke University, and her PhD in Marketing at the University of Michigan, Ann Arbor. At Fuqua, Tong teaches Strategic Brand Management in the Daytime MBA and Executive MBA programs. She also taught Marketing Core in the MMS programs and was recognized as the DKU Runner-Up for Excellence in Teaching in 2021-22.



Zhenling Jiang, University of Pennsylvania

Zhenling Jiang is an Assistant Professor of Marketing at the Wharton School. She received her Ph.D. degree in marketing at the John M. Olin Business School, Washington University in St. Louis.

Zhenling's research is problem driven, and she has utilized various empirical methods, including structural models, causal inference and machine learning, in her research. On the substantive side, She has worked on how to improve re-targeted advertising based on consumer search information, as well as quantifying the value of loyalty program. Her current research projects focus on various questions in the consumer financial market, such as designing dealer compensation in auto loan market; identifying behavioral bias in financial decision making; and quantifying the impact of digitization in credit access. She also works on methodology advancement in structural estimation, including using machine learning methods.



Mansur Khamitov, Indiana University

Dr. Mansur Khamitov (PhD, MBA) is an Assistant Professor of Marketing at the Kelley School of Business, Indiana University, a Founding Chair of American Marketing Association's (AMA) Branding Pop-up SIG, and a Communications Chair of Society for Consumer Psychology (SCP).

His research stream focuses on consumer information processing particularly in relation to branding (brand transgressions, brand relationships, brand loyalty) and financial decision-making (money, saving, gambling). Mansur's research has been published in the leading marketing (Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Journal of the Academy of Marketing Science), psychology (Journal of Experimental Social Psychology, Cognition) and popular press (Harvard Business Review) outlets. He also currently serves as an Editorial Review Board (ERB) Member for the Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Retailing, receiving the Journal of Consumer Research's 2023 and the Journal of Consumer Psychology's 2022 best reviewer awards.



Kathleen Li, University of Texas at Austin

Kathleen (Kathy) Li is an assistant professor in the Department of Marketing at The University of Texas at Austin's McCombs School of Business.

In the methodological stream of her research, she develops and improves cutting-edge causal inference methods for evaluating marketing and policy interventions and develops the theory necessary for inference. The substantive stream of her research lies in emergent consumer behavior on the internet and its interaction with the offline environment, and how this affects patterns of demand for different products. Both research streams are reflected in her dissertation, "Three Essays on Estimating Average Treatment Effects in Quasi-Experimental Panel Data." Her research has been published in top marketing and statistics journals, including *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of the American Statistical Association*, and *Journal of Econometrics*.

Li received an M.S. and Ph.D. in marketing from The Wharton School at the University of Pennsylvania and a B.A. in economics, mathematics and statistics from Rice University.



Alicea Lieberman, University of California Los Angeles

Alicea (Allie) Lieberman's research focuses on judgment and decision making, with an emphasis on motivation, health and behavior change. "I explore the mechanisms underlying behavior change, specifically: examining when and why people initiate behaviors; the cognitive processes underlying behavioral persistence; and the role of social influence in behavior change," she says. She draws on theories and frameworks from marketing, social and cognitive psychology, behavioral economics and public health to understand the cognitive, social and environmental processes that influence behavior.

Lieberman joined the faculty of the UCLA Anderson School of Management in 2021 as an assistant professor of marketing. She most recently served as a postdoctoral scholar at UC San Diego's Rady School of Management. Prior to pursuing her doctoral studies, Lieberman worked as a research analyst at RTI International, where she evaluated state and federal behavior change marketing campaigns on a variety of health topics. Much of Lieberman's current work draws on her experience in behavioral science and public health in an effort to improve health and well-being.



Jia Liu, Hong Kong University of Science and Technology

LIU Jia is an Associate Professor of Marketing and an (Affiliated) Associate Professor of Industrial Engineering and Decision Analytics (IEDA) at Hong Kong University of Science and Technology (HKUST). Her research interests have covered a broad range of areas, including consumer search, advertising, pricing, recommender system, user generated content, social media, big data analytics, product assortment, supply chain management, and AI. Her research has been published in several leading journals (e.g., *Marketing Science*, *Journal of Marketing Research*, *Management Science*, and *Quantitative Marketing & Economics*). Professor Liu is on the editorial review board of both *Marketing Science* and the *Journal of Marketing Research*. Her research has won 2018 John Little award for best marketing paper published in *Marketing Science* or *Management Science*. Prior joining HKUST, Professor Liu was a Postdoc researcher at Microsoft Research (NYC). She holds a Ph.D. in Marketing from Columbia University, a M.S. in Statistics, and a B.S. in Mathematics.



Chiara Longoni, Bocconi University

I am a social scientist and I conduct interdisciplinary work on the psychology of artificial intelligence theoretically grounded in social psychology and decision science that also draws from marketing, economics, philosophy, ethics, and computer science. I completed a Ph.D. in marketing at New York University's Stern School of Business. I also hold a M.S. (summa cum laude) from Bocconi University, a M.A. (Honors) in Psychology from New York University, and a M. Phil. in Marketing from New York University's Stern School of Business. Before joining academia, I worked in strategic consulting and brand management.



Andrea Luangrath, University of Iowa

Andrea Luangrath is an Associate Professor of Marketing in the Tippie College of Business at the University of Iowa. She received her PhD from the Wisconsin School of Business at the University of Wisconsin – Madison. Professor Luangrath's research focuses on nonverbal social influence in consumption. She investigates the role of haptics in retailing and virtual reality, the expression of nonverbal cues (via textual paralinguistics) in brands' social media content, and psychological ownership in consumer contexts. Professor Luangrath has received recognition for her research with the Early Career Research Award from the Tippie College of Business in 2021. She was also awarded the 2017 Park Young Contributor Award, an award given to an early career scholar for the best refereed paper in the *Journal of Consumer Psychology*. Her research has been published in top-tier academic journals such as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Experimental Psychology: General*, among others. She teaches consumer behavior in the undergraduate and doctoral programs.



Gideon Nave, University of Pennsylvania

Technological developments of measurement instruments over the past two decades have granted firms, policy makers and researchers the access to individual-level data of unprecedented granularity and scale. Digital footprints of online behavior provide comprehensive measurements of attitudes toward content, language use and information search. Emerging biomedical innovations such as magnetic resonance imaging (MRI), genotyping and hormonal assays quantify the building blocks of the biological processes that shape our preferences, cognition and decision-making. Gideon Nave studies how these technological developments may advance efficiency, productivity and innovation, and evaluate the ethical challenges that they give rise to. To this end, he develops theories and methods that allow businesses and policy makers to focus their efforts in a more targeted fashion, with the premise of better addressing the needs of their customers and delivering the right products, services and messages to the right people, at the right time. He also assesses the unique threats that such technologies might impose on consumer autonomy and privacy.

Nave's research was published in top academic journals such as *Science*, *Proceedings of the National Academy of Science*, *Management Science*, *Nature Human Behaviour*, the *Journal of Marketing* and *Journal of Marketing Research*.

Nave holds a PhD in Computation & Neural Systems from Caltech. He completed his B.Sc and M.Sc in Electrical Engineering at the Technion – Israel institute of technology, specializing in Signal Processing.



- **Maria Rodas, University of Illinois Urbana-Champaign**

Ph.D., Business Administration, Marketing, Carlson School of Management,
University of Minnesota, 2019

- M.B.A., Graduate School of Business, Columbia University, 2007

- A.B., Cum Laude, Economics, Harvard College, Harvard University, 2001

List of Excellent Teachers, University of Illinois at Urbana-Champaign, 2022, 2023

Editorial Board member, Journal of Marketing, 2023 to present

Branding, Multicultural Consumers, Cross-Cultural Consumer Behavior



Sydney Scott, Washington University in St. Louis

I am an Assistant Professor of Marketing at the Olin Business School, Washington University in St. Louis. I study how consumers think about natural products, morality and consumption, and health and wellness. For example, I am interested in questions like: When and why do consumers want natural products? How do consumers think about health and well-being? My work has been published in top academic journals such as Journal of Consumer Research, Psychological Science, and Nature: Human Behaviour, and has been featured in press outlets such as The New York Times, The Guardian, and National Public Radio.

I received my Ph.D. in Marketing and Psychology from the Wharton School, University of Pennsylvania in 2017. I graduated summa cum laude from the University of Pennsylvania with a Bachelor of Science in Psychology in 2012.



Marissa Sharif, University of Pennsylvania

Marissa Sharif is an Assistant Professor of Marketing at the Wharton School. Her research examines consumer motivation and judgment and decision making. Marissa's work has been published in top-tier academic journals, including the Journal of Marketing Research and Psychological Science.

Marissa received her PhD in Marketing from the UCLA Anderson School of Business and a BS in Psychobiology from UCLA.



Amalesh Sharma, Texas A&M University

Amalesh Sharma is an Associate Professor at the Mays Business School at Texas A&M University. He earned his PhD in Marketing from the Georgia State University, Atlanta. Prior to getting a PhD, he obtained a M.S. in Business Economics, and a M.S. in Managerial Science from Georgia State University, a PGDM from ITM Business School, Navi Mumbai, India, and a B.S. in Physics from the University of Delhi.

Amalesh is interested in studying the impact of firm and customer level strategies on firms' performance. His substantive areas of interest include Marketing-Mix Decisions, Sustainability, Emerging Markets, Buyer-Supplier Relationships, and Marketing-Operations Interface.

Amalesh's research has been published in top-tier journals (e.g., *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of International Business Studies*, *Production and Operations Management*, *Journal of Operations Management*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, and *Harvard Business Review*).

Amalesh worked in CPG and Financial and Banking Industries prior to joining PhD.



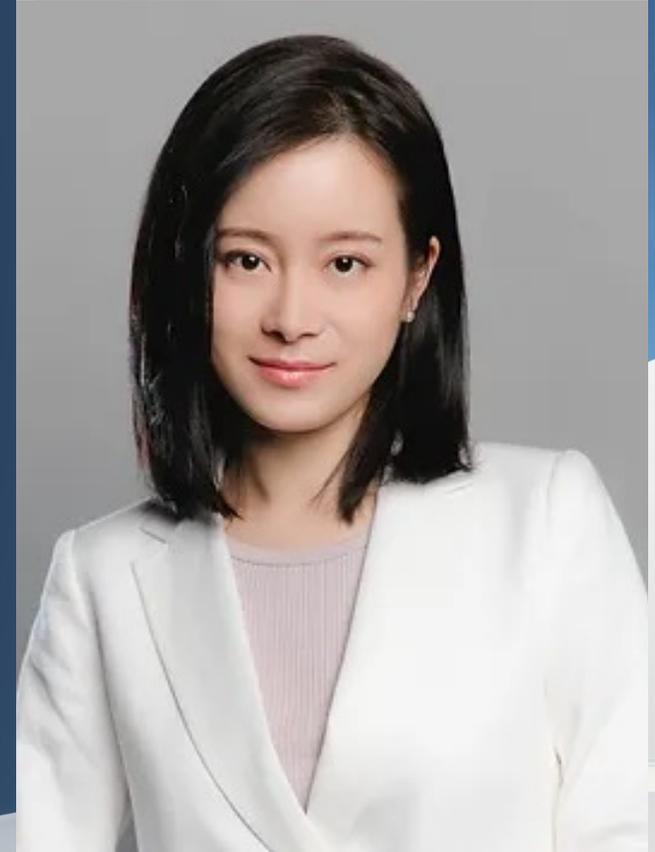
Huanhuan Shi, Texas A&M University

Huanhuan Shi is an Assistant Professor of Marketing at Mays Business School, Texas A&M University. Her research focuses on understanding strategic organizational decisions and their performance implications. Her substantive research interest lies in salesforce management (salesperson replacement, inside-outside omnichannel selling approach), information disclosure strategy (advertising spending disclosure), and marketing resource allocation. Her research has appeared in the Journal of Marketing and Journal of Marketing Research. She earned her Ph.D. in marketing from Pennsylvania State University and taught at the University of Nebraska-Lincoln.



Zijun (June) Shi, Hong Kong University of Science and Technology

I am an Assistant Professor of Marketing at HKUST. I employ econometrics, economic theory, and machine learning to study: (1) Technology-driven marketing and the economic impact of new technology; (2) Marketing-driven solutions to social issues (e.g., misinformation, sustainability, inclusivity).



Andrey Simonov, Columbia University

Andrey Simonov is an Associate Professor of Marketing at Columbia Business School. His research covers various topics related to the marketing and economics of media products, such as measuring advertising effectiveness, media persuasion, product design, and competition in media and digital product markets. Andrey's papers have been published in top academic journals including *Marketing Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, and *Journal of Political Economy*, and have received multiple awards and grants. Before joining Columbia, Andrey got a Ph.D. from the University of Chicago Booth School of Business, M.Phil. in Marketing and M.Sc. in Econometrics and Mathematical Economics from Tilburg University (the Netherlands), and B.Sc. in Economics from Lomonosov Moscow State University (Russia).



Rosanna Smith, University of Illinois Urbana-Champaign

Rosanna Smith is an Associate Professor of Marketing and John M. Jones Faculty Fellow at the University of Illinois Urbana-Champaign, Gies College of Business. Her research focuses on the topics of authenticity and aesthetics, examining how brands effectively convey brand authenticity to consumers, and how beauty standards and body modification techniques such as cosmetics and filters on social media platforms influence perceived authenticity and consumer well-being.

Her work has been published in top marketing and psychology academic journals such as the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Personality and Social Psychology* and in popular press outlets such the *Harvard Business Review*. She is on the editorial review board of *Journal of Marketing Research* and is the co-coordinator of the Gies Business Research Lab.



Artem Timoshenko, Northwestern University

Artem Timoshenko is an Assistant Professor of Marketing at the Kellogg School of Management, Northwestern University. He develops and applies quantitative methods to improve marketing practice and product development. Professor Timoshenko's research relies on field experiments and proof-of-concept studies with close industry collaborations. His recent work covers retail, financial services, automotive, and technology industries with a focus on marketing strategy, analytics and customer insights.

Professor Timoshenko holds a Ph.D. in Marketing from MIT Sloan School of Management, an M.A. in Economics from New Economic School, and a Diploma in Applied Mathematics and Computer Science from Moscow State University.



Vilma Todri, Emory University

Vilma Todri is an associate professor of Information Systems at Goizueta Business School, Emory University. Vilma's research agenda has been inspired by the profound impact of Internet-related technologies on how consumers conduct research about products, make purchases and interact with brands nowadays as well as how firms leverage such technologies to create business value. She is especially interested in areas related to digital strategy, digital marketing, social media, and consumer behavior in technology-mediated environments. She employs state of the art methodologies that lie in the intersection of quantitative modeling, experimental research designs, and machine learning.

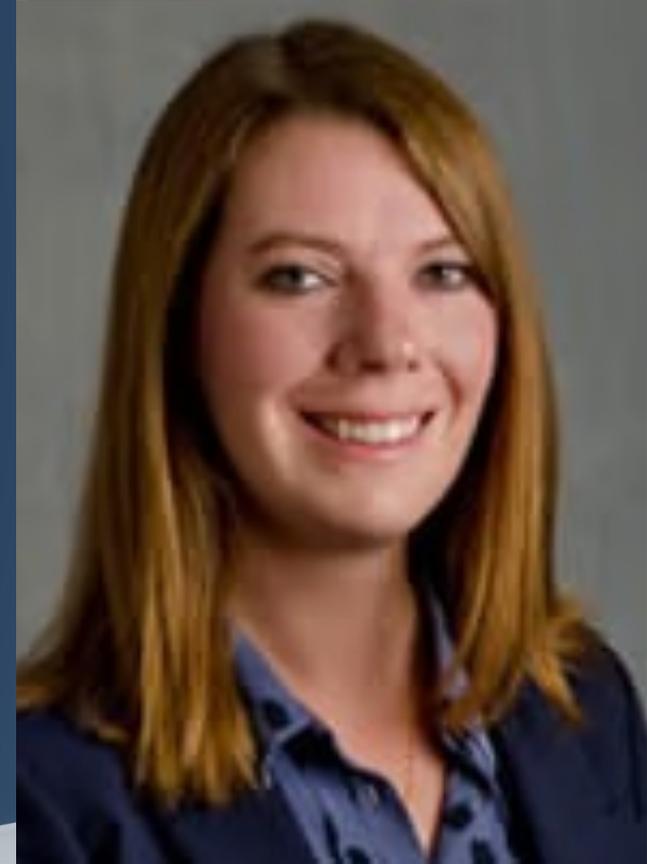
Vilma's research has been published at various premier venues such as Marketing Science (MKSC), Information Systems Research (ISR), Management of Information Systems Quarterly (MISQ), ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD), International Conference of Information Systems (ICIS), the Workshop on Information Systems and Economics (WISE), Conference on Information Systems and Technology (CIST), and ACM Conference on Recommender Systems (RecSys). She has been the recipient of several academic awards, including the INFORMS ISS Gordon B. Davis Young Scholar Award and AIS Early Career Award. Her research has also been nominated for various awards, such as the INFORMS CIST best conference paper award and the INFORMS best student paper award on social media analytics.



Anna Tuchman, Northwestern University

Anna Tuchman joined the marketing faculty at the Kellogg School of Management in 2016. Professor Tuchman's research interests include the study of advertising and its underlying mechanisms, as well as questions that lie at the intersection of public policy and marketing. Her policy-related work evaluates the effects of e-cigarette advertising on demand for traditional cigarettes, studies how consumers respond to soda taxes, and assesses the prevalence of gender-based segmentation and price discrimination in the consumer packaged goods (CPG) industry. Her work on advertising focuses on measuring advertising effectiveness in both the TV and digital spaces and on understanding the underlying mechanisms through which advertising affects consumer behavior.

Professor Tuchman holds a PhD in Marketing and an MA in Economics from Stanford University. She completed her BA at the University of Pennsylvania. Before her graduate studies, she worked in economic litigation consulting at Cornerstone Research.



Raluca Ursu, New York University

Raluca Ursu joined New York University Stern School of Business as an Assistant Professor of Marketing in July 2016.

Professor Ursu's research interests focus on the areas of consumer search and information acquisition techniques, with an emphasis on online markets. Her research tries to understand how consumers gather information about products and make choices in markets where they are faced with an overwhelming number of product options, but limited resources (e.g. time) to evaluate them. In one line of work, Professor Ursu studies the effect of ranking algorithms/recommendation systems on consumer choices, as well as proposes methods of improving these rankings to allow consumers to find matching products more quickly. Professor Ursu has also modeled decisions related to search fatigue, search duration, search revisits, prior information, and product discovery before search, as well as studied the effect of advertising on consumer search decisions. Her empirical work is guided by rigorous economic theory and supplemented by large data sets (online browsing data, eye-tracking data, in-store sales data) capturing real-world consumer behavior. She predominantly uses structural estimation methods to quantify the key factors that drive consumer choices but has also worked on theoretical projects and has designed experiments.

She received her B.A. in Economics and Mathematics from Mount Holyoke College and her M.A. and Ph.D. in Economics from the University of Chicago.



Francesca Valsesia, University of Washington

I am an Assistant Professor of Marketing at UW's Foster School of Business.

My research interests focus on social influence, impression management, word-of-mouth and the social drivers of consumer behavior more broadly, with a particular emphasis on digital and social media marketing.

My research has been published in the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*, *Marketing Science*, the *Journal of Experimental Social Psychology* and the *Journal of Consumer Psychology*.



Jungju Yu, Korea Advanced Institute of Science and Technology

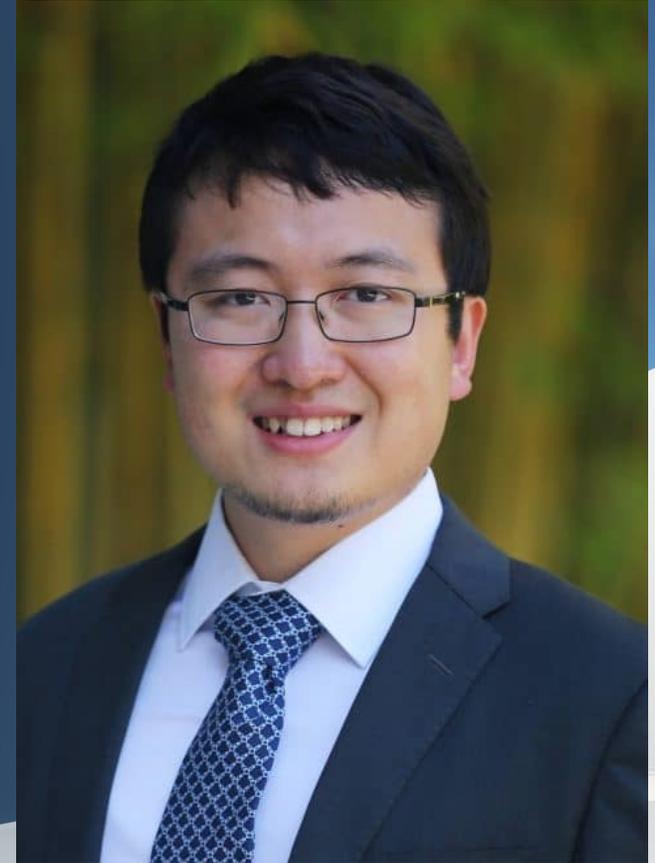
Jungju Yu is an EWon Assistant Professor at the KAIST College of Business. His primary research interests are in digital marketing and branding. At KAIST, he has taught an MBA course in Business Analytics and a Master/Ph.D. seminar in Analytical Modeling in Marketing.

He earned his Ph.D. from Yale School of Management and Sc.B. in mathematics from Brown University.



Tianxin Zou, University of Florida

Tianxin Zou joined Warrington College of Business, University of Florida in August 2019. Professor Zou's research focuses on quantitative marketing and applied game theory. His research investigates how new technologies and business models on the Internet will reshape firms' strategies and consumer welfare, and how consumers' psychological factors will affect firms' pricing and product strategies. Professor Zou received his B.A. in Economics and B.S. in Applied Mathematics from Tsinghua University and his Ph.D. in Marketing from Washington University in St. Louis.



Yonat Zwebner, Reichman University

Yonat Zwebner is an Assistant Professor of Marketing at the Arison School of Business, at the Reichman University. Prior to joining the University, she was a Post-Doctoral Research Fellow at the Wharton School, University of Pennsylvania. She holds a PhD in Marketing from the Hebrew University of Jerusalem.

Her research examines social influences, consumers' sense of Autonomy, environmental and prosocial behavior, and Faces & Names. In one stream of her research, she explores how consumers are averse to being observed while making a decision, and how such an observation threatens one's sense of autonomy and free will. In addition, she examines how exposing a reason for a prosocial decision, influences that decision. In a second stream of her research, she investigates how a social tag, our given name, is so influential such that it influences the way we look. Her research has been published in the Journal of Personality and Social Psychology, the Journal of Consumer Research, and the Journal of Marketing Research. Yonat's research has won several awards, including finalist for the 2017 SESP best dissertation award and has received massive media attention, including the Wall Street Journal and the Harvard Business Review.

Yonat Zwebner teaches Marketing Management and Consumer Behavior. She completed her Master Thesis in Marketing at the Hebrew University of Jerusalem, her MBA at the IDC, and her LLB at the University of Tel-Aviv

