

Yonat Zwebner

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Reichman University
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ACADEMIC POSITIONS

Arison School of Business, Reichman University

Assistant Professor, Marketing Department (2018-present)

Columbia Business School, Colombia University, New York City

Visiting Scholar, Marketing Department (summer 2023)

Leeds School of Business, University of Colorado at Boulder, Boulder, CO

Visiting Scholar, Marketing Department (summer 2022)

The Wharton School, University of Pennsylvania, Philadelphia, PA

Visiting Professor, Marketing Department (summer 2019, summer 2020)

EDUCATION

Post-Doctoral Research Fellow

The Wharton School, University of Pennsylvania, 2018

Ph.D., Marketing

School of Business Administration, Hebrew University of Jerusalem, Israel, 2017

Master Thesis Dissertation, Marketing

School of Business Administration, Hebrew University of Jerusalem, Israel, 2009

MBA (Magna cum Laude), Marketing

IDC Herzliya, Israel (Scholarship granted for excellence), 2005

LLB, Faculty of Law

Tel Aviv University, Israel, 2000

RESEARCH INTERESTS

Social Influence

Consumer Behavior

Judgment and Decision Making

PUBLICATIONS

Kim Nicole, Yonat Zwebner, Alixandra Barasch, and Rom Y. Schrift, (2023), "You Must Have a Preference: The Impact of No Preference Communication on Joint Decision Making". *Journal of Marketing Research*, 60(1), 52–71.

Zwebner, Yonat, and Rom Y. Schrift (2020). "On My Own: The Aversion to Being Observed During the Preference-Construction Stage", *Journal of Consumer Research*, 47(4), 475-499.

- Selected press: *The Wall Street Journal*, *behavioraleconomics.com*

Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner (2020), "Autonomy in Consumer Choice," *Marketing Letters*, 1-11.

Zwebner Yonat, Sellier Anne-Laure, Rosenfeld Nir, Goldenberg Jacob, and Mayo Ruth (2017). "We Look Like Our Names: The Manifestation of Name Stereotypes in Facial Appearance" *Journal of Personality and Social Psychology*, 112(4), 527.

- SESP Dissertation Award Finalist
- Selected press: *The Wall Street Journal*, *The New York Times*, *Forbes*, *The Daily Telegraph*, *The Times of London*, *BBC Radio Live*, *NBC News*, *Sky News*

Zwebner Yonat, Lee Leonard, and Goldenberg Jacob (2014). "The Temperature Premium: Warmer Temperatures Increase Product Valuations," *Journal of Consumer Psychology*, 24(2) 251-259.

- This paper was chosen to be the "StatWatch" item in the May 2014 issue of *Harvard Business Review*
- Selected press: *HBR Newsletter*, *Salon*, *Pacific Standard*

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Zwebner Yonat, Moses Miller, Grobgeld Noa, Jacob Goldenberg, and Ruth Mayo, "Can Names Change Facial Appearance?" *Invitation for Resubmission to PNAS*.

Dafna Goor and Yonat Zwebner, "Effortlessly green: When and why effort impacts environmentally friendly consumption," *Working paper*.

Zwebner Yonat and Rom Y. Schrift, "The Objectivity Illusion of Ranking Procedures: How and Why Ranking Alleviates Decision Difficulty," *Manuscript in preparation*.

Zwebner Yonat, Shoshana Segal, Shalena Srna, and Rom Y Schrift, "The Downside of Doing Good: Nonprofits Have a Harder Time Rebounding than For-profits After Transgressing," *Manuscript in preparation*.

Zwebner Yonat, Robert Mislavsky and Deborah A. Small, "Justified Selfishness: Explaining Donation Decisions Reduces Donations," *Manuscript in preparation*.

Segal Shoshana, Zwebner Yonat, and Alixandra Barasch, "'I'm Not Too Generous': Examining the Desirability of Prosocial Traits in the Self," *Working paper*.

Zwebner Yonat, Jacob Goldenberg and Ruth Mayo, "Would You Trust Me? The Social Impact of Face-Name Congruency", *Data collection in progress*.

Schrift, Rom Y., Klaus Wertenbroch, and Yonat Zwebner, "Choosing Free Will: The Freedom from Randomness and Determinism," *Data collection in progress*.

"Brand Faces: Mining Brand Preferences from Consumer Faces," with Jochen Hartmann, Verena Schön Müller, Jacob Goldenberg, and Oded Netzer, *Working paper*.

HONORS, AWARDS AND GRANTS

- Winner: Society of Consumer Psychology Best Talk Award, 2022
- Research grant. *The Israel Science Foundation* (NIS 430,500). "The Objectivity Illusion of Ranking Procedures: How and Why Ranking Alleviates Decision Difficulty", 2021-2024
- Runner Up of the SESP Outstanding Dissertation Award, Society of Experimental Social Psychology, 2017
- Wharton's Dean's Fund for Post-Doctoral Fellowship, 2017
- Wharton's Dean's Fund for Post-Doctoral Fellowship, 2016
- Research Fellow Grant from the University of Mannheim, Germany, 2015-2017
- Research Grant from the Marketing Department, IDC Herzliya, 2016
- Rector's Grant for Post-Doctoral Students (Hebrew University), 2015
- School of Business Administration (Hebrew University) Winner for a Post-Doctoral Scholarship, 2015
- The Authority for Research Students (Hebrew University) Travel Grant, 2015
- Gutwirth Scholarship for Excellent Students, 2014
- Gal-Ed Research Fund Grant, 2012
- Julian Simon Research Grant, 2010
- Personal subsidy granted for excellence by Professor David Mazursky, 2009
- Graduated MBA studies with distinction (*Magna cum Laude*), IDC Herzliya, 2005
- Scholarship granted for excellence, MBA Program, IDC Herzliya, 2004

CONFERENCE PRESENTATIONS

- "Effortlessly green: When and why effort impacts environmentally friendly consumption", with Dafna Goor, at the 7th Solomon Lew Conference on Behavioral Economics, Tel Aviv University, June 2023.
- "Effortlessly green: When and why effort impacts environmentally friendly consumption", with Dafna Goor, at the La Londe conference, May 2023.
- "You Must Have a Preference: The Impact of No-Preference Communication on Joint Decision Making", with Nicole Kim, Alixandra Barasch, & Rom Shrift, Special Session at the Association for Consumer Research, Denver, October 2022.
- "On My Own: The Aversion to Being Observed During the Preference-Construction Stage", with Rom Shrift, at the Social@IDC conference, May 2022.
- "Effortlessly green: when and why effort impacts environmentally friendly consumption", with Dafna Goor, at the Society for Consumer Psychology, Virtual conference, March, 2022
- "'I'm Not Too Generous': Examining the Desirability of Prosocial Traits in the Self", with Shoshana Segal and Alixandra Barasch, at the Society for Consumer Psychology, Virtual conference, March, 2022, **Best talk Award**.
- "The Downside of Doing Good: Nonprofits Have a Harder Time Rebounding than For-profits After Transgressing", with Shalena Srna, at the Society of Judgment and Decision Making, Virtual conference, February, 2022
- "Effortlessly green: when and why effort impacts environmentally friendly consumption", with Dafna Goor, Special Session at the Association for Consumer Research, Virtual conference, October, 2021
- "'I'm Not Too Generous': Examining the Desirability of Prosocial Traits in the Self", with Shoshana Segal and Alixandra Barasch, Special Session at the Association for Consumer Research, Virtual conference, October, 2021
- "Brand Faces: Mining Brand Preferences from Consumer Faces", with Jochen Hartmann, Verena Schön Müller, Jacob Goldenberg, and Oded Netzer, Special Session at the Association for Consumer Research, Virtual conference, October, 2021
- "Unable to Rebound: The Downside of Being a Nonprofit That Errs", with Shalena Srna, at the Society for Consumer Psychology, Virtual conference, March, 2021
- "When Beneficence Backfires: Negative Consequences of Doing Good", with Shalena Srna, Special Session at the Association for Consumer Research, Virtual conference, October, 2020

- “I’m Not Too Generous: The Implications of a Novel Moderator of the Better-Than-Average Effect”, with Shoshana Segal and Alixandra Barasch, Association for Consumer Research, Virtual conference, October, 2020
- “Difficult by Design: Choice Difficulty and Effort in Decision Making”, with Rom Schrift, Special Session at the Association for Consumer Research, Virtual conference, October, 2020
- “The Dark Side of Automation in Marketing and Consumption” - Knowledge Forum, Association for Consumer Research, Atlanta, GA, October, 2019
- “The Dark Side of Microtargeting: Predicting Consumers’ Preferences Threatens Their Sense of Free Will,” with Rom Schrift and Klaus Wertenbroch, Association for Consumer Research, Atlanta, GA, October, 2019
- “Perceived Autonomy in Consumer Choice”, the 11th Triennial Invitational Choice Symposium, Choice Symposium, Chesapeake Bay, MD, May, 2019
- “The Dark Side of Microtargeting: Predicting Consumers’ Preferences Threatens Their Sense of Free Will,” with Rom Schrift and Klaus Wertenbroch, La Londe Conference in Marketing Communications and Consumer Behavior, La Londe le Maures, June, 2019
- “Preferences Under Construction: Decision-Makers' Aversion to Being Observed During the Deliberation Phase,” with Rom Schrift, Behavioral Decision Research in Management, Boston, IL, June, 2018
- “Justified Selfishness: Explaining Donation Decisions Reduces Donations,” with Robert Mislavsky and Deborah Small, Society for Consumer Psychology, Dallas, TX, 2018
- “Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers’ Subjective Experience of Difficulty,” with Rom Schrift, Association for Consumer Research, San Diego, CA, October, 2017
- “The Pain of Choice: Preference Elicitation Modes, Effort and Conflict,” with Rom Schrift, Society for Consumer Psychology, San Francisco, CA, February, 2017
- “The Aversion to Being Observed During Conflict and Its Impact on Choice,” with Rom Schrift, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016

- "How and When Consumers Make Tradeoffs," with Rom Schrift, Special Session at the Association for Consumer Research, Berlin, Germany, October, 2016
- "We Look Like Our Names: The Manifestation of Name Stereotypes in Facial Appearance," with Anne-Laure Sellier, Nir Rosenfeld, Jacob Goldenberg and Ruth Mayo, Society for Consumer Psychology, St. Pete Beach, FL, February, 2016
- "Do We Look Like Our Names? Faces Match Given Names," with Anne-Laure Sellier, Jacob Goldenberg and Ruth Mayo, Psychology Conference: On Faces, Bodies and Voices: Multimodal Mechanisms of Person Recognition, Jerusalem, Israel, 2015
- "Do We Look Like Our Names? Faces Match Given Names," with Jacob Goldenberg and Ruth Mayo, Emergence of Collective Properties in Stochastic Processes in Physics, Economy, Life and Human Sciences, Jerusalem, Israel, 2014
- "The Temperature Premium: Warmer Temperatures Increase Product Valuations," with Leonard Lee and Jacob Goldenberg, accepted for presentation at the Marketing in Israel Conference, 2013
- "The Temperature Premium: Warmer Temperatures Increase Product Valuations," with Leonard Lee and Jacob Goldenberg, Association for Consumer Research, Vancouver, CA, 2012

PROFESSIONAL SERVICE

- AD HOC Reviewer:
Nature Communications
Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Journal of Experimental Social Psychology
Journal of Consumer Psychology
International Journal of Research in Marketing
Journal of Cross-Cultural Psychology
Journal of the Association for Consumer Research
Israel Science Foundation (ISF)
- Conference Reviewer:
Association for Consumer Research
Society for Consumer Psychology

Roundtable Panels

- "The Dark Side of Automation in Marketing and Consumption," ACR, October 2019

University Service

- Chairman of the Institutional Review Board Committee of the Arison School of Business, Reichmann University
- Organizer of the Marketing Department Seminar Series, 2020-present

THESIS COMMITTEES

Master's students

Noa Grobgeld, Psychology, Hebrew University of Jerusalem (2022)

TEACHING EXPERIENCE

Reichman University

- Managing Business in a Time of Crisis (MBA; Undergraduate)
- Honors Program, Adviser (Undergraduate)
- Introduction to Marketing (Undergraduate Core)
- Managing Customer Experience (MBA)

The Wharton School, University of Pennsylvania

- Marketing 101 (Undergraduate) 2019-2020

Hebrew University of Jerusalem

- Introduction to Marketing (MBA; Undergraduate Core), 2008-2011

PROFESSIONAL EXPERIENCE AND APPOINTMENTS

- Management Consultant, S2R, Strategy to Results Management Consulting, 2007
- Director of Program and Media, Executive Education, IDC Herzliya, 2006
- Director, Department of Marketing and Media, 17th Maccabiah, 2003

MILITARY SERVICE

Officer of Physical Training and Combat Readiness

School of the Armored Corps, Israel Defense Forces, Israel

- Officer's Training Course (*Outstanding Cadet*)
- Course for Instructors of Combat Readiness (*Outstanding Cadet*)