

PROF. DANIT EIN-GAR

Coller School of Management
Marketing Department
Tel-Aviv University, Israel

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Academic Positions

2020-Current Associate Professor
Coller Scholl of Management, Tel-Aviv University, Israel

2018-2019 Senior lecturer (with tenure)
Coller Scholl of Management, Tel-Aviv University, Israel

2015-2017 Visiting Scholar
Haas School of Business, Berkeley, USA

2013-2014 Senior lecturer (with tenure)
Coller Scholl of Management, Tel-Aviv University, Israel

2007-2012 Lecturer of Marketing
Coller Scholl of Management, Tel-Aviv University, Israel

2006 Post-doctoral fellow
Stanford Graduate School of Business, USA

Education

2005 PhD Marketing & Organizational Behavior

2001 MBA (with honors)

1997 BA, Sociology
All in the Jerusalem School of Business Administration, Israel

Teaching

Contemporary conceptions of traditional theories in psychology and management, PhD Seminar, Tel-Aviv University.

Behavioral Research in Business and Management, PhD Seminar, Tel-Aviv University.

Consumer Behavior Insights, PhD seminar, Tel-Aviv University.

Marketing Management, MBA & Executive programs, Tel-Aviv University.

Marketing Management, Full MBA program, Berkeley University.

Integrated Marketing Communication, MBA program, Tel-Aviv University.

Consumer Behavior, MBA program, Tel-Aviv University.

Behavioral Science, MBA program, Hebrew University.

Principles in Marketing, BA program, Tel-Aviv University.

Teaching Awards

- 2023 Rector award for creativity in Teaching the MBA Marketing Management Course, Tel-Aviv University.
- 2023 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
- 2023 Dean Excellence Teaching Award, Coller School of Management
- 2022 Dean Excellence Teaching Award, Coller School of Management
- 2021 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
- 2021 Dean Excellence Teaching Award, Coller School of Management
- 2019 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
- 2019 Dean Excellence Teaching Award, Coller School of Management
- 2015 Dean Excellence Teaching Award, Coller School of Management
- 2014 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University

Journal Publications

- Kononov, N & **Ein-Gar, D.** (2023). Beautiful Strangers: Physical Evaluation of Strangers Is Influenced by Friendship Expectation, *Personality and Social Psychology Bulletin*, 1-12.
- Ma, J., Lin, Y., & **Ein-Gar, D.** (2022). Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients. *International Journal of Research in Marketing*, 40 (2), 417-434.
- Bareket, O., **Ein-Gar, D.**, & Kogut, T. (2022) I Will Help You Survive but not Thrive: Helping Decisions in Situations that Empower Women. *Group Processes & Intergroup Relations*, 13684302221108437.
- Ein-Gar, D.**, & Give'on, A. (2022) The influence of Proportion Dominance and Global Need Perception on Donations. *Frontiers in Psychology*, Forthcoming
- Ein-Gar D.** Levontin L., & Kogut T. (2021). The Adverse Effect of Choice in Donation Decisions, *Journal of Consumer Psychology*, 31 (3), 570-586.
- Nitzan I. & **Ein-Gar D.** (2019). The "Commitment Projection" Effect: When Multiple Payments for a Product Affect Defection from a Service. *Journal of Marketing Research*, 56 (5), 842-861.
- Ein-Gar D.** & Steinhart Y. (2017). Self-Control and Task Timing Shift Self-Efficacy and Influence Willingness to Engage in Effortful Tasks. *Frontiers in Psychology, Personality and Social Psychology Section*, 8, 1788.
- Ein-Gar D.** (2015). Committing under the Shadow of Tomorrow: Self-control and Commitment to Future Virtuous Behaviors, *Journal of Consumer Psychology*, 25(2), 268-285.
- Levontin L., **Ein-Gar D.** & Lee A. (2015). Acts of Emptying Promote Self-Focus: A Perceived Resource Deficiency Perspective, *Journal of Consumer Psychology*, 25(2), 257–267.
- Toker S., Heaney C. & **Ein-Gar D.** (2015). Why Won't They Participate? Barriers to Participation in Worksite Health Promotion Programs, *European Journal of Work and Organizational Psychology*, 24(6), 866-881.
- Ein-Gar D.** & Sagiv L. (2014). Overriding "Doing Wrong" and "Not Doing Right": Validation of the Dispositional Self-Control Scale, *Journal of Personality Assessment*, 96(6), 640-653.
- Sagiv L., Amit A., **Ein-Gar D.** & Arieli S. (2013). Not All Great Minds Think Alike: Systematic and Intuitive Cognitive Styles, *Journal of Personality*, 82(5), 402-417.
- Ein-Gar D.** & Levontin. (2013). Giving From a Distance: Putting the Charitable Organization At The Center of The Donation Appeal, *Journal of Consumer Psychology*, 23(2), 197-211.

- Ein-Gar D.**, Shiv B., and Tormala Z. (2012). When blemishing leads to blossoming: The positive effect of negative information, *Journal of Consumer Research*, 38(5), 846-859.
- Ein-Gar D.**, Goldenberg J. & Sagiv L. (2012). The Role of Consumer Self-Control, in The Consumption of Virtue Products, *International Journal of Research Marketing*, 29, 123-133.
- Ein-Gar D.** & Steinhart Y. (2011). The “Sprinter effect”: When Self-Control and Involvement Stand in the Way of Sequential Performance, *Journal of Consumer Psychology*, 21(3), 240-255.

Conference Proceedings

- Ein-Gar D, and Levontin, L (2023), Helping Him or Her? The surprising effect of Gender as a Justification Cue in Charitable-Giving Choice Decisions, *Academy of Marketing*, Birmingham, UK.
- Kononov N, Ein-Gar D, and Puntoni S (2023), Upgrading My Look, Upgrading My Act: The Effect of Appearance Improvements on Charitable Giving, *European ACR*. Amsterdam
- Ma, J., Lin, Y., and Ein-Gar, D (2023). Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients. *European ACR*. Amsterdam
- Kononov N and Ein-Gar D (2023) Beautiful Strangers: Physical Evaluation of Strangers is influenced by Friendship Expectation, EMAC, Denmark.
- Ein-Gar D, and Kononov N (2023), Good People Look Good - Why prosocial people are perceived by others as more beautiful, *La Londe Conference*, Paris.
- Ein-Gar D, Ma J, Levontin L, and Kogut T (2023), Donation Choices, The Case of Gender and Culture, *Society for Consumer Psychology*, Puerto Rico.
- Ein-Gar D, Levontin L, and Kogut T (2022), The Donor’s Choice Dilemma, *European Marketing Academy Conference*, Hungary
- Ein-Gar D, Ma J, Levontin L, and Kogut T (2022), Justification Cues in Donation Choices – The Case of Culture and Gender, *Society for Consumer Psychology Annual Winter Virtual Conference*.
- Kononov N, Ein-Gar D, and Puntoni S (2021), Upgrading my look, upgrading my act: the effect of appearance improvements on charitable giving. *Society of Consumer Psychology Annual Winter Virtual Conference*.
- Kononov N and Ein-Gar D (2021), Doing good – Looking good: The Effect of Prosocial Behavior on the Perception of Physical Beauty, *SPSP Virtual Annual Convention*.
- Ein-Gar D, Levontin L, and Kogut T (2020), The Neglected Victim Effect. *Association for Consumer Research*, France, Virtual conference.
- Ma J, Lin Y, and Ein-Gar D (2019), Charitable Maximizers: The Impact of the Maximizing Mindset on Charitable Behavior, in *Advances in Consumer Research*, 47, 760-761 eds. Rajesh Bagchi, Lauren Block and Leonard Lee. Association for Consumer Research.
- Ein-Gar D, Levontin L, and Kogut T (2019), The “Opt-out” Effect: When the Need to Choose Decreases Donations, in *Society of Consumer Psychology Annual Winter Conference proceedings*. eds. Kelly Haws, Brent McFerran, Society of Consumer Psychology.
- Ein-Gar D, Levontin L, and Kogut T (2019), The Neglected Victim Effect: When Helping One at The Expense of Neglecting Another Decreases Donations. *La Londe Conference*, Paris.
- Ein-Gar D (2018), Let's Donate Together: The Role of Communities in Donation-Based Crowdfunding Campaigns in *Society of Consumer Psychology Annual Winter Conference Proceedings*, 519-533.eds. Ryan Hamilton, Cait Lambertson, Society of Consumer Psychology.

- Ein-Gar D (2018), "Let's get together and make a difference: experiencing a community in donation-based crowdfunding" in *NA - Advances in Consumer Research*, 46, 532 -533 eds. Andy Gershoff, Rob Kozinets, and Tiffany White. Association for Consumer Research.
- Ein-Gar D, Levontin L, and Kogut T (2018), The "Opt-Out" Effect: When the Need to Choose Decreases Donations, *European Advances in Consumer Research*, 11, 14-18, eds. Maggie Geuens, Mario Pandelaere, and Michel Tuan Pham, Duluth, MN : Association for Consumer Research.
- Ein-Gar D, Levontin L, and Lee A (2017), I Don't Have Now, But I Will Make Sure I Have Later; Saving for the Future Under Resource Scarcity Minds, *Advances in Consumer Research*, 45, 253-257, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.
- Ein-Gar D, and Nitzan I (2015), The "Lock-In" Effect of Multiple Payments on Defection Decisions Over Time, *Advances in Consumer Research*, 43, 514-515, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.
- Levontin L, Ein-Gar D, and Lee A (2013), If You Feel Empty, You Spend More Money on Yourself and Less on Giving to Others, *Advances in Consumer Research*, 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.
- Ein-Gar D (2013), Commitment to Virtuous Behaviors: How Self-Control Shapes Commitment to Near Vs. Distant Behaviors, *Advances in Consumer Research*, 41, 409-410 eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research.
- Ein-Gar D (2013), Commitment to Virtuous Behaviors: How Self-Control Shapes Commitment to Near Vs. Distant Behaviors, *European Advances in Consumer Research Volume 10*, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN: Association for Consumer Research, Pages: 150-151
- Ein-Gar D, and Shiv B (2011), From Blemishing to Blossoming: the Positive Effect of Negative Information. *Advances in Consumer Research*, 39, 25-26, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.
- Ein-Gar D, and Levontin L (2011), How Does Construal Level Influence Donations to Individuals and Organizations, *Advances in Consumer Research*, 38, 657-658, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.
- Ein-Gar D, and Johnson S. C. (2010), Being Indulgent and Becoming Prudent, *Advances in Consumer Research*, 37, 174-178 eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Ein-Gar D, and Steinhart Y (2009), The Sprinter Effect: When Involvement and Self-Control Fail to Overcome Ego-Depletion, *Advances in Consumer Research*, 36, 771-771, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer.
- Ein-Gar D, and Steinhart Y (2009), The Sprinter Effect: When Extremely Motivated Consumers Fail to Overcome Depletion, in *Society of Consumer Psychology Annual Winter Conference proceedings*, 154-155.eds. Alexander Chernev, Michal Herzstein, Shailendra Pratap Jain, Society of Consumer Psychology.
- Ein-Gar D, Goldenberg J, and Sagiv L (2008), Taking Control: An Integrated Model of Dispositional Self-Control and Measure, *Advances in Consumer Research*, 35, 542-550, eds. Angela Y. Lee and Dilip Soman, MN: Association for Consumer Research.

Johnson S. C. and Ein-Gar D (2008), Being Hedonic and Becoming Prudent, *Advances in Consumer Research*, 35, 957, eds. Angela Y. Lee and Dilip Soman, MN: Association for Consumer Research.

Services

Journals

2016-Current Journal of Consumer Psychology, Editorial Review Board

Conference Program Committees

2023 Association for Consumer Research Annual Conference, Roundtable session
2022 Society for Consumer Psychology Annual Virtual Conference
2020 Society for Consumer Psychology Annual Virtual Conference
2021 Society for Consumer Psychology Annual Virtual Conference
2021 Association for Consumer Research Annual Virtual Conference

Ad-Hoc reviewer

Journal of Marketing Research
Frontiers in Psychology
Journal of Marketing Behavior
California Management Review
British Journal of Social Psychology
Journal of Consumer Research
Applied Psychology
Journal of Consumer Psychology
International Journal of Research Marketing
Journal of Marketing
European Journal of Marketing

Pro-Bono Services

2016-2017 Advisory Board – LENDonate
2011-2014 Advisory Board – SOS Children Villages, Israel

Institutional Services

2019- 2023 Head of Marketing Department and Head of MSc Program
2018, 2021 Head of MSc Marketing Program
2009-2015 Head of the School of Management Behavioral Lab
2014-2015 Head of the School of Management Academic Student Internship

Grants and Awards

2023-2027 Israel Science Foundation (ISF) Grant
2019-2021 Israel Science Foundation (ISF) Grant
2014-2016 Israel Science Foundation (ISF) Grant
2011-2012 Israel Science Foundation (ISF) Grant
2011-2012 Israel Foundation Trustees (IFT) Grant
2008-2010 Israel Foundation Trustees (IFT) Grant
2006 Corson Grant for Post-Doc, Tel-Aviv University
2006 The Richard (Dick) Segal Memorial Award
2000 Gal-Ed Award, The Jerusalem School of Business Administration