

DANIT EIN-GAR



Collier School of Management
Marketing Department
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Employment

Current	Senior Lecturer with Tenure (equivalent to Associate professor) Collier Scholl of Management, Tel-Aviv University, Israel
2016-2017	Visiting Scholar Haas School of Business, Berkeley, USA
2015-present	Senior Lecturer with Tenure (equivalent to associate professor) Collier Scholl of Management, Tel-Aviv University, Israel
2008-2014	Lecturer (equivalent to assistant professor) Collier Scholl of Management, Tel-Aviv University, Israel
2007	Post-doctoral fellow Stanford Graduate School of Business, USA

Education

2006	PhD Marketing & Organizational Behavior The Jerusalem School of Business Administration, Israel
2001	MBA (with honors) The Jerusalem School of Business Administration, Israel
1997	BA, Sociology The Jerusalem School of Business Administration, Israel

Academic Grants & Awards

2014-2016	Israel Science Foundation (ISF) Grant
2011-2012	Israel Science Foundation (ISF) Grant
2011-2012	Israel Foundation Trustees Grant
2008-2010	Israel Foundation Trustees Grant
2006	The Richard (Dick) Segal Memorial Award
2000	Gal-Ed Award, The Jerusalem School of Business Administration

Teaching Awards

2015	Dean Excellence Teaching Award, Collier Scholl of Management
2014	"100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University

Teaching experience

Marketing Management, Executive Education
Marketing Management, MBA
Integrated Marketing Communication, MBA
Consumer Behavior, MBA
Behavioral Science, MBA
Principles in Marketing, BA

Journal Publications

- 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.

Peer-Reviewed Conference Proceedings

- Levontin L, Ein-Gar D and Lee A., (2017) I do not have now, but will I have later? Saving for the future under resource deficiency mindset. *Advances in Consumer Research*, 45, eds. Ayelet Gneezy, Vlad Griskevicius, and Patti Williams: Association for Consumer Research.
- Ein-Gar D. & 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. & 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. & 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. & 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. & 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. & 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. Goldenberg J. & 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. & 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.

Manuscripts under review/Working papers

- Nitzan I. & Ein-Gar D. "Commitment Projection" Effect: When Multiple Payments for a Product Affect Defection from a Service." Under review.
- Ein-Gar D. "The Connected Donor. Donation-Giving and Feelings of Connectedness to a Crowdfunding Community." Under review.
- Ein-Gar D. & Sharon A. "Fear of Online Shaming and Donation Giving." Under review.

Ein-Gar D. Levontin L. & Kugot T. "Whom to help? The effect of choice-sets on donation decisions." Working paper.

Levontin L., Ein-Gar D. & Kugot T. "The role of perceived out-group warmth in donations to identifiable out-group targets." Working paper.

Conference Presentations

2017 Society for Consumer Psychology Conference, USA
2016 Society for Consumer Psychology Conference, USA
2015 Association for Consumer Research USA conference
2015 Society for Consumer Psychology Conference, USA
2014 European Association of Social Psychology conference, Amsterdam.
2013 Association for Consumer Research USA conference
2013 Association for Consumer Research European conference, Spain
2012 Society for Judgment and Decision Making conference, USA
2012 Yale, Customer Insight Conference, USA
2011 Association for Consumer Research USA conference
2011 Meet the Editors, Young Marketing Faculty Workshop, France
2010 Association for Consumer Research USA conference
2010 Society for Consumer Psychology Conference, USA
2009 Association for Consumer Research USA conference
2009 Society for Consumer Psychology Conference, USA
2008 International Congress of Psychology. Germany
2008 Association for Consumer Research USA conference
2007 Association for Consumer Research USA conference
2005 European Marketing Academy Conference, Italy
2004 International Conference of Psychology, China
2005 Marketing In Israel Conference (MII4)

Invited Talks

2017 Wisconsin School of Business, USA
2017 Harvard Business School, USA
2017 Questrom School of Business, Boston University, USA
2017 D'Amore-McKim School of Business, Northeastern University, USA
2017 UF Warrington College of Business, USA
2017 UCF College of Business Administration, USA
2016 Kellogg School of Management, Northwestern University, USA
2015 Stanford Graduate School of Business, USA
2010 Social Psychology, Tel-Aviv University
2010 The Jerusalem School of Business Administration, Israel
2010 School of Management, Tel-Aviv University, Israel
2008 The Jerusalem School of Business Administration, Israel
2007 Rady School of Management, USA

2007	Duke, The Fuqua School of Business, USA
2007	Haas School of Business, Berkeley, USA
2005	The psychology Department, Hebrew University, Israel
2005	Guilford Glazer Faculty of Business & Management, Israel
2005	School of Management, Tel-Aviv University, Israel
2005	Faculty of Management, Haifa University, Israel
2005	Graduate School, Technion, Israel
2005	Interdisciplinary Center Herzliya, Arison School of Business, Israel

Review Services

Editorial Board Member

2016-2017	Journal of Consumer Psychology
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Ad-Hoc Reviewer

2017	Journal of Marketing Behavior
2017	California Management Review
2016	British Journal of Social Psychology
2014,2016	Plos One
2014,2016	Journal of Consumer Research
2014	Applied Psychology
2013-2017	Journal of Consumer Psychology
2012, 2014	International Journal of Research Marketing
2012, 2013	Journal of Marketing
2012	European Journal of Marketing

Pro-Bono Services

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

Institutional Services

2009-2015	Head of the School of Management Behavioral Lab Tel-Aviv University
2014-2015	Head of the School of Management Academic Student Internship Tel-Aviv University

Master Students

2012	Adi Shinmal, MsC School of Management, Tel-Aviv University
2012	Adi Nehama, MsC School of Management, Tel-Aviv University