

Yael Steinhart

Coller School of Management
Marketing Department
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Employment

2014-present Associate Professor
Coller Scholl of Management, Tel-Aviv University, Israel
2012-2014 Senior Lecturer
Coller Scholl of Management, Tel-Aviv University, Israel
2006-2012 Lecturer
Management Faculty, Haifa University, Israel
2005 Visiting Scholar
Hong Kong University of Science and Technology, Hong-Kong

Education

2006 PhD Marketing
Coller Scholl of Management, Tel-Aviv University, Israel
2000 MBA
Coller Scholl of Management, Tel-Aviv University, Israel
1997 BA, Psychology and Business Admiration
Tel-Aviv University, Israel

Teaching experience

Marketing Management, MBA
Creativity in Marketing, MBA
Consumer Behavior, MBA
Principles in Marketing, BA

Journal Publications

Shoham M. Moldovan, S. and **Steinhart, Y.** Positively useless: Irrelevant negative information enhances positive impressions. *Journal of Consumer Psychology*, Forthcoming.

*The paper is based on Meyrav Shoham PhD dissertation.

Munichor N. and **Steinhart, Y.** (2016). Saying no to the glow: Why consumers resist arrogant brands. *Journal of Consumer Psychology*, 2 (26), 179-192.

Disatnik, D and **Steinhart Y.** (2015). Need for cognitive closure, risk aversion, uncertainty changes, and their effect on investment decisions. *Journal of Marketing Research*, 52 (3), 349-359.

Moldovan, S. **Steinhart, Y.** and Ofen, S. (2014). "Share and Scare": Solving the communication dilemma of early adopters with a high need for uniqueness. *Journal of Consumer Psychology*, 25(1), 1-14.

Jiang, Y, Adaval, R., **Steinhart, Y.**, and Wyer, R (2014). Imagining yourself in the scene: The interactive effects of goal driven self-imagery and visual perspectives on consumer behavior. *Journal of Consumer Research*, 41,418-435.

Steinhart, Y., Kamins, M, Mazursky, D. and Noy, A. (2014). Effects of product type and contextual cues on eliciting naïve theories of popularity and exclusivity article type, *Journal of Consumer Psychology*, 24 (4), 472-483.

Carmon, Z., **Steinhart, Y.** and Trope, Y. (2013). Why scary health warnings can boost sales. *Harvard Business Review*, 91 (10) 30.

Perez, D. and **Steinhart Y.** (2013). Its not Personal: The differential effect of activation in advertising as a function of personalization levels. *Social Influence*, 9 (3) , 224-241.

*The paper is based on Dikla Perez master thesis.

Steinhart, Y. Ayalon, O., and Poterman, H. (2013). The perception of the "eco-label" and its impact on the consumer's attitude toward luxury versus utilitarian products, *Journal of Cleaner Production*, 53 (15), 277-286.

*The paper is based on Hila Poterman master thesis.

Steinhart, Y., Carmon, Z. and Trope Y. (2013). Distant warnings of adverse side-effects can backfire. *Psychological Science*, 24 (9), 1842-1847.

Steinhart, Y., Mazursky, D. and Kamins, M. (2013). The process by which product availability triggers purchase. *Marketing Letters*, 24 (3), 217-228.

Steinhart, Y., Kamins, M., and Mazursky, D. (2013). The "Temporal-processing-fit-effect": The interplay between regulatory state, temporal distance, and construal levels. *Social Cognition*, 31, 315-335.

Steinhart, Y., Kamins, M., Mazursky, D. and Noy, A. (2013). Thinking or feeling the risk: the differential effect of priming the dual system on the amount bid in online auctions. *Journal of Interactive Marketing*, 27, 47-61.

Steinhart, Y. (2012). All that glitters is not gold: The downside of creativity in advertising. *Marketing Letters*, 23, 195-208.

Steinhart, Y. (2012). When implicit promises override explicit promises: The effectiveness of guarantees and diagnostic kits in improving product evaluations. *European Journal of Marketing*, 46 (11/12), 1708 – 1725.

Kamins, M., Noy, A., **Steinhart, Y.** and Mazursky, D. (2011), Bidders beliefs and the effect of others on sniping in internet auctions. *Journal of Interactive Marketing*, 25 (4), 241-250.

Ein-Gar, D. and **Steinhart, Y.** (2011), The "Sprinter Effect": When motivation and self-control become too much. *Equal contribution, *Journal of Consumer Psychology*, 21(3), 240-255.

Steinhart, Y. and Wyer, R. J. (2009), Motivational roots of need for cognition: The role of prevention and promotion focus, *European Journal of Social Psychology*, 39, 608-621.

Conference presentations

- 2016 Association for Consumer Research, Berlin, Germany
- 2016 European Marketing Association Conference, Oslo, Norway
- 2016 Society for Consumer Psychology Conference, USA
- 2015 Association for Consumer Research USA conference
- 2015 Association for Consumer Research Asia-Pacific Conference, Hong Kong
- 2015 Behavioral Finance, Netherland
- 2014 Association for Consumer Research USA conference
- 2013 Association for Consumer Research USA conference
- 2013 Association for Consumer Research European conference, Spain
- 2013 Theory and Practice in Marketing, England
- 2012 Society for Judgment and Decision Making conference, USA
- 2012 Association for Consumer Research USA conference
- 2012 Society for Consumer Psychology Conference, USA
- 2011 Association for Consumer Research USA conference
- 2011 Society for Consumer Psychology Conference, USA
- 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 Society for Consumer Psychology Conference, USA
- 2008 Association for Consumer Research USA conference
- 2007 Society for Consumer Psychology Conference, USA
- 2005 Association for Consumer Research European conference, Sweden

Invited Talks

- 2016 Chinese University of Hong-Kong, Hong-Kong
- 2015 Faculty of Agriculture, food and environment, Hebrew University, Israel
- 2015 School of Management, Tel-Aviv University, Israel
- 2014 Guilford Glazer Faculty of Business & Management, Ben-Gurion University, Israel
- 2014 School of Management, Tel-Aviv University, Israel
- 2012 School of Management, Tel-Aviv University, Israel
- 2011 School of Management, Bar-Ilan University, Israel
- 2011 School of Management, Tel-Aviv University, Israel
- 2011 School of Management, Ono Academic Center, Israel
- 2011 School of Management, Hebrew University, Israel
- 2010 School of Management, Hebrew University, Israel
- 2009 School of Management, Tel-Aviv University, Israel
- 2009 Interdisciplinary Center Herzliya, Arison School of Business, Israel
- 2008 Erasmus University Rotterdam, Netherland
- 2008 School of Management, Hebrew University, Israel
- 2008 School of Management, Haifa University, Israel
- 2008 School of Management, Tel-Aviv University, Israel
- 2005 School of Management, Haifa University, Israel
- 2005 School of Management, Hong Kong University of Science and Technology, Hong-Kong

Reviews Services

Ad-Hoc Reviewer

Journal of Consumer Psychology
Journal of Marketing
Journal of Marketing Research
Journal of Consumer Research
Journal of Interactive Marketing
Plos one
Marketing Letters
International Journal of Marketing Research
Personality and Social Psychology Bulletin
European Journal of Marketing

Institutional Services

2016-present Head, Department of Marketing, Tel-Aviv University
2015-present Head of the School of Management Behavioral Lab Committee,
Tel-Aviv University
2014-2016 Head of the MSc Program in Marketing, Tel-Aviv University
2015-2016 Head of the School of Management Academic Student Internship
Tel-Aviv University
2014-2016 Member in Lubeski committee, which supervises the allocation of the Toto
budget for sport activities
2011-2012 Haifa University, Head, Department of Marketing
2006-2012 Haifa University, Coordinator of the Management School Research seminar

PhD Students

2012-present Meyrav Shoham (Co-supervising with Dr Sarit Moldovan from the Open
University)
2012-present Dikla Perez (Co-supervising with Prof Amir Grinstein from Northeastern
University and VU Amsterdam)
2016-present Chen Pundak (Co-supervising with Prof Jacob Goldenberg from IDC)

Master Students

2016-present Leetal-Chai, MSc School of Management, Tel-Aviv University (Co-supervising
with Dr Irit Nitzan, Tel-Aviv University)
2009-2012 Josh Porat, Haifa University
2010-2012 Keren Grinautski, Haifa University
2010-2012 Dikla Perez, Haifa University
2008-2010 Hila Poterman, Haifa University (Co-supervising with Dr. Ofira Ayalon from
Haifa University)
2008-2010 Lilach Inbar, Haifa University (Co-supervising with Dr. Ofira Ayalon from Haifa
University)
2008-2009 Shlomit Ofen, Technion (Co-supervising with Dr. Sarit Moldovan from the
Technion)

Academic Grants & Awards

2016 ICRC
2015 Award for excellence in research, Coller School of Management
2013-2014 Israel Science Foundation
2008-2010 Israel Foundation Trustee
2007-2008 Private Start-Up

