

# PROF. DANIT EIN-GAR

Coller School of Management  
Marketing Department  
Tel-Aviv University  
Ramat Aviv 6997801, Israel

Phone: 972-3-6408084  
[danite@tauex.tau.ac.il](mailto:danite@tauex.tau.ac.il)  
<https://en-coller.tau.ac.il/profile/danite>  
<https://thegivinglab.co.il/>

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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

Consumer Behavior Insights, PhD seminar, Tel-Aviv University.  
Marketing Management, Executive Education program, Tel-Aviv University.  
Marketing Management, Full MBA program, Berkeley University.  
Marketing Management, MBA program, Tel-Aviv 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

2019 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University  
2019 Dean Excellence Teaching Award, Coller Scholl of Management  
2015 Dean Excellence Teaching Award, Coller Scholl of Management  
2014 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University

## Journal Publications

- Ein-Gar D.**, Levontin L., & Kogut T. (2021). The Adverse Effect of Choice in Donation Decisions, *Journal of Consumer Psychology*, Forthcoming.
- 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.

## Peer-Reviewed Conference Proceedings

- 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 Lamberton, 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. & 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, Iris Vermeir, Duluth, MN : Association for Consumer Research.
- Ein-Gar D., Levontin L. & 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. & 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. (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. & 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.
- Steinhart Y. & Ein-Gar D. (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. & 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.

## Academic Grants & Awards

2019-2021	Israel Science Foundation (ISF) Grant
2018	Jeremy Coller Foundation Grant
2017	Jeremy Coller Foundation 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

## Review Services

2016-Current      Journal of Consumer Psychology, Editorial Review Board

### **Program Committee**

2020                  Society for Consumer Psychology Annual 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  
Plos One  
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- Current      Head of Marketing Department and  
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

### **Post-Doc Students**

2021                  Orly Bareket, Coller School of Management, Tel-Aviv University (Advisor)

### **PhD Students**

2019- current      Natalia Konkov, Coller School of Management, Tel-Aviv University (Advisor)  
2018-2019          Yuanjie Zhao, National School of Development, Peking University, China  
(Collaborating on a project with Prof. Jingjing Ma)

### **Master Students**

2021                  Dafna Ironi, MA Social Psychology, Tel-Aviv University  
2018-2019          Yu Lin, National School of Development, Peking University, China  
(Collaborating on a project with with Prof. Jingjing Ma)

2012

Adi Shinmal, MsC School of Management, Tel-Aviv University (Advisor)

2012

Adi Nehama, MsC School of Management, Tel-Aviv University  
(Co-Advisor with Prof. Muli Ellis)