

PROF. DANIT EIN-GAR

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

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Employment

2025-Present	Full Professor <i>Coller School of Management, Tel-Aviv University, Israel</i>
2019-2025	Associate Professor <i>Coller School of Management, Tel-Aviv University, Israel</i>
2018-2019	Senior lecturer (with tenure) <i>Coller School of Management, Tel-Aviv University, Israel</i>
2015-2017	Visiting Scholar <i>Haas School of Business, Berkeley, USA</i>
2013-2014	Senior lecturer (with tenure) <i>Coller School of Management, Tel-Aviv University, Israel</i>
2007-2012	Lecturer of Marketing <i>Coller School of Management, Tel-Aviv University, Israel</i>
2006	Post-doctoral fellow <i>Stanford Graduate School of Business, USA</i>

Education

2005	PhD Marketing & Organizational Behavior Advisors: Prof. Jacob Goldenberg and Prof. Lilach Sagiv
2001	MBA with Thesis (with honors)
1997	BA, Sociology <i>All in the School of Business Administration, The Hebrew University of Jerusalem, Israel</i>

Teaching

Contemporary Conceptions of Traditional Theories in Psychology and Management,
Research Students Seminar, Tel-Aviv University.
Research Seminar in Managerial Behavioral Science, PhD Seminar, Tel-Aviv University.
PhD Marketing Seminar, Tel-Aviv University.
Consumer Behavior Insights, PhD seminar, Tel-Aviv University.
Marketing Management, MBA & MSc programs, Tel-Aviv University.
Marketing Management, Executive program, Tel-Aviv University.
Marketing Management, Online MBA program, Tel-Aviv University.
Principles in Marketing, Online Yeshiva – Tel-Aviv program.
Marketing Management, Full MBA program, University of California, Berkeley.
Integrated Marketing Communication, MBA program, Tel-Aviv University.
Consumer Behavior, MBA program, Tel-Aviv University.
Principles in Marketing, BA program, Tel-Aviv University.
Behavioral Science, MBA program, Hebrew University.

Teaching Awards

2025 Dean Excellence Teaching Award, Collier School of Management
2024 Dean Excellence Teaching Award, Collier School of Management
2024 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2023 Rector award for creativity in Teaching, Tel-Aviv University.
2023 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2023 Dean Excellence Teaching Award, Collier School of Management
2022 Dean Excellence Teaching Award, Collier School of Management
2021 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2021 Dean Excellence Teaching Award, Collier School of Management
2019 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2019 Dean Excellence Teaching Award, Collier School of Management
2015 Dean Excellence Teaching Award, Collier School of Management
2014 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University

Journal Publications

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.
Johnson, C., & **Ein-Gar, D.** (2008). Being hedonic and becoming prudent. *Advances in Consumer Research*, 35, 957-957.
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.

- Ein-Gar D.**, Goldenberg J. & Sagiv L. (2012). The Role of Consumer Self-Control, in The Consumption of Virtue Products, *International Journal of Research in Marketing*, 29(2), 123-133.
- Ein-Gar D.**, Shiv B., & 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.** & 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.
- 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.** & 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.
- 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.
- 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.
- 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.
- 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.** (2018). Let's get together and make a difference: Experiencing a Community in Donation-Based Crowdfunding. *Advances in consumer research*, 46, 532-533.
- 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.** Levontin L., & Kogut T. (2021). The Adverse Effect of Choice in Donation Decisions, *Journal of Consumer Psychology*, 31 (3), 570-586.
- Ein-Gar, D.**, & Give'on, A. (2022) The influence of Proportion Dominance and Global Need Perception on Donations. *Frontiers in Psychology*, 13, 800867.
- Bareket, O., **Ein-Gar, D.**, & Kogut, T. (2023) I Will Help You Survive but not Thrive: Helping Decisions in Situations that Empower Women. *Group Processes & Intergroup Relations*, 26(7), 1641-1659.
- Ma, J., Lin, Y., & **Ein-Gar, D.** (2023). Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients. *International Journal of Research in Marketing*, 40 (2), 417-434.
- Kononov, N & **Ein-Gar, D.** (2024). Beautiful Strangers: Physical Evaluation of Strangers Is Influenced by Friendship Expectation. *Personality and Social Psychology Bulletin*, 50 (12), 1725-1736.
- Kononov, N, **Ein-Gar, D** & Puntoni, S. (2025). Physical Appearance Improvements Increase Prosocial Behavior. *International Journal of Research in Marketing*, 42(2) 316-334

- Kononov, N., **Ein-Gar, D.** (2025). Prosocial Behavior Enhances Evaluation of Physical Beauty. *British Journal of Social Psychology*, 64(2), e12800.
- Ein-Gar D.**, Ma J., Levontin L., & Kogut T. (2025) “Helping a Boy or a Girl? The Effect of Recipient’s Gender and Donor’s Culture on Donation Decisions”. *Journal of Behavioral Decision Making*, 38(4), e70040.
- Lucheschi, M., **Ein-Gar, D.**, & Acar, O. A. (2026). Distributing Help Enhances Moral Judgment. *Personality and Social Psychology Bulletin*, 01461672251414772.

Additional publications

- Ein-Gar D.** (2022), *Case study: Seatback Has Your Back: A Start-up With a Wellness Vision*. Eli Hurvitz Institute of Strategic Management, Collier School of Management, Tel Aviv University.
- Ein-Gar D.** & Talias Y. (2024), Women, men, or bots; who is better at customer service in the digital age? *Journal of The Collier School of Management*, Vol. 14.
- Ein-Gar D.** (2022) Who Donates More – Rich in Heart or Rich in Pocket? The Relationship between Objective and Subjective Wealth on Donation giving. *Journal of The Collier School of Management*, Vol. 8.
- Ein-Gar D.** (2021) Why Will People Donate via Crowdfunding Platforms in Times of Crisis? *Journal of The Collier School of Management* Vol. 10.
- Ein-Gar D.**, & Arieli S. (2020) How Anticipation of Online Shaming Influences Donation-Giving? *Journal of The Collier School of Management*, Vol. 4.

Conference Proceedings and Presentations

- Lucheschi, M; Ein-Gar, D.; Levontin, L. (2026), Gender-Dominated Industries Stereotype Spillover to AI-Powered Customer Service Agents, *GENMAC*, Japan
- Lucheschi, M; Ein-Gar, D.; Levontin, L. (2026), Gender-Dominated Industries Stereotype Spillover to AI-Powered Customer Service Agents, *EMAC*, UK
- Levontin, L., Ein-Gar, D., Ma J. & Kogut T. (2025), The Effect of Recipient’s Gender and Donor’s Culture on Donation Choices, *SPUDM*, Italy.
- Levontin, L., Ein-Gar, D., Ma J. & Kogut T. (2025), The Effect of Recipient’s Gender and Donor’s Culture on Donation Choices, *EMAC*, Spain.
- Ein-Gar, D. & Levontin, L. (2024), The influence of a progressively polarized marketplace on consumer behavior, Roundtable session, *Association for Consumer Research Annual Conference*, Paris, France.
- Levontin, L., Ein-Gar, D., Ma J. & Kogut T. (2024), Helping a Boy or a Girl? The Effect of Recipient’s Gender and Donor’s Culture on Donation Decisions, *Gender, Markets, and Consumers Conference (GEMAC)*, Edinburgh, United Kingdom.
- Levontin, L., Ein-Gar, D., Ma J. & Kogut T. (2024), Helping a Boy or a Girl? The Effect of Recipient’s Gender and Donor’s Culture on Donation Decisions, *AMA CBSIG 2024 Conference*, WU Vienna.
- Ein-Gar D, Kononov N, & Puntoni S (2024), Physical Appearance Improvement Influences Prosocial Consumer Behavior, *EMAC 53rd Annual Conference*, Bucharest, Romania.

- Ein-Gar D, Levontin, L, Ma, J. & Kogut T (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, & Puntoni S (2023), Upgrading My Look, Upgrading My Act: The Effect of Appearance Improvements on Charitable Giving, *European ACR*. Amsterdam
- Ma, J., Lin, Y., & Ein-Gar, D (2023). Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients. *European ACR*. Amsterdam
- Kononov N & Ein-Gar D (2023) Beautiful Strangers: Physical Evaluation of Strangers is influenced by Friendship Expectation, EMAC, Denmark.
- Ein-Gar D, & 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, & Kogut T. (2023), Donation Choices, The Case of Gender and Culture, *Society for Consumer Psychology*, Puerto Rico.
- Ein-Gar D, Levontin L, & Kogut T (2022), The Donor's Choice Dilemma, *European Marketing Academy Conference*, Hungary
- Ein-Gar D, Ma J, Levontin L, & 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, & 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 & 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, & Kogut T. (2020), The Neglected Victim Effect. *Association for Consumer Research*, France, Virtual conference.
- Ma J, Lin Y, & 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 & Leonard Lee. Association for Consumer Research.
- Ein-Gar D, Levontin L, & 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, & 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, & 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, 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, & 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, & 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, & 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, & 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, & 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 & Sharon Shavitt, Duluth, MN: Association for Consumer.
- Ein-Gar D, & 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, & 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.

Professional Activities

Journals

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| 2016-Present | Journal of Consumer Psychology, Editorial Review Board |
| 2025-Present | International Journal of Research in Marketing, Editorial Review Board |

Ad-Hoc reviewer

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research

Journal of Consumer Psychology
 International Journal of Research in Marketing
 Journal of Advertising
 British Journal of Social Psychology
 Journal of Behavior and Decision Making
 Applied Psychology
 Cognition
 European Journal of Social Psychology
 Frontiers in Psychology
 European Journal of Marketing
 Marketing Letters
 Nonprofit and Voluntary Sector Quarterly
 Nonprofit Management & Leadership

Conference committees

2020-Present	The “Marketing in Israel” Conference, Steering committee
2020	Society for Consumer Psychology Annual Virtual Conference, Program committee
2021	Association for Consumer Research Annual Virtual Conference, Program committee
2021	Society for Consumer Psychology Annual Virtual Conference, Program committee
2022	Society for Consumer Psychology Annual Virtual Conference, Competitive paper committee
2024	Association for Consumer Research Annual Conference, Roundtable session committee
2025	La-Londe Marketing Conference France, Chairperson

Pro-Bono Services

2011-2014	Advisory Board SOS Children Villages, Israel (https://www.sos-childrensvillages.org/)
2016-2017	Advisory Board LENDonate (https://www.lendonate.com/)
2024	ISF submission workshop for junior female faculty (https://www.afikinacademia.org/)
2024	Networking workshop for junior female faculty (https://www.afikinacademia.org/)
2025	Networking workshop for junior female faculty (https://www.afikinacademia.org/)
2026	Networking workshop for junior female faculty (https://www.afikinacademia.org/)

Administrative roles

2007 - 2015	Head of the Collier Behavioral Lab
2020 - 2023	Head of the MBA and MSc Program
2026	Head of the AI committee

Research Students

Post-Doc

2021	Orly Bareket, Collier School of Management, Tel-Aviv University (Advisor)
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Ph.D

2019- 2024	Natalia Kononov, Collier 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

2025	Tamari Geron, MA Social Psychology, Tel-Aviv University
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 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)

Grants and Awards

2025	Jeremy Collier Foundation Grant
2024	Jeremy Collier Foundation Grant
2024	Raya Strauss Center for Family Business Research Grant
2023	The Solomon Lew Center for Consumer Behavior Grant
2023	Jeremy Collier Foundation Grant
2023-2027	Israel Science Foundation (423/23 ISF) Grant (With Prof. Sagiv)
2022	Jeremy Collier Foundation Grant
2022	The Solomon Lew Center for Consumer Behavior Grant
2021	Jeremy Collier Foundation Grant
2021	The Solomon Lew Center for Consumer Behavior Grant
2019-2021	Israel Science Foundation (471/19 ISF) Grant (Single)
2019-2020	Jeremy Collier Foundation Grant
2018	Jeremy Collier Foundation Grant
2017	Jeremy Collier Foundation Grant
2014-2016	Israel Science Foundation (401/14 ISF) Grant (With Prof. Levontin)
2011-2012	Israel Science Foundation (273/11 ISF) Grant (Single)
2011-2012	Israel Foundation Trustees (IFT) Grant
2008-2010	Israel Foundation Trustees (IFT) Grant
2006	Corson Grant for Post-Doc, Tel-Aviv University