

# ITAI LINZEN

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Me'ever Layam, 36  
Givat-Hen, Israel  
4390500



## EDUCATION

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<b>Ph.D.</b>	Marketing Tel-Aviv University Advisors: Prof. Yael Steinhart and Prof. Ziv Carmon (INSEAD)	2020-
<b>MA</b>	Cognitive Psychology Tel-Aviv University	2016-2018
<b>MA</b>	Philosophy, <i>summa cum laude</i> Tel-Aviv University	2015-2019
<b>BA</b>	Psychology and Philosophy Tel-Aviv University	2012-2015

## THESES

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Philosophy: "Emergentism, Causality, and Epiphenomenalism in the Mind-Body Problem"  
Advisor: Dr. Yaron Senderowicz, Tel-Aviv University

Psychology: "Attentional Capture and Attentional Engagement: Two Distinct Processes?"  
Advisor: Prof. Dominique Lamy, Tel-Aviv University

## HONORS AND AWARDS

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Association of Consumer Research Conference Travel Stipend	2022
Prof. Richard Sigel Grant for Distinguished Marketing Graduate Students	2022
The Dean of Humanities Excellence Award	2016

## RESEARCH EXPERIENCE AND EMPLOYMENT

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I am currently in the 3<sup>rd</sup> year of my PhD at the Coller School of Management (Marketing Department) at Tel Aviv University. My research concerns consumers' disposal decisions. I

am asking why consumers struggle to dispose of underutilized products – products they do not sufficiently use and the disposal of which may provide additional benefits. As part of my research, I have explored a wide range of topics related to consumer behavior, cognitive psychology, and social psychology, including consumer-AI interactions, psychological ownership, attention, consciousness, semantic integration, person recognition, and social network services. I have extensive experience in various empirical research methods, including behavioral laboratory experiments, electrophysiology (EEG), and online surveys. I am experienced in all stages of research, including literature reviews, theoretical development, experiment design, data collection, statistical analysis, and proposal writing.

## **EMPLOYMENT**

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The Coller School of Business behavioral lab manager, Tel-Aviv University	2021-
Marketing research analyst at <i>Rotem Ar</i> .	2020
Research assistant at Prof. Gal Shepps' and Prof. Roy Luria's labs* (social network services research; online experiments)	2019
Research assistant at Prof. Liad Mudrik's lab* (unconscious semantic integration research; lab experiments and EEG)	2018-2019
Research assistant at Prof. Galit Yovel's lab* (person recognition research; lab experiments and EEG)	2016-2019

\* Affiliated with the School of Psychological Science and the Sagol School of Neuroscience, Tel-Aviv University.

## **PRESENTATIONS AND CONFERENCES**

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### **“Consumers Prefer to Donate Possessions Close to their Heart to Distant Others”**

- *Association of Consumer Research 22'*, Denver (talk).
- *Marketing in Israel 22'* (poster).
- *Society of Consumer Psychology 23'*, San Juan (talk).

### **“AI Can Help Counter Perceived Threats”**

- *Society for Consumer Psychology March 22'* (online conference) (Poster).
- *Conference on Artificial Intelligence, Machine Learning, and Business Analytics December 21'* (online conference) (Talk).
- Special session “transparency in the Era of Algorithmic Decision-Making, *Association for Consumer Research October 21'* (online conference).

### **“Attentional Engagement Requires Conscious Perception”**

- *Israeli Society for Cognitive Psychology 18'*, (poster).

## **COMMUNITY SERVICE**

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Economic Cooperation Foundation (ECF) :Volunteered as a research assistant at ECF, an Israeli policy think-tank dedicated to achieving an Israeli-Palestinian two-state solution and promoting peace, security, and prosperity for Israel and its Arab neighbors (2014-2015).

## **MILITARY SERVICE**

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Commander and head instructor at the Field Intelligence commanders Course. 2008-2011

## **LANGUAGES**

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Hebrew (native language), English (Fluent).

## **COMPUTER SKILLS**

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**Programming:** MATLAB, R, Python

**Applications:** SPSS, Statistica, JASP, EEG Lab, BrainVision analyzer.