

## **DANIT EIN-GAR**



IL

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



[danite@post.tau.ac.il](mailto:danite@post.tau.ac.il)  
[daniteingar@berkeley.edu](mailto:daniteingar@berkeley.edu)



USA

Haas School of Business  
University of California, Berkeley  
2220 Piedmont Ave  
Berkeley, CA 94720, USA



<https://en-coller.tau.ac.il/profile/danite>  
<http://www.daniteingar.com/>

### **Employment**

2016-present	Visiting Scholar Haas School of Business, Berkeley, USA
2015-present	Senior Lecturer with Tenure (equivalent to associate professor) Coller Scholl of Management, Tel-Aviv University, Israel
2008-2014	Lecturer (equivalent to assistant professor) Coller 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	Rector Excellence Award, Coller Scholl of Management
2014	"100 Best Lecturers" Excellence Award, Tel-Aviv University
2014	Rector Excellence Award, Coller Scholl of Management

### **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. (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

- 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.

### **Conference Presentations**

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| 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**

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| 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 Journal of Consumer Psychology

##### **Ad-Hoc Reviewer**

2016 British Journal of Social Psychology

2014,2016 Plos One

2014,2016 Journal of Consumer Research

2014 Applied Psychology

2013,2014,2015 Journal of Consumer Psychology

2012, 2014 International Journal of Research Marketing

2012, 2013 Journal of Marketing

2012 European Journal of Marketing

##### **Pro-Bono Services**

2016 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