

Curriculum Vitae

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Liat Hadar

Coller School of Management
Marketing Department
Tel-Aviv University
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EDUCATION

Ph.D., Psychology, Ben-Gurion University of the Negev, 2007

Advisor: Ilan Fischer (summa cum laude)

M.A., Psychology, Ben-Gurion University of the Negev, 2003

Advisor: Ilan Fischer (summa cum laude)

B.A., Behavioral Sciences, Ben-Gurion University of the Negev, 1998

ACADEMIC POSITIONS

2019 – present Senior Lecturer, Coller School of Management, Tel-Aviv University

2011 - 2019 Lecturer, Arison School of Business, IDC Herzliya

2009 - 2011 Visiting Lecturer, Arison School of Business, IDC Herzliya

2008 - 2009 Lecturer, UCLA Anderson School of Management

2004 - 2008 Visiting Scholar, UCLA Anderson School of Management

RESEARCH INTERESTS

Consumer behavior, consumer knowledge, subjective knowledge, consumer financial decision making, variety seeking, behavioral pricing, decisions under risk and uncertainty, behavioral economics.

TEACHING INTEREST

Consumer Behavior, Marketing Research, Marketing Management, Managerial Decision Making, Research Methods, Statistics.

HONORS & FELLOWSHIPS

2006 Invited Participant, Summer Institute on Bounded Rationality in Psychology and Economics, Max Planck Institute for Human Development, Berlin, 2006.

2005 Experimental Psychology Society Study Visit Grant, University College London.

2004 Fulbright Fellow for Israeli Doctoral Dissertation students.

2003 "The Jane Beattie Memorial Scholarship", awarded by the American Society for Judgment and Decision Making.

2002 Winner of the student poster competition, 2002 SJDM annual meeting.

PUBLICATIONS, PAPERS, AND WORKS IN PROGRESS

Refereed Publications:

- Sela, A., Hadar, L., Morgan, S., & Maimaran, M. (forthcoming). Choice Variety and Perceived Expertise. *Journal of Consumer Psychology*. <https://doi.org/10.1002/jcpy.1110>.
- Hadar, L., Danziger, S., & Hertwig, R. (2018). The Attraction Effect in Experience-Based Decisions. *Journal of Behavioral Decision Making*. DOI: 10.1002/bdm.2058.
- Hadar, L. & Sood, S. (2014). When Knowledge is De-Motivating: Subjective Knowledge and Choice Overload. *Psychological Science*, 25(9), 1739-1747.
- Danziger, S., Hadar, L., & Morwitz, V. (2014). Retailer Pricing and Consumer Choice under Price Uncertainty. *Journal of Consumer Research*, 41, 761-774.
- Hadar, L., Sood, S., & Fox, C. R. (2013). Subjective Knowledge in Consumer Financial Decisions. *Journal of Marketing Research*, 30, 303-316.
- Hadar, L. & Fox, C. R. (2009). Information asymmetry in decision from description versus decision from experience. *Judgment and Decision Making*, 4(4), 317–325.
- Hadar, L. & Fischer, I. (2008). Advice giving under uncertainty: What you do, what you should do, and what others think you would do. *Journal of Economic Psychology*, 29, 667-683.
- Leiser, D., Azar, O., & Hadar, L. (2008). Psychological Construal of Economic Behavior. *Journal of Economic Psychology*, 29(5), 762-776. (Equal contribution by all authors)
- Fox, C. R. & Hadar, L. (2006). “Decisions from experience” = sampling error + prospect theory: Reconsidering Hertwig, Barron, Weber & Erev (2004). *Judgment and Decision Making*, 1(2), 159-161.

Book Reviews:

- Hadar, L. (2008). Recent Developments in Behavioral Economics. Shlomo Maital, editor. The International Library of Critical Writings in Economics, Vol. 204. Edward Elgar, Cheltenham, UK. 2007, 437 + xxv pp., cloth, ISBN: 978-1-84542-406-0. \$215.00, *Journal of Economic Behavior and Organization*, 69, 86-88.

Working Papers and Under Reviews:

- Hadar, L., Danziger, S., & Morwitz, V. *The Effect of Broad versus Narrow Bracketing on Price Representation and Choice*. Under review at the *Journal of Marketing Research*.
- Danziger, S., Hadar, L., & Kivetz, R. *Price Quote Format and Marketing Orientation*. In preparations for submission to the *Journal of Consumer Psychology*.
- Hadar, L., Tannebaum, D., & Fox, C. R. *Subjective Knowledge Attenuates Default Effects*. In preparations for submission to the *Journal of Experimental Social Psychology: General*.

Other Work in Progress:

The effect of Social Media on Inferences Regarding Negative Reviewers, with Yaniv Dover.

Promoting Early Adoption Through Decision Context, with Sarit Moldovan and Ruti Zwick.

Choice uncertainty and product warranty purchase, with Ronit Montal and Shai Danziger.

Context Effects attenuate with Subjective Knowledge, with Craig Fox and David Tannenbaum.

GRANTS

2014 - 2017 Principal investigator (with Shai Danziger), *Do Local Contextual Cues Influence Retailer Choice under Price Uncertainty?* Israel Science Foundation, 390,000 NIS.

2010 - 2014 Principal investigator, *Subjective Knowledge and Consumer Choice*, Marie Curie International Reintegration Grants (IRG), €100,000.

SELECTED CONFERENCE PRESENTATIONS

- 2019 *Aging, Mental Construal, and Inhibition*, The 4th Collier Conference on Behavioral Economics.
Price Quote Format and Inferred Artisanhip and Marketing Orientation, Society for Consumer Psychology annual meeting.
- 2018 *Choice Variety and Perceived Expertise*, European Society for Consumer Research meeting.
- 2016 *Subjecting Knowledge Attenuates the Effectiveness of Nudges*, Society for Judgment and Decision Making annual meeting.
- 2014 *Retailer Pricing and Consumer Choice under Price Uncertainty*. Technion Winter School.
- 2013 *Subjective Knowledge Attenuates Default Effects*. Society for Judgment and Decision Making annual meeting.
When Knowledge is Demotivating: Subjective Knowledge and Choice set size. Subjective Probability, Utility and Decision-Making conference.
- 2012 *Subjective Knowledge and Consumer Financial Education*. Society for Consumer Psychology annual meeting.
- 2011 *Subjective Knowledge and Consumer Financial Education*. Society for Judgment and Decision Making annual meeting.
It's Not Only What You Know but also How Knowledgeable You Feel: Subjective Knowledge in Consumer Financial Decisions. International Conference on Behavioral Decision Making, IDC Herzliya, Israel
- 2009 *When knowledge is de-motivating consumer knowledge and assortment size*. Association for Consumer Research annual meeting.
Subjective Knowledge, Choice Set Size, and Consumer Choice. Society for Consumer Psychology annual meeting.
Subjective knowledge and willingness to act in riskless choice. Society for Judgment and Decision Making annual meeting.

- 2008 *The impact of the amount of experience on information, belief, and preference in decision under uncertainty.* Society for Judgment and Decision Making annual meeting.
Comparative knowledge and consumer choice. Association for Consumer Research annual meeting.
The impact of experience on information, belief and preference in decision under uncertainty. Behavioral Decision Research in Management conference.
- 2007 *The role of uncertainty constructs in over- and under-weighting of small probabilities.* Subjective Probability, Utility and Decision-Making conference.
- 2006 *Reconsidering the differences between experience-based and description-based decisions.* Society for Judgment and Decision Making annual meeting.
The self-other discrepancy: Uncertainty and advice giving. Affect, Decision-making, and Motivation International Conference, Ein Boqueq, Israel.

INVITED COLLOQUIUM PRESENTATIONS

- 2017 *Expertise Inferences from Variety Seeking*
 Tel-Aviv University, Marketing Seminar
 Ben-Gurion University Decision Making seminar
Price Quote Format and Consumer Inferences
 Social Psychology seminar, IDC Herzliya
Subjective Knowledge and Financial Decision Making
 Advanced Topics in Consumer Research Technion workshop.
- 2016 *Subjective Knowledge and Consumer Choice*
 Tel-Aviv University, Marketing Seminar
 University of Florida, Marketing seminar
 Social Psychology seminar, IDC Herzliya
Experience-based Consumer Choice under Price Uncertainty.
 DICE&IDC – UK Workshop
Narrow Framing in Retailer Choice Under Price Uncertainty
 Tel-Aviv University, Darren Dahl- Special seminar
- 2015 *When Knowledge is De-motivating: Consumer Knowledge and Choice Overload.*
 Tel-Aviv University, Marketing Seminar.
- 2014 *When Knowledge is De-motivating: Consumer Knowledge and Choice Overload.*
 Behavioral Lab seminar, UCLA Anderson School.
Experience-Based Retailer Choice under Price Uncertainty
 DICE seminar, IDC Herzliya
Subjective Knowledge and Consumer Financial Education
 The 2014 Retirement Industry Conference
- 2013 *Retailer Pricing and Consumer Choice under Price Uncertainty*
 Behavioral Lab seminar, UCLA Anderson School.
Subjective Knowledge and Consumer Financial Education
 Kühne Logistics University, Marketing seminar
- 2012 *Subjective Knowledge and Consumer Financial Education*
 UCSD Behavioral Economics lab meeting

Summer@IDC workshop
Subjective Knowledge and Choice set size.
 Marketing seminar, Tel-Aviv University.

2008 *Beyond the sample: New Experiments on the Description-Experience Distinction.*
 Workshop on decisions from experience, London.

2006 *Decision Making and Social Emotions.*
 Advice and Trust in Decision Making conference, University College London.

PROFESSIONAL SERVICE

Editorial board

Journal of Behavioral Decision Making.

Ad Hoc Referee

Journals: *Journal of Consumer Research, Journal of Consumer Psychology, Psychological Science, Management Science, Judgment and Decision Making, Memory and Cognition, Journal of Behavioral Decision Making, Journal of Economic Psychology, Quarterly Journal of Experimental Psychology, Journal of Rheumatology, European Journal of Personality.*

Grant proposals: *U.S.- Israel Binational Science Foundation, Research Council of Canada. U.S.- Israel Binational Science Foundation (BSF).*

Conferences: *Society for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, Affect, Motivation, and Decision Making (2006).*

Other

- 2018 - Member of the IDC IRB committee
- 2017 *Marketing in Israel 2017* organizing committee
- 2016 - The Arison School's Behavioral Lab Manager
- 2016 - IDC Marketing seminar coordinator
- 2005 - 2008 Coordinator, Behavioral Decision Making Colloquium Series, UCLA.
- 2006 Assistant to Program Coordinator, Behavioral Decision Research in Management Conference, Santa Monica CA.
- 2006 Program Committee, Conference on Affect, Motivation, and Decision Making, Ein Boqeq, Israel.
- 2003 - 2005 Coordinator, Decision Making and Economic psychology interdisciplinary forum, Ben-Gurion University.

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
 Society for Consumer Psychology
 Society for Judgment and Decision Making
 European Association for Decision Making.

TEACHING EXPERIENCE

MBA Courses:

Marketing Research, IDC Herzliya, 2015 –

UCLA Anderson School of Management, 2009.
Selected Topics in Consumer Research, IDC Herzliya, 2013 –
Managerial Decision Making, UCLA Anderson School of Management, 2009.

Undergraduate Courses:

Marketing Research, IDC Herzliya, 2013 –
Research in Marketing Seminar, IDC Herzliya, 2013 – 2016.
Consumer Behavior, IDC Herzliya, 2009 – 2014.
Research Methods, IDC Herzliya, 2010, 2012-2013, 2015.
Managerial Decision Making, School of Management, Ben-Gurion University, 2003.
Statistics, Department of Behavioral Sciences, Ben-Gurion University, 2002 – 2005.

Executive Lectures

Experiment it! The Power and Insights from Experimental Research in the Changing Consumer World

Masters Students

Daniella Geisler, IDC Herzliya (Management & Organizations), 2013
Sharon Wilner, IDC Herzliya (Management & Organizations), 2015
Ortal Bar, IDC Herzliya (Research MBA, Marketing), 2016

NON-ACADEMIC POSITIONS

2006 - 2008 Consultant and researcher, Behavioral Research Associates, LLC.
2005 - 2006 Researcher, The psychology behind Save More Tomorrow (Thaler & Benartzi, 2004), Benartzi & DiCenzo, LLC.