

PROF. DANIT EIN-GAR

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

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Employment

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
Advisors: Prof. Jacob Goldenberg and Prof. Lilach Sagiv

2001 MBA with Thesis (with honors)
Advisors: Prof. Jacob Goldenberg and Prof. Lilach Sagiv

1997 BA, Sociology
All in the Jerusalem School of Business Administration, Israel

Administrative roles

2020 - 2023 Head of the MBA and MSC Program

2007 - 2015 Head of the Coller Behavioral Lab

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.

Marketing Management, Full MBA program, Berkeley University.

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

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, Coller School of Management
2022 Dean Excellence Teaching Award, Coller School of Management
2021 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2021 Dean Excellence Teaching Award, Coller School of Management
2019 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University
2019 Dean Excellence Teaching Award, Coller School of Management
2015 Dean Excellence Teaching Award, Coller School of Management
2014 "100 Best Lecturers", Rector Excellence Teaching Award, Tel-Aviv University

Journal Publications

Kononov, N, **Ein-Gar, D** & Puntoni, S. (2024). Physical Appearance Improvements Increase Prosocial Behavior, *International Journal of Research in Marketing*, Forthcoming.

Kononov, N., & **Ein-Gar, D.** (2024). Prosocial Behavior Enhances Evaluation of Physical Beauty. *British Journal of Social Psychology*, Forthcoming.

Kononov, N & **Ein-Gar, D.** (2023). Beautiful Strangers: Physical Evaluation of Strangers Is Influenced by Friendship Expectation, *Personality and Social Psychology Bulletin*, 01461672231180150..

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.

Bareket, O., **Ein-Gar, D.**, & Kogut, T. (2022) I Will Help You Survive but not Thrive: Helping Decisions in Situations that Empower Women. *Group Processes & Intergroup Relations*, 26(7), 1641-1659.

Ein-Gar, D., & Give'on, A. (2022) The influence of Proportion Dominance and Global Need Perception on Donations. *Frontiers in Psychology*, 13, 800867.

Ein-Gar D. Levontin L., & Kogut T. (2021). The Adverse Effect of Choice in Donation Decisions, *Journal of Consumer Psychology*, 31 (3), 570-586.

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.

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

- 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, and 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 and 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, 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.
- 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

2016-Current Journal of Consumer Psychology, 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 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
2025 La-Londe Marketing Conference France, Chairpersons
2024 Association for Consumer Research Annual Conference, Roundtable session committee
2022 Society for Consumer Psychology Annual Virtual Conference, Competitive paper committee
2021 Association for Consumer Research Annual Virtual Conference, Program committee
2021 Society for Consumer Psychology Annual Virtual Conference, Program committee
2020 Society for Consumer Psychology Annual Virtual Conference, Program committee

Pro-Bono Services

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

Research Students

Post-Doc

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

Ph.D

2019- 2024 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

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

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)
2023	Jeremy Collier Foundation Grant
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