

NINA MAŽAR (MAZAR)

ASSOCIATE PROFESSOR OF MARKETING & SCIENCE LEADERSHIP PROGRAM FELLOW
JOSEPH L. ROTMAN SCHOOL OF MANAGEMENT | UNIVERSITY OF TORONTO

ACADEMIC HISTORY

July 2013 – present: Associate Professor of Marketing (with tenure)

Rotman School of Management, University of Toronto

08/2013 - 07/2014: Visiting Scholar in Marketing

Stern School of Business, New York University

July 2007 – June 2013: Assistant Professor of Marketing

Rotman School of Management, University of Toronto

03 - 06/2010: Visiting Scholar in Marketing

Stern School of Business, New York University

06/2007: Visiting Professor in Marketing

Rotman School of Management, University of Toronto

September 2003 – May 2007: Post-Doctoral Associate & Lecturer in Marketing

Sloan School of Management & Media Lab eRationality Group, Massachusetts Institute of Technology, Cambridge, MA

Advisor: Prof. Dan Ariely

August 27, 2003: Ph.D. in Management

School of Management and Economics, Johannes Gutenberg-University, Mainz

Graduation as “Dr. rer. pol.” with “summa cum laude” (i.e. with highest honor)

Thesis: “Interactive Decision Aids – Effects on Consumers, Retailers, and Manufacturers”

Major: Marketing (Prof. Andreas Herrmann, University of St. Gallen)

Minors: Behavioral Economics (Prof. Dan Ariely, MIT Sloan) & Political Economics (Prof.

Hartwig Bartling, University of Mainz)

09/2001 – 08/2003: Visiting Ph.D. Student in Marketing

Sloan School of Management & Media Lab eRationality Group, Massachusetts Institute of Technology, Cambridge, MA

- Research Assistant of Prof. Dan Ariely (2002/2003)

- Research Assistant of Prof. Drazen Prelec (2001/2002)

June 24, 1999: Master of Science in Management

School of Management and Economics, Johannes Gutenberg-University Mainz

Graduation as “Diplom-Kauffrau”, Grade: 1.8 (scale from 1:excellent to 6:unsatisfactory)

Thesis: “Brand Extension”

Majors: Marketing (Prof. Andreas Herrmann) & Information Systems (Prof. Herbert Kargl)

Minor: Economic Policy (Prof. Hartwig Bartling, Prof. Aloys Prinz, & Prof. Werner

Zohlhöfer)

NON-ACADEMIC POSITIONS

November 2010 – present: Principal

BEworks Inc., Behavioral Economics Consulting Company, Toronto

September 1999 – August 2001: Consultant

ManagementTeam GmbH, Management Consulting Company, Wiesbaden

- Business Process Reengineering and ISO-Certification of a Telecommunication Company in the UK
- Cost Control for a Pharmaceutical Company in Germany
- eCommerce/Internet Strategies in the Automotive, Leasing, and Financial Industries in Germany

HONORS / AWARDS

- 2013 *Robert B. Cialdini Honorable Mention* for “Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end,” which appeared 2012 in the Proceedings of the National Academy of Sciences (co-authored with Lisa Shu, Francesca Gino, Dan Ariely, and Max Bazerman). The Robert B. Cialdini Award is designed “For the publication that best explicates social psychological phenomena principally through the use of field research methods and settings and that thereby demonstrates the relevance of the discipline to communities outside of academic social psychology.” This annual award is given by the Foundation for Personality and Social Psychology. The award ceremony will be in January 2014.
- 2012 *William F. O’Dell Award* for “The Dishonesty of Honest People: A Theory of Self-Concept Maintenance” which appeared in June 2008 in the Journal of Marketing Research (co-authored with On Amir and Dan Ariely; 08/2013). This award is for the article published in 2008 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. This is an annual award given by the American Marketing Association Journal of Marketing Research. The award ceremony was in August 2013.
- Member of the inaugural cohort of the *Science Leadership Program Fellows* in Canada (2013/2014)
- Best Poster Award of the Society of Neuroeconomics* at the 2012 Annual Conference on Neuroeconomics: Decision Making and the Brain for “Is there a common “cost” currency system? Neural correlates of abstract and somatosensory costs during value integration” – joint research in progress with Hilke Plassmann (09/2012)
- Excellence in Teaching* award for four consecutive years 2008-2012, Undergraduate Program, Rotman School of Management
- Dean’s Award for Excellence in Research*, Rotman School of Management (01/2011)
- My research program on dishonesty was named part of “*The Next Big Idea: 10 big concepts that could shape the future*,” University of Toronto Magazine (01/2011)
- Nominee for the 2009 *SSHRC Aurora Prize for “Outstanding New Researcher,”* Social Sciences and Humanities Research Council of Canada (06/2009)
- My joint research with On Amir and Dan Ariely on “The Dishonesty of Honest People: A Theory of Self-Concept Maintenance” was named part of “*Breakthrough Ideas for 2008*,” Harvard Business Review (12/2007)
- Scholarship of the *German National Academic Foundation* (Studienstiftung des deutschen Volkes; 03/1996 - 06/1999)
- Award of the *Foundation of the German Chemical Industry* (06/1994)

RESEARCH GRANTS

- June 2013: *SSHRC Insight Development* grant with co-investigator Jennifer Jordan (University of Groningen); \$69,755 (2 years)
- May 2012: *SSHRC Insight Grant*, 2nd of all 139 Canada-wide submissions to the committee 435-3A; \$154,429 (5 years)
- May 2011: *Michael Lee-Chin Family Institute* grant with co-investigator Nicole Robitaille (PhD)

candidate), \$10,000 (2 years)
 May 2009: *Michael Lee-Chin Family Institute grant* with co-investigator Pankaj Aggarwal, \$10,000 (2 years)
 May 2009: *SSHRC Standard Research grant* (incl. teaching stipend), 1st of all 119 Canada-wide submissions to the committee 410-29; \$93,352 (3 years)
 May 2008: *DCIT Integrative Thinking Research Network Seed grant*, \$10,000 (2 years)
 September 2007: University of Toronto *Connaught Start-Up award*, \$10,000 (2 years)

RESEARCH INTERESTS

Behavioral Economics, Judgment & Decision Making, Consumer Behavior, Preferences, Pricing & Incentives, Morality

JOURNAL PUBLICATIONS¹

(Web of Science total citations: 348, h-Index: 8)

(Google Scholar total citations: 1,133, h-Index: 10)

- Sharma, Eesha, Nina Mazar, Adam L. Alter, and Dan Ariely (2013): Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions, *Organizational Behavior and Human Decision Processes*, forthcoming. (IF⁵=3.94; # cit=N/A)
- Mazar, Nina, Botond Koszegi, and Dan Ariely (2013): True Context-Dependent Preferences? The Causes of Market-Dependent Valuations, *Journal of Behavioral Decision Making*, in press. Previous working paper title: „Price-Sensitive Preferences.“ (IF⁵=3.32; # cit=N/A)
- Loewen, Peter J., Christopher T. Dawes, Nina Mazar, Magnus Johannesson, Philipp Keöllinger, and Patrik K.E. Magnusson (2013): The Heritability of Moral Standards for Everyday Dishonesty, *Journal of Economic Behavior and Organization*, in press. (IF⁵=1.45; # cit=N/A)
- Mather, Mara, Nina Mazar, Marissa A. Gorlick, Nichole R. Lighthall, Jessica Burgeno, Andrej Schoeke, and Dan Ariely (2012): Risk Preferences and Aging: The “Certainty Effect” in Older Adults’ Decision Making, *Psychology and Aging*, 27 (4), 801-816. Lead article. (IF⁵=3.86 # cit=1)
- Shu, Lisa L., Nina Mazar, Francesca Gino, Dan Ariely, and Max H. Bazerman (2012): Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end, *Proceedings of the National Academy of Sciences*, 109 (38), 15197-15200. Former working paper titles: “Curtailling Fraud: One Signature at a Time” and “When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports.” 2013 Robert B. Cialdini Honorable Mention (IF⁵=10.47, # cit=2)
- Mazar, Nina and Pankaj Aggarwal (2011): Greasing the Palm: Can Collectivism Promote Bribery? *Psychological Science*, 22 (7), 843-848. Lead article. (IF⁵=6.16, # cit=8)
- Mazar, Nina and Chen-Bo Zhong (2010): Do Green Products Make Us Better People? *Psychological Science*, 21 (4), 494-498. Most downloaded article in 2010 in Psychological Science (of all articles published in Psychological Science in 2009 and 2010); ranked in the SSRN's Top Ten download list for All SSRN Journals; Research Highlight in Nature Reports Climate Change. (IF⁵=6.16; # cit=40)
- Ariely, Dan, Uri Gneezy, George Loewenstein, and Nina Mazar (2009): Large Stakes and Big Mistakes, *Review of Economic Studies*, 76 (2), 451-469. Authors are in alphabetical order. (IF⁵=4.08; # cit=48)

¹ Web of Science and Google Scholar total citation counts from Sept 27, 2013;
 IF⁵ = Web of Science 5-Year Impact Factor based on 2011 Journal Citation Reports;
 # cit = Web of Science citation count (accessed Sept 27, 2013).

- Mazar, Nina, On Amir, and Dan Ariely (2008): The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, 45 (6), 633-644. Former working paper titles: “(Dis)Honesty: A Combination of Internal and External Rewards” and “Almost Honest: Internal and External Motives for Honesty”. Lead article with invited commentaries by Scott Rick and George Loewenstein as well as John R. Monterosso and Daniel D. Langleben; named one of the “Breakthrough Ideas for 2008,” *Harvard Business Review*; ranked in the SSRN's Top Ten download list for Behavioral Marketing eJournal. Recipient of the 2012 William F. Odell Award. (IF⁵=3.98; # cit=132)
- Mazar, Nina, On Amir, and Dan Ariely (2008): More Ways to Cheat - Expanding the Scope of Dishonesty, *Journal of Marketing Research*, 45 (6), 651-653. (IF⁵=3.98, # cit=1)
- Levy, Boaz, Dan Ariely, Nina Mazar, Won Chi, Scott Lukas, and Igor Elman (2008): Gender Differences in the Motivational Processing of Facial Beauty, *Learning and Motivation*, 39 (2), 136-145. Named in 2011 as 3rd in “Top 25 Hottest Articles” in that journal. (IF⁵=0.96; # cit=12)
- Shampanier, Kristina, Nina Mazar, and Dan Ariely (2007): Zero as a Special Price: The True Value of Free Products, *Marketing Science*, 26 (6), 742-757. Lead article. (IF⁵=3.00; # cit=41)
- Mazar, Nina and Dan Ariely (2006): Dishonesty in Everyday Life and its Policy Implications, *Journal of Public Policy and Marketing*, 25 (1), 117-126. (IF⁵=2.36; # cit=30)
- Amir, On, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005): Behavioral Economics, Psychology, and Public Policy, *Marketing Letters*, 16 (3-4), 443-454. Authors are in alphabetical order. (IF⁵=1.26; # cit=12)
- Elman, Igor, Dan Ariely, Nina Mazar, Itzhak Aharon, Natasha B. Lasko, Michael L. Macklin, Scott P. Orr, Scott E. Lukas, Roger K. Pitman (2005): Probing Reward Function in Post-Traumatic Stress Disorder with Beautiful Facial Images, *Psychiatry Research*, 135 (3), 179-183. (IF⁵=2.77; # cit=21)

OTHER PUBLICATIONS

- Ly, Kim, Nina Mazar, Min Zhao and Dilip Soman (2013). *A Practitioner's Guide to Nudging*. Research Report Series, Rotman School of Management, University of Toronto.
- Mazar, Nina (2012). *The Role of Morality in Consumer Decisions*, Chapter 10 in “Flux: The Evolving Role of the Marketing Manager,” edited by David Soberman and Dilip Soman, Toronto, ON: University of Toronto Press, pp. 182-198.
- Mazar, Nina and Dan Ariely (2010): Irrational Dishonesty: A Little Compliance, a little violation, *Practical Compliance & Risk Management for the Securities Industry*, November-December, 39-50 (will be republished in *NSCP Currents* – a publication of the National Society of Compliance Professionals).
- Mazar, Nina (2003). *Interactive Decision Aids – Effects on Consumers, Retailers, and Manufacturers*, Wiesbaden, Germany: German University Press (Deutscher Universitäts-Verlag DUV). This book is based on my Ph.D. dissertation in Germany.

MANUSCRIPTS IN PREPARATION / UNDER EDITORIAL REVIEW

- Ahn, Hee Kyung and Nina Mazar, “Hot and Impulsive: A Metaphor Gone Literal.”
- Amir, On and Nina Mazar, “The Most-Influential-Age Hypothesis: Preference Formation and the Self.”
- Gneezy, Ayelet and Nina Mazar, “To Tip or Not to Tip: Emotional and Monetary Tradeoffs in Tipping.”
- Mazar, Nina and Scott A. Hawkins, “Defaults as Physical and Psychological Barriers to

(Dis)honesty.“

Mazar, Nina, Kristina Shampanier, and Dan Ariely, “Probabilistic Discounts: When Retailing and Las Vegas Meet.”

Mazar, Nina, Christopher Dawes, Peter Loewen, Magnus Johannesson, David Cesarini, and Patrik Magnusson, “The Genetic Contribution to Preference Consistency in Moral Judgments.”

Müller, Sarah, Nina Mazar, and Anne Fries, “The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns to Compensate for Products’ Associated Negative Externalities.”

Robitaille, Nicole, Nina Mazar, and Andrew Mitchell, “Removing Individuals’ License to Misbehave.”

RESEARCH IN PROGRESS

Taking Advantage of Future Forgiveness? - Licensing vs. Consistency Effects in the Context of Ethical Decision Making. With Shahar Ayal, Francesca Gino, and Dan Ariely.

What-the-Hell: Continuous Temptations and Escalation of Dishonesty.

License to Waste: How Recycled Products May Waste Resources. With Chen-Bo Zhong and Brendan Strejcek.

Licensing and Consistency Effects in Economic Games with Children. With Natalia Montinari and Marco Piovesan.

Neural correlates of abstract and somatosensory goal values and costs. With Hilke Plassmann.

Pain of Paying I. With Hilke Plassmann and Nicole Robitaille.

Pain of Paying II. With Scott Rick.

Rejection and Morale in Blood Donations. With Ann-Christin Landmaack and Michel Clement.

Unbottling the Green Genie. With Francesca Gino.

How to nudge customers to not default on loans and credit. With Dan Ariely.

Budgeting-Sheet Redesign and Savings. With Dilip Soman and Min Zhao.

Mechanism and Boundary Conditions of the Embodiment of Metaphorical Effects. With Jing Wan and Spike Lee.

INVITED TALKS

2013

Economics Seminar speaker series, George Mason University, Washington D.C. (12/2013)

Marketing Ph.D. seminar on framing and context, NYU Stern School of Business, NYC (11/2013)

Marketing Seminar speaker series, Joseph M. Katz Graduate School of Business, University of Pittsburgh, (11/2013)

Marketing Seminar speaker series, NYU Stern School of Business, NYC (10/2013)

Panel Discussion on Consumer Neuroscience, Consumer Neuroscience Satellite Symposium, Annual Conference on Neuroeconomics: Decision Making and the Brain, Lausanne, Switzerland (09/2013)

European Commission, Joint Research Centre – General Taxation and Customs Union, Workshop Brussels, Belgium (09/2013)

INSEAD Annual Marketing Camp, Fontainebleau, France (06/2013)

9th Invitational Choice Symposium, workshop “Detecting And Encouraging Honesty,” Netherlands (06/2013)

Canada Revenue Service Agency (CRA) compliance workshop, Ottawa (05/2013)

Canadian Foreign Service Institute, Ottawa (05/2013)

15th annual Rotman School of Management Life-Long Learning Conference for Leaders
(05/2013)

Discussant at Boulder Summer Conference on Consumer Financial Decision Making (05/2013)

Marketing Seminar speaker series, Fuqua School of Business, Duke University, Durham
(05/2013)

The Wharton School Annual Marketing Camp, Philadelphia (02/2013)

Transparency International, by invitation only-workshop “Ambient Accountability – Fighting
Corruption Where and When it Happens,” Berlin (02/2013)

2012

Organizational Behavior Seminar, School of Business and Economics, University of Lausanne,
Switzerland (12/2012)

Tilburg School of Social and Behavioral Sciences, Tilburg University, Netherlands (12/2012)

European Commission, Joint Research Centre – General Taxation and Customs Union, Brussels
(12/2012)

Ontario Bar Association, Toronto (11/2012)

Research at Rotman Conference, Toronto (10/2012)

Consumer Neuroscience Satellite Symposium, University of Miami (09/2012)

Cognitions versus Emotions in Ethical Behavior, Business Ethics Conference, Toronto, (05/2012)

Deception, Incentives and Behavior Symposium, Rady School of Management, UC San Diego
(04/2012)

Marketing Seminar speaker series, Stanford Graduate School of Business (04/2012)

Marketing Seminar speaker series, Ross School of Business, University of Michigan (03/2012)

Marketing Seminar speaker series, Ivey School of Business, University of Western Ontario
(03/2012)

Ebbinghaus Empire meeting, Department of Psychology, University of Toronto (02/2012)

Rotman School of Management Open House, University of Toronto (02/2012)

Neuroscience and Applied Cognitive Science group (NACS), Department of Psychology, Guelph
University (02/2012)

Marketing seminar speaker series, Rady School of Management, UC San Diego (01/2012)

2011

Norton-Gino Research Lab, Harvard Business School, Harvard University (05/2011)

Center for Decision Research Workshop, Booth School of Business, University of Chicago
(03/2011)

Rotman Commerce Marketing Association Symposium, University of Toronto (03/2011)

Cologne-Hamburg Marketing Camp, University of Hamburg (01/2011)

2010

Marketing Seminar, Business School, The Hong Kong University of Science and Technology
(11/2010)

Interdisciplinary Symposium on Decision Neuroscience, Temple University (09/2010)

Marketing Seminar, Stern School of Business, New York University (06/2010)

Choice Symposium, University of Florida, Miami (06/2010)

Economics Department Seminar, Case Western Reserve University (02/2010)

2009

Marketing Summer Camp, London Business School (07/2009)

Canadian Revenue Agency: Federal, Provincial, and Territorial Underground Economy Working
Group Meeting, Edmonton, Alberta (04/2009)

Marketing Seminar, Olin Business School, Washington University (04/2009)

2005

Public Policy & Marketing Symposium, Fuqua School of Business, Duke University (05/2005)

2004

Marketing Seminar, Moore School of Business, University of South Carolina (10/2004)

Choice Symposium, University of Colorado, Boulder (06/2004)

CONFERENCE PRESENTATIONS (*presenter)

- Mazar, Nina* and Dan Ariely. *Applying Behavioral Economics in the Field: Nudging Customers to Pay their Credit Card Dues*. Society of Judgment and Decision Making Conference, Toronto (11/2013).
- Gneezy, Ayelet* and Nina Mazar. *Tipping to Punish: Rewarding Bad Service and Punishing Good Service*. Association of Consumer Research Conference, Chicago (10/2013).
- Mazar, Nina*, Kristina Shampanier, and Dan Ariely. *Probabilistic Discounts: When Retailing and Las Vegas Meet*. Association of Consumer Research Conference, Chicago (10/2013).
- Müller, Sarah*, Nina Mazar, and Anne Fries. *The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns for Products with Negative Externalities*. Preconference on Moral Dynamics and Socially Responsible Consumer Behavior, European Association for Consumer Research, Barcelona, Spain (07/2013).
- Müller, Sarah*, Nina Mazar, and Anne Fries. *The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns for Products with Negative Externalities*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Gneezy, Ayelet* and Nina Mazar. *Tipping to Punish: Rewarding Bad Service and Punishing Good Service*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Personality and Social Psychology Conference, New Orleans (01/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Judgment and Decision Making Conference, Minneapolis (11/2012).
- Mazar, Nina*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying*. Society for Judgment and Decision Making Conference, Minneapolis (11/2012).
- Ariely, Dan, Boris Maciejovsky*, and Nina Mazar. *Performance-Contingent Discounts and Consumer Choice*. Association for Consumer Research Conference, Vancouver (10/2012).
- Hsu et al. *Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience*. Participation as expert in roundtable discussion. Association for Consumer Research Conference, Vancouver (10/2012).
- Mazar, Nina*, Christopher Dawes, Peter Loewen, David Cesarini, Magnus Johannesson, and Patrik Magnusson. *The Genetic Contribution to Preference Consistency in Moral Judgments*. Association for Consumer Research Conference, Vancouver (10/2012).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. European Conference of the Society for Consumer Psychology, Florence, Italy (06/2012).
- Mazar, Nina*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying*. European Conference of the Society for Consumer Psychology, Florence, Italy (06/2012).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Stable Context-Dependent Preferences? The Origin of Market Price-Dependent Valuations*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Ahn, Hee-Kyung* and Nina Mazar. *Hot and Impulsive: A Metaphor Gone Literal*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. Society for Consumer Psychology Conference, Las Vegas (02/2012).

- Robitaille, Nicole* and Nina Mazar. *Removing Consumers' License to Misbehave*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Plassmann, Hilke*, Nina Mazar, and Antonio Rangel. *Is Paying Painful? Neuropsychological Underpinnings of Abstract and Somatosensory Costs During Consumer Decision Making*. Society for Personality and Social Psychology annual meeting, San Diego (01/2012).
- Shu, Lisa*, Nina Mazar, Francesca Gino, Dan Ariely, and Max Bazerman. *When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports*. Society for Personality and Social Psychology annual meeting, San Diego (01/2012).
- Robitaille, Nicole* and Nina Mazar. *Removing Consumers' License to Misbehave*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Shu, Lisa*, Nina Mazar, Francesca Gino, Dan Ariely, and Max Bazerman. *When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Amir, On* and Nina Mazar. *The Most Influential Age Hypothesis: Does the Self Cause Stable Preferences?* Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Stable Context-Dependent Preferences? The Origin of Market Price-Dependent Valuations*. Association for Consumer Research Conference, St. Louis (10/2011).
- Plassmann, Hilke*, Nina Mazar, and Antonio Rangel. *Is Paying Painful? Neuropsychological Underpinnings of Abstract and Somatosensory Costs During Consumer Decision Making*. Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina, Hilke Plassmann, Nicole Robitaille*, and Axel Lindner. *The Origin of the Pain of Paying*. Association for Consumer Research Conference, St. Louis (10/2011).
- Sharma, Eesha, Nina Mazar, Adam Alter*, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps for Financial Deprivation Induce Moral Hypocrisy*. Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina, Eugene Caruso*, and Chen-Bo Zhong. *Greed or Green? The Impact of the Color Green on Conservation of Monetary and Natural Resources*. Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina and Pankaj Aggarwal*. *Can Collectivism Promote Bribery?* Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina* and Dan Ariely. *Probabilistic Discounts – When Retailing and Las Vegas Meet*. 38th LaLonde Conference, France (06/2011).
- Mazar, Nina, Chris Dawson, Peter Loewen*, Magnus Johannesson, and Patrik Magnusson. *Genetic Variation in Moral Judgments*. IDC Behavioral Decision Making Conference, Herzliya, Israel (05/2011).
- Mazar, Nina*, Eugene Caruso, and Chen-Bo Zhong. *Green versus Greed. How Context Shapes Behavior*. Society for Consumer Psychology Conference, Atlanta (02/2011).
- Mazar, Nina, Peter Loewen*, and Chris Dawson. *Heritability of Financial (Mis)Management*. Society for Judgment and Decision Making Conference, St. Louis (11/2010).
- Zhong, Chen-Bo, Nina Mazar, and Brendan Strejcek*. *Recycling - A License to Waste?* Association for Consumer Research Conference, Jacksonville (10/2010).
- Ayal, Shahar*, Francesca Gino, Nina Mazar, and Dan Ariely. *Taking Advantage of Future Forgiveness? - Licensing vs. Consistency Effects in the Context of Ethical Decision Making*. Association for Consumer Research Conference, Jacksonville (10/2010).
- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Behavioral Decision Research in Management Conference, Pittsburgh (06/2010).

- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Society for Consumer Psychology Conference, St. Pete Beach (02/2010).
- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Society for Personality and Social Psychology, Las Vegas (01/2010).
- Mazar, Nina* and Dan Ariely. *Sequential Influences on Dishonest Behavior.* Association of Consumer Research Conference, Pittsburgh (10/2009).
- Mazar, Nina* and Dan Ariely. *Probabilistic Discounts – When Retailing and Las Vegas Meet.* European Marketing Association Conference, Nantes, France (05/2009).
- Mazar, Nina* and Dan Ariely. *Temporal Influences on Dishonesty.* Society for Personality and Social Psychology, Tampa (02/2009).
- Mazar, Nina* and Dan Ariely. *Probabilistic Purchasing: When Retailing and Las Vegas Meet.* Consumer Behavior Winter Research Camp, London, ON (01/2009).
- Amir, On* and Nina Mazar. *The Most Influential Age Hypothesis: Does the Self Cause Predictable Preferences?* Association of Consumer Research Conference, San Francisco (10/2008).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences.* Behavioral Decision Research in Management Conference, San Diego (04/2008).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences.* Society for Consumer Psychology Conference, New Orleans (02/2008).
- Mazar, Nina* and Dan Ariely. *Temporal Influences on Cheating Behavior: The "What the Hell" Effect.* Society for Judgment and Decision Making Conference, Long Beach (11/2007).
- Mazar, Nina* and Dan Ariely. *Probabilistic Promotions: When Retailing and Las Vegas Meet.* Association of Consumer Research Conference, Memphis (10/2007).
- Mazar, Nina* and Dan Ariely. *Probabilistic Promotions: When Retailing and Las Vegas Meet.* Society for Consumer Psychology Conference, Las Vegas (02/2007).
- Ariely, Dan and Nina Mazar.* *Cognition and Emotion in Reward Processing.* Association of Consumer Research Conference, Orlando (10/2006).
- Mazar, Nina*, On Amir, and Dan Ariely. *Almost Honest: Internal and External Motives for Honesty.* Society for Judgment and Decision Making Conference, Toronto (11/2005).
- Mazar, Nina*, On Amir, and Dan Ariely. *Almost Honest: Internal and External Motives for Honesty.* Association of Consumer Research Conference, San Antonio (09/2005).
- Ariely, Dan, Gregory Berns, Rosa Chavez-Eakle, and Nina Mazar*. *Relative vs. Absolute Rewards: Evidence from Experimental Tasks and Neuroimaging.* Association of Consumer Research Conference, San Antonio (09/2005).
- Shampanier, Kristina*, Nina Mazar, and Dan Ariely. *How Small is Zero Price? The True Value of Free Products.* Association of Consumer Research Conference, San Antonio (09/2005).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences.* Society for Consumer Psychology Conference, St. Pete Beach (02/2005).
- Mazar, Nina*. *Consumer Decision Making at Online Retailers as Opposed to Traditional Offline Retailers: The Role of an Interactive Comparison Matrix.* European Association for Consumer Research Conference, Dublin, Ireland (06/2003).

CHAired SYMPOSIA

- Jordan, Jennifer and Nina Mazar. *The Moral Dimensions of Consumer Behavior.* European Association of Consumer Research (EACR) Pre-Conference, Barcelona (07/2013)
- Mazar, Nina. *Price Psychology: Advances in Context Effects.* Society for Consumer Psychology Conference, Las Vegas (02/2012)
- Mazar, Nina. *Price Psychology: Advances in Context Effects.* Association of Consumer Research Conference, St. Louis (10/2011)

Mazar, Nina. *Public Policy Prescriptions from Consumer Research*. Discussant: Joel Cohen. Association of Consumer Research Conference, San Antonio (09/2005)

TEACHING INTERESTS

Marketing, Judgment & Decision Making/Behavioral Economics

TEACHING EXPERIENCE

Moral Licensing

Online guest lecture for the Duke University Coursera course “A Beginner’s Guide to Irrational Behavior” by Dan Ariely (Spring 2013)

Marketing and Behavioral Economics (MBA Elective), (RSM2515/2522)

Rotman School of Management, Toronto, ON (since Fall 2011)

Judgment and Decision Making: Psychology and Markets (Undergraduate Elective), (RSM418/450)

Rotman School of Management, Toronto, ON (since Fall 2008)

Independent Study (Elective for Psychology and Economics Undergraduates), (COG499H1, PSYC90)

Rotman School of Management, Toronto, ON (Spring 2011, 2011-2012)

Independent Study with P&G (MBA level)

Rotman School of Management, Toronto, ON (2008-2009)

Principles of Marketing (Undergraduate Core), (RSM250)

Rotman School of Management, Toronto, ON (Fall 2007, 2008, 2009)

Marketing Communication (MBA Elective), (15.843)

MIT Sloan School of Management, Cambridge, MA (H2, Fall 2005)

Marketing Management (Case Based; Undergraduate Core), (15.812)

MIT Sloan School of Management, Cambridge, MA (Spring 2004, 2005)

Lying in Everyday Life (one-day Seminar for MBAs)

MIT Sloan School of Management, Cambridge, MA (Sloan Innovation Period, Fall 2003)

DEVELOPMENT OF NEW COURSES AND TEACHING-RELATED MATERIALS

2011

Behavioral Economics (Rotman School of Management, MBA Elective), (RSM2522)

Based on “Nudge” by Richard Thaler and Cass Sunstein and “Predictably Irrational” by Dan Ariely

2008

Judgment and Decision Making: Psychology and Markets (Undergraduate Elective), (RSM450)

Based on “The Psychology of Judgment and Decision Making” by Scott Plous and “Predictably Irrational” by Dan Ariely. Use of iClicker technology & Qualtrics surveys to enhance learning and interactivity in the class room.

PHD RESEARCH SUPERVISION / PHD COMMITTEE ENGAGEMENTS

Co-Supervisor (with Andrew Mitchell) of Ms. Nicole Robitaille (current Ph.D. student; supervision since 2010). Thesis: “An Investigation of Consumer’s Moral Regulation Behavior”

External dissertation committee member of Mr. Sebastatin Hafenbrädl’s at the University of Lausanne (graduate of 2013). Thesis: “Ethics, Expectations and Escalation: Perspectives on Managerial Decision Making”

Disseration committee member of Ms. Hae Joo Kim (graduate of 2011). Thesis: “The Effect of Nonconscious Goals on Conscious Goal-Based Preferences”
 Co-Supervisor (with Dilip Soman) of Ms. Hee-Kyung Ahn (graduate of 2010; supervision from 2007-2010). Thesis: “The Effect of Priming Temperature on Consumer Impulsivity”

FACULTY / UNIVERSITY SERVICES

Member of the Rotman Commerce Undergraduate Program Committee (2009-2013)
 Member of the Marketing Undergraduate Program Committee (2009-2011)
 Member of the Marketing Recruiting Committee (2009, 2011)
 Member of the Marketing PhD Program Committee (2009-2013)
 Creative Redesign of the Rotman Marketing Website (2009)
 Creative Design of the Promotional Campaign for the Paid Participants Pool of the Rotman Behavioural Research Lab (2009)
 Helped to raise money and purchase physiological measures-equipment for the Rotman Behavioural Lab (2011/12)

PROFESSIONAL SERVICES

Conferences

AE for the 2013 North American conference of the Association of Consumer Research (ACR)
 Program committee member of the 2010 ACR conference
 Program committee member of the 2013 European ACR conference
 Program committee member of the 2011, 2012, 2013 conferences of the Society for Consumer Psychology (SCP)
 Faculty participant in the Doctoral Colloquium of the 2013 SCP conference
 Faculty participant in the Doctoral Symposium of the 2011 ACR conference
 Co-chair of the 2011 Southern Ontario Behavioural Decision Research (SOBDR) conference
 Conference submission reviewer for Association of Consumer Research, Society of Consumer Psychology, Society for Judgment and Decision Making, and European Marketing Association

Grants

Reviewer for the Social Sciences and Humanities Research Council of Canada (SSHRC)

Journals

Member of the Editorial Review Board
 Journal of Marketing Behavior (JMB)
 Frontiers in Decision Neuroscience
 Ad-hoc Reviewer
 Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Marketing Letters, Management Science, Organizational Behavior and Human Decision Processes, American Economic Review, Quarterly Journal of Economics, Review of Economic Studies, Economic Journal, Journal of Economic Psychology, Journal of Economic Behavior and Organization, Journal of the European Economic Association, Psychological Science, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, Journal of Articles in Support of the Null Hypothesis

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 Society for Judgment and Decision Making
 Society for Personality and Social Psychology
 Society for Consumer Psychology
 Association for Psychological Science

MEDIA EXPOSURE

My blog "Decision Quagmire" on PsychologyToday.com

The Role of Morality in Consumer Decisions -- chapter in forthcoming book "Flux: The Evolving Role of the Marketing Manager"

2013: Rotman magazine spring issue

Probabilistic Discounts: When Retailing and Las Vegas Meet -- under review

2011: Lang & O'Leary Exchange (business show on CBC-TV)

Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end -- published in the Proceedings of the National Academy of Sciences in 2012

2013: Psychologie Heute (Germany)

2012: Die Welt (Germany), The Globe and Mail, University of Toronto News, PsychCentral.com, Science Codex, Financial Times, Wired, Science + Religion Today, Yahoo! News, LifeScience.com, DiePresse.com (Austria), Mother Nature Network, BNET.com (CBS), the Business Insider, Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), The (Honest) Truth about Dishonesty (Book by Dan Ariely)

2011: Harvard Business School Working Knowledge Newsletter; BNET.com (CBS); Business Insider

Greasing the Palm: Can Collectivism Promote Bribery? -- published in Psychological Science in 2011

2012: Podcast on weekly series "Arming the Donkeys," Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), National Public Radio (NPR), Science + Religion Today

2011: Psychology Today -- "Essential Read" in Behavioral Economics; Toronto Sun; Ottawa Sun; ScienceDaily.com; Science20.com; CPI Financial; The Indian Express; The Associated Press (India); HVG (Hungary); India Abroad (India); Inside UTSC; HealthCanal.com; CNews, Physorg.com, EurekAlert, New Kerala, Newstrack India

Do Green Product Make Us Better People -- published in Psychological Science in 2010

Radio / TV / Video Interviews & Coverage

2013: Online guest lecture for the Duke University coursera course "A Beginner's Guide to Irrational Behavior" by Dan Ariely

2012: Podcast on weekly series "Arming the Donkeys;" video interview on "www.allearningaday.com"

2010: "Marketplace," National Public Radio (NPR); "The John Gormley Live Show," 650 CKOM/980 CJME; DR Udland, National Danish TV Broadcasting Cooperation; "DRS 2 aktuell" -- a news show on the National Public Radio in Switzerland; "Living on Earth" with Public Radio International; "Earth Beat" on Radio Netherlands World Service; "Drivetime" show on BBC Radio 5; Newshour on BBC World Service Radio; Morning Report on Radio New Zealand; "As it Happens" show on CBC Radio & NPR; Ryan Doyle Show on NewsTalk 1010; Evolution 107.9FM; "The Environment Report," NPR; "Eco-NewsNow," CHRY 105.5FM

2009: "Here & Now" CBC Radio One; "Charles Adler Show" Corus Radio Network; "Take5" University of Toronto Community Radio; "Midmorning Show" Minnesota Public Radio (MPR); "Word of Mouth Show" New Hampshire Public Radio

(NHPR); “The Current” CBC Radio; “NewsTalk” 1010 Radio; “Material World” BBC4 Radio

Print Coverage

- 2013: Rotman Magazine
- 2012: Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), Frankfurter Allgemeine Zeit (Germany), Die Zeit (Germany), Scientific American Mind, Minyanville
- 2011: Times Higher Education, APS (Association for Psychological Science web site)
- 2010: Psychology Today; The Deal (Australia); The Varsity (Canada); Die Zeit (Germany); TAZ – Die Tageszeitung (Germany); Scientific American Mind; Popular Science Magazine; Grist.com; The Washington Post; The Collegian; Revista Galileu (Brazil), CR Navigator (Poland); The Ecologist (UK); Global Post; The Nation (Pakistan); Oggi (Italy); Freakonomics, the Hidden Side of Everything Blog on NYTimes.com; National Post; Men’s Health (UK); TriplePundit.com; Metro, Toronto; The Independent (UK); Stanford Social Innovation Review, International Herald Tribune (also published March 21, 2010, on Energy & Environment - NYTimes.com); New Scientist; Andrew Sullivan Blog, The Atlantic; Motortrend; Coventry Telegraph; Sydney Morning Herald; Green Inc. Blog on New York Times; The Toronto Sun; The Vancouver Sun; Daily Mail (UK); Fox Business News; Straight.com; Gulf Times (Qatar); The Economic Times (India), Sify.com; Sunnyside Up Blog; What’s Up With That Blog; The Guardian; Psychologies (UK); CBCNews.ca; The Spectator; WallStreetJournal.com; Politiken (Denmark); This is Money (UK); Today (Singapore), Brisbane Times; the Kansas City Star; Süddeutsche Zeitung (Germany); Khaleej Times; Newsweek.com; Trueslant.com; Conservation Magazine
- 2009: DigitalJournal.com; 570 News; The Canadian Press; Huliq News; Breaking News Desk, Canwest News Service; The Edmonton Journal; SmartMoney.com; AlterNet, Mother Nature News; Berliner Morgenpost (Germany); Hamburger Abendblatt (Germany); CNNMoney.com, OCRegister.com; NationalPost.com, 925.nl (The Netherlands); El Correo (Spain); and Gazeta (Poland); Stanford University Review; Slate (number one on their most read articles list that week); The Guardian (UK); The Times, London; Nature Reports: Climate Change; The Toronto Star; DailyFinance.com; PsychCentral.com; Newsweek.com; The Harald Sun; The Globe and Mail; ScienceDaily; The Times of India; Mumbai DNA; The Guardian; motherjones.com; demodirt.com

Large Stakes and Big Mistakes -- published in Review of Economic Studies in 2009

- 2012: I was interviewed for a 2-part documentary called Risk for the radio show Ideas with Paul Kennedy (CBC Radio 1). I was interviewed together with fellow academics such as Paul Slovic and other business experts and appeared in the second part of the show “I’m sure there’s nothing to worry about.”
- 2011: The Economic Times, Bnet.com
- 2010: Ted talk by Daniel H. Pink; Wired (UK); The Upside of Irrationality (New York Times International Business Bestseller Book by Dan Ariely)
- 2009: The Globe and Mail; Frankfurter Allgemeine Zeitung (Germany); The Atlantic; International Harald Tribune; New York Times Bestseller Book “Drive” by Daniel H. Pink
- 2008: Australian Financial Review; MaRS Blog; University of Toronto Bulletin; Thaindian News; The New York Times; Canadian HR Reporter

The Dishonesty of Honest People: A Theory of Self-Concept Maintenance -- published in Journal of Marketing Research in 2008

- 2012: The (Honest) Truth about Dishonesty (Book by Dan Ariely)

- 2011: University of Toronto Magazine; The New York Times; UK Behavioural Insights Team's Annual update 2010-2011
- 2010: The Science of Sin (TV series interview); The Guardian (UK); Smartmoney.com; Miles Away... Worlds Apart (book by Alan Sakowitz)
- 2009: WKRN-TV; WKRN.com; Rotman Magazine
- 2008: Frankfurter Allgemeine Zeitung (Germany); Predictably Irrational (New York Times International Business Bestseller Book by Dan Ariely)
- 2007: "Breakthrough Ideas for 2008," Harvard Business Review; The New York Times; The Boston Globe
- 2006: The Republican; Marketing News
- Zero as a Special Price: The True Value of Free Products* -- published in Marketing Science in 2007
- 2009: The Washington Post
- 2008: Financial Times; The New Yorker; Predictably Irrational (New York Times International Business Bestseller Book by Dan Ariely)
- Miscellaneous
- Op-ed piece "Why smart people make dumb decisions" February 2013, Report on Business
- Op-ed piece "Financial literacy is not enough" November 27, 2012, The Hill Times
- "Turns out you can buy happiness after all" September 6, 2010, The Globe & Mail
- "Behavioural economics: Why do I spend? I don't want to know" April 29, 2010, The Globe & Mail
- Interview about my "Integrative Thinking: Psychology and Markets" undergraduate elective course (RSM418) for the 2009 Rotman School's Annual Commerce Investors' Report
- "Shame Shopping: The Secret Face of Recessionary Spending" April 2009, Fashion Magazine
- An excerpt of my published paper "Dishonesty in Everyday Life and its Policy Implications" has been featured in Fall 2007, Rotman Magazin

ADDITIONAL EXPERIENCES

- Sony Pictures Imageworks and MIT Comparative Media Studies Program, Cambridge, MA*
Adapting Linear Storytelling in an Interactive Age (01/2002)
- Media Management, University of Applied Sciences Wiesbaden, Germany (2000 - 2001)*
Three semesters of master-level degree courses in Film/Media Design, Technology, and Management (e.g., film history, lighting, photography, AVID cutting, short movie-directing)
- The Hollywood Film Institute, Los Angeles with the IFS International Film School, Cologne, Germany*
Feature Film Producer-Seminar (08/2000)
- Saatchi & Saatchi, Advertising Agency, Frankfurt, Germany*
TV-Producer-Intern (06 - 09/1999)
(Procter & Gamble "Pampers" commercial-project as producer, director, and director of photography; assistance in the organization and realization of diverse shootings including casting, post productions, audio recordings for radio, and adaptations of foreign commercials; budget and royalty fee calculations; market research)
- Management Academy of the German National Merit Foundation, Chorin / Berlin, Germany*
Workshop: „Public Relation at the BASF company“ (08/1999)
- The Boston Consulting Group, Düsseldorf, Germany*
Workshop: „Competitor advances through information technology“ (10/1998)

BASF China, Shanghai, China

Project Management-Intern in the Dispersion Division (07 - 09/1998)
(Design and implementation of a China-wide information- and documentation system for strategic data; assistance in the competitor analysis)

Merz + Co., Frankfurt, Germany

Product Manager-Intern Cosmetics and Health Care (09 - 10/1996)
(Direct-Mailing activities; consumer survey design and analysis, assistance in packaging relaunch)

ManagementTeam GmbH, Management Consulting, Wiesbaden, Germany

Extra work as student (03/1996 - 09/1999)

CSC Ploenzke, Consulting, Wiesbaden, Germany

Extra work as student (10/1995)

LANGUAGE SKILLS

German, English: fluent

Serbo-Croatian, French: intermediate level

Spanish: beginner