

## TAMAR AVNET

### Office:

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### EDUCATION

Ph.D., Marketing, Graduate School of Business, Columbia University, May 2005.

M.Phil., Marketing, Graduate School of Business, Columbia University, October 2001.

M.Sc., Management Sciences, Industrial Relations and Manpower Administration,  
Graduate School of Management, Technion, Israel Institute of Technology, March 1999.

B.A., Economics and Management, School of Management, Technion, Israel Institute of  
Technology, April 1994.

### ACADEMIC EXPERIENCE:

2018- to date

Full Professor of Marketing, **department chair of Marketing**, Sy Syms School of  
Business, Yeshiva University, New York

2012-to date

Associate Professor of Marketing, department chair of Marketing, Sy Syms School of  
Business, Yeshiva University, New York

2006-2012

Assistant Professor of Marketing, Sy Syms School of Business, Yeshiva University, New  
York

2015 (August –January) (Sabbatical research leave)

Visiting Professor of Marketing, Stern School of Business, NYU, New York.

2011 (January –May) (Sabbatical research leave)

Visiting Professor of Marketing, Stern School of Business, NYU, New York.

2004 – 2006

Assistant Professor of Marketing, Rotman School of Management, University of Toronto,  
Canada

## TEACHING EXPERIENCE

*In-classroom courses:* Sy Syms School of Business: **EMBA**: Advanced Marketing and Social Media, Marketing Management, **Undergrad**: Marketing Strategy, Advertising Management, Social Media Marketing, Buyer Behavior, Applied Marketing Research, Marketing Capstone; Columbia University Graduate School of Business : **MBA** Marketing Research and Analytics.

*Online/distant learning:* **EMBA**: blended course: Marketing Management, Social Media; **MS in Marketing**: Oversaw the development of the program and taught: Marketing Analytics, Advanced Advertising and Social Media, Sy Syms School of Business.

## CONSULTING EXPERIENCE

**IPSOS North America** <https://www.ipsos.com/en/customer-insights>

*Ipsos provides to their clients a partner who can produce accurate and relevant information and turn it into actionable truth*

Supporting current research projects, providing consumers' insights based on research and academic theory 7/2019-todate

**Mobile Marketing Association** <https://www.mmaglobal.com/matt>. *Comprised of over 800 member companies globally and 14 regional offices, the MMA is the only mobile trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to shape the future.*

Leading the projects of MATT (Multi-touch Attribution Thinking Tank), to increase MTA adoption and implementation among marketers and board members. 2018-2019.

**Glimpse Virtual Reality group** (<https://www.theglimpsegroup.com/companies>) . *The Glimpse Group is a Virtual Reality and Augmented Reality company, comprised of multiple VR and AR software & services companies, and designed with the specific purpose of cultivating entrepreneurs in the VR/AR industry.*

Showing the benefits of VR and AR over traditional media; developing the research frame and analyzing the data (SAS and SPSS), providing a research report, insights, and presentation of findings to the client. 2017-2019

## ADMINISTRATIVE EXPERIENCE

**2013- to date: Department Chair of Marketing**

Responsible for recruiting, hiring, and evaluating faculty. Responsible for developing and overseeing the development of new courses. Developed a new major that combines Marketing with IDS, titled: business analytics and consumer insights. Responsible for reinventing new teaching practices.

**2015 – Director of development of the Sy Syms online Master in Marketing and Digital Media – YU first online graduate program**

Created the curriculum of the program, and oversaw the development of the courses.

Worked closely with the designers (Elucian) as well as with faculty to execute the program.

**2015-todate: member of YU faculty council and the Executive Committee**

Working closely with the Provost and other YU schools' representative to develop the faculty handbook and guidelines. Part of the academic affairs committee. Reports back to the council about the changes and developments at the YU academic level.

**2012-to date Undergraduate and EMBA curriculum committee**

Part of the committee that decides on new courses and new methods of delivery (hybrid, in-person, online), based on market demand and faculty qualification and resources.

**Other**

2007-to date, "At risk" committee – identifying and assisting students at risk to succeed and complete their degree.

2007-to date, YU student awards committee – identifying students who excel in different areas, academic and social.

2009- to date, YU Academic Integrity Committee – evaluating integrity occurrences and providing guidance as to path of action.

2013-to date Syms strategic planning committee – part of the Executive committee to the Dean that develops and executes the strategic annual goals of the Business School.

**PUBLISHED RESEARCH**

Rubinson, Joel, and Tamar Avnet. (2019) "Data Sharing for Attribution in the Age of MTA, GDPR, and Walled Gardens." *Mobile Marketing Association*, May. <https://www.mmaglobal.com/documents/data-sharing-attribution-age-mta-gdpr-and-walled-gardens>

Sellier, Anne-Laure and Tamar Avnet. (2019) "Scheduling Style" *Current Opinion in Psychology*. Vol. 26, April, p. 76-79.

Avnet, Tamar and E. Tory Higgins. (Forthcoming) "Regulatory Fit and Non-Fit: How They Work & What They Do." In *Frontiers in Social Psychology: self-regulation*. Ed.: James Shah. Routledge Taylor & Francis group, NY, NY.

Puccinelli Nancy M., Dhruv Grewal, Scott Motyka, Tamar Avnet, and Susan A. Andrezejewski. (2016) "Two Roads of Affect Effects: A Meta-Analytic Integration." MSI Working Paper Series Reports, May ([http://www.msi.org/reports/effects-of-affect-on-consumer-behavior-a-meta-analytic-integration/.](http://www.msi.org/reports/effects-of-affect-on-consumer-behavior-a-meta-analytic-integration/))

Avnet, Tamar and Daniel Laufer. (2015) "Exploring the Effectiveness of Creating Regulatory Fit in Crisis Communications: Can it change perceptions of media coverage during a crisis?" *Business Horizons*, Vol. 58 (2), March-April, 149-156.

Sellier, Anne-Laure and Tamar Avnet. (2014) "So What If the Clock Strikes? Scheduling Style, Control, and Well-Being." *Journal of Personality and Social Psychology: Attitudes and Social Cognition*, Vol 107(5), Nov, 791-808.

Grewal Dhruv, Scott Motyka, Nancy M. Puccinelli, Anne L. Roggeveen, Tamar Avnet,

- Ahmad Daryanto, Kode Ruyter and Martin Wetzels. (2014) "Regulatory Fit: A Meta-Analytic Synthesis." *Journal of Consumer Psychology*, Vol. 24 (3), July, 394-410.
- Avnet, Tamar, Dan Laufer, and E. Tory Higgins, (2013), "Are All Experiences of Fit Created Equal? Two Avenues To Persuasion." *Journal of Consumer Psychology*, Vol. 23 (July), 301-316.
- Avnet, Tamar, Michel Tuan Pham, and Andrew Stephen (2012), "Consumers' Trust in Feelings as Information," *Journal of Consumer Research*, Vol. 39 (December), 720-735.
- Avnet, Tamar and Anne-Laure Sellier (2011). "Clock Time versus Event Time: Temporal Culture or Self-Regulation?" *Journal of Experimental Social Psychology*, Vol. 47, (3) May, 665-667.
- Pham, Michel Tuan and Tamar Avnet. (2009). "Contingent Reliance on the Affect Heuristic as a Function of Regulatory Focus," *Organizational Behavior and Human Decision Processes*, Vol. 108 (2) March, 267-278.
- Pham, Michel Tuan and Tamar Avnet (2009). "Rethinking Regulatory Engagement Theory." *Journal of Consumer Psychology*. Vol. 19, (2) April, 115-123.
- Avnet, Tamar and E. Tory Higgins (2006). "How Regulatory Fit Impacts Value in Consumer Choices and Opinions", *Journal of Marketing Research*, Vol. 43, (1) Feb., 1-10.
- Avnet Tamar and E. Tory Higgins (2006). "Response to Comments on "How Regulatory Fit Affects Value in Consumer Choices and Opinions". *Journal of Marketing Research*. Vol. 43,(1) Feb., p. 24
- Pham, Michel Tuan and Tamar Avnet (2004) "Ideals and Oughts and the Weighting of Affect versus Substance in Persuasion", *Journal of Consumer Research*, Vol. 30 (4), 503-518
- Avnet, Tamar and E. Tory Higgins (2003) "Locomotion, Assessment, and Regulatory Fit: Value Transfer from "how" to "what" ", *Journal of Experimental Social Psychology*, Vol. 39 (5), 525-530.

## CONFERENCE PRESENTATIONS

- "Are You Sure We Shared the Same Room? The Effect of Clock on Customers' Online Review Generation and Consumption," The Baker Retailing Center conference on "Consumer Response to the Evolving Retailing Landscape" (co-sponsored with MSI and CB-SIG), June 2017, Wharton School, Philadelphia, USA (with Anne-Laure Sellier, Shiri Melumad) <http://whartonmagazine.com/blogs/marketing-tips-for-21st-century-retailers/#sthash.FOt3DQNY.dpbs>
- "The Surprising Effects of Affect," Association for Consumer Research Conference,

October 2016, Berlin, Germany (with Nancy Puccinelli et al.).

“Is It Time To Eat Yet? The Effect of the Clock on (Un)healthy Food Choices”, Behavioral Decision Research in Management Conference, May 2016, Toronto, Canada (with Anne-Laure Sellier)

“Smiles Lead to More Smiles Unless They Lead to Tears: A Meta-Analytic Integration of Affect Effects”, Association for Consumer Research Conference, October 2015, New Orleans, LA, USA (with Nancy Puccinelli et al.).

“Is it Time to Move On? Your decision or the clock’s?” NYU Marketing research seminar, September 2015, NY, NY.

“What prevents us from seizing attractive deals? Unplanned consumption, the clock, and us,” The La Londe conference in Marketing Communication and Consumer Behavior, June 2-5, 2015 at Aix-Marseille Graduate School of Management - IAE / CERGAM research center,(the Aix-Marseille University), Marseille France (with Anne-Laure Sellier).

“The Ticking of the Clock, the Weight of the Tray, and the Apple a Day – the Secrets to a Healthier Food Consumption,” the 27th APS Annual Convention, May 21-24, 2015 at the New York Marriott Marquis in New York, NY, USA (with Anne-Laure Sellier, Pierrick Gomez).

"Tick-tock, Tick-tock: Is this the Sound of your Performance Going Down", Invited inspirational keynote, La French Touch Conference, June 26-27, New York, NY, USA, (with Anne-Laure Sellier).

“So What If the Clock Strikes? Scheduling Style, Control, and Well-Being.” Frontiers In Motivation Science Conference. March 2014, Mohonk Mountain House, New York, USA, (with Anne-Laure Sellier).

“The Role of Regulatory Fit in Crisis Communications.” Corporate Communication International's Conference on Corporate Communication, June 2013, Baruch College/CUNY, New York, USA (with Dan Laufer).

"Clock-time, event-time and consumer decision making." HEC-ESSEC-INSEAD three-school conference, February, 2013, ESSEC Business School, Paris, France (with Anne-Laure Sellier).

“The influence of time orientation on consumer choices.” Marketing in Israel Conference, December 2012, Haifa, Israel (with Anne-Laure Sellier).

“The Role of Regulatory Fit in Crisis Communications.” Conference on Crisis Communication and Rhetoric, November 2012, Örebro University, Sweden (with Dan Laufer).

" Sooner Rather than Later? The Implications of Delay on Enjoyment and Consumption", Association for Consumer Research Conference, October 2012, Vancouver, Canada (with Anne-Laure Sellier).

- "Clock-time, Event-time and Consumer Decision-Making," Behavioral Decision Research in Management (BDRM) conference, June 2012, Boulder, Colorado (with Anne-Laure Sellier).
- " New Directions in Time Duration Perception, or "My Weekend in Italy: How Short it Felt!". " Society for Consumer Psychology International Conference, June 2012, Florence, Italy (with Anne-Laure Sellier).
- "Affective Influences on Consumer Behavior." 2010 ACR Doctoral Consortium, October 2010, Jacksonville, Florida.
- "Exploring the Role of Regulatory Fit in Crisis Management." 7th International Conference of the CI/ARG, Leibnizhaus Hannover in Germany, October 2010 (with Dan Laufer).
- "When Decisions Get Tough, the "Gut" Gets Going: The Use of Intuition and Feelings for Complex Decisions."". Social Consumer Psychology Conference, Florida, February 2010 (with Priya Raghubir).
- "The Metacognition of Affect as Information" Association for Consumer Research Conference, Memphis, Tennessee, October 2007. (With Michel Tuan Pham)
- "The Use of Feelings in Judgment and Decision making" MSI's Young Scholars Program, Park City Utah, January 2007.
- "To Trust or Not to Trust One's Feelings: The Metacognition of Feelings in Decision-Making" Association for Consumer Research Conference, Portland, October 2004. (With Michel Tuan Pham)
- "Ideals and Oughts and the Use of Feelings in Judgment," Association for Consumer Research Conference, Toronto, October 2003. (With Michel Tuan Pham)
- "On the Functional Independence of Feeling and Thinking," Association for Consumer Research Conference, Atlanta, October 2002. (With Michel Tuan Pham and Rajagopal Raghunathan).
- "Implicit Self-Regulation and the Mechanics of Persuasion," Association for Consumer Research Conference, Austin, October 2001. (With Michel Tuan Pham)
- "Empirical Cross-Cultural Marketing Research," The Tenth Biennial World Marketing Congress Global Marketing Issues at the Turn of the Millennium, Cardiff, UK, July 2001. (With Aviv Shoham).
- "Value Structure and Value Preference in a Religious Group: A Case of Israeli Religious Jews." Society for Consumer Psychology Winter Conference, San Antonio, February 2000. (With Bella Florental).

## **RESEARCH INTERESTS**

- Multi-touch attribution models, measurement and effectiveness
- Virtual reality – the impact on consumers’ consumption experience in the digital age
- The value of time in a consumption context – gain a better understanding of how the internet changes the way people perceive time and space within the consumption domain
- Time management, time perception, and organization of events: how it affects social interactions and personal wellbeing, health choices and online versus offline consumption choices and behavior.
- Consumer judgment and decision-making – gain a better understanding of consumers and how their emotional experiences shape their use of social tech
- Reliance on feelings in decision making – when are feelings perceived as valid? How reliable are online reviews when it comes to purchase?
- Regulatory focus and information processing – how approaching versus avoiding a goal shape strategies and information
- Regulatory fit and decision value – how strategies shape outcomes, willingness to pay, and other financial decisions

## **Reviewer (Peer Review):**

Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, Journal of International Marketing Research, Marketing Letters, Journal of Research in Marketing, Journal of Experimental Psychology: Learning, Memory, & Cognition, Journal of Social and Personal Relationships, Journal of Applied Social Psychology, Motivation and Emotion, Journal of Cognitive Psychology, ACR conference competitive paper 2007, 2008, 2011, 2013, La Londe Conference in Marketing Communications and Consumer Behavior, 2011