

TAMAR AVNET

Office:

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Yeshiva University
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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.S., 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.

EMPLOYMENT

2012-to date

Associate Professor of Marketing, department chair of Marketing and Management, 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

HONORS AND AWARDS

- Ranked #18 on the ranking of U.S. and Non-U.S. most impactful Marketing Faculty for “consumer behavior subarea” (2003-2012) (see Elbeck, Matt and Brian A. Vander Schee. “Global Benchmarking of Marketing Doctoral Program Faculty and Institutions by Subarea” (2013) *Journal of Marketing Education* (April) 36 (1): 45)
- MSI's Young Scholars Program, Utah, 2007
- AMA Doctoral Consortium Fellow, Atlanta, Georgia, 2002
- Columbia University Fellowship, 1999-2003
- Israel Institute of Technology Fellowship, 1995-1998

MENTIONS IN THE MEDIA

WSJ blog:

<http://blogs.wsj.com/atwork/2014/09/26/time-to-get-rid-of-the-office-clock/>

Businessweek:

<http://www.bloomberg.com/bw/articles/2014-10-10/ignoring-the-time-on-the-clock-makes-you-happier-and-more-creative>

Huffington Post:

http://www.huffingtonpost.com/2014/10/13/clock-time_n_5948802.html

The Atlantic:

<http://www.theatlantic.com/business/archive/2014/10/clocks-make-workers-less-creative/381064/>

RESEARCH IN EMOTION AND DECISIONS - A member of the Columbia RedLAB

<http://www.columbiaredlab.org/TamarAvnet.html>

PUBLISHED RESEARCH

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, May.

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.

PIPELINE

Under revision

Sellier, Anne-Laure and Tamar Avnet. "What Prevents us from Seizing Attractive Deals? Unplanned Consumption, the Clock and us." Revise and resubmit, *Journal of Consumer Psychology*

Puccinelli Nancy M., Dhruv Grewal, Scott Motyka, Tamar Avnet, and Susan A. Andrezejewski. "Smiles Lead to More Smiles Unless they Lead to Tears: A Meta-Analytic Integration of Affect Effects." Revise and Resubmit, *Journal of Consumer Research*.

In preparation:

Avnet, Tamar and E. Tory Higgins. "Regulatory fit", *Frontiers of Social Psychology*, Chapter invitation.

Avnet, Tamar and Justin Kruger, "Keeping time and Academic Achievement", *draft in progress*

Avnet, Tamar and E. Tory Higgins. "Understanding Regulatory Fit and Its Effects on Depletion." *Draft in progress*.

Sellier, Anne-Laure and Tamar Avnet. "Tick-Tock, Tick-Tock: Could It Be the Sound of your Performance Going Down?". *Draft in progress*

Avnet, Tamar, Anne-Laure Sellier and Pierrick Gomez. "Tick-Tock, Tick-Tock: Is it time to eat yet?" *Data collection*

Avnet, Tamar and Jesse Itzkowitz. "The value of Time: Valence versus Possession." *Data collection*.

Avnet, Tamar and Michel Tuan Pham. "The-Trust-in-Feelings Manipulation: An Alternative Method for Zemser, Scottm Studying the Reliance on Affect and Feelings in Judgments and Decisions." *Draft in progress*.

CONFERENCE PRESENTATIONS

"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 Raghbir).
- “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

Time management and organization of tasks
Consumer judgment and decision-making

Reliance on feelings in decision making
The value of time in a consumption context
Regulatory focus and information processing
Regulatory fit and decision value

COURSES TAUGHT

Social Media, Marketing Research, Marketing Management, Marketing Strategy, Advertising Management, Buyer Behavior.

TEACHING EXPERIENCE

Associate Professor, EMBA Social Media, Marketing Management, Undergrad: Marketing Strategy, Advertising Management, Buyer Behavior, Marketing research, , Syms School of Business 2006-to date

Adjunct Professor, MBA Marketing Research, Columbia University Graduate School of Business 2006-2007

Assistant Professor, Marketing Principles, University of Toronto, Rotman School of Business 2005

Lecturer, Marketing Management, Israel Open University, School of Business, 1997-1999

PROFESSIONAL ACTIVITIES/SERVICES

University/Department service

2007-to date, “At risk” committee
2008-2009 YU Communication and PR committee
2007-to date, YU student awards committee
2009- to date, YU Academic Integrity Committee
2010 to date, YU benefits committee
2012-2015, YU faculty council alternate representative
2012-to date EMBA curriculum committee
2012-to date Undergraduate curriculum committee
2013-to date Syms strategic planning committee
2012-to date, YU Revenue committee
2012 a member of the judging panel at Sy Syms Fast-Pitch Competition
2012 a member of a panel representing YU at the Alumni Reunion events, May 2012
2013-to date Department chair of Marketing and Management
2015 –Part of the team developing the Master of Science program in Marketing

Senior research advisor: Fall 2007-2011

Professional service to the academic community

A member of the Editorial Review Board (ERB) of the Journal of Consumer Research
June 2012-June 2013

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