

TAMAR AVNET

Office:

Sy Syms School of Business
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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:

6/2025- to date

Director of Graduate Programs, Sy Syms School of Business, Yeshiva University, New
York

3/2025- to date

Interim Associate Dean, Sy Syms School of Business, Yeshiva University, New York

2023-3/2025

Director of the MBA program at Sy Syms School of Business, Yeshiva University, New
York

2012- March 2025

Department chair of Marketing, Sy Syms School of Business, Yeshiva University, New
York

2018-to date

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

2012-2018

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

2007-2012

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.

2005 – 2007

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

MENTIONS IN THE MEDIA:

The Atlantic: <https://www.theatlantic.com/health/2025/12/sommaroy-norway-island-time-clock/684894/>

NPR: <https://www.npr.org/sections/health-shots/2023/01/11/1139782676/in-praise-of-being-late-the-upside-of-spurning-the-clock>

Quartz at Work: <https://work.qz.com/1096429/if-scheduling-causes-you-conflict-maybe-youre-on-event-time/>

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/>

BLOG POSTING:

A regular blogger on Psychology today:

<https://www.psychologytoday.com/us/contributors/tamar-avnet-phd>

TEACHING EXPERIENCE

In-person courses: **MBA:** Advanced Marketing and Social Media, Marketing

Management (Sy Syms School of Business), Marketing Research and Analytics

(Columbia University Graduate School of Business), Adapting to Technological

Changes: the Secret to Successful Branding (Technion – Israel Institute of

Technology). **Undergrad:** Marketing Strategy, Advertising Management, Social

Media Marketing, Buyer Behavior, Applied Marketing Research, Marketing

Capstone, Startup Marketing in Israeli companies (Honors).

Online/distant learning: **MBA:** hybrid: Marketing Management, Social Media.

Asynchronous: Marketing through technology, Sustainable Marketing, Marketing

Management; **MS in Marketing and Digital Media** (Katz/Sy Syms): Oversaw the

development of the program and developed and taught: Marketing Analytics, Advanced

Advertising and Social Media.

ADMINISTRATIVE EXPERIENCE

6/2025- to date: Director of the Graduate Programs

- **Spearheaded a rapid expansion of the graduate portfolio**, increasing the number of graduate programs from one online program to four programs (two in-person and two online) within seven months, significantly strengthening the school's academic reach and market positioning.
- **Successfully launched the STEM-designated Master in Finance** in Spring 2025, establishing the school's first in-person graduate cohort during a period of significant international enrollment constraints.
- **Led the development and secured state approval** for a fully online Master in Management, scheduled to launch in Fall 2026.
- **Directed the development of a STEM-designated in-person MBA (MBA Midtown)**, expanding professional graduate education offerings and enhancing global competitiveness.
- **Developed an asynchronous MS in Management and Leadership** in collaboration with YU Global, an in house academic design entity, aligning program design with emerging online education best practices.
- Serve as **primary liaison to the Provost** for all graduate program matters, ensuring alignment with university-wide academic priorities and the Sy Syms undergraduate mission.
- Lead **long-term strategic planning and resource allocation** for MBA and MS programs, including pro forma development, faculty hiring plans, market analysis, and enrollment strategy.
- **Design and implement graduate academic policies and governance structures** consistent with best practices in graduate business education.
- Collaborate with internal and external stakeholders to **identify growth opportunities and maintain program relevance** in a competitive graduate education landscape.
- Oversee **continuous improvement initiatives** informed by student feedback, learning outcomes, and accreditation standards.
- Guide the **integration of experiential learning, AI-driven tools, and career-readiness modules** into the graduate curriculum.

3/2025- to date: Interim Associate Dean of Sy Syms School of Business

- Oversee budget planning and management for 5 academic programs, ensuring alignment with institutional priorities and efficient allocation of resources.
- Support and coordinate academic operations, including faculty hiring, evaluation, scheduling, and curriculum oversight.
- Serve as a liaison between faculty and senior administration, addressing academic concerns and fostering collaboration across 5 departments.
- Supervises department chairs to ensure curriculum updates, foster teaching innovations, and enhance the student learning experience.
- Provide academic leadership in fostering a culture of innovation and continuous improvement, guiding faculty in adopting teaching methodologies that enrich student learning and engagement.
- Assist in program assessment and accreditation efforts, including AACSB and Middle States reporting, in collaboration with institutional research and faculty.
- Provide strategic input on graduate enrollment, student experience, and academic

policy development to enhance program quality and reputation.

- Assisting in developing a 4-years Finance undergraduate program to enhance students' career prospects after graduation.
- Participating in the Sy Syms School of Business Board of Overseers meetings, helping to shape strategic direction and academic excellence.
- Collaborated as part of a team to engage Sy Syms alumni through events, fireside chats, and other networking opportunities.

2023- 3/2025: Director of MBA program

- Collaborate with marketing and admissions teams to enhance the program's visibility and attract top talent and students.
- Provide strategic direction and oversight for the overall development of the MBA program.
- Identify emerging trends and market needs to ensure the program remains relevant and competitive.
- Introduce new courses, concentrations, and specializations to enrich the learning experience and cater to diverse student interests and refining the MBA curriculum to meet evolving industry demands and academic standards.

2013- 2025: Department Chair of Marketing

1. Faculty Recruitment, Hiring, and Evaluation:
 - Spearhead efforts to recruit, select, and onboard faculty members who embody excellence in both academia and practical marketing expertise.
 - Implement evaluation mechanisms to ensure faculty members maintain high teaching standards and contribute to the program's academic rigor.
2. Course Development and Oversight:
 - Drive the development of new courses that reflect the latest trends and advancements in marketing and related fields.
 - Ensure that course offerings remain dynamic and relevant, providing students with a cutting-edge education that prepares them for the demands of the market.
3. Reinventing Teaching Practices:
 - Take the lead in reinventing teaching practices within the Marketing department, leveraging innovative pedagogical approaches and technology to enhance the learning experience.
 - Foster a culture of experimentation and continuous improvement, encouraging faculty members to explore new teaching methodologies that engage and inspire students.

2015-2016: Director of the Sy Syms online Master in Marketing and Digital Media – Pioneered YU's first online graduate program through a collaboration with the Katz School of Science and Health

Designed the overall curriculum and led the development of individual courses, collaborating closely with instructional designers and faculty to successfully execute and launch the program.

2015-2025: 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.

2012-2021 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 2022, "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 2020, 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.

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, assisting in recruiting new customers, 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-todate

PUBLISHED RESEARCH

Avnet, Tamar, Netanel Drori, Ram Herstein, and Ron Berger. (2023) "Fighting Counterfeits in Emerging Markets Through the Demand Side: The Role of Product Domain in the Effect of Regulatory Fit on Persuasion." *Journal of International Consumer Marketing*, Dec. DOI: [10.1080/08961530.2023.2276297](https://doi.org/10.1080/08961530.2023.2276297)

- 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. (2019) "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/>.)
- 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

"Time and Anticipated enjoyment: The Impact of Scheduled Consumption on Pop-Up Marketing Effectiveness" with co-author Anne-Laure Sellier, JACR "Time in Consumption" Boutique Conference, August 18-19th, 2024

"Ticking Towards the Past: How Clock-Timing Orientation Amplifies Nostalgic Consumer Choices" with co-author Jannine D. Lasaleta, JACR "Time in Consumption" Boutique Conference, August 18-19th, 2024

"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 Raghurir).
- “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).

PIPELINE

Under revision

- Bluvestein, Shirley and Tamar Avnet, “Old Habits Die Hard: The Null effect of Human-AI Interactions on Consumer Behavior”. Under revision *Journal of Consumer Psychology*
- Avnet, Tamar, Anne-Laure, Sellier, Jens, Nordfalt, Carl-Philip, Ahlbom, and Dhruv, Grewal. “Scheduling Styles Shape Consumers’ In-Store Shopping Behavior”. Under revision, *Psychology & Marketing*.
- Avnet, Tamar and E. Tory Higgins. “Fit and Non-fit: Seeing the Full Picture Versus the Big Picture.” Revise and resubmit, *Journal of Personality and Social Psychology*.

In preparation:

Peleg, Gil, and Tamar Avnet. "It is Time to Donate: The Effect of Cock Scheduling Style on Donation Behavior," Ready to be submitted.

Claire, Linaris, Anne-Laure Sellier, and Tamar Avnet. "Scale Development for Scheduling Style". *Draft in progress*

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

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 feeling 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

Additional information:

Expert in SAS, SPSS, Excel.
Fluent in English and Hebrew.