

Dr. Ran Kivetz

Academic Curriculum Vitae – December 2008

Graduate School of Business, Columbia University, 3022 Broadway, NY, NY 10027

Tel: (212) 854-4555 | e-mail: rk566@columbia.edu

Education:

Ph.D., Stanford University, Graduate School of Business

Marketing, September 1996 - June 2000

M.A., Stanford University, Department of Psychology

Psychology, June 2000

B.A., Tel Aviv University

Economics and Psychology, June 1995

Academic Employment:

Professor of Business, Columbia University, Graduate School of Business, 2006 - present

Sidney Taurel Associate Professor of Business, Columbia University, Graduate School of Business, 2004 - 2006

Associate Professor, Columbia University, Graduate School of Business, 2003-2004

Assistant Professor, Columbia University, Graduate School of Business, 2000 - 2003

Publications:

 (articles are available for download at <http://www.columbia.edu/~rk566/research/>)

Keinan, Anat, and Ran Kivetz (2008), "Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior," Journal of Marketing Research, 45 (6), December, 676-689.

Kivetz, Ran, Oded Netzer, and Rom Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," Journal of Consumer Psychology, 18 (3), 179-186.

Keinan, Anat, and Ran Kivetz (2008), "When Virtue Is a Vice," Harvard Business Review, July-August.

Kivetz, Ran, "Farsightedness (2007)," International Encyclopedia of the Social Sciences, 2nd Edition.

Kivetz, Ran and Anat Keinan (2006), "Repenting Hyperopia: An Analysis of Self-Control Regrets," Journal of Consumer Research, 33, September, 273-282.

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," Journal of Marketing Research, 43 (1), February, 39-58. (*Finalist, 2007 Paul Green Award*)

Kivetz, Ran, and Yuhuang Zheng (2006), "Determinants of Justification and Self-Control," Journal of Experimental Psychology: General, November, 135 (4), 572-587.

Rottenstreich, Yuval, and Ran Kivetz (2006), "On Decision Making without Likelihood Judgment," Organizational Behavior and Human Decision Processes, Volume 101 (1), September, 74-88.

Kivetz, Ran (2005), "Promotion Reactance: The Role of Effort-Reward Congruity," Journal of Consumer Research, 31 (4), March, 725-736. (*Winner, 2005 Ferber Award*)

Kivetz, Ran, Oded Netzer, and V. "Seenu" Srinivasan (2004), "Alternative Models for Capturing the Compromise Effect," Journal of Marketing Research, 41 (3), 237-257. (Lead article) (*Finalist, 2005 Paul Green Award*)

Publications: (continued)

- Kivetz, Ran, Oded Netzer, and V. “Seenu” Srinivasan (2004), “Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects,” Journal of Marketing Research, 41 (3), 262-268.
- Kivetz, Ran (2003), “The Effects of Effort and Intrinsic Motivation on Risky Choice,” Marketing Science, 22 (4), 477-502.
- Kivetz, Ran and Itamar Simonson (2003), “The Idiosyncratic Fit Heuristic: Effort Advantage as a Determinant of Consumer Response to Loyalty Programs,” Journal of Marketing Research, 40 (4), 454-467.
- Kivetz, Ran and Itamar Simonson (2002), “Self Control for the Righteous: Toward A Theory of Pre-Commitment to Indulgence,” Journal of Consumer Research, 29 (2), (September), 199-217. (*Finalist, 2005 Best Article Award* for a paper published in *JCR* in 2002)
- Kivetz, Ran and Itamar Simonson (2002), “Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Toward Frequency Program Rewards,” Journal of Marketing Research, 39 (2), (May), 155-170. (*Finalist, 2007 William O'Dell Award*)
- Kivetz, Ran and Itamar Simonson (2000), “The Effects of Incomplete Information on Consumer Choice,” Journal of Marketing Research, 37 (4), 427-448. (*Finalist, 2005 William O'Dell Award*)
- Kivetz, Ran (1999), “Advances in Research on Mental Accounting and Reason-Based Choice,” Marketing Letters, 10 (3), 249-266.

Work Under Review:

- Kivetz, Ran, and Yifat Kivetz, “Reconciling Mood Congruency and Mood Regulation: The Role of Psychological Distance,” entering 2nd review, Journal of Personality and Social Psychology.
- Urminsky, Oleg, and Ran Kivetz, “Scope Insensitivity and The “Mere Token” Effect,” entering 2nd review, Journal of Marketing Research.
- Gershoff, Andrew, Ran Kivetz, and Anat Keinan, “The Psychology of Versioning: Counterfactual Thinking as a Determinant of Fairness Perceptions and Choice,” entering 2nd review, Journal of Consumer Research.
- Levav, Jonathan, Ran Kivetz, and K. Cecile Cho, “Too Much Fit? How Regulatory Fit Can Turn Us into Buridan’s Asses,” under 3rd review, Journal of Consumer Research.
- “The Functional Alibi,” with Anat Keinan and Oded Netzer, entering 1st review, Journal of Marketing Research.
- “From Diligence to Hindrance: The Effort Compatibility Principle,” with Oded Netzer, and Rom Schrift, entering 1st review, Journal of Marketing Research.
- “The Impact of Marketing Promotions on Hedonic versus Utilitarian Purchases,” with Yuhuang Zheng, entering 1st review, Journal of Consumer Research.

Working Papers:

“Productivity Mindset and the Consumption of Collectable Experiences,” with Anat Keinan.

“Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar.

Manuscripts in Preparation

“The Behavioral Economics of Incentives.”

“The Bounded Rationality of Effort-Reward Choices: When Principles Overshadow Expectancies,”
with Oleg Urminsky.

“The Surprising Robustness of Prospect Theory in the Long Run.”

Selected Research-In-Progress (Data Collected):

“Hyperopia: A Theory of Reverse Self-Control.”

“Reconciling Myopia and Hyperopia: Explaining Differential Impatience toward Hedonic and
Utilitarian Consumption,” with Oleg Urminsky.

“Asymmetric Perceived Fairness under Asymmetric Information, with Nahum Melumad and Liad
Weiss.

“Social Comparison as a Determinant of the Idiosyncratic Fit Heuristic,” with Itamar Simonson.

“Fairness and Consumer Choice,” with Yifat Kivetz.

“Consumer Search.”

Academic Honors and Awards:

Finalist, 2009 William O'Dell Award for the *Journal of Marketing Research* article published in 2004 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice.”

2007 Early Contribution Award from the Society of Consumer Psychology

Finalist, 2007 William O'Dell Award for the *Journal of Marketing Research* article published in 2002 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice.”

Finalist, 2007 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Winner of the 2005 Ferber Award granted to the “best interdisciplinary dissertation article published in the latest volume of the *Journal of Consumer Research*.”

Finalist, 2005 William O'Dell Award for the *Journal of Marketing Research* article published in 2000 that “made the most significant long-term contribution to marketing theory, methodology, and/or practice.”

Finalist, 2005 Best Article Award for the *Journal of Consumer Research* article published in 2002.

Finalist, 2005 Paul Green Award for the *Journal of Marketing Research* article published in 2004 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Winner of the 2005 Columbia Business School Dean's Award for Innovation in the Curriculum

Faculty Fellow of the Institute for Social and Economic Research and Policy, 2002-present

Lang Faculty Research Fellowship in Entrepreneurship, 2005

Lang Faculty Research Fellowship in Entrepreneurship, 2004

Outstanding Reviewer Award, *Journal of Consumer Research*, 2003-2004

Invited as Faculty Presenter, 2004 Association for Consumer Research Doctoral Symposium

Young Scholars Program, Marketing Science Institute, 2003

Research Grant, Columbia Center for Excellence in E-Business, 2003

Seed Grant, Institute for Social and Economic Research and Policy, 2001

Doctoral Consortium Fellow, American Marketing Association, 1999

Ph.D. Merit Award, Stanford Graduate School of Business, 1999

Graduate Fellow and Grant, Stanford Center on Conflict and Negotiation, 1997-1998

Jaedicke Award Scholar (in recognition of outstanding academic performance), Stanford Graduate School of Business, 1996-1997

Dean's Honor List with Distinction, Faculty of Social Sciences (Economics), Tel Aviv University, 1995

Teaching:

Winner of the Columbia Business School 2005 Dean's Award for Innovation in the Curriculum

High-Technology Marketing and Entrepreneurship (Executive MBA Elective)

Spring 2008 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2005 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2004 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 5.0 on 5-point scale

Spring 2001 (1 section)

Student Evaluation 6.5 on 7-point scale

High-Technology Marketing and Entrepreneurship (MBA Elective)

Spring 2008 (1 section)

Student Evaluation 4.4 on 5-point scale

Spring 2007 (1 section)

Student Evaluation 4.3 on 5-point scale

Spring 2006 (1 section)

Student Evaluation 4.5 on 5-point scale

Spring 2004 (1 section)

Student Evaluation 4.9 on 5-point scale

Spring 2003 (1 section)

Student Evaluation 4.4 on 5-point scale

Spring 2002 (1 section)

Student Evaluation 6.4 on 7-point scale

Spring 2001 (1 section)

Student Evaluation 6.4 on 7-point scale

Ph.D. Courses

Bridging Behavioral Decision Research with Marketing Science (Spring 2008)

Bridging Behavioral Decision Research with Marketing Science (Spring 2005)

Student Evaluation 4.8 on 5-point scale

Consumer Behavior – I (Fall 2005)

Student Evaluation 4.7 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2004)

Bridging Behavioral Decision Research with Marketing Science (Spring 2003)

Student Evaluation 4.8 on 5-point scale

Multidisciplinary Approaches to Human Decision Making (Spring 2002)

Totally Eclectic Seminar in Marketing (Spring 2001)

Student Evaluation 6.2 on 7-point scale

Conference Publications:

Chernev, Alexander and Ran Kivetz (2005), "Goals and Mindsets in Consumer Choice," *Advances in Consumer Research*, eds. Gita Menon and Akshay Rao, Volume 32, Provo, UT: Association for Consumer Research.

Kivetz, Ran, Oded Netzer, and V. Srinivasan (2002), "Alternative Models for Capturing the Compromise Effect," *Advances in Consumer Research*, ed. Punam Anand Keller and Dennis Rook, Volume 30, Provo, UT: Association for Consumer Research.

Kivetz, Ran (2001), "Consumer Preferences Towards Frequency Programs," *Advances in Consumer Research*, ed. Mary C. Gilly and Joan Meyers-Levy, Volume 28, Provo, UT: ACR.

Kivetz, Ran and Michal Strahilevitz (2001), "Consumer Choices between Hedonic and Utilitarian Options," *Advances in Consumer Research*, ed. Mary C. Gilly and Joan Meyers-Levy, Volume 28, Provo, UT: Association for Consumer Research.

Kivetz, Ran (2000), "Hedonic and Utilitarian Motivations in Consumer Choice," *Advances in Consumer Research*, ed. Stephen J. Hoch and Robert Meyer, Volume 27, Provo, UT: ACR.

Kivetz, Ran (1999), "Advances in Research on Mental Accounting and Reason-Based Choice," in Gilles Laurent (ed.), *HEC Symposium on Advances in Choice Theory*, Conference Summary, Report No. 99-121, pp.17-20, Marketing Science Institute.

Chakravarti, Agnish, Susan Chiu, Ran Kivetz, and Itamar Simonson (1999), "Regret and Self-Congratulation From the Head and From the Heart," *Advances in Consumer Research*, ed. Eric J. Arnould and Linda M. Scott, Volume 26, Provo, UT: Association for Consumer Research.

Conference Presentations:

- “Hyperopia: A Theory of Reverse Self-Control,” with Anat Keinan, 2008 Association for Consumer Research Conference, San Francisco, CA, October.
- “The Functional Alibi,” with Anat Keinan and Oded Netzer, 2008 Association for Consumer Research Conference, San Francisco, CA, October.
- “The Impact of Marketing Promotions on Hedonic versus Utilitarian Purchases,” with Yuhuang Zheng, 2008 Association for Consumer Research Conference, San Francisco, CA, October.
- “The Functional Alibi,” with Anat Keinan and Oded Netzer, 2008 11th Biennial Behavioral Decision Research in Management Conference, San Diego, CA, April.
- “Consumer Decisions to Rent versus Buy,” with Anastasiya Pocheptsova and Ravi Dhar, 2007 Association for Consumer Research Conference, Memphis, TN, October.
- “Productivity Mindset and the Consumption of Collectable Experiences,” with Anat Keinan, 2007 Association for Consumer Research Conference, Memphis, TN, October.
- “Too Much Fit? How Regulatory Fit Can Turn Us into Buridan’s Asses,” with Jonathan Levav and K. Cecile Cho, 2007 Association for Consumer Research Conference, Memphis, TN, October.
- “Remedying Hyperopia: The Effects of Self-Control Regret on Consumer Behavior,” with Anat Keinan, 2006 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June.
- “Scope Insensitivity and The Mere Token Effect,” with Oleg Urminsky, 2006 10th Biennial Behavioral Decision Research in Management Conference, Los Angeles, CA, June.
- “Hyperopia: A Theory of Reverse Self-Control”, Symposium on “Self-Control Processes: New Theoretical and Empirical Directions,” 2006 Society for Personality and Social Psychology Annual Meeting, Palm Springs, California.
- “The Psychology of Rewards: Principles of Expectancies?,” with Oleg Urminsky, 2005 Judgment and Decision Making Conference, Toronto, Canada, November.
- “Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, 2005 Judgment and Decision Making Conference, Toronto, Canada, November.
- “Goal Distance and Consumer Choice” (Session Co-Chair), and “The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, 2005 Association for Consumer Research Conference, San Antonio, Texas, October.
- “Emerging Perspectives on Self-Control” (Session Co-Chair), and “Determinants of Justification and Self-Control,” with Yuhuang Zheng, 2005 Association for Consumer Research Conference, San Antonio, Texas, October.
- “Repenting Hyperopia: An Analysis of Self-Control Regrets,” with Anat Keinan, 2005 Association for Consumer Research Conference, San Antonio, Texas, October.

Conference Presentations (continued):

“Inducing Hyperopia through Inconsequential Early Rewards: A Consumer-Welfare-Enhancing Violation of the Invariance Axiom,” with Oleg Urminsky, 2005 Association for Consumer Research Conference, San Antonio, Texas, October.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June.

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June.

“The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention,” with Oleg Urminsky and Yuhuang Zheng, 2004 Judgment and Decision Making Conference, Minnesota, November.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” 2004 Judgment and Decision Making Conference, Minnesota, November.

Invited to present in session on “Goals, Impulses, and Self Control,” 2004 Association for Consumer Research Doctoral Symposium, Portland, Oregon, October.

Discussion Leader for special session on “Simple Payments and Complex Rewards...,” 2004 Association for Consumer Research Conference, Portland, Oregon, October.

“Promotion Reactance: The Role of Effort-Reward Congruity,” 2004 Association for Consumer Research Conference, Portland, Oregon, October.

“Principles or Probabilities: When Value Overshadows Expected Value,” with Oleg Urminsky, 2004 Association for Consumer Research Conference, Portland, Oregon, October.

“How do Promotion Programs Affect Consumers’ Purchase Decisions: A Behavioral Perspective,” with Yuhuang Zheng, 2004 INFORMS Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June.

Discussion Leader for special session on “Understanding the Evaluation of Future Events,” 2003 Association for Consumer Research Conference, Toronto, Canada, October.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, 2003 Judgment and Decision Making Conference, Vancouver, Canada, November.

“Mindsets of Decision Making,” with Yuval Rottenstreich, 2003 Judgement and Decision Making Conference, Vancouver, Canada, November.

“The Psychology of Versioning: Counterfactual Thinking as a Determinant of Fairness Perceptions and Choice,” with Andrew Gershoff, 2003 ACR Conference, Toronto, Canada, October.

“Consumer Self-Control and Time-Discounting,” with Oleg Urminsky, 2003 Association for Consumer Research Conference, Toronto, Canada, October.

“The Effects of Effort and Intrinsic Motivation on Risky Choice,” 2003 Marketing Science Institute Young Scholars Program, Park City, UT, March.

Conference Presentations (continued):

- “Does the End Justify the Means? The Impact of Effort on Preferences toward the Certainty and Magnitude of Rewards,” 2002 Association for Consumer Research Conference, Atlanta, GA.
- “Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. “Seenu” Srinivasan, 2002 Association for Consumer Research Conference, Atlanta, GA, October.
- “Alternative Models for Capturing the Compromise Effect,” with Oded Netzer and V. “Seenu” Srinivasan, 2002 Marketing Science Conference, Alberta, Canada, June.
- “Self Control for the Righteous: Toward a Theory of Pre-Commitment to Indulgence,” with Itamar Simonson, 2002 Four School Seminar, New York University, May.
- “Self Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, 2001 Judgment and Decision Making Conference, Orlando, FL, November.
- “The Influence of Hedonic Concreteness on Mood Regulation versus Mood Congruency,” with Yifat Kivetz, 2001 Association for Consumer Research Conference, Austin, TX, October.
- “Self Control for the Righteous: Toward a Theory of Luxury Pre-commitment,” with Itamar Simonson, 2001 UC Berkeley Choice Symposium, Monterey, CA, June.
- “Consumer Preferences Towards Frequency Programs” (Session Chair), and “The Effects of Effort and Idiosyncratic Fit on Preference Towards Frequency Programs,” with Itamar Simonson, 2000 Association for Consumer Research Conference, Salt Lake City, Utah, October.
- “Consumer Choices between Hedonic and Utilitarian Options” (Session Co-Chair), and “Earning the Right to Indulge: Effort as a Determinant of Customer Preferences Towards Frequency Program Rewards,” with Itamar Simonson, 2000 ACR Conference, Salt Lake City, Utah, October.
- “Hedonic and Utilitarian Motivations in Consumer Choice” (Session Chair), and “The Joyless Consumer: Using Self-Control Strategies to Increase Hedonic Consumption,” with Itamar Simonson, 1999 Association for Consumer Research Conference, Columbus, Ohio, October.
- “The Effects of Incomplete Information on Consumer Choice,” with Itamar Simonson, 1999 Association for Consumer Research Conference, Columbus, Ohio, October.
- “Regret and Self-Congratulation From the Head and From the Heart,” with Chakravarti, Agnish, Susan Chiu, and Itamar Simonson, 1998 Association for Consumer Research Conference, Montreal, Canada, October.
- “Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, 1998 HEC Choice Symposium, Groupe HEC, Jouy-en-Josas (Paris), France, July.
- “Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, INFORMS Israel 1998, Tel Aviv, Israel, June.
- “Intransitive Consumer Choice: The Effects of Incomplete Information,” with Itamar Simonson, 1997 Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado, October.

Invited Talks:

Department of Economics, University College London. Forthcoming 2009

UC Berkeley marketing department. Forthcoming 2009

C. T. Bauer College of Business, University of Houston. Forthcoming 2009

Sauder School of Business, University of British Columbia. Forthcoming 2009

Stanford University, Graduate School of Business, marketing department. October 2008

Olin Business School at Washington University. May 2008

Duke University marketing department. April 2008

Yale University marketing department. April 2007

MIT marketing department. September 2006

University of Chicago marketing department. January 2006

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). January 2006

Tilburg University, Faculty of Economics and Business Administration and Tias Business School, Marketing Research Camp. December 2005

Northwestern University (Kellogg), Marketing Research Camp. September 2005

Stanford University, Graduate School of Business, marketing department. May 2005

University of Pennsylvania (Wharton), Philadelphia PA. November 2004

University of Florida marketing department, Winter Research Retreat. March 2004

Marketing Modellers Group, New York. March 2004

Center for the Decision Sciences, Columbia University. April 2003

Young Scholars Program, Marketing Science Institute. March 2003

MIT marketing department. February 2003

University of Chicago marketing department. January 2003

School of Business, Rutgers University – Camden Campus. November 2002

Arison School of Business, The Interdisciplinary Center Herzliya (IDC). June 2002

Invited Talks (continued):

Social Psychology Network, Columbia University. May 2002

Center for the Decision Sciences, Columbia University. April 2002

NYU marketing department. March 2002

UC Berkeley marketing department. November 2001

2001 UC Berkeley Invitational Choice Symposium. June 2001

University of Texas at Austin, marketing research camp. April 2001

MIT marketing department. April 2001

Center for the Decision Sciences, Columbia University. February 2001

Northwestern University, Evanston Illinois. December 1999

Duke University, Durham NC. November 1999

University of Chicago, Chicago Illinois. November 1999

Cornell University, Ithaca NY. November 1999

Dartmouth College, Hanover, New Hampshire. November 1999

University of California, Berkeley, Berkeley CA. October 1999

Yale University, New Haven Connecticut. October 1999

University of Pennsylvania (Wharton), Philadelphia PA. October 1999

Columbia University, New York NY. October 1999

University of Southern California, Los Angeles CA. October 1999

Stanford University Psychology Department, Stanford CA. November 1998

1998 Groupe HEC Invitational Choice Symposium. July 1998

Boulder-Colorado Behavioral Decision Theory Camp, Boulder, Colorado. October 1997.

Service:

Area Editor: *Association for Consumer Research*

Editorial Boards:

Journal of Marketing Research

Journal of Consumer Psychology

Applied Economics Research Bulletin

Marketing Letters

International Journal of Research in Marketing

Reviewer: *Marketing Science, Journal of Consumer Research, Management Science, Journal of Experimental Psychology: General, Psychological Science, Journal of Marketing, Organizational Behavior and Human Decision Processes, Journal of Service Research, Journal of Economic Psychology, National Science Foundation, Association for Consumer Research Program Committee, Society for Consumer Psychology Review Board.*

Main Adviser for:

Oleg Urminsky, Chicago University Graduate School of Business

Anat Keinan, Harvard Business School

Yuhuang Zheng, Fordham University

Doctoral Committee Member for:

Cecile Cho, University of California Riverside

Valentina Melnyk, Tilburg University

Josko Brakus, University of Rochester

Tamar Avnet, University of Toronto

Anirban Mukhopadhyay, Hong Kong University of Science and Technology (HKUST)

Intel Science Talent Search, Advisor for:

Gregg Gefen, Great Neck North High School (Semi-finalist, 2002)

Jukay Hsu, Stuyvesant High School (Semi-finalist, 2001)

Service to University, Business School, and Marketing Division:

Faculty Fellow of the Institute for Social and Economic Research and Policy (ISERP), 2002-present

Marketing Division Faculty Recruiting Committee, 2002 - present

Marketing Division Ph.D. Committee, 2004 - present

MBA Admissions Committee, 2002 - 2006

Finance (Real Estate) Division Faculty Search Committee, 2003-2004

Project Adviser for MBA and Executive MBA Independent Projects, 2002-present

Management Division Faculty Search Committee, 2001-2002

Student Faculty Academic Affairs Committee (SFAAC), 2000-2001

Organizer of Columbia Marketing Research Camp, 2001 and 2002

Columbia Business School Executive Education Program:

New Product Development and Innovation (June 2003)

Marketing Management: Strategies, Processes, and Tools for Today's Challenges (April 2003)

New Product Development and Innovation (October 2002)

Marketing Management: Strategies, Processes, and Tools for Today's Challenges (Sep. 2002)

Marketing Management (April 2002)

Marketing Management in the New Economy (April 2001)

Selected Media Reports of Dr. Kivetz's Research (research covered by hundreds of print, electronic, and broadcast media outlets):

- "Giving in to Temptation," CNN, September 20, 2008.
- "Splurge Now, Feel Great Later," ABC News, July 2008.
- "Splurging is Good for Your Health," The Wall Street Journal, July 2008.
- "Incentives - Naughty But Nice," Management Today, April 1, 2007.
- "Hyperopia," The New York Times --- one of the "Best Ideas in 2006" --- Annual Year in Ideas.
- "Delaying Pleasure Results in Regret," United Press International, June 27, 2006.
- "Why Cash Incentives Fail," SalesForceXP, Feature Story, September Issue, 2005.
- "Professors discover why business loyalty programs work," Sacramento Business Journal, August 16, 2004.
- "An economics problem: joyless consumers", by Peter Martin, THE AGE, January 8, 2004, Australia.
- "Consumers Work Hard for Loyalty Programs", Newswise, August 16, 2004.
- "Studies Question Value of Mass Customization, Find Consumers Work Hard for Loyalty Programmes", MadeForOne, August 23, 2004.
- "Consumers Prefer Loyalty Programmes that 'Fit'," The Wise Marketer, December 10, 2003.
- "Indulgence," Radio National, with Geraldine Doogue, March 2, 2003, Australia.
- "Betty Crocker Coupon Program Spry After More than 70 Years," by Karren Mills, Dow Jones Interactive, February 23, 2002.
- "Once a loyalty craze, S&H tries to remake magic in digital age," by Justin Pope, The New York Times, November, 2001.
- "Earning the Right to Indulge: Guilt about consuming luxury items plays an important role in consumer preference toward rewards," Stanford Business Magazine, August 14, 2001.
- "Study: Luxury Rewards Evoke Consumer Guilt," by Kimberly Hill, CRM Daily, August 1, 2001. Also reported in E-Commerce Times, Yahoo! News.
- "Stanford Business School Research Shows Guilt Plays a Role in What Loyalty Program Rewards Consumers Choose," Transport News, July 27, 2001. Also reported in Business Wire, Yahoo! Finance, Sharper Media, The Timeshare Beat.
- "Consumers Still Buy When Info Incomplete," Marketing News, October 9, 2000.

Professional Affiliations:

American Marketing Association
 Association for Consumer Research
 Society for Consumer Psychology
 Society for Judgment & Decision Making
 Society for Personality & Social Psychology