

ACADMIC EMPLOYMENT

Instructor of Marketing <i>University of Southern California, Marshall School of Business</i>	June 2023 – present
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EDUCATION

<i>Ph.D.</i>	New York University, Stern School of Business – Marketing	May 2023
<i>M.Phil.</i>	New York University, Stern School of Business – Marketing	2022
<i>M.A.</i>	Ben Gurion University – Economics	2016
<i>B.A.</i>	Ben Gurion University – Economics and Psychology	2014

GRANTS, AWARDS, & FELLOWSHIPS

Harold W. MacDowell Prize	2023
Stern Recognition of Excellence award	2023
Haring Symposium Fellow	2022
INSEAD (Paris) – Visiting Researcher	2022
NYU Global Research Fellow	2022
AMA-Sheth Foundation – Doctoral Consortium Fellow	2021
Society for Consumer Psychology – Runner up for Best Working Paper Award	2020
The Carolan Research Forum at UTSA (<i>Total Award: \$12,700</i>)	2018
Center for Global Economy and Business (<i>Total Award: \$3,450</i>)	2018
Pension, Insurance, and Financial Research Center (PIF) – Research Fellow	2015-2017

RESEARCH INTERESTS

Consumers' Interactions with New Technologies, Pricing, Fairness and Morality in Markets, Economic Psychology, Judgment and Decision Making

PUBLICATIONS & PAPERS UNDER REVIEW (ABSTRACTS IN APPENDIX)

Leiser, David, Nofar Duani, and Pascal Wagner-Egger, Pascal (2017), "The Conspiratorial Style in Lay Economic Thinking," *PLOS One*, 12(3).

Duani, Nofar, Alixandra Barasch, and Vicki G. Morwitz (2023), "Demographic pricing in the digital age: Assessing fairness perceptions in algorithmic versus human-based price discrimination," *Journal of the Association for Consumer Research*, 9(3), 257-268.

Blachard, Simon, Nofar Duani, Aaron Garvey, Oded Netzer, and Travis Oh "New Tools, New Rules: A Practical Guide to Effective and Responsible GenAI Use for Surveys and Experiments," forthcoming at *Journal of Marketing*.

Duani, Nofar, Alixandra Barasch, and Adrian F. Ward, "Brought to You Live: Watching Live Streams Creates Connection and Enhances Enjoyment," invited revision at *Journal of Marketing*.

WORKING PAPERS & SELECTED RESEARCH IN PROGRESS (SELECTED ABSTRACTS IN APPENDIX)

Duani, Nofar, Alixandra Barasch, and Amit Bhattacharjee, "Gender Differences in Economic Outcomes: Fairness Perceptions Depend on Group Membership," Manuscript in preparation.

Duani, Nofar, Sonia Kim, Steven Dallas, and Vicki G. Morwitz, "Pre-Commitment by Price: Consumers' Reactions to Unlimited Offers for Vice Products," Manuscript in preparation.

Hur, Elina, Nofar Duani, Keith Wilcox, and Alixandra Barasch, "Virtual Connection through Video Enhances Motivation at Work," Manuscript in preparation.

Kotsenko, Niki, and Nofar Duani, "Updating while Unemployed," Data collection in progress.

Neto, Maria Leonor, Nofar Duani, and Jared Watson, "Openness to two-sided messages," Data collection in progress.

INVITED TALKS

Bar Ilan University	2025
University of Southern California	2022
University of British Columbia	2022
INSEAD	2022
University of Cincinnati	2022
Tilburg University	2022
HEC Paris	2022
Reichman University (formerly IDC), Herzliya, Israel	2022
Carolan Research Forum, UTSA, San Antonio, TX	2019

CHAired CONFERENCE SYMPOSIA

Duani, Nofar and Gizem Yalcin, "Being Human in the Age of Artificial Intelligence" Association for Consumer Research, October 2020

Duani, Nofar and Gizem Yalcin, "Perceptions of AI and Algorithmic Decision Making" Association for Consumer Research, Atlanta, GA, October 2019

CONFERENCE PRESENTATIONS (* DENOTES PRESENTING AUTHOR)

Duani, Nofar "Roundtable: Improving Behavioral Research with Generative Artificial Intelligence" (invited panelist), Society for Consumer Psychology, Las Vegas, Nevada, February, 2025.

Duani, Nofar*, Alixandra Barasch, and Adrian F. Ward, "Brought to You Live: Watching Live Streams Creates Connection and Enhances Enjoyment" *Association for Consumer Research*, Bolder, CO, October 2022.

Duani, Nofar*, Alixandra Barasch, and Amit Bhattacharjee, "When Do Wage Disparities Indicate Discrimination? Fairness Perceptions Depend on Group Membership" *Association for Consumer Research*, October 2020.

Duani, Nofar*, Alixandra Barasch, and Vicki G. Morwitz, "Unfair but Also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination" *Society for Consumer Psychology*, Poster, Huntington Beach, CA, March 2020.

- **Runner up, Best Working Paper Award**

Duani, Nofar*, Alixandra Barasch, and Vicki G. Morwitz, "Unfair but Also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination" *Society for Judgment and Decision Making*, Poster, Montreal, Canada, November 2020.

Duani, Nofar*, Alixandra Barasch, and Vicki G. Morwitz, "Unfair but Also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination" *Association for Consumer Research*, Atlanta, GA, October 2019.

Duani, Nofar*, Alixandra Barasch, and Adrian F. Ward, "Brought to You Live: On the Consumption Experience of Live Social Media Streams" *Society for Consumer Psychology*, Poster, Savannah, GA, March 2019.

Duani, Nofar*, Alixandra Barasch, and Adrian F. Ward, "Brought to You Live: On the Consumption Experience of Live Social Media Streams" *Society for Judgment and Decision Making*, Poster, New Orleans, LA, November 2018.

Duani, Nofar*, Alixandra Barasch, and Adrian F. Ward, "Brought to You Live: On the Consumption Experience of Live Social Media Streams" *Association for Consumer Research*, Dallas, TX, October 2018.

Duani, Nofar*, and David Leiser, "Irrationality in the Housing Market: Heuristics and Biases in the Demand for Residential Real Estate" *International Association for Research in Economic Psychology and the Society for the Advancement of Behavioral Economics (IAERP-SABE)*, Wageningen, Netherlands, July 2016.

Leiser, David, Nofar Duani, and Pascal Wagner-Egger*, "The Conspiratorial Style in Folk-economics" *International Congress of Applied Psychology, (ICAP)*, Paris, France, October 2014.

TEACHING INTERESTS

Marketing Core, Marketing Analytics, Marketing Research, Consumer Behavior, Judgment and Decision Making

TEACHING EXPERIENCE - INSTRUCTOR

Introduction to Marketing NYU (full term undergraduate core course, instructor rating 4.4/5)	2020
Computers for Economists Ben Gurion University	2013-2015

TEACHING EXPERIENCE - TEACHING ASSISTANT

Introduction to the Economy of Israel Ben Gurion University	2015-2016
Macro Economics Ben Gurion University	2014-2016
Statistics for Economists Ben Gurion University	2015-2016
Econometrics Ben Gurion University	2015-2016

ACADEMIC SERVICE

Service to the field

Reviewer, <i>Journal of Consumer Research</i>	2022
Trainee Reviewer, <i>Journal of Consumer Research</i>	2021
Conference Reviewer, <i>Society for Consumer Psychology</i>	2018-2022
Conference Reviewer, <i>Association of Consumer Research</i>	2019-2022

Service to the school

Coordinator, Stern Marketing Behavioral Lab	2017-present
Master's Thesis Advisor, Terryn Lee (with Alixandra Barasch)	2018-2019
Research Lab Manager, Ben Gurion University	2015-2016
Research Assistant (for David Leiser)	2013-2015

DOCTORAL COURSES

Marketing

Judgment & Decision-Making	Vicki Morwitz
Information Processing	Andrea Bonezzi
Marketing Proseminar	Tom Meyvis
Diffusion Models and applications in marketing	Eitan Muller
Structural Models in marketing	Tülin Erdem
Information Processing, Memory & Attitudes (Columbia)	Michel Pham & Bernd Schmitt

Psychology

Theories of Social Psychology	Yaacov Trope & John Jost
Self-Regulation	Peter Gollwitzer & Gabriele Oettingen
Social Psychology of Self Control	Yaacov Trope

Methods

Experimental Design & Analysis	Tom Meyvis
Research Methods	Joel Steckel
Analysis of Variance	Joseph Grochowalski

PREVIOUS EMPLOYMENT

Kohelet Policy Forum <i>Research Fellow</i>	2016-2017
Fit-Sheva <i>Private business owner and fitness instructor</i>	2012-2016
Israeli Defense Forces <i>Non-Commissioned Education Officer and Sergeant</i>	2006-2008

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)