

January 2021

CURRICULUM VITAE
MOTY AMAR

1. Personal Details

OAC School of Business
104 Tzahal Street
Kiryat Ono, Israel

Office: (+972) 3-5310-904
e-mail: mamar@ono.ac.il

2. Higher Education

Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2004 - 2009	Department of Marketing, School of Business Administration, the Hebrew University of Jerusalem.	Ph.D.	2009
2002 - 2005	Marketing and Finance. School of Business Administration, the Hebrew University of Jerusalem.	M.B.A.	1998
1999 - 2002	Departments of Economics, Sociology and Anthropology, the Hebrew University of Jerusalem.	B.A.	2002

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2016 - Present	Ono Academic College, Faculty of Business Administration, Marketing	Senior Lecturer
2011 - 2016	Ono Academic College, Faculty of Business Administration, Marketing	Lecturer
2009 - 2010	Department of Marketing and JDM, Fuqua School of Business, Duke University, USA	Post-Doctoral Fellow

4. Offices in Academic Administration

2020 – present	Deputy Head of the School of Marketing and Digital Communication, Ono Academic College
2019 – present	Head of the Institutional Audit Committee, in accordance with the authority of the Council for Higher Education in Israel, Ono Academic College
2016 – present	Head of research in the marketing field, Business school, Ono Academic College
2010 – present	Director of the Laboratory of consumer behavior, Business school, Ono Academic College
2010 – 2019	In charge of the Business School seminar, Ono Academic College.

5. Scholarly Positions and Activities outside the Institution

5.1 Activities

2017 – Current	Member of the Organizing Committee of Marketing in Israel Academic Conference
2019	Israeli Science Foundation (ISF) - Member of the Social Sciences Committee.
2017	Academic Committee member in the Israel Behavioral Finance Conference, 2017.

- 2014 – 2017 Editorial Review Board Member International Journal of Entrepreneurship Management & Technology, New York (IJMET)
- 2014 Israeli Science Foundation (ISF) - Member of the Social Sciences Committee.

5.2 Membership in professional/scientific societies (past and present)

1. Association for Consumer Research (ACR)
2. Society for Judgment and Decision Making (SJDM)
3. Society for Consumer Psychology (SCP)
4. European Association of Decision Making (EADM)

5.3 Reviewer for scientific journals

1. Management Science (MS)
2. Psychological Science (PS)
3. Journal of Consumer Research (JCR)
4. European Marketing Academy (EMAC)
5. Journal of Consumer Psychology (JCP)
6. Advances in Consumer Research (ACR)
7. Judgment and Decision Making (JDM)
8. Subjective Probability, Utility, and Decision Making (SPUDM)

5.4 Thesis and Doctoral Students

1. Mohammad Suheil Suleiman (Reviewer, MA Thesis, IDC)
2. Etzion Maya (Co-supervisor, MA Thesis, Hebrew University)
3. Yaari Hodara (Reviewer, MA Thesis, IDC)
4. Bat El Sluminashky (Reviewer, MA Thesis, IDC)
5. Lior Tedhar (Reviewer, MA Thesis, IDC)
6. Lidur Krue (Reviewer, MA Thesis, IDC)
7. Limor Shahar (Member of the Doctoral Committee, PHd student, Bar Ilan University)
8. Ori, Beeri (Co-supervisor of a doctoral dissertation, thesis and PHd student, Ben Gurion University)

6. Papers presented in Scholarly Conferences

6.1 International

Date	Name of Conference	Place of Conference	Subject of Lecture / Discussion	Role
October, 2019	Association for Consumer Research (ACR) Conferences	Atlanta, GA, USA	Is Product Experience Improved By Ties to Desired Identity? a Case of Functional Pleasure	Co-author
January, 2019	Association for Consumer Research (ACR), Asia-Pacific Conferences	Ahmedabad, India	The Effect of Country-of-Origin on Product Efficacy	Presenter
January, 2019	Association for Consumer Research (ACR), Asia-Pacific Conferences	Ahmedabad, India	The Effect of Food in Motion Figure on the Perceived Healthiness of Food	Presenter
October, 2018	Association for Consumer Research (ACR) Conferences	Dallas, USA	More of a Bad Thing: How Consumers Ignore Pollutant Levels in Healthiness Assessment	Presenter
October, 2018	Association for Consumer Research (ACR) Conferences	Dallas, USA	How Consumers Ignore Pollutant Levels in Healthiness Assessment	Co-author
October, 2018	Association for Consumer Research (ACR) Conferences	Dallas, USA	Communicate Healthiness Through Indirect Measures: the Effect of Food in Motion Figure on the Perceived Healthiness of Food	Presenter
July, 2017	Consumer behavior Conference	Barcelona, Spain	The Psychology of Infectious Counterfeiting	Presenter

July, 2016	International Congress of Psychology (ICP)	Yokohama, Japan	To do or not to do list: Biases in multiple task management	Co-author
May, 2016	The 23rd Annual Conference of the Multinational Finance Society	Stockolm, Sweden	Do investors behave myopically? An Experimental examination	Presenter
May, 2016	Association for Psychological Science	Chicago, IL, USA	How Observing Others' Decisional Conflict Impacts Our Own Preferences	Presenter
October, 2015	Association for Consumer Research (ACR) Conferences	New Orleans, USA	How Counterfeiting Contaminates the Efficacy of Authentic Products	Presenter
October, 2015	Association for Consumer Research (ACR) Conferences	New Orleans, USA	All the Right Moves: Why Motion Increases Appeal of Food Products	Presenter
October, 2015	Association for Consumer Research (ACR) Conferences	New Orleans, USA	Pain and Preferences: the Impact of Other's Decisional Conflict on Our Own Preferences	Presenter
June, 2015	Association for Consumer Research (ACR), Asia-Pacific Conferences	Hong Kong, China	The Effect of Motion on Food Appeal	Presenter
June, 2015	Association for Consumer Research (ACR), Asia-Pacific Conferences	Hong Kong, China	Taste the Self You Want to Be: Desire for Social Image Enhances Taste	Presenter
June, 2015	Association for Consumer Research (ACR), Asia-Pacific Conferences	Hong Kong, China	Taste Buds With an Agenda: Is Food Experience Affected By Consumers' Values and Beliefs	Presenter

July, 2014	Association for Consumer Research (ACR), Latin American Conferences	Guadalajara, Mexico	When Politics Tastes Bad	Co-author
July, 2014	bi-annual Behavioral Decision Research in Management Conference (BDRM)	London, UK	Accounts are more Evaluable than Dollars	Co-author
March, 2014	The Society for Consumer Psychology (SCP)	Miami, FL, USA	Accounts Are More Evaluable Than Dollars	Co-author
July, 2013	Association for Consumer Research (ACR), European Conferences	Barcelona, Spain	Which Card to Pull? the Psychology of Credit Card Expense Management	Presenter
July, 2013	Association for Consumer Research (ACR), European Conferences	Barcelona, Spain	Opening Pandora's Box: Customer-level Consequences of Counterfeiting	Presenter
July, 2013	Association for Consumer Research (ACR), European Conferences	Barcelona, Spain	Country-of-origin can modify actual product performance	Presenter
July, 2013	The Society for Consumer Psychology (SCP)	Hawaii, USA	Brand names act like marketing placebos	Presenter
May, 2013	Consumer behavior Conference	La Londe, France	Brand names act like marketing placebos	Presenter
March, 2013	The Society for Consumer Psychology (SCP)	San-Antonio, Texas, USA	Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived & Actual Efficacy	Presenter

October, 2012	Association for Consumer Research (ACR) Conferences	Vancouver, Canada	Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived & Actual Efficacy	Presenter
June, 2012	The Society for Consumer Psychology (SCP), the First International Conference	Florence, Italy	Brand names act like marketing placebos	Presenter
May, 2012	University of Michigan Decision Consortium May Conference	Ann Arbor, Michigan, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Co-author
February, 2012	The Society for Consumer Psychology (SCP)	Las Vegas NV, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Co-author
February, 2012	Ivey Symposium on Consumer Behavior	University of Western Ontario	Winning the Battle but Losing the War: The Psychology of Debt Management	Co-author
February, 2012	Interdisciplinary Science of Consumption 2012 Meeting	University of Michigan, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Co-author
October, 2011	Association for Consumer Research (ACR) Conferences	Louis, Missouri, USA	Reputable Brand Names Can Improve Product Efficacy	Presenter
August, 2011	The Subjective Probability, Utility, and Decision Making Conference (SPUDM)	London, UK	Winning the Battle but Losing the War: The Psychology of Debt Management	Presenter
May, 2011	University of Michigan Decision	University of Michigan, USA	Winning the Battle but Losing the War:	Co-author

	Consortium May Conference		The Psychology of Debt Management	
November, 2010	Society of Judgment and Decision Making (SJDM) Conference	St. Louis, Missouri, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Presenter
October, 2010	Association for Consumer Research (ACR) Conferences	Jacksonville, Florida, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Presenter
June, 2010	The First Annual Boulder Summer Conference on Consumers' Financial Decision Making	Boulder, CO, USA	Winning the Battle but Losing the War: The Psychology of Debt Management	Co-author
July, 2007	The Subjective Probability, Utility, and Decision Making Conference (SPUDM)	Warsaw, Poland	Predicting World Cup results: Do goals seem more likely when they pay ?off	Co-author
November, 2006	Society of Judgment and Decision Making (SJDM) Conference	Houston, TX, USA	Wishful thinking in predicting world cup results: Still elusive	

6.2 Local

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
July, 2018	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	How Counterfeiting Contaminates the Efficacy of Authentic Products	Presenter

April, 2017	The Second Israel Behavioral Finance conference	The Academic College of Tel Aviv-Yaffo, Tel-Aviv, Israel	The effect of gender differences on the emergence of the disposition effect	Presenter
June, 2016	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Do investors behave myopically? An Experimental examination	Presenter
May, 2015	The Israel Institute of Technology (Technion) Consumer Behavior conference	The Israel Institute of Technology (Technion), Hifa, Israel	Pain and Preferences: the Impact of Other'S Decisional Conflict on Our Own Preferences	Invited Talk
April, 2015	The First Israel Behavioral Finance conference	The Academic College of Tel Aviv-Yaffo, Tel-Aviv, Israel	The effect of gender differences on the emergence of the disposition effect	Presenter
June, 2014	Human Intuition and Economic Behavior Conference, Dice@IDC – UK – workshop	Interdisciplinary Center (IDC), Herzliya, Israel	Irrational debt management: Why people pay off their small debts first	Presenter
July, 2013	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Which Card to Pull? The Psychology of Credit Card Expense Management	Presenter

December, 2011	The 20th Anniversary of the Center for the Study of Rationality, the Hebrew university	The Hebrew university, Jerusalem, Israel	Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived & Actual Efficacy	Presenter
July, 2011	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Country-of-origin Can Modify Actual Product Performance	Presenter
June, 2011	Judgment and Decision Making Conference	Interdisciplinary Center (IDC), Herzliya, Israel	Brand names act like marketing placebos	Presenter
June, 2008	The Center of Rationality's Annual ,Conference	The Hebrew University, Jerusalem, Israel	Generating a Placebo Effect through Marketing Actions	Presenter
June, 2005	The Center of Rationality's Annual ,Conference	The Hebrew University, Jerusalem, Israel	For Your Eyes Only - Consumers Choice Based on Aggregate Information	Presenter

6.3 Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference/ Role at Conference/ Comments	Role
February, 2021	Marketing in Israel (MI20; The 20th Israeli Annual Conference on Academic	Online	Consumer behavior and quantitative research in marketing	Session Chair

	Research in Marketing			
July, 2018	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Current research topics in business administration	Chair and Conference organizer
December, 2018	Marketing in Israel (MI18; The 18th Israeli Annual Conference on Academic Research in Marketing	The Ono Academic College, Kiryat Ono, Israel and Bar-Ilan University, Ramat Gan, Israel	Consumer behavior and quantitative research in marketing	Co-Chair
December, 2018	Marketing in Israel (MI18; The 18th Israeli Annual Conference on Academic Research in Marketing	The Ono Academic College, Kiryat Ono, Israel and Bar-Ilan University, Ramat Gan, Israel	Consumer behavior and quantitative research in marketing	Co-Program-Chair and Program Liaisons
April, 2017	The Second Israel Behavioral Finance conference	The Academic College of Tel Aviv-Yaffo, Tel-Aviv, Israel	Behavioral Finance conference	Academic committee Member of the conference
May, 2016	the 23rd Annual Conference of the Multinational Finance Society	Stockolm, Sweden	Finance	Discussant
June, 2016	The Ono Academic College, School of Business Administration,	Ono Academic College, Kiryat Ono Israel	Current research topics in business administration	Chair and Conference organizer

	Biennial Conference			
May, 2015	The Second Israel Behavioral Finance conference	The Academic College of Tel Aviv-Yaffo, Tel-Aviv, Israel	Behavioral Finance conference	Reviewer
July, 2013	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Current research topics in business administration	Co-Chair and Conference organizer
May, 2013	Consumer behavior Conference	La Londe, France	Consumer behavior	Reviewer
July, 2011	The Ono Academic College, School of Business Administration, Biennial Conference	Ono Academic College, Kiryat Ono Israel	Current research topics in business administration	Chair and Conference organizer
October, 2008	The 36th Annual Conference of the Association for Consumer Research	San Francisco, California, USA	Consumer Research	Track Chair

7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Lecture	Presentation/Comments
March, 2021	The Faculty of Business Administration, Ono Academic College	Is Product Experience Improved By Ties to Desired Identity? a Case of Functional Pleasure	School Seminar
January, 2021	The Faculty of Management, Marketing Department,	How Counterfeiting Contaminates the	Department Seminar

	Tel-Aviv University, Tel-Aviv ,Israel	Efficacy of Authentic Products	
December, 2020	School of Psychology, The Interdisciplinary Center (IDC), Herzeliya, Israel	How Counterfeiting Contaminates the Efficacy of Authentic Products	School Seminar
July, 2020	Luxury Brands Forum, Online.	Brand names act like marketing placebos	Invited talk to the Luxury Brands Forum
October, 2019	Marketing Department, School of Business Administration, Dortmund University, Dortmund, Germany	Reputable Brand Names Can Improve Product Efficacy	Department Seminar
April, 2018	Ben-Gurion University of the Negev, Beer Sheva, Israel	Which Card to Pull? the Psychology of Credit Card Expense Management	Decision Making and Economic Psychology seminar
November, 2017	The Faculty of Business Administration, Ono Academic College	How Observing Others' Decisional Conflict Impacts Our Own Preferences	School Seminar
March, 2017	Psychology Department , The Open University, Israel,	Opening Pandora's Box: Customer-level Consequences of Counterfeiting	Department Seminar
May, 2016	Marketing Department, The Interdisciplinary Center (IDC), Herzeliya, Israel	Which Card to Pull? the Psychology of Credit Card Expense Management	Department Seminar
April, 2015	The Faculty of Business Administration, Ono Academic College	Do investors behave myopically? An Experimental examination	School Seminar
March 2014	Finance department, Derby College, Israel	Which Card to Pull? the Psychology of Credit Card Expense Management	Department Seminar

January 2014	Braun School of Public Health, The Hebrew University-Hadassah, Jerusalem, Israel	Reputable Brand Names Can Improve Product Efficacy	School Seminar
April, 2013	School of Business Administration, The College of Management, Israel	Which Card to Pull? the Psychology of Credit Card Expense Management	School Seminar
March, 2013	Ben-Gurion University of the Negev, Beer Sheva, Israel	Opening Pandora's Box: Customer-level Consequences of Counterfeiting	Decision Making and Economic Psychology seminar
November, 2012	The Department of Health Systems Management, Ben-Gurion University of the Negev, Beer Sheva, Israel	Brand names act like marketing placebos	Department Seminar
June, 2012	Marketing Department, The Interdisciplinary Center (IDC), Herzeliya, Israel	Winning the Battle but Losing the War: The Psychology of Debt Management	Department Seminar
May, 2012	Marketing Department, The Hebrew University, Jerusalem, Israel	Brand names act like marketing placebos	Department Seminar
March, 2012	Marketing Department, INSEAD, Singapore.	Brand names act like marketing placebos	Department Seminar
February, 2012	Marketing Department, Bar-Ilan University, Ramat Gan, Israel	Winning the Battle but Losing the War: The Psychology of Debt Management	Department Seminar
January, 2012	Marketing Department, University of Haifa, Israel	Brand names act like marketing placebos	Department Seminar
November, 2011	The Faculty of Business	Brand names act like marketing placebos	School Seminar

	Administration, Ono Academic College		
November, 2011	Marketing Department,, Ben-Gurion University of the Negev, Beer Sheva, Israel	Winning the Battle but Losing the War: The Psychology of Debt Management	Department Seminar
November, 2008	Marketing Department, Bar-Ilan University, Ramat Gan, Israel	Country-of-origin can modify actual product performance	Department Seminar

8. Academic Awards, Scholarships and Grants

8.1 Grants and Scholarships

Role in Research	Co-Researchers	Topic	Funded by/ Amount	Year
Principle Investigator	Dr. Shahar Eyal (The Interdisciplinary Center (IDC), Herzeliya, Israel)	Irrational Decisions in Debt Management	The Israel Science Foundation (ISF). (Total: 360,000 NIS)	2016-2012
Principle Investigator	None.	The Psychology of Credit Card Expense Management	The Fuqua School of Business, Durham, North-Carolina, USA. (Total: 42,00 USD)	2014 - 2013
Principle Investigator	Maya Etzion (Principle Investigator), Prof. Amnon Lahad (Principle Investigator). Braun School of Public Health, The Hebrew University-Hadassah, Jerusalem, Israel	The Influence of Commercial Features on Therapeutic Efficacy of active drug	The National Institute for Health Policy and Health Services Research (Total: 18,000 NIS)	2013 - 2012

Principle Investigator	None.	Post-Doctoral Fellow Scholarship	The Fuqua School of Business, Durham, North-Carolina, USA. (Total: 40,00 USD)	2014 - 2013
Principle Investigator	None.	Doctoral Fellow Scholarship	The Center for the Study of Rationality, The Hebrew University, Israel (Total, 48,000)	2006-2005

8.2 Submission of Research Proposals – Not Funded

Role in Research	Principle Investigator	Topic	Funded by	Year
Principle Investigator	Ofer Caspi (PI), Nimrod Shynman	Developing anti stress infrastructures: the case of children's' Mindfulness	Joy Grants	2017
Principle Investigator	None.	The psychology of multiple credit card management	Israel Science Foundation (ISF)	2016
Principle Investigator	Ofer Caspi (PI), Yael Halak (PI)	Promoting persistence in health-supportive behavior	The National Institute for Health Policy and Health Services Research	2015
Principle Investigator	Prof. Lev Muchnik	Irrational Decisions in Debt Management	The National Institute for Health Policy	2010 (Resubmitted in 2011)

			and Health Services Research	
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9. Awards and Prizes

- 2020 The paper “Winning the Battle but Losing the War: The Psychology of Debt Management,” on the Top 10 List of All-Time Downloads in the SRN: Decision Sci RN: Personal Financial Decision-Making. (Downloaded 943 times).
- 2019 Bar-Ilan University, Outstanding Lecturer for 2019.
- 2018 Award for "An Excellence in Research", The Faculty of Business Administration, the Ono Academic College.
- The paper “How Counterfeits Infect Genuine Products: The Role of Moral Disgust,” on the Top 20 Most Downloaded Papers.
- 2017 Award for "An Excellence in Research", The Faculty of Business Administration, the Ono Academic College.
- 2016 Best Paper Award, The Faculty of Business Administration, The Ono Academic College.
- 2015 Award for "An Excellence in Research", The Faculty of Business Administration, the Ono Academic College.
- The Franco Nicosia ACR Best Competitive Paper Award by the Association For Consumer Research (2015) for the paper "Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences."
- 2014 The paper “Winning the Battle but Losing the War: The Psychology of Debt Management,” on the Top 10 List of All-Time Downloads in the SRN: Consumer Behavior and Public Policy category.
- 2013 Ono Academic College School of Business 2013 conference, Best Paper award.
- 1996 B.A. Academic Excellence Award. Teva Pharmaceutical Industries Ltd, 1996.

10. Teaching

Courses Taught in Recent Years

Year	Name of Course	Type of Course Lecture/Seminar/ Workshop/High Learn Course/ Introduction Course (Mandatory)	Degree	Number of Students
2021	Economic behavior	Lecture (School of Business Administration, Bar Ilan University)	Undergraduate Courses	35
2019-present	Marketing Strategy for Executive for IMBA	Lecture (School of Business Administration, Ono Academic College)	Graduate Courses	25
2016 - Present	Brand Management for MBA	Lecture (School of Business Administration, Ono Academic College)	Graduate Courses	70
2016-2017	Marketing Communications for MBA	Lecture (School of Business Administration, Bar Ilan University)	Graduate Courses	50
2015-2016	Marketing Strategy for International MBA	Lecture (School of Business Administration, Bar Ilan University)	Graduate Courses	40
2015-2019	Marketing Strategy for Executive MBA	Lecture (School of Business Administration, Bar Ilan University)	Graduate Courses	90
2014-Present	Brand Management for MBA	Lecture (School of Business Administration, Bar Ilan University)	Undergraduate Courses	50
2014-Present	Marketing strategy for MBA	Lecture (School of Business Administration, Bar Ilan University)	Undergraduate Courses	50
2011-2017	Marketing Management for International MBA	Lecture (School of Business Administration, Bar Ilan University)	Undergraduate Courses	40
2005-Present	Marketing Strategy	Lecture (School of Business Administration, Ono Academic College)	Undergraduate Courses	90
2005-2006	Fundamentals of advertising for MBA	School of Business, Ben-Gurion University	Graduate Courses	50

2005-2006	Marketing research for MBA	School of Business, Ben-Gurion University	Graduate Courses	50
2002-2003	Judgment and decision-making	Lecture (School of Business Administration, Ono Academic College)	Graduate Courses	50
2001 - 2006	Social Media Marketing	Lecture (School of Business Administration, Ono Academic College)	Undergraduate Courses	90
2001-Present	Marketing Management	Lecture (School of Business Administration, Ono Academic College)	Undergraduate Courses	90
2001-2002	Critical thinking for effective management	Lecture (School of Business Administration, Ono Academic College)	Undergraduate Courses	90

11. Professional Experience

Dr. Amar has many years of experience in the fields of Consumer Economic, Behavior, Economic Behavior and Decision-Making. He worked in senior economic positions and has been a senior consultant to leading Business companies and non-profits organizations.

2001-Current marketing and Economic consultant to firms, such as H-stern, Eldar, Royalty, Gidon-Fisher Low firm, and to non-profit organizations such as the ministry of Finance, ministry of Transportation, ministry of Religion, the municipalities of Jerusalem, Eilat and Givataim.

2001-Current Conducts professional workshops and lectures, in the fields of behavioral economics, consumer behavior and decision making in many organizations and firms

2000-2001 CFO, Clementina design group

1997-2000 Comptroller, the Jerusalem Municipality
In charge of municipal budgets (totaling 3 billion NIS), the job entailed: budget planning, preparation, control and budget supervision, economic analysis, and initiation of system enhancement projects.

1995 -1996 Assistant to the Deputy Finance Minister. Government of Israel, Knesset (parliament), Jerusalem

1993 -1994 Parliamentary Assistant and Assistant to the Chairman of the State Audit Committee. Knesset (parliament) of Israel, Jerusalem

1992 Economic and Statistical Researcher, Research department, Bank of Israel, Jerusalem.

12. Publication

General comments

1. Total number of citations: Google Scholar (GS) – 360, ISI- 114.
2. GS h-Index- 9, i10-Index-8. ISI h-Index 5
3. FT50 –mean that the journal is one of the top 50 leading academic journals in management, according to the Financial Times List.
4. The citations below represent Google Scholar citations in addition to ISI Citations. The Australian Business Deans Council (ABDC) is part of a world-renowned Australian initiative to provide a comprehensive Journal Quality List (<http://www.abdc.edu.au/pages/abdc-journal-quality-list-2013.html>); the list, is divided into four categories of quality, A* (6.9%), A (20.8%), B (28.4%), and C (43.9%).
5. (*) - means that that paper/proceedings was accepted after the process of senior lecturer and before this evaluation.
6. IF means Impact Factor of 2019/2020(when available) in addition Impact Factor of 3/5 Year) (when available).
7. List of Published Works:
<https://scholar.google.com/citations?user=7XWxHo4AAAAJ&hl=iw&oi=ao>
8. Personal website: <https://www.ono.ac.il/lecturer/dr-moty-amar/>

12.1 Ph.D. Dissertation

When Marketing Actions Generate a Placebo Effect and Influence Product Efficacy, Submitted January 2009 in English, 168 pages (Appendixes: 35 pages), The Hebrew University of Jerusalem. Supervisor: Prof. Maya Bar-Hillel. Doctoral Committee: Prof. Maya Bar-Hillel, Prof. Dan Ariely, Prof. Ziv Carmon and Prof. Chezy Ofir. Publications: Papers: 12.2.8, 13.3.1. Conferences proceeding papers: 12.5.3, 12.5.5, 12.5.6, 12.5.7, 12.5.16, 12.5.18, 12.5.19, 12.5.20, 12.5.22.

12.2 Articles in Refereed Journals

1. (*) Amar M., Gvili Y & Tal Aner (forthcoming). Moving towards Health: Cuing Food Healthiness and Appeal. *Journal of Social Marketing*. 11 (1), 44-63.
https://www.researchgate.net/profile/Yaniv_Gvili/publication/346968273_Moving_towards_healthy_cuing_food_healthiness_and_appeal/links/5fd5abeba6fdccdc8c07152/Moving-towards-healthy-cuing-food-healthiness-and-appeal.pdf. (ISI Citation-0; Citations-0; IF = 1.98 (IF 3 year = 1.84); Q2 ABCD: B).
2. (*) Rusou, Z., Amar, M., & Ayal, S. (2020). The psychology of task management: The smaller tasks trap. *Judgment and Decision Making*, 15(4), 586 – 599.
<https://sjdm.org/journal/19/190924/jdm190924.pdf>. (ISI Citation-0; Citations-0; IF = 2.35 (IF 3 year = 2.97); Q1).
3. (*) Itzchakov, G., Weinstein, N., Legate, N., & Amar, M. (2020). Can high quality listening predict lower speakers' prejudiced attitudes?. *Journal of Experimental Social Psychology*, 91, 104022, 1-14,
<https://europepmc.org/backend/ptpmcrender.fcgi?accid=PMC7409873&blobtype=pdf>. (ISI Citation-0; Citations-0; IF = 2.35 (IF 5 year = 3.86); Q1 ABCD: A)
4. (*) Bulmash, B., Ben-Assuli, O., & Amar, M. (2020). Fear of Hospital-Acquired Infections: The Combined Impact of Patient's Hygiene Sensitivity and Perceived Staff Preventive Behavior. *Journal of Community Health*, 45, 1-9,
<https://link.springer.com/article/10.1007/s10900-020-00857-1>. (ISI Citation-0; Citations-0; IF = 1.52 (IF 5 year = 1.69); Q1).
5. (*) Itzchakov, G., Amar, M., & Van Harreveld, F. (2020). Don't let the facts ruin a good story: The effect of vivid reviews on attitude ambivalence and its coping mechanisms. *Journal of Experimental Social Psychology*, 88, 103938, 1 – 16,
https://www.sciencedirect.com/science/article/pii/S0022103118304682?casa_token=IMM219jctEQAAAAA:P-nUHEazINtiKAYYHV-qPDMTR8cAY_y4w9o1Ckv8ipYTnsPvf2Bsb0sniAIHFYS-qJ0Oxgn0yGg. (ISI Citation-2; Citations-2; IF = 2.35 (IF 5 year = 3.86) Q1 ABCD: A).
6. (*) Beeri, O., Kedar-Levy, H., & Amar, M. (2019). Portfolio Composition and Investors' Trading Patterns Toward 1/N. *Asian journal of Economics and Finance*, 2(1), 63-73,
http://arfjournals.com/abstract/14585_6_ori_be.pdf. (Citation-0; IF = NA).
7. (*) Moty Amar, Yaniv Gvili, and Aner Tal (2018) ,"Communicate Healthiness Through Indirect Measures: the Effect of Food in Motion Figure on the Perceived Healthiness of Food", in NA – Advances in Consumer Research Volume 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN : Association for Consumer Research, 46, 455-457,
https://www.acrwebsite.org/volumes/v46/acr_vol46_2411513.pdf. (ISI Citation-0; Citations-0; IF=0.08; Q4 ABCD: B).

9. (*) Amar, M., Ariely, D., Carmon, Z., & Yang, H. (2018). How Counterfeits Infect Genuine Products: The Role of Moral Disgust. *Journal of Consumer Psychology*, 28(2), 329-343, <https://onlinelibrary.wiley.com/doi/pdf/10.1002/jcpy.1036>. (Included in FT50 list; ISI Citation-1; Citations-14; IF= 2.96 (IF 5 year = 5.14); Q1 ABCD: A).
 - Top 20 List of All-Time Downloads in the SSRN: Consumer Behavior and Public Policy category (2020)
9. (*) Ganzach, Y & Amar, M. (2017). Intelligence and the repayment of high-and low-consequences debt. *Personality and Individual Differences*, 110, 102-108, https://www.sciencedirect.com/science/article/pii/S0191886917300387?casa_token=ZWv1qeplyOYAAAA:qpvuGKNsTZrDRkcrVGBZqkD5bg3hdxq2sd-ORrGlFBqKipQfENql6MMk17RMhFTcNef_aOzgw-8. (ISI Citation-3; Citations-5; IF=2.31 (IF 5 year = 2.73; Q1 ABCD: A).
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14. Schrift R Y & Amar M. (2015). Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences. *Journal of Consumer Research*, 42 (4): 515-534, https://repository.upenn.edu/cgi/viewcontent.cgi?article=1316&context=marketing_papers. (Included in FT50 list; ISI Citation-6; Citations-22; IF= 6.21(IF 5 year = 7.37); Q1 ABCD: A*).

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17. Bar-Hillel, M., Budescu, D.V. & Amar, M. (2008) *Predicting World Cup results: Do goals seem more likely when they pay off?* *Psychonomic Bulletin & Review*, 15(2), 278-283, https://research.library.fordham.edu/cgi/viewcontent.cgi?article=1009&context=psych_faculty_pubs. (ISI Citation-28; Citations-47; IF=3.91 (IF 5 year = 3.69); Q1).

12.3 Other Articles

1. Amar M., Ariely D., Bar-Hillel M., Carmon Z. & Ofir C.(2011). "Brand names act like marketing placebos," Discussion Paper Series dp566, The Federmann Center for the Study of Rationality, the Hebrew University, Jerusalem. (Citations-14)

12.4 Articles or Chapters in Scientific Books

(Which are not Conference Proceedings)

1. Ori Be'eri, Haim Kedar-Levy and Moty Amar (2019), The effect of gender differences on the emergence of the disposition effect, in *Behavioral finance: the coming of age*, World Scientific Publishers. (Citations-2)

2. Amar Moty and Kroll Yoram (2016), " Factors Affecting The Impact of Investors' Horizon on Asset Allocation Decisions: An experimental exploration," in *Behavioral Finance:*

Sophistication, Gender, Attention, Media, and Culture Effects on Investors' Decisions,
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3. Rusou, Z., Amar, M. & Ayal, S. (2016). Gender and personal finance management. In Venezia, I. (Ed.). *Behavioral Finance: 'Where Do Investors' Biases Come From?'*. World Scientific, pp 193-216,

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4. Bar-Hillel Maya, Budescu D.V., & Amar Moty (2007) "*Wishful thinking in predicting world cup results: Still elusive*", In J.I. Krueger (ed.), Rationality and social responsibility: Essays in honor of Robyn M. Dawes. Mahwah, NJ: Erlbaum, 175 – 186,

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(Citations-9)

12.5 Articles in Conference Proceedings

1. (*) Tal Aner, Gvili Yaniv, and Amar Moty (October, 2019) , "Is Product Experience Improved By Ties to Desired Identity? a Case of Functional Pleasure", Association for Consumer Research (ACR) Conferences, Atlanta, GA, USA.

2. (*) Amar Moty, Aner Tal, and Yaniv Gvili (January, 2019), "The Effect of Food in Motion Figure on the Perceived Healthiness of Food ", Association for Consumer Research (ACR), Asia-Pacific Conferences, Ahmedabad, India. Developed and Published at ,12.2.1, 12.2.7 .

3 (*) Amar Moty (January, 2019), "The Effect of Country-Of-Origin on Product Efficacy ", Association for Consumer Research (ACR), Asia-Pacific Conferences, Ahmedabad, India.

4. (*) Tal Aner, Gvili Yaniv, and Amar Moty (October, 2018), "More of a Bad Thing: How Consumers Ignore Pollutant Levels in Healthiness Assessment", Association for Consumer Research (ACR) Conferences, Dallas, USA.

5. (*) Moty Amar, Yaniv Gvili, and Aner Tal (October, 2018) , "Communicate Healthiness Through Indirect Measures: the Effect of Food in Motion Figure on the Perceived Healthiness of Food", Association for Consumer Research (ACR) Conferences, Dallas, USA. Developed and Published at ,12.2.1, 12.2.7 .

6. Moty Amar, Haiyang Yang, Ziv Carmon, and Dan Ariely (October, 2015) , " The Psychology of Infectious Counterfeiting ", Consumer behavior Conference, Barcelona, Spain. Developed and Published at 12.2.7.

7. Moty Amar, Haiyang Yang, Ziv Carmon, and Dan Ariely (October, 2015) , "How Counterfeiting Contaminates the Efficacy of Authentic Products", NA-Advances in

Consumer Research, New Orleans, USA (acceptance rate = 37.84%). Developed and Published at 12.2.7.

8. Yaniv Gvili, Aner Tal, Moty Amar, Yael Hallak, and Brian Wansink (October, 2015), "All the Right Moves: Why Motion Increases Appeal of Food Products", NA-Advances in Consumer Research, New Orleans, USA (acceptance rate = 37.84%). Developed and Published at 12.2.13.

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10. Tal Aner, Gvili Yaniv, Amar Moty, and Wansink Brian (June, 2015), "Taste Buds With an Agenda: Is Food Experience Affected By Consumers' Values and Beliefs", AP - Advances in Consumer Research, Hong Kong, China.

11. Aner Tal, Yaniv Gvili, Moty Amar, Yael Halak, Brian Wansink, and Colombe Bomaleaur (June, 2015), "The Effect of Motion on Food Appeal", AP - Advances in Consumer Research, Hong Kong, China. Developed and Published at 12.2.15.

12. Tal Aner, Hallak Yael, Gvili Yaniv, Amar Moty, and Wansink Brian (June, 2015), "Taste the Self You Want to Be: Desire For Social Image Enhances Taste", *AP- Advances in Consumer Research*, Hong Kong, China.

13. Aner Tal, Gvili Yaniv, Amar Moty, and Wansink Brian (July, 2014), "When Politics Tastes Bad", LA-Latin American Advances in Consumer Research, Guadalajara, Mexico. Developed and Published at 12.2.12.

14. Amar Moty, Ariely Dan, Ayal Shahar, Cryder Cindy and Rick Scott. (March, 2014) "Accounts Are More Evaluable Than Dollars." Society for Consumer Psychology, Miami, USA. Developed and Published at 12.2.16.

15. Moty Amar and Dan Ariely (July, 2013), "Which Card to Pull? The Psychology of Credit Card Expense Management", E - European Advances in Consumer Research, Barcelona, Spain.

16. Moty Amar, Ziv Carmon, Dan Ariely, and Haiyang Yang (July, 2013), "Opening Pandora's Box: Customer-Level Consequences of Counterfeiting", E - European Advances in Consumer Research, Barcelona, Spain. Developed and Published at 12.2.7.

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18. Amar Moty, Carmon Ziv, Ariely Dan and Hayang Yang. (March, 2013). "Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived & Actual Efficacy," society for consumer psychology, San-Antonio. Developed and Published at 12.2.7.

19. Moty Amar, Ziv Carmon, and Dan Ariely (October, 2012), "Infectious Counterfeiting: Labeling Products As Fakes Can Contaminate Perceived & Actual Efficacy", in NA - Advances in Consumer Research, Vancouver, British Columbia, Canada. (Acceptance rate 38.7%). Developed and Published at 12.2.7.
20. Moty Amar, Dan Ariely, and Maya Bar-Hillel (October, 2011), "Reputable Brand Names Can Improve Product Efficacy", in NA - Advances in Consumer Research. St. Louis, Missouri, USA. (Acceptance rate=36.8%). Developed and Published at 12.1.
21. Amar Moty, Ariely Dan, Ayal Shahar, Cryder Cindy and Rick Scott. (November, 2010). "Winning the Battle but Losing the War: The Psychology of Debt Management." SJDM - Society of Judgment and Decision Making Conference, St. Louis, Missouri, USA. 35. Developed and Published at 12.2.16.
22. Amar Moty, Ariely Dan, Bar-Hillel Maya, Carmon Ziv and Ofir Chezy. (October, 2010) "Reputable brand names can improve product efficacy," Paper presented at the Association for Consumer Research Conference, Jacksonville, Florida, USA. (Acceptance rate = 43.92%). Developed and Published at 12.1.
23. Bar-Hillel Maya., Budescu David. & Amar Moty. (November, 2006) "Wishful thinking in predicting world cup results: Still elusive" Paper presented at the Judgment and Decision Making Conference, Houston, TX, USA. Developed and Published at 12.2.17.

13. Other Publication

1. Guy Itzchakov, Netta Weinstein, Nicole Legate & Moty Amar (2020, invited), "Why We Should Listen Well When Others People Disclose Prejudice", in Character and Context The official Blog , Society for Personality and Social Psychology.
<https://www.spsp.org/.../itzchakov-amar-van-harreveld-writing-online-reviews>
2. Guy Itzchakov, Moty Amar & Frenk van Harreveld (July, 2020), " When You Write an Online Review About a Product, Should You Tell A Story or Just Present the Facts?", in Character and Context Blog, Ed Mark Leary, Shira Gabriel, Brett Pelhamthe, Society for Personality and Social Psychology.
<https://www.spsp.org/.../itzchakov-weinstein-legate-amar-disclosing-prejudice>
3. Carmon, Ziv, Moty Amar, Dan Ariely & Haiyang Yang (2019), "Why Companies Should Seek Higher Damages for Counterfeiting," INSEAD Knowledge.
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14. Selected Work in Progress

1. Ben Bulmash, Moty Amar, Ofir Ben-Assuli and Opher Caspi, Exploring the Combined Effects of Social Media Use and Medical Skepticism Tendency on recourse to Complementary and Alternative Medicine, *Journal of Alternative and Complementary Medicine*, (IF=2.26). (R & R).
2. Amar Moty and Ariely Dan, Card Pull? The Psychology of Credit Card Expense.

3. Moty Amar and Guy Itzhakov, The Power of Listening to Your Consumer.
4. Aner Tal, Gvili Yaniv and Amar Moty, Beloving the Right Things or Why Caviar Should Taste Good to Aspiration Aristocrats: Associations with Desirable Identity Improve Taste.
5. Amar Moty, Chen Ester, Gavius Ilanit and Weihs Hagit, Earnings Management Myopia.
6. Amar Moty and Shahar Ayal, The process underlying debt account aversion.

15. Selected Media Coverage

Yahoo! Finance, Forbs, The Chicago Tribune, CreditCards.com, The Dave Ramsey Show, Experian, Fidelity, Fox Business, The Globe and Mail, Kiplinger, MarketWatch, NerdWallet, The Oregonian, Pacific Standard, Pittsburgh Tribune-Review, Scientific American, The Seattle Times, SmartMoney, Time, Yahoo! Finance, UPI (United Press International), The Baltimore Sun, Business Insider, Chicago Booth Capital Ideas, Psychology Today, Haaretz,, the Marker, Bizportal, ICE and Calcalist, Mariv, Ynet, AOL DailyFinance, MK News, World Trademark Review National Public Radio, Galey Zahal , National Public TV, Chanel 2 TV, Chanel 2 NEWS, Chanel 10 TV, Chanel 13 TV, Chanel 24 TV (France).

My Most Significant Achievements fortunate husband of Galit & proud father of Daniel, Ariel, Noam & Rom

