

Itai Linzen

Ph.D. Candidate
Coller School of Business
Tel Aviv University
Chaim Levanon St 55, Tel Aviv-Yafo, 6997801

itailinzen@mail.tau.ac.il
idlinzen@gmail.com
Tel: +972-546-488414

EDUCATION

Ph.D. (present)	Tel Aviv University – Marketing Advisors: Prof. Yael Steinhart (Tel Aviv University) & Prof. Ziv Carmon (INSEAD)
M.A., <i>Magna Cum Laude</i>	Tel Aviv University – Philosophy, 2019
M.A.	Tel Aviv University – Cognitive Psychology, 2018
B.A.	Tel Aviv University – Psychology & Philosophy, 2015

RESEARCH INTERESTS

Disposal, Artificial Intelligence, Branding, Prosocial Behavior.

PROFESSIONAL & ACADEMIC POSITIONS

Research Fellow at TAD Center for AI and Data Science	2024-2025
Behavioral Lab Manager, Coller School of Business, Tel Aviv University	2021-Present
RA (In-class teaching): Behavioral Research Methods in Management (M.Sc. Course)	2025-Present

ACADEMIC AWARDS & HONORS

2022	Prof. Sigel Grant for Distinguished Marketing Graduate Students
2022	ACR Travel Grant
2016	The Dean of Humanities Excellence Award

RESEARCH GRANTS

2024	Israel Science Foundation <i>(Exploring the Psychological Factors Underlying the Disposal of</i>
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Underutilized Possessions)

- 2023 The Solomon Lew Center for Consumer Behavior
(*Why do Consumers Retain Underutilized Products?*)
- 2022 The Solomon Lew Center for Consumer Behavior
(*Consumers Prefer to Donate Possessions Close to their Heart to Distant Others*)

WORKING PAPERS AND PAPERS UNDER REVIEW

Linzen, I., Steinhart, Y., & Carmon, Z. "Consumers Prefer to Shield their Identity When Disposing of High-Attachment Possession" (working paper).

Linzen, I., Steinhart, Y., & Carmon, Z. "Disposal and the Retention Bias" (working paper).

Kononov, N. & Linzen, I. "Consumer Attitudes toward Brand Communication during Geopolitical Crises" (Under review).

CONFERENCE PRESENTATIONS

Itai Linzen, Yael Steinhart, & Ziv Carmon. "Consumers Prefer to Shield their Identity When Disposing of High-Attachment Possessions"

- *Association for Consumer Research*, Paris (2024).

Natalia Kononov & Itai Linzen. "Global Brands in Local Crises"

- *Association for Consumer Research*, Paris (2024)
- *SCP Boutique Conference: Consumer Psychology of Brands*, Leeds (2024)
- *Marketing in Israel* (2024)
- *Society for Consumer Psychology*, Las Vegas (2025)

Itai Linzen, Yael Steinhart, & Ziv Carmon. "Consumers Prefer to Donate Possessions Close to their Heart to Distant Others"

- *Association for Consumer Research*, Denver (2022).
- *Marketing in Israel* (2022).
- *Society for Consumer Psychology*, San Juan (2023).

Itai Linzen, Yael Steinhart, & Ziv Carmon. "AI Can Help Counter Perceived Threats"

- *Society for Consumer Psychology*, online conference (2022).
- *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, online conference (2021).
- *Association for Consumer Research*, online conference (2021).

Itai Linzen & Dominique Lamy. "Attentional Engagement Requires Conscious Perception"

- *Israeli Society for Cognitive Psychology* (2018)

ORGANIZED SYMPOSIA

Itai Linzen, Yael Steinhart, & Ziv Carmon. "The Psychology of Disposal: When, Why, and How Consumers Decide to Dispose of Products"

- *Association for Consumer Research*, Paris (2024).

SERVICE

International Journal of Research in Marketing – reviewer (trainee)

Since 2024

MEDIA APPEARANCES

Globes, “AI Can Help Counter Perceived Threats” (Hebrew). Itai Linzen, Yael Steinhart, and Ziv Carmon
<https://www.globes.co.il/news/article.aspx?did=1001455817>

WORK EXPERIENCE

Behavioral Lab Manager, Coller School of Business, Tel Aviv University

Research assistant

2021-

Rotem Ar. Advanced Marketing Research

Marketing Research

2020

Liad Mudrik Lab, School of Psychology, Tel Aviv University

Research assistant

2018- 2019

Galit Yovel Lab, School of Psychology, Tel Aviv University

Research assistant

2016- 2019

VOLUNTEER EXPERIENCE

Economic Cooperation Foundation (ECF)

2014 – 2015

Research assistant at ECF, an Israeli policy think-tank dedicated to achieving an Israeli-Palestinian two-state solution and promoting peace, security, and prosperity for Israel and its Arab neighbors.