# Itai Linzen

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## EDUCATION

**Ph.D. (present)** Tel Aviv University – Marketing

Advisors: Prof. Yael Steinhart (Tel Aviv University) & Prof. Ziv Carmon (INSEAD)

**M.A., *Summa Cum Laude*** 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.

## ACADEMIC AWARDS & HONORS

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

## RESEARCH GRANTS

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| 2024 | Israel Science Foundation  (*Exploring the Psychological Factors Underlying the Disposal of 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).

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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)

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).

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# SERVICE

International Journal of Research in Marketing **-** reviewerSince 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.