

Ziv Carmon's Curriculum Vitae

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Academic Appointments

- 2017- The INSEAD Alfred H. Heineken Chaired Professor.
- 2017-21 Dean of Research, [INSEAD](#).
- 2012-17 Chair of INSEAD's Research and Development
- 2012 The INSEAD Chaired Professor in Memory of Erin Anderson.
- 2006 Professor of Business Administration, INSEAD.
- 2000 Associate Professor of Business Administration, INSEAD.
- 1993 Assistant Professor of Business Administration (Marketing), [Fuqua School of Business, Duke University](#); Promoted to Associate Professor in 1997.

Education

- 1993 Ph.D. in Business Administration, [Haas School of Business, University of California- Berkeley](#); Thesis advisers: [Daniel Kahneman](#) & [Itamar Simonson](#).
- 1990 M.S. in Business Administration, [Haas School of Business, University of California- Berkeley](#).
- 1986 B.Sc. in Industrial Engineering (Cum Laude), Technion- I.I.T.

Awards and Honors (since 2006)

- 2023 Winner, Best Working Paper Award, Association of Consumer Research Conference.
- 2023 Conference co-Chair, The Choice Invitational Symposium. Invited Speaker (also in 2016, 2010, 2007, 2004, 2001, 1997, 1994), The Choice Invitational Symposium
- 2023 Winner, The Case Center's Best Marketing Case Study Award
- 2023 Deans' Commendation for Excellence in MBA Teaching (award received every year since 2011)
- 2020 Doctoral Consortium Faculty, Association of Consumer Research (also in 2018, 2017, 2014, 2013, 2012, 2011, 2010, 2008, 2007, 2006, 2005); Society of Consumer Psychology (2009); American Marketing Association (2007, 2005); European Marketing Association Conference (2008, 2006)
- 2017 Competitive Research Grant of S\$783,120, for the RCT study Promoting Green Mobility
- 2014 Certificate of Recognition for Outstanding MBA Teaching
- 2012 Competitive Research Grant by the Institute on Asian Consumer Insight
- 2011 Supervised the Winner of the Association of Consumer Research/Sheth Foundation Dissertation Award in Public Purpose Consumer Research
- 2010 Winner, William F. O'Dell Award ([Journal of Marketing Research](#) paper that has made the most significant, long-term contribution to marketing theory, methodology, &/or practice)
- 2010 Winner, Research Competition on Shopper Marketing, co-sponsored by the Marketing Science Institute & the Association of Consumer Research
- 2009 Finalist, Best [Journal of Consumer Research](#) Article Award, (best article published in 2006)
- 2008 Best Teacher Award (also in 2007), Technion- Israel Institute of Technology (sabbatical year)
- 2007 Deans' Commendation for Excellence in Executive Education, INSEAD
- 2006 Outstanding Reviewer Award, [Journal of Consumer Research](#)
- 2006 Runner Up, Paul Green Award ([Journal of Marketing Research](#) paper showing greatest potential to contribute to research in marketing & the practice of marketing research)
- 2006 Runner Up, Ferber Award given to the Best [Journal of Consumer Research](#) Article
- 2006 Finalist, Best [Journal of Consumer Research](#) Article Award (best article published in 2003)
- 2006 Citation of Research Excellence, [Emerald Management Reviews](#) (awarded to the top 50 research papers selected from 15,000 peer reviewed management papers in Emerald database)

Citations

- Over 7500 Google Scholar citations

Academic Publications *(copies of most of the following papers can be found [here](#))*

- Mazar, Asaf, Daniel Jaro, Geoff Tomaino, Ziv Carmon & Wendy Wood (2023), "*Distance to Vaccine Sites is Associated with Lower COVID-19 Vaccine Uptake*," Proceedings of the National Academy of Sciences (PNAS) NEXUS, in press.
- Lieberman, Alicea, On Amir, & Ziv Carmon (2023), "*The Entrenchment Effect: Why People Persist with Less-Preferred Behaviors*," Organizational Behavior & Human Decision Processes, in press.
- Mazar, Asaf, Geoff Tomaino, Ziv Carmon & Wendy Wood (2022), "*Americans Under-Estimate the Effect of Friction on Voter Turnout*," Proceedings of the National Academy of Sciences (PNAS), 119(34).
 - *Featured in: The Washington Post, Fortune, Yahoo Finance, The Business Times (Singapore), Mirage News (Australia), and many websites.*
- Mazar, Asaf, Geoffrey Tomaino, Ziv Carmon, & Wendy Wood, (2022) "*Habits to Save our Habitat: Using Habit Psychology to Promote Sustainability*," Behavioral Science & Policy, 7(2), 75-100.
 - *Reviewed in Behavioral Science Roundup (2023), and in Behavioral Scientist (2022).*
- Yang, Haiyang, Ziv Carmon, & Itamar Simonson (2021), "*Preference for Practical vs. Theoretical Knowledge: Conceptualization and Consumer Behavior Predictions*," Review of Marketing Research, 17, 171-192.
- Tomaino, Geoffrey, Jasper Teow, Ziv Carmon, Leonard Lee, Moshe Ben-Akiva, Charlene Chen, Wai Yan Leong, Shanjun Li, & Nan Yang (2020), "*Mobility as a Service (MaaS): The Importance of Transportation Psychology*," Marketing Letters, 31(4), 31, 419–428.
- Yang, Haiyang, Ziv Carmon, Dan Ariely & Michael I. Norton (2019), "*The Feeling of Not Knowing It All*," Journal of Consumer Psychology, 29(3), 455–462.
- Amar, Moty, Dan Ariely, Ziv Carmon, & Haiyang Yang (2018), "*How Counterfeits Infect Genuine Products: The Role of Moral Disgust*," Journal of Consumer Psychology, 28 (2), 329-343.
 - *Among Top 20 Most Downloaded Papers.*
 - *Featured in: MK News, World Trademark Review*
- André, Quentin, Ziv Carmon, Klaus Wertenbroch, Alia Crum, Douglas Frank, William Goldstein, Joel Huber, Leaf van Boven, Bernd Weber, & Haiyang Yang (2017), "*Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data*," Customer Needs and Solutions, 5 (1–2), 28–37.
 - *Downloaded more than 47K times;*
 - *In the top 2% of research output scored by Altmetric;*
 - *Featured in: Yahoo News, The Conversation, Psychology Today, Fast Company.*
- Carmon, Ziv (2016), "The Adaptive Decision-Making Research Program," in Legends in Marketing, Sage Publications, Jagdish N. Sheth (ed.).
- Steinhart, Yael, Ziv Carmon, & Yaacov Trope (2013), "*Distant Warnings of Adverse Side-Effects can Backfire*," Psychological Science, 24 (9), 1842-1847.
 - *Featured in media outlets such as: Scientific American, Huffington Post, Forbes, Fast Company, National Public Radio, Men's Health, Business News Daily, Inside Science, Science Daily, Medical News Daily, Pharma Times, Toronto Sun, & Edmonton Sun (Canada), the Marker, & Channel 23 TV (Israel), London Free Press (UK), La Stampa (Italy), PresseText (Sweden), Deutsches Ärzteblatt (Germany), & a variety of websites & blogs.*
- Yang, Haiyang, Ziv Carmon, Barbara Kahn, Anup Malani, Janet Schwartz, Kevin Volpp, & Brian Wansink (2013), "*The Hot-Cold Decision Triangle: A Framework for Healthier Choices*," Marketing Letters, 23, 457-472.
 - *Reprinted in: Rotman Management Magazine (2016), Harvard Business Review's Spanish edition (2016).*
- Maddux, Will, Haiyang Yang, Carl Adam, Wendi Endo, Ziv Carmon, & Steve Heine (2010), "*For Whom is Parting from Possessions more Painful: Cultural Differences in the Endowment Effect*," Psychological Science, 21 (12), 1910-1917.
 - *Top 10 SSRN download.*
- Yang, Haiyang & Ziv Carmon (2010), "*Consumer Decision Making*," in Jagdeth Sheth & Naresh Malhotra (eds.), Wiley International Encyclopedia of Marketing, New York: Wiley.
- Waber, Rebecca L., Baba Shiv, Ziv Carmon, & Dan Ariely (2008), "*Commercial Features of Placebo & Therapeutic Efficacy*," JAMA: The Journal of the American Medical Association, 299 (9), 1016-7;
 - *Reprinted in: Franklin G. Miller, Ted J. Kaptchuk, Luana Colloca, & Robert A. Crouch (2013), Pursuing the Placebo: Landmark Studies, Johns Hopkins University Press.*

- *Featured in dozens of media outlets such as: New York Times, Washington Post, Los Angeles Times, Boston Globe, Baltimore Sun, Scientific American, Popular Science, Newsweek, Businessweek, Forbes, USA Today, National Public Radio, MSNBC, Bloomberg, ABC News, CTV (Canada), International Herald Tribune, The Guardian (UK), Daily Telegraph (UK), New Zealand Herald, Süddeutsche (Germany), Channel 4 (UK), WebMD, Freakonomics.com, & National Center for Policy Analysis, Medical News, Yahoo News, The Daily Beast, Third Age News, The Conversation, as well as in INSEAD Knowledge, & a variety of academic and popular books.*
- Amir, On, Dan Ariely, & Ziv Carmon (2008), "The Dissociation between Monetary Assessments and Predicted Utility," Marketing Science, 27 (6), 1055-1064.
- Ratner, Rebecca, Dilip Soman, Gal Zauberaman, Dan Ariely, Ziv Carmon, Punam Keller, Kyu Kim, Fern Lin, Selin Malkoc, Deborah Small, & Klaus Wertenbroch (2008), "How Behavioral Decision Research can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention," Marketing Letters, 19, 383-397.
- Joachim Vosgerau, Klaus Wertenbroch & Ziv Carmon (2006), "Indeterminacy and Live Television," Journal of Consumer Research, March, 487-495 [lead article].
 - *Finalist for the 2009 Best Article Award, Journal of Consumer Research*
 - *Runner up for the Ferber Award*
 - *Featured in The Economist.com & in a variety of blogs.*
- Baba Shiv, Ziv Carmon & Dan Ariely (2005) "Placebo Effects of Marketing Actions: Consumers May Get What they Paid For," Journal of Marketing Research, 42(4), 383-393. [lead article, followed by 4 commentaries]
 - *Winner of the 2010 William F. O'Dell Award (paper that has made the most significant, long-term contribution to marketing theory, methodology, &/or practice)*
 - *Runner up for the 2006 Paul Green Award (paper showing greatest potential to contribute to research in marketing & the practice of marketing research)*
 - *Citation of Excellence Award (2005), Emerald Management Reviews (awarded to the top 50 peer reviewed management research papers, selected out of 15,000)*
 - *Featured in: The Economist, Forbes, The Times, BBC, BizEd, Columbia Journalism Review, Healthcare Economist, many academic & popular books, blogs*
- Baba Shiv, Ziv Carmon & Dan Ariely (2005) "Ruminating about Placebo Effects of Marketing Actions," Journal of Marketing Research, 42(4), 410-41.
 - *Featured in the Columbia Journalism Review.*
- Carmon Ziv, Klaus Wertenbroch & Marcel Zeelenberg (2003), "Option Attachment: When Deliberating Makes Choosing Feel Like Losing," Journal of Consumer Research, 30(1), 15-29.
 - *Finalist for the 2006 Best Article Award, Journal of Consumer Research*
 - *Featured in the Financial Times ("Being Spoilt for Choice," 12/3/03), NBER Policy Document, & Management Today.*
- Ariely, Dan & Ziv Carmon (2003), "The Sum Reflects only Some of its Parts: A Critical Overview of Research about Summary Assessment of Experiences," in George Loewenstein, Daniel Read, & Roy Baumeister (eds.), Time & Decision: Economic & Psychological Perspectives on Inter-temporal Choice, NY: Russell Sage Press, 323-350.
- Wathieu, Luc, Lyle Brenner, Ziv Carmon, Amitava Chattopadhyay, Aimee Drolet, John Gourville, AV Muthukrishnan, Nathan Novemsky, Rebecca Ratner, Klaus Wertenbroch, & George Wu (2002) "Consumer Control & Empowerment: A Primer," Marketing Letters, 13, 297-305.
- Simonson, Itamar, Ziv Carmon, Ravi Dhar, Aimee Drolet & Steve Nowlis (2001), "Consumer Research: In Search of Identity," Annual Review of Psychology, 52, 249-275.
- Carmon, Ziv & Dan Ariely (2000) "Focusing on the Forgone: Why Value can Appear so Different to Buyers & Sellers," Journal of Consumer Research, 27(3), 360-370.
 - *Featured in the Washington Post, The Times, Atlanta Journal Constitution, Scientific American, The New Yorker, Business Spectator, Maariv, Fast Company, National Public Radio, Seeking Alpha, The Conversation, The Federalist, Business Insider, Wikipedia, many academic & popular books, & numerous blogs.*
- Ariely, Dan & Ziv Carmon (2000), "Gestalt Characteristics of Experiences: The Defining Features of Summarized Events," Journal of Behavioral Decision Making, 13, 191-201;
- Fischer, Greg, Ziv Carmon, Dan Ariely & Gal Zauberaman (1999), "Goal-Based Construction of Preference: Task Goals & the Prominence Effect," Management Science, 1057-1075.
 - *Featured in the Washington Post*
- Bialogorsky, Eyal, Ziv Carmon, Gila Fruchter & Eitan Gerstner (1999), "Over-Selling with Opportunistic Cancellations," Marketing Science, 18, 605-610.

- Carmon, Ziv & Itamar Simonson (1998), "Price-Quality Tradeoffs in Choice vs. Matching: New Insights into the Prominence Effect," Journal of Consumer Psychology, 7, 323-343.
- Wertebroch, Klaus & Ziv Carmon (1997), "Dynamic Preference Maintenance," Marketing Letters, 8(1), 145-152
- Carmon, Ziv, J. George Shanthikumar & Tali F. Carmon (1995), "A Psychological Perspective on Service Segmentation: The Significance of Accounting for Consumers' Perceptions of Waiting and Service," Management Science, 41, 1806-1815.
 - *Featured in the New York Times, Washington Post, Wall Street Journal, Los Angeles Times, as well as in many books & blogs.*
- Simonson, Itamar, Ziv Carmon & Sue O'Curry (1994), "Experimental Evidence on the Negative Effect of Product Features & Sales Promotions on Brand Choice," Marketing Science, 13, 23-40.
 - *Featured in the New York Times, NBER Policy Document, & in a variety of leading marketing textbooks.*

Managerial & Policy Writing

- Linzen, Itai, Yael Steinhart, & Ziv Carmon (2023), "Artificial Intelligence can Help the Distressed," Innovations in Management.
- Linzen, Itai, Yael Steinhart, & Ziv Carmon (2023), "Artificial Intelligence or People: Research Reveals what People Who Sense a Loss of Control Prefer," Globes.
- Tomaino, Geoff, Ziv Carmon, Asaf Mazar, & Wendy Wood (2022), "Why are Americans OK with voter suppression? We asked more than 1,200 voters—and they failed to appreciate the impact of restrictions on their own turnout," Fortune.
 - *Reprinted in Yahoo! Finance (2022); over 5000 comments*
 - *Reprinted in Reddit (2022); over 500 comments*
- Asaf Mazar, Tomaino, Geoff, Ziv Carmon, & Wendy Wood (2022), "Why Americans Don't Fight Back When States Make it Harder to Vote," The Washington Post.
- Tomaino, Geoff, Ziv Carmon, Asaf Mazar, & Wendy Wood (2022), "Americans Underestimate the Impact of Voter Suppression," INSEAD Knowledge.
 - *Reprinted in The Business Times (2022)*
- Yang, Haiyang & Ziv Carmon (2021), "Make Black Friday a More Exciting Online Experience," Harvard Business Review.
 - *Reprinted in Harvard Business Review's Chinese edition (2022)*
 - *Reprinted in Harvard Business Review's Russian edition (2021)*
- Tomaino, Geoff & Ziv Carmon (2020), "Making the Commute of the Future Happen," INSEAD Knowledge.
- Carmon, Ziv, Wolfgang Ulaga, & Heely, Laura (2020), "How Insurance Works: A Window into the World of Property and Casualty Insurance in 2019," INSEAD Industry Note.
- Heely, Laura, Wolfgang Ulaga, & Ziv Carmon (2020), "Lemonade: Delighting Insurance Customers with AI & Behavioral Economics: A Disruptive InsurTech Business Model for Outstanding Customer Experience & Cost-Effective Service Excellence," INSEAD Case Study (elaborate teaching note also available).
 - *Winner of the 2023 Best Marketing Case Study Award by the Case Center*
 - *Among the top 10 selling INSEAD case studies in 2022*
 - *Achieved Bestseller status at Harvard Business Press*
- Carmon, Ziv, Rom Schrift, Klaus Wertebroch & Haiyang Yang (2020), "Consumer Autonomy Violations and the Coming AI Backlash," INSEAD Knowledge.
- Carmon, Ziv, Rom Schrift, Klaus Wertebroch & Haiyang Yang (2019), "Designing AI Systems That Customers Won't Hate," MIT Sloan Management Review, 61315.
 - *Reprinted in MIT Sloan Management Review's Polish edition (2019)*
 - *Reprinted in Chartered Accountant Journal (2020)*
- Carmon, Ziv, Moty Amar, Dan Ariely & Haiyang Yang (2019), "Why Companies Should Seek Higher Damages for Counterfeiting," INSEAD Knowledge.
- Carmon, Ziv (2016), "Why More Businesses Should Consider Flat Pricing," INSEAD Knowledge.
- Yang, Haiyang, Ziv Carmon, Barbara Kahn, Anup Malani, Janet Schwartz & Kevin Volpp (2016), "A Framework for Healthier Choices: The Hot-Cold Decision Triangle," Rotman Management Magazine.
- Carmon, Ziv, Yael Steinhart & Yaacov Trope (2014), "Warnings About Risky Side-Effects Can Boost Sales," INSEAD Knowledge.

- Carmon, Ziv, Yael Steinhart & Yaacov Trope (2013), "*Scary Health Warnings Can Boost Sales*," Harvard Business Review, October, 706.
 - Reprinted in *Harvard Business Review's Spanish edition (2016)*
 - Reprinted in *Harvard Business Review's French edition (2014)*
 - Reprinted in *Harvard Business Review's Turkish edition (2014)*
 - Reprinted in *Harvard Business Review's Russian edition (2014)*
- Bialogorsky, Eyal, Ziv Carmon, Gila Fruchter & Eitan Gerstner (2000), "*Should Airlines and Hotels use Short-Selling*," OR/MS Today, October.

Select Papers under Review, Working Papers, & Work in Progress

- Linzen, Itai, Yael Steinhart, & Ziv Carmon (2023), "*Consumers Prefer to Donate Possessions Close to their Heart to Distant Others*," under review at Journal of Consumer Psychology.
- Yang, Haiyang, Russell Belk, Ziv Carmon, Darren Dahl, Nathanael Fast, Barbara Kahn, SungJin Jung, Robert Mislavsky, Bernd Schmitt, K. Sudhir, Baohong Sun, Meng Zhu (2023) "*Metaverse Marketing: A Primer*," under review at Journal of Marketing.
- Jung, SungJin, Geoff Tomaino, & Ziv Carmon (2023), "*Quantifying Preferential Selection is Seen as Unfair*," being prepared for submission to Organizational Behavior & Human Decision Processes.
- Carmon, Ziv, Haiyang Yang, and Michael Olenick (2023), "*Strategic Slimming is Valuable but Painful*," being prepared for submission to Harvard Business Review"
- Linzen, Itai, Yael Steinhart, & Ziv Carmon (2023), "*Letting Go of Unneeded Consumer Possessions*," being prepared for Foundations & Trends in Marketing.
- Yuen, Wei Lun, Leonard Lee, Waiyan Leong, Kai Xuan Ng, Wen Wei Chong, Ziv Carmon, and Charlene Chen (2023), "*Perceived Accessibility of Public Transport Predicts Intention to Give Up Car Ownership whereas Objective Accessibility Does Not*."
- "*Insidious Effects of Brief Internet Delays on Consumer Engagement*"
- Carmon, Ziv & Daniel Kahneman (1996), "*The Experienced Utility of Queuing: Experience Profiles and Retrospective Evaluations of Simulated Queues*," (permanent working paper).
 - Featured in the *New York Times*, *Washington Post*, *Wall Street Journal*, *Los Angeles Times*, *New York Magazine*, *Money Magazine*, *The Sydney Morning Herald*, *BBC*, *The Globe and Mail*, *The Telegraph*, *MSN*, *Haaretz*, *America Retail*, *Le Journal de Montréal*, *The Canberra Times*, *Sydney Morning Herald*, *Irish Times*, *Il Post*; as well as in many books & blogs.

Professional Service

- **Editorial Roles to Date:**
 - Associate Editor, Guest Editor, & Guest Associate Editor, Journal of Marketing Research;
 - Guest Editor, & Guest Area Editor, Marketing Science;
 - Guest Editor, Marketing Letters;
 - Guest Area Editor, International Journal of Research in Marketing;
 - Editorial Review Board Member for: Journal of Behavioral Decision Making; Journal of Marketing Research; Journal of Consumer Psychology; Journal of Consumer Research; International Journal of Research in Marketing; International Journal of Marketing Education; Journal of Interactive Marketing; The International Review of Management; International Journal of Business Innovation & Research; The Open Business Journal; Sport, Business & Management; Journal of Marketing Behavior;
- **Reviewer of research grant proposals submitted to the:** United States National Science Foundation (NSF); Social Sciences & Humanities Research Council of Canada; Netherlands Organization for Scientific Research; Swiss National Science Foundation; Honk Kong Research Grants Council; The U.S.-Israel Binational Science Foundation (BSF); Israel Science Foundation (ISF);
- **Program Committee Memberships:** The Choice Symposium; Behavioral Decision Research in Management (BDRM) Conference; Association of Consumer Research Conference; Economic Science Association Meeting.
- Outside evaluator for numerous promotion & tenure cases at other universities.

- **Reviewer for:** Management Science; Marketing Science; Journal of Marketing; Organizational Behavior & Human Decision Processes; Psychological Science; Journal of Personality and Social Psychology; Journal of Experimental Psychology: General; Journal of Experimental Psychology: Learning, Memory and Cognition; Journal of the American Medical Association (JAMA); Cognitive Science; Cognition; Social Psychological and Personality Science; Journal of Experimental Social Psychology; Decision; Quarterly Journal of Experimental Psychology; Scandinavian Journal of Psychology; Marketing Letters; Sloan Management Review; Judgment & Decision Making; Medical Decision Making; Behavioral Science & Policy; Journal of Economic Psychology; Journal of Service Research; Psychology & Marketing; Journal of the Academy of Marketing Science; European Journal of Operations Research; Computers & Operations Research; International Journal of Management Science; Journal of Advertising; Advances in Consumer Research; Society of Consumer Psychology Conference; American Marketing Association Conference; Irwin Marketing Textbook Series;
- Reviewer for the Doctoral Dissertation Competitions of: The American Marketing Association (AMA); The Marketing Science Institute (MSI); European Marketing Academy (EMAC)
- International Advisory Board Member, Association of Consumer Research (2007-2010)
- Academic Advisory Board Member, The Israeli College of Management.
- **Select Institutional Service:**
 - PhD Student Advising (partial list): Itai Linzen (Tel Aviv U.); Geoff Tomaino (INSEAD; 1st placement-U. of Florida Gainesville); Haiyang Yang (INSEAD; 1st placement-John Hopkins U.); Shankha Basu (NTU; 1st placement-Leeds U.); Valeria Noguti (INSEAD; 1st placement-U. of Tech. Sydney); Joachim Vosgerau (INSEAD; 1st placement-Carnegie Mellon U.); Dan Ariely (Duke U.; 1st placement-MIT).
 - INSEAD: The School's Dean of Research; Chair of INSEAD's Research & Development Committee; Dean Renewal Committee Member; Director of a variety of Executive Education Programs; Faculty Evaluation (promotion & tenure) Committee Member; MBA Committee Member; Technology Steering Committee Member; IT Committee Member; Marketing-PhD Committee Member; ISSRC Committee Member; Rapporteur for colleagues; Coordinator of the Marketing Seminar Series & Marketing Research Camp; Annual review of junior colleagues; Advising PhD students.
 - Duke University: Representative to Duke's Academic Senate; IT Committee; Seminar Series Coordinator; Organizer & Chair—Consumer Research Forum; Member of PhD Committee.

Teaching Experience

- Degree Program Teaching: *Customer Insight* (MBA, & Executive MBA, INSEAD, Duke University, Technion, & Tel Aviv University); *Market Driving Strategies* (MBA, INSEAD); *Human Limitations* (EMC, INSEAD); *Marketing Management* (MBA & Executive MBA, Duke University & INSEAD); *Discover Israel* (MBA & Executive MBA, INSEAD); *Consumer Decision Making* (PhD, INSEAD).
- Executive education:
 - Taught executives for such companies as: Adidas; Alpha Bank; Alfa Bank; Asian Pacific Breweries; Bank Islam; Changi General Hospital; CIMB; Colonial First State; The Efficient Consumer Response Association; Ernst & Young; Fundação Dom Cabral; General Motors; Gerdau; Google; GlaxoSmithKline; Hana Financial Group; Heineken; IBM; ING; Indian Railways; KPGM; Lafarge; Lenovo; LG Electronics; McKinsey; Metro Group; Mitsubishi; Oliver Wyman; Pernod Ricard; Pertamina; PGA; Phillip Morris; Public Bank; Rafael Systems; The Research Board; SAP; SK; Standard Chartered Bank; Suncorp; Swire; Teva Pharmaceuticals; Toshiba; Toyota; Unilever; UBS; Visa.
 - Taught in Open Enrollment Executive Programs such as: Advanced Management Program; Asian International Executive Program; Business Strategies for Human Resources Leaders; International Executive Program; International Marketing Program; Marketing of Consumer Goods in Asia; Young Managers Program.
 - Directed Company Specific Executive Education Programs for such firms as: LG Electronics, The Swire Group, Toshiba, Toyota, Google, The Efficient Consumer Response Association, Digital Executive Program, & The CMO Academy.

Professional Experience

Since 1998: Keynote Speaker, Moderator, & Discussant at numerous conferences, workshops, & events.

Since 1996: Consultant, mostly on issues relating to understanding & influencing customers.
Since 1994: Expert witness regarding a variety of consumer behavior questions.
1986-8: Market Analyst, Iscar Ltd.
1984-6: IT salesperson (independent).
1983-6: DJ, Bakchus Dance Club.
1982-4: Head, I.D.F.'s Academic Preparation Program, Technion-Israel Institute of Technology.

Media Coverage

Scientific American, Popular Science, Bloomberg Businessweek, Newsweek, New Yorker, Forbes, Wall Street Journal, Financial Times, New York Times, Washington Post, Los Angeles Times, USA Today, Huffington Post, Boston Globe, Columbia Journalism Review, Inside Science, Science Daily, Medical News Daily, Pharma Times, Business News Daily, Business Spectator, BizEd, Baltimore Sun, Houston Chronicle, International Herald Tribune, Pittsburgh Post-Gazette, Orange County Register, St. Louis Post-Dispatch, North Carolina News & Observer, Atlanta Journal Constitution, Palm Beach Post, St. Petersburg Times, Florida Times, Miami New Times, Star-Ledger Newark-NJ, San Antonio Express-News, The Federalist, Seeking Alpha, Marketing News, Marketing Management, Management Today, Healthcare Economist, The Conversation, NBER Policy Document, New Retail, Third Age News, MK News, World Trademark Review, America Retail, The Daily Beast, El Norte, New York Magazine, BBC, The Times (UK), The Guardian (UK), Daily Telegraph (UK), London Free Press (UK), Irish Times (Ireland), La Stampa (Italy), Il Post (Italy); Deutsches Ärzteblatt (Germany), Süddeutsche (Germany), PresseText (Sweden), Toronto Star, Montreal Gazette (Canada), The Globe and Mail (Canada), Edmonton Sun (Canada), Calgary Herald (Canada), Vice (Canada), The Australian, The Sydney Morning Herald, New Zealand Herald (New Zealand), El Periódico de México (Mexico), Neakriti (Greece); Globo (Brazil), Qrius (India), China News Service (China), China News Net (China), China Daily (China), Haaretz (Israel), the Marker (Israel), Globes (Israel), Maariv (Israel), News Ghana (Ghana), Deccan Herald (India), The Business Times (Singapore), Perspectives, Jewish Business News, Rotman Management Magazine, Maxim, Men's Health, National Public Radio (NPR), MSNBC, Bloomberg, Fast Company, ABC News, CTV (Canada), Channel 4 (UK), Channel 23 (Israel), WebMD, Economist.com, Freakonomics.com, National Center for Policy Analysis, as well as numerous books, blogs and social media postings.

Most Significant Accomplishments

Lucky husband of Avital, & proud father of Daniel & Yonatan Carmon

