

EDUCATION

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|----------------|---|---------------------|
| <i>Ph.D.</i> | New York University, Stern School of Business – Marketing | May 2023 (expected) |
| <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

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| 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), 10.1371/journal.pone.0171238.

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*.

- Job Market paper

WORKING PAPERS (SELECTED ABSTRACTS IN APPENDIX)

Duani, Nofar, Alixandra Barasch, and Vicki G. Morwitz, "Consumers' Reaction to Price Discrimination in the Digital Age," intended submission to *Journal of Marketing Research* in Summer 2022.

- Dissertation Essay 1

Duani, Nofar, Alixandra Barasch, and Amit Bhattacharjee, "Gender Differences in Economic Outcomes: Fairness Perceptions Depend on Group Membership," intended submission to *Proceedings of the National Academy of Sciences (PNAS)* in Winter 2022.

- Dissertation Essay 2

Duani, Nofar, Sonia Kim, Steven Dallas, and Vicki G. Morwitz, "Pre-Commitment by Price: Consumers' Reactions to Unlimited Offers for Vice Products," intended submission to *Journal of Marketing Research* in Fall 2022.

SELECTED RESEARCH IN PROGRESS (SELECTED ABSTRACTS IN APPENDIX)

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.

Duani, Nofar, Alixandra Barasch, and Vicki G. Morwitz, "Stronger Together? How Decision-Making Changes When Using Algorithmic Decision Aids," Data collection in progress.

INVITED TALKS

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| 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*, 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

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|--|-----------|
| 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

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| 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

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| 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

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|---|-----------------------------|
| 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

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

Methods

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

PREVIOUS EMPLOYMENT

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|---|-----------|
| 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)

REFERENCES

Vicki G. Morwitz (Co-Chair)

Bruce Greenwald Professor of
Business and Professor of Marketing
Columbia Business School
vgm2113@columbia.edu

Alixandra Barasch (Co-Chair)

Associate Professor of Marketing
New York University, Stern School
of Business
Visiting Associate Professor of
Marketing, INSEAD
alix.barasch@gmail.com

Adrian F. Ward

Assistant Professor of Marketing
University of Texas at Austin
adrian.ward@mcombs.utexas.edu

Duani, Nofar, Alixandra Barasch, and Adrian F. Ward, “Brought to You Live: Watching Live Streams Creates Connection and Enhances Enjoyment,” under review at *Journal of Marketing* (Job Market Paper).

Peer-to-peer live streaming is a rapidly growing phenomenon: in 2020, users spent over 27 billion hours viewing live streams online, nearly doubling the hours spent in 2019. We examine the viewing experiences of over 3,100 consumers in both naturalistic and carefully controlled environments and find consistent positive effects of viewing online live streams (versus identical pre-recorded videos) on feelings of social connection. The social connection afforded by viewing live streams enhances consumers' enjoyment and increases their propensity to continue watching similar content. We develop a comprehensive conceptual model of the routes by which viewing live streams may facilitate feelings of connection. We find evidence that liveness itself enhances feelings of connection to the broadcaster, and that this benefit of viewing live streams is driven by an elevated sense of presence, or “being there,” in events that are viewed in real time. We also find that the increased salience of other viewers enhances feelings of connection to others who are watching the same events at the same time. In a world where people increasingly turn to technology to satisfy their social needs, live streams present a novel opportunity for consumers to feel connected and for content creators to facilitate feelings of connection.

Duani, Nofar, Alixandra Barasch, and Vicki G. Morwitz, “Consumers’ Reaction to Price Discrimination in the Digital Age,” intended submission to *Journal of Marketing Research* in Summer 2022.

In recent years, advancements in data processing and increased access to consumer data have revolutionized companies’ price discrimination capabilities. These technological advancements have not only changed how prices are determined, but also who determines them, with companies increasingly relying on algorithms rather than humans to set different prices for different consumers. In this research, we show that the perceived fairness of price discrimination depends on who consumers believe is responsible for implementing it (i.e., algorithms versus humans) and on the basis used to discriminate prices. Consistent with past algorithm aversion findings, temporal-based price discrimination (i.e., dynamic pricing) is seen as less fair when executed by algorithms than humans. However, this pattern reverses when prices are determined based on consumer demographics. That is, demographic-based price discrimination is perceived as more fair when prices are determined by algorithms (versus humans). We also offer preliminary evidence for one possible mechanism driving this reversal: when demographic price discrimination is performed by algorithms, consumers are less likely to attribute the discriminatory action to the agent’s moral agency.

Duani, Nofar, Alixandra Barasch, and Amit Bhattacharjee, “Gender Differences in Economic Outcomes: Fairness Perceptions Depend on Group Membership,” intended submission to *PNAS* in Winter 2022.

How do consumers evaluate unequal economic outcomes arising from explicitly unbiased institutional processes? Three studies find that men perceive gender pay gaps as equally fair regardless of the direction of the pay difference, while women perceive the exact same outcomes as more indicative of institutional unfairness when they are disadvantaged than when men are disadvantaged. Our findings highlight one reason for the contentiousness of discussions on outcome inequality: evidence for institutional discrimination and perceptions of what constitutes unbiased treatment may be in the eye of the beholder.

Duani, Nofar, Sonia Kim, Steven Dallas, and Vicki G. Morwitz, “Pre-Commitment by Price: Consumers’ Reactions to Unlimited Offers for Vice Products,” under review at *Journal of Marketing Research*.

Although unlimited offers—offers that allow consumers to consume as much of a product or service as they would like for a fixed amount of money—are abundant in the marketplace, little is known about how

consumers approach the choice between unlimited and pay-per-use payment offers. The limited body of research that exists has largely found that consumers tend to prefer unlimited options over pay-per-use options, even when unlimited options are actually more expensive, a phenomenon referred to as the “flat-rate bias.” This preference was found to be driven by consumers’ cost considerations, or their desire to avoid the negative emotions associated with payments. Yet, we posit that for some consumption decisions, consumers’ choice of payment options will reflect their concerns about the amount they will consume more than their concerns about the cost of that consumption. These include situations in which consumers feel the need to regulate their consumption, for example when products are considered to be vices. Across five studies, we show that consumers are less likely to choose unlimited payment options over pay-per-use payment options when they consider the product to be a vice (vs. a non-vice). When the product is framed as a vice, consumers feel the need to limit the amount they consume, and use the pay-per-use payment option as a pre-commitment, self-control device.

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

The COVID-19 pandemic has led millions of people worldwide to transition to working remotely. Remote working is expected to persist long after the pandemic passes, highlighting the importance of understanding workers’ productivity in virtual work environments. In this research, we study remote work productivity under different forms of virtual connection. Participants in our studies worked on a task while virtually connected to a confederate (via video, photo, or a name) on a virtual work environment we developed. Participants could stop working on the task at any time, and their persistence served as our key outcome measure. Across three studies we found that participants who saw a video of another person persisted at the task for longer than participants who only saw the photo or the name of the other person, and longer than participants who worked in the virtual work environment alone. We suggest that this effect is driven by the sense of social support when working side-by-side. Accordingly, we find that the benefits of video connectivity attenuate when the person in the video faces the camera directly (vs. at a $\frac{3}{4}$ angle), which induces anxiety and self-awareness concerns.

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

In an era of fake news and misinformation, belief in conspiracy theories has been on the rise; it is estimated that more than 50% of Americans endorse at least one conspiracy theory. The current research investigates patterns of lay perception of economics, and in particular the role of conspiratorial thinking in the economic domain. We devised four types of accounts in the economic domain, over a range of questions regarding different aspects of the economy: the classical neo-liberal economic view (which we labeled Econ101), and the Conspiracy view (the destructive outcomes of economy are due to small and powerful groups who are manipulating the markets), to which we added the Government malfunction view (failures in the economy are due to the authorities), and the Bad Invisible Hand view (the invisible hand may go wrong, and the equilibrium reached by its doings may be undesirable). The last two views are the ones most strongly endorsed by our respondents, in the U.S., Israel, and Switzerland. The pattern of inter-correlations between the four accounts, and that between each and the psycho-social variables we examined, exhibits two clusters of views, the first contains Econ101 while the second contains the other three views of the economy. This corresponds to a general opposition between people who trust the neoliberal economic system and those opposed to it. What sets economic conspiratorial thinking apart are its links with other conspiratorial beliefs and with paranormal beliefs.