

# KATE BARASZ

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## ACADEMIC POSITIONS

*Assistant Professor of Marketing*  
IESE Business School, Barcelona, Spain

July 2016 - Present

## EDUCATION

*Doctor of Business Administration, Marketing*  
Harvard Business School, Boston, MA

May 2016

*Bachelors of Arts, Economics and Public Policy Studies*  
Graduation with Distinction in Economics  
Duke University, Durham, NC

May 2006

## HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2014  
Dean's Letter of Commendation for Distinguished Teaching Performance, Fall 2014  
Wyss Doctoral Research Award, 2014

## PUBLICATIONS

Barasz, Kate, and Peter A. Ubel (forthcoming), "Unhealthy Consumerism: The Challenge of Trading off Price and Quality in Healthcare," *Behavioural Public Policy*.

Barasz, Kate, Leslie K. John, Elizabeth A. Keenan, Michael I. Norton (2017), "Pseudo-Set Framing," *Journal of Experimental Psychology: General*.

Barasz, Kate, Tami Kim, and Leslie K. John (2016), "The Role of (Dis)similarity in (Mis)predicting Others' Preferences," *Journal of Marketing Research*.

John, Leslie K., Kate Barasz, and Michael Norton (2016), "Hiding Personal Information Reveals the Worst," *Proceedings of the National Academy of Sciences of the United States of America*.

## MANUSCRIPTS UNDER REVIEW AND REVISION

Kim, Tami, Kate Barasz, and Leslie K. John, "Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness," *revise and resubmit, Journal of Consumer Research*.

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, "I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice," *under first-round review*.

Barasz, Kate, and Serena Hagerty, “Hoping for the Worst: When and Why People Prefer Bad News,” *manuscript being revised*.

Barasz, Kate, and Peter Ubel, “Motivated Inferences of Price and Quality,” *manuscript being revised*.

## SELECTED WORKS IN PROGRESS

Kim, Tami, Kate Barasz, Leslie K. John, and Michael I. Norton, “Pointlessly Gendered: Reactance to Typecasting.” *Manuscript in process*.

Engeler, Isabelle, and Kate Barasz, “Brand Fan(atic)s: The Paradoxical Effects of Extreme Consumer Loyalty.” *Data collection in process*.

Barasz, Kate, Oliver P. Hauser, Serena Hagerty, and Michael I. Norton, “Disentangling Consumer Needs and Wants.” *Data collection in process*.

Barasz, Kate, and Jordi Quoidbach, “I Should’ve Chosen the Other One: How Outcomes Alter Perceptions of Forgone Options.” *Data collection in process*.

## OTHER PUBLICATIONS

John, Leslie K., Tami Kim, and Kate Barasz (January/February 2018), “Ads that Don’t Overstep: How to Make Sure You Don’t Take Personalization Too Far,” *Harvard Business Review (Print Edition)*.

Barasz, Kate (November 15, 2017), “Research: If You Position Your Products as a Set, People are More Likely to Buy Them All,” *Harvard Business Review (Digital Article)*.

## CONFERENCE PRESENTATIONS

(Excludes coauthor presentations)

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, “I Know Why You Voted for Trump: Using Attribute Information to Infer Motives for Choice.”

- Society for Consumer Psychology, 2018 (Dallas, TX)

Barasz, Kate, and Serena Hagerty, “Hoping for the Worst: When and Why People Prefer Bad News.”

- Society for Judgment and Decision Making, 2015 (Chicago, IL)

Barasz, Kate, Tami Kim, and Leslie K. John, “The Role of (Dis)similarity in (Mis)predicting Others’ Preferences.”

- Association for Consumer Research, 2015 (New Orleans, LA)
- Society for Consumer Psychology, 2015 (Phoenix, AZ)
- Society for Judgment and Decision Making, 2014 (Long Beach, CA)
- Behavioral Decision Research in Management, 2014 (London, UK)

Barasz, Kate, Leslie K. John, Elizabeth A. Keenan, Michael I. Norton (2017), “Pseudo-Set Framing.”

- Behavioral Decision Research in Management, 2014 (London, UK)
- Society for Judgment and Decision Making, 2013 (Toronto, ON)

## **INVITED PRESENTATIONS**

Marshall School of Business, University of Southern California (Marketing)	Sept 2015
SDA Bocconi School of Management	July 2015
ESADE Business School (Marketing)	July 2015
IESE Business School (Marketing)	July 2015
Cass Business School, City University London (Marketing)	June 2015

## **TEACHING**

Marketing Management I (MBA), IESE Business School	Fall 2017
Marketing Management I (MBA), IESE Business School	Fall 2016
Consumer Behavior (open enrollment), Harvard Extension School	Fall 2014

## **SELECTED NON-ACADEMIC EMPLOYMENT**

<i>Consultant</i> Bain & Company, Boston, MA and Atlanta, GA	2006-2010
<i>Summer Analyst</i> Goldman Sachs, Boston, MA	2005

## **RESEARCH INTERESTS**

Behavioral decision theory; judgment and choice; medical decision making; self-other distortions; prediction; framing and presentation effects

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making