

# KATE BARASZ

IESE Business School | B-418  
Av. de Pearson 21  
Barcelona, Spain 08034  
kbarasz@iese.edu

## EDUCATION

*Doctor of Business Administration, Marketing* May 2016  
Harvard Business School, Boston, MA

*Bachelors of Arts, Economics and Public Policy Studies* May 2006  
Graduation with Distinction in Economics  
Duke University, Durham, NC

## ACADEMIC EMPLOYMENT

*Assistant Professor of Marketing* July 2016 - Present  
IESE Business School, Barcelona, Spain

## NON-ACADEMIC EMPLOYMENT

*Consultant* 2006-2010  
Bain & Company, Boston, MA and Atlanta, GA

*Summer Analyst* 2005  
Goldman Sachs, Boston, MA

## HONORS AND AWARDS

Finalist, Best Individual Paper, Society for Consumer Psychology, 2018  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2014  
Dean's Letter of Commendation for Distinguished Teaching Performance, Fall 2014  
Wyss Doctoral Research Award, 2014

## ACADEMIC PUBLICATIONS

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

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**

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, “I Know Why You Voted for Trump: (Over)inferring Motives Based on Choice,” revise and resubmit at *Cognition*.

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

Barasz, Kate, and Peter Ubel, “Motivated Inferences of Price and Quality,” *working paper*.

## **RESEARCH IN PROGRESS**

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

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*.

Barasz, Kate, Todd Rogers, David A. Nickerson, and Michael I. Norton, “Earned vs. Eligible: How Framing Increases Engagement.” *Data collection in process*.

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

Wolf, Elizabeth B., and Kate Barasz, “Fact or Feeling? Individuals Underestimate the Value of Disclosing Their Emotions.” *Data collection in process*.

## **PRACTITIONER 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)*.

## **COURSE MATERIALS IN PROGRESS**

Barasz, Kate, and Jorge Arredondo Carlos. “AB InBev: Managing Mexico’s Beer Product Line.” (Case in progress)

## INVITED PRESENTATIONS

ESADE Business School (Marketing)	Feb 2018
Marshall School of Business, University of Southern California (Marketing)	Sept 2015
SDA Bocconi School of Management (Marketing)	July 2015
ESADE Business School (Marketing)	July 2015
IESE Business School (Marketing)	July 2015
Cass Business School, City University London (Marketing)	June 2015

## CONFERENCE PRESENTATIONS

(Excludes coauthor presentations)

Barasz, Kate, Tami Kim, and Ioannis Evangelidis, “I Know Why You Voted for Trump: (Over)inferring Motives Based on 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)

## TEACHING

Capstone Project (MBA core curriculum, business challenge), IESE Business School	Spring 2018
Marketing Management I (MBA core curriculum, 2 Sections), IESE Business School	Fall 2017
Capstone Project (MBA core curriculum, business challenge), IESE Business School	Spring 2017
Marketing Management I (MBA core curriculum, 2 Sections), IESE Business School	Fall 2016
Consumer Behavior (open enrollment elective), Harvard Extension School	Fall 2014

## RESEARCH INTERESTS

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

## PROFESSIONAL AFFILIATIONS

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