

KATE BARASZ

Av. de Pearson 21
Barcelona, Spain 08034

kbarasz@iese.edu

EDUCATION

Doctor of Business Administration, Marketing *May 2016*
Harvard Business School, Boston, MA
Committee: Michael Norton, Leslie John, and John Gourville

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

ACADEMIC POSITIONS

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

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

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

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," *invited resubmission at 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 under revision*.

Barasz, Kate, and Peter Ubel, "Motivated Inferences of Price and Quality," *manuscript under revision*.

SELECTED WORKS IN PROGRESS

Kim, Tami, Kate Barasz, Leslie K. John, and Michael I. Norton, "Pointlessly Gendered: Reactance to Typecasting."

Engeler, Isabelle, and Kate Barasz, "Brand Fan(atics): The Paradoxical Effects of Extreme Consumer Loyalty."

Barasz, Kate, Oliver P. Hauser, Serena Hagerty, and Michael I. Norton, "Disentangling Consumer Needs and Wants."

RESEARCH INTERESTS

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

CONFERENCE PRESENTATIONS

(Presenter's name starred)

Barasz, Kate* and Serena Hagerty (2015), "Hoping for the Worst: The Perverse Incentives Created by Certainty-Seeking," Society for Judgment and Decision Making, Chicago, IL.

Barasz, Kate*, Tami Kim, and Leslie K. John (2015), "Mistaking Dissimilar for Dislike: Why We Mispredict Others' Diverse Preferences," Association for Consumer Research, New Orleans, LA.

Barasz, Kate*, Tami Kim, and Leslie K. John (2015), "Mistaking Dissimilar for Dislike: Why We Mispredict Others' Diverse Preferences," Society for Consumer Psychology, Phoenix, AZ.

Barasz, Kate*, Tami Kim, and Leslie K. John (2014), "Mistaking Dissimilar for Dislike: Why We Mispredict Others' Diverse Preferences," Society for Judgment and Decision Making, Long Beach, CA.

Barasz, Kate*, Leslie K. John, and Michael I. Norton (2014), "Greater than the Sum of its Parts: How Whole Unit Framing Increases Effort," Behavioral Decision Research in Management, London, UK.

Barasz, Kate, Tami Kim*, and Leslie K. John (2014), "Mistaking Dissimilar for Dislike: Why We Mispredict Others' Diverse Preferences," Behavioral Decision Research in Management, London, UK.

Barasz, Kate*, Leslie K. John, and Michael I. Norton (2013), "Greater than the Sum of its Parts: How Whole Unit Framing Increases Effort," Society for Judgment and Decision Making, 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	<i>Fall 2016</i>
Consumer Behavior (open enrollment), Harvard Extension School	<i>Fall 2014</i>

SELECTED NON-ACADEMIC EMPLOYMENT

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

PROFESSIONAL AFFILIATIONS

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