

Liad Weiss

Curriculum Vitae, Nov 2013

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ACADEMIC POSITIONS

Assistant Professor of Marketing, Wisconsin School of Business, University of Wisconsin-Madison
June 2013 - present

EDUCATION

Ph.D., Marketing, May 2013
Columbia Business School
Columbia University, New York, NY

M. Phil., May 2012
Columbia Business School
Columbia University, New York, NY

M.Sc., Behavioral and Management Sciences, June 2007
The William Davidson Faculty of Industrial Engineering and Management
Technion - Israel Institute of Technology, Haifa, Israel.

B.Sc. in Industrial Engineering and Management (with Honors), March 2006
The William Davidson Faculty of Industrial Engineering and Management
Technion - Israel Institute of Technology, Haifa, Israel.

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium Fellow, Seattle, WA, 2012
Luxury Education Foundation Scholarship, Columbia University, 2011
Eugene M. Lang Research Grant, Columbia Business School, 2011
University of Houston Doctoral Symposium Fellow, 2011

RESEARCH INTERESTS

Judgment and Decision Making

Social Cognition

Self-Concept

Categorization

PUBLICATIONS AND WORK UNDER REVIEW

Weiss, Liad and Gita V. Johar (2013). "Egocentric Categorization and Product Judgment: Seeing Your Traits in What You Own (and Their Opposite in What You Don't)." *Journal of Consumer Research* **40**(1): 185-201.

Weiss, Liad and Gita V. Johar, "Products as Self-Evaluation Standards," Invited revision at the *Journal of Consumer Research*

Weiss, Liad and Ran Kivetz, "Following-Through on Opportunities: The Effect of Incidental versus Inherent Choice," Invited revision at the *Journal of Marketing Research*

Weiss, Liad and Dan Bartels, "Product Retention in Consumer Choice," Under review at the *Journal of Marketing Research*

WORKING PAPERS AND SELECTED RESEARCH IN PROGRESS

Bennett, Alexandra, Liad Weiss & Gita V. Johar, "What's on your Mind, Mr. Product? Empathy as an Antecedent of Product Anthropomorphism," Manuscript in preparation for submission to the *Journal of Consumer Research*

Weiss, Liad and Gita V. Johar, "Amending Adverse-Selection through Psychological Ownership," work in progress

Weiss, Liad and Gita V. Johar, "'Me-Mine' Sensitivity: Individual Difference Scale on the Role of Ownership in Egocentric-Categorization," work in progress

CONFERENCE PRESENTATIONS

“Which Product to Retain? The Effect of Product-Related versus Person-Related Product Features,” with Dan Bartels, Association for Consumer Research, Chicago, Illinois, 2013

“The Impact of Product “Personality” on Behavior: An Ownership Perspective,” with Gita V. Johar, MiNY (Marketing in NY) Conference, New-York, 2012

“The Impact of Incidental Ownership of Objects on Subsequent Behavior,” with Gita V. Johar, Society for Consumer Psychology, Las-Vegas, Nevada, 2012

“Following-Through Opportunities: The Effect of *Incidental* (vs. *Inherent*) Choices,” with Ran Kivetz, MiNY (Marketing in NY) Conference, New-York, 2011

“Seeing-Through Opportunities: The Effect of *Incidental* (vs. *Inherent*) Choices,” with Ran Kivetz, Society for Judgment and Decision Making, Seattle, Washington, 2011

“From Categorization to Judgment: Seeing your Traits in What You Own (and Their Opposite in What You Don’t),” with Gita V. Johar, the 29th Annual UH Doctoral Symposium, Bauer College of Business, University of Houston, 2011

“The Impact of Incidental Ownership of Objects on Subsequent Behavior,” with Gita V. Johar, Association for Consumer Research, St. Louis, Missouri, 2011

“Object Self-Categorization and Egocentric Product Judgment,” with Gita V. Johar, Society for Consumer Psychology, Atlanta, Georgia, 2011.

“The Self-Concept from Near and Far: Psychological Distance and the Consumer Self,” (Session Chair) and “Product Self-Categorization: When Ownership Negatively Affects Product Judgment,” with Gita V. Johar, Association for Consumer Research, Jacksonville, Florida, 2010

“Product Self -Categorization: When Product Ownership can Negatively Affect Product Judgment,” with Gita V. Johar, Marketing in Israel, Hebrew University, Jerusalem, Israel, 2010

“The Case of Co-occurring Opportunities: When Missing One Feels Like Missing Them All” with Ran Kivetz, European Association for Consumer Research, London, England, 2009

“Proximity to or Progress Towards Receiving a Telephone Service? Perception Management of On-Hold Waiting Queues,” with Nira Munichor and Anat Rafaeli, Association for Consumer Research, Memphis, Tennessee, 2007

INVITED TALKS

College of Agricultural, Consumer and Environmental Sciences, University of Illinois at Urbana-Champaign, 2013

Vienna University of Economics and Business, 2013

Ross School of Business, University of Michigan, 2012

Pamplin College of Business, Virginia Tech, 2012

Fisher College of Business, Ohio State University, 2012

Wisconsin School of Business, University of Wisconsin-Madison, 2012

Joseph M. Katz Graduate School of Business, University of Pittsburgh, 2012

The Hong Kong University of Science and Technology, 2012

Arison School of Business, the Interdisciplinary Center (IDC), 2011

Technion – Israel Institute of Technology, 2010

SERVICE

Reviewer, the Association for Consumer Research (2010 - present)

Reviewer, the Society for Consumer Psychology (2010 - present)

Volunteer, Association for Consumer Research, Jacksonville, Florida (2010)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)