

KATE BARASZ

IESE Business School | B-418
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Barcelona, Spain 08034
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EDUCATION

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

Bachelor 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

“The 40 Best Business Professors Under 40,” Poets & Quants, 2018
Finalist for 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

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

Kim, Tami, Kate Barasz, and Leslie K. John, (forthcoming), “Why Am I Seeing This Ad? The Effect of Ad Transparency on Ad Effectiveness,” *Journal of Consumer Research*.

Barasz, Kate, and Peter A. Ubel (2018), “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

(*denotes equal authorship)

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*.

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

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)*.

INVITED PRESENTATIONS

Harvard Business School (Marketing)	Mar 2018
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)
IESE Business School (Marketing)
Cass Business School, City University London (Marketing)

July 2015
July 2015
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; self-other distortions; prediction; framing and presentation effects; medical decision making

PROFESSIONAL AFFILIATIONS

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