

SHIRLEY BLUVSTEIN

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EDUCATION

Ph.D.	Stern School of Business, New York University - Marketing, 2022
Brain & Cognition Program	Tel Aviv University – Psychology, 2014
M.A.	Tel Aviv University – Social Psychology, 2012
B.A, Cum Laude	Tel Hai College – Psychology, 2008

ACADEMIC AWARDS & HONORS

2022	ACR/Sheth Dissertation Award Honorable Mention
2022	Israel Institute Faculty Development Grant
2018	Best Working Paper Award, Society for Consumer Psychology
2018	TAU-IRC Research Grant Award
2013	Psychology Department Merit Tuition Scholarship (Tel Aviv University)
2012	Master Thesis Excellence (Tel Aviv University)
2007	Academic Leadership during the 2nd Lebanon War Award (I.D.B)
2006	Social Involvement Award (Tel Hai College)

RESEARCH INTERESTS

Choice Architecture, Context Effects, Behavioral Economics, Pricing, experiential Marketing, Tipping, Prosocial Behavior, Artificial Intelligence.

PUBLICATIONS

Bluvstein Netter, Shirley and Priya Raghbir (2020), “Tip to Show Off: Impression Management Motivations Increase Consumers’ Generosity,” *Journal of the Association for Consumer Research*, 6 (1), 120-129.

WORKING PAPERS AND PAPERS UNDER REVIEW (selected abstracts in appendix)

Bluvstein, Shirley, Xuan Zhao, Alixandra Barasch, and Juliana Schroeder. “Human or Bot? The Humanizing Power of (Corrected) Errors,”
Under review at the Journal of Consumer Research.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3901961

Bluvstein, Shirley and Priya Raghbir, “Framing Choice Alternatives in the New Age of Voluntary Payments Economy,” https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3919206

Bluvstein, Shirley and Priya Raghbir, “Nothing Matters: Zero Opt-Out Increases Consumers’ Voluntary Payments”

RESEARCH IN PROGRESS (selected abstracts in appendix)

Bluvstein, Shirley, Dafna Goor, Alixandra Barasch, and Vicki G. Morwitz, "Using Tainted Money to Mitigate Overhead Aversion."

Bluvstein, Shirley, Jacob Goldenberg and Moshik Miller, "The Effect of Within the Hour Time Landmarks on Consumers' Motivation, Effort, and Purchase Behavior."

Bluvstein, Shirley and Yaacov Trope, "Stuck in the Out of Stock: The Effect of Construal Level on Consumers' Substitute Decisions."

ORGANIZED CONFERENCES & SYMPOSIA

Bluvstein, Shirley, Xuan Zhao, Alixandra Barasch and Juliana Schroeder. "Human or Bot? The Humanizing Power of (Corrected) Errors."

- *Technology, Mind & Society* Conference, Washington, DC (2019)
- *Association for Consumer Research*, Atlanta, GA (2019)

CONFERENCE PRESENTATIONS

Bluvstein Netter, Shirley and Priya Raghurir. "Tip to Show Off: Impression Management Motivations Increase Consumers' Generosity."

- *Journal of the Association for Consumer Research*, online Webinar (2021)

Bluvstein, Shirley and Priya Raghurir. "When a Nudge Backfires: The Effect of Default Choice Alternatives on Consumers' Voluntary Payments."

- *Society for Consumer Psychology*, Huntington Beach, CA (2020)
- *ESADE Pricing Symposium*, Barcelona, Spain (2019)
- *Society for Consumer Psychology* Conference, Dallas, TX (2018)
 - ❖ Awarded Best Working Paper
- *Society for Judgment and Decision-Making* Conference, New Orleans, LA (2018)

Bluvstein, Shirley, Dafna Goor, Alixandra Barasch, and Vicki G. Morwitz. "Using Tainted Money to Mitigate Overhead Aversion."

- *Society for Consumer Psychology conference*, Huntington Beach, CA (2020)
- *Association for Consumer Research* conference, Atlanta, GA (2019)

Bluvstein, Shirley, Xuan Zhao, Alixandra Barasch and Juliana Schroeder. "Human or Bot? The Humanizing Power of (Corrected) Errors."

- *Society for Consumer Psychology*, Savannah, Georgia (2019)

Bluvstein, Shirley and Priya Raghurir, "Nothing Matters: Zero Opt-Out Increases Consumers' Voluntary Payments"

- *Association for Consumer Research, Denver, Colorado (2022)*
- *Society for Consumer Psychology, Puerto Rico (2023)- Session Chair*

TEACHING EXPERIENCE- INSTRUCTOR

Marketing Core (NYU)
Undergraduate full term core course

Summer 2018

TEACHING EXPERIENCE- TEACHING ASSISTANCE

Principles of Marketing (YU)	Fall 2022 Spring 2023
Introduction to Marketing (NYU) – EMBA Course	Spring 2017
Experimental Lab (Tel Hai Collage)- Undergraduate full term core course	Spring 2008

TEACHING INTERESTS

Marketing core, Consumer behavior, Digital marketing, Marketing analytics, Marketing research

SERVICE

Association for Consumer Research- reviewer	2023
Society for Consumer Psychology –reviewer	2019
<i>Journal of Consumer Research</i> – Trainee reviewer	2017
Research Assistant Training Program, NYU Stern, Marketing Department	2015-2016

DOCTORAL COURSES

Marketing

Judgment & Decision-Making	Vicki Morwitz
Consumer Behavior	Andrea Bonezzi
Marketing Proseminar	Tom Meyvis
Diffusion Models	Eitan Muller
Structural Models	Tülin Erdem

Psychology

Social Psychology of Self Control	Yaacov Trope
Self-Regulation	Peter Gollwitzer & Gabriele Oettingen

Methods

Experimental Design & Analysis	Tom Meyvis
Research Methods	Priya Raghubir
Regression and Multi Data Analysis	Jeffrey Simonoff

Economics

Microeconomics: Theory and Applications	Luis Cabral
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WORK EXPERIENCE

MBA Center Group, Yeda Plus, Israel

Vice President	2011 - 2014
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Lotem LTD, Israel

Organizational Consultant Internship Leading management consulting firm	2009 - 2010
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MarketTest, Israel

Project Manager and Market Analyst	2009 - 2011
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Multi-discipline research and consulting firm Dr. Gary Trigger Institution, Israel Industrial Psychology Internship	2007 - 2008
Tel Hai College, Israel Undergraduate Fellow and Research Assistant	2006 - 2007
Bluvstein Engineering, LTD. Supply Chain Manager, at engineering defense firm for the Israeli Ministry of Defense	2002-2006
Israel Defense Forces, Intelligence corps Data Analyst Sergeant, Special Forces	2000 - 2002

VOLUNTEER EXPERIENCE

Dogs in the Shade Co-founder of nonprofit organization	2010 - 2014
American Jewish Joint Distribution Committee, Israel Social leadership course instructor	2007 - 2008
Jewish Agency, Israel Volunteer and event organizer	2005 - 2006

REFERENCES

Vicki G. Morwitz (Co-Chair)
Bruce Greenwald Professor of Business
Professor of Marketing
Columbia University
514 Uris Hall
New York, NY 10027
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Priya Raghbir (Co-chair)
Dean Abraham L. Gitlow Professor of Business
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Associate Professor of Marketing
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Jacob Goldenberg
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Yaacov Trope
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New York University
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DOCTORAL DISSERTATION

Choice Architecture and Context Effects in Voluntary Payments: Three Essays

Chair: Vicki Morwitz (Co-Chair), Priya Raghurir (Co-Chair)

Committee Members: Alixandra Barasch, Jacob Goldenberg, Minah Jung, Yaacov Trope

I examine how context effects and the choice architecture of default payment options used in the marketplace affect voluntary payments such as tips and donations. In today's digital world, consumers are constantly encountering screen-based default payment collection systems. I examine the effect of these systems on consumers' tip rate as well as on the amount they choose to leave. I also examine the effect of contextual factors, such as charities' allocation decisions of funds coming from tainted sources, on consumers donation amount and overhead aversion. The findings make theoretical contributions to several streams of literature, including prosocial behavior, behavioral pricing, choice architecture, and labor economics, and have important managerial implications for both for-profit and non-profit organizations.

Essay 1 – Framing Choice Alternatives in the New Age of Voluntary Payments Economy

Modern and gig economy businesses collect voluntary contributions (i.e., tips) from consumers via screen-based payment systems (i.e., \$1, \$2, \$3; 10%, 15%, 20%). The use of these systems has been criticized by the popular media for leading consumers to leave large tips in places where they had not felt they had to in the past or when they would have tipped smaller amounts. We employ a multi-method approach, including an analysis of secondary data (N = 51,825), a field experiment (N = 1,810), and laboratory experiments (N = 2,321), and show that an absolute dollar frame leads to higher tip payments than a relative percentage frame for low bill amounts. These effects are moderated when (1) tips are presented in fractional cents (e.g., \$0.50) leading consumers to infer that it is acceptable to leave smaller dollar tip amounts and (2) tip options start at absolute high levels (e.g., \$100), as consumers face sticker shock for high tip amounts in the dollar condition. Countering conventional wisdom, we further show that open-ended formats lead to higher tip payments compared to closed-end response formats for low bill amounts. Theoretically, these results add to the behavioral pricing, consumers' prosocial behavior, and labor economics literatures. Managerially, they are relevant for the multi-billion-dollar service industry.

Essay 2 – “Nothing Matters: Zero Opt-Out Increases Consumers’ Voluntary Payments”

This work examines how the choice architecture used in tipping systems affects consumers' tipping behaviors. One field experiment and three lab experiments show that having an explicit numerical zero-tip option (0%) in the choice set, either replacing the default No-Tip option or adding it as an additional opt-out option, counterintuitively shifts consumers' choices towards higher tip options, resulting in their giving more generous tips compared to having all non-zero tip options. This effect is observed for different bill sizes and ranges of tip alternatives, as well as when the zero-tip option is compared to the smallest numerical option of a 1% tip and across different service contexts. The effect is stronger for those with self-image concerns, helping to explain why the zero option nudges consumers towards greater generosity. These results have theoretical implication for the literatures on choice architecture, prosocial behavior, and behavioral pricing. The findings also have practical implications for businesses in the service industry.

Essay 3 – Using Tainted Money to Mitigate Overhead Aversion

Tainted donations have received large media coverage in the past few years as charities were forced to return money donated from sullied sources (i.e., Harvey Weinstein, the Sackler Family, those involved in the college admission bribery scandal), causing charities to face monetary challenges. Charities yet face another challenge with overhead aversion where donors avoid charities with relatively large overhead expense proportions, causing charities to not spend enough on overhead to efficiently run their organizations. This research helps address both problems as it offers a novel way to alleviate overhead aversion using tainted donations. In this research, we posit and find that donors prefer charities that allocate money received from tainted donors to overhead expenses versus program expenses. Charities that communicate this allocation strategy receive more donations and are able to overcome donor overhead aversion. This research has theoretical implications for the literature on the psychology of prosocial behavior and managerial implications for nonprofits that have found it challenging to overcome “overhead aversion.”

Bluvstein Netter, Shirley and Priya Raghurir (2020), "Tip to Show Off: Impression Management Motivations Increase Consumers' Generosity," *Journal of the Association for Consumer Research*, 6 (1), 120-129.

Tipping is ubiquitous in countries such as the United States. Given the importance of examining the experiential side of marketing, we examine tipping—an overlooked participative pricing context and introduce it to the behavioral pricing literature. We propose that consumers use tips as an impression management strategy, tipping more when their goal is to impress others. We examine the robustness of these impression management goals when overall bill totals are small (vs. large, study 1), customers pay using credit cards (vs. cash, study 2), and hold different denominations of cash (study 3), as bill size, and payment modes could attenuate the effect of impression management goals on tipping intentions. These findings allow us to better understand the underlying antecedents of tipping behavior and the consequences of impression management motivations. As such, the article cross-fertilizes the hospitality, economic psychology, and behavioral pricing literatures with applications to consumer research.

Bluvstein Netter, Shirley, Xuan Zhao, Alixandra Barasch, and Juliana Schroeder. "Human or Bot? The Humanizing Power of (Corrected) Errors," *Under review at the Journal of Consumer Research*.

Today more than ever before, online text-based interactions (e.g., text messages, emails, social media) have become a primary means of communication. Because written communication lacks human nonverbal cues such as appearance, voice, and identity, consumers may struggle to distinguish whether they are interacting online with a human or a chatbot. The current research investigates how typographical errors ("typos"), a common yet overlooked feature in text communication, can humanize a communicator. Across five experiments (N = 2,515) that used ambiguous conversational counterparts (e.g., customer service agents that might be bots), communicators (either programmed chatbots or real humans) who made and subsequently corrected a typo were perceived to be more humanlike than ones who made no typo or did not correct the typo. Participants consequently perceived those communicators as warmer and more capable of understanding and helping their issues, were more likely to endorse a reward for the communicator, and even perceived the company more favorably. These findings provide novel insights into how conversational features may influence customers' perception of online agents and the brands that use them. The authors discuss theoretical implications for the anthropomorphism and social perception literatures and practical implications for companies wishing to humanize their service agents.