

SHIRLEY BLUVSTEIN

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Zicklin School of Business
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ACADEMIC POSITIONS

Assistant Professor of Marketing Baruch College, City University of New York (CUNY)	2025–
Assistant Professor of Marketing Sy Syms School of Business, Yeshiva University, New York	2022–2025

PROFESSIONAL EXPERIENCE

Marketing Vice President, MBA Center Group, Yeda Plus, Tel Aviv, Israel	2011 - 2014
Organizational Consultant Internship at Lotem Strategies, Kfar Malal, Israel Leading management consulting firm	2009 - 2010
Project Manager and Market Analyst MarketTest, Israel Multi-discipline research and consulting firm	2009 - 2011

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

AWARDS & HONORS

ACR/Sheth Dissertation Award Honorable Mention	2022
Israel Institute Faculty Development Grant (\$10,000)	2022
Best Working Paper Award, Society for Consumer Psychology, Dallas, TX	2018
TAU-IRC Research Grant Award	2018
Psychology Department Merit Based Scholarship (Tel Aviv University)	2013
Master Thesis Excellence (Tel Aviv University)	2012
Academic Leadership during the 2nd Lebanon War Award (I.D.B)	2007
Social Involvement Award (Tel Hai College)	2006

RESEARCH INTERESTS

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

PUBLICATIONS

- Bluvstein, Shirley, Xuan Zhao, Alixandra Barasch, and Juliana Schroeder (2024), "Imperfectly Human: The Humanizing Potential of (Corrected) Errors in Text-Based Communication," *Journal of the Association for Consumer Research*, 9(3), 332-343.
- Raghubir, Priya and Shirley Bluvstein (2024), "From Bribes to Bequests and Gifts to Gratuities: The Black, White, and Shades of Grey of How and Why Consumers Pay What They Want," *Consumer Psychology Review*. 7(1), 75-92.
- Bluvstein Netter, Shirley and Priya Raghubir (2020), "Tip to Show Off: Impression Management Motivations Increase Consumers' Generosity," *Journal of the Association for Consumer Research*, 6(1), 120-129.

PAPERS UNDER REVIEW

- Bluvstein, Shirley and Priya Raghubir, "Absolutely Higher Tips: Framing Choice Alternatives in the New Age of Voluntary Payments Economy," https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3919206
Under review at the Journal of Marketing Research.
- Bluvstein, Shirley and Priya Raghubir, "Nothing Matters: Zero Opt-Out Increases Consumers' Voluntary Payments", https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4538649
2nd round review at the Journal of Marketing Research.

RESEARCH IN PROGRESS

- 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."
- Bluvstein, Shirley and Tamar Avnet, "The Future of Gratuity: Consumer Tipping Behavior for AI-Driven Services."
- Bluvstein, Shirley and Jannine Lasaleta, "Perceived Financial Motivation and Consumer Voluntary Payments 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)
- Bluvstein, Shirley and Priya Raghubir, "Nothing Matters: Zero Opt-Out Increases Consumers' Voluntary Payments"
- *Society for Consumer Psychology, Puerto Rico (2023)*

CONFERENCE PRESENTATIONS

Bluvstein Netter, Shirley and Priya Raghubir. “Tip to Show Off: Impression Management Motivations Increase Consumers’ Generosity.”

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

Bluvstein, Shirley and Priya Raghubir. “When a Nudge Backfires: The Effect of Default Choice Alternatives on Consumers’ Voluntary Payments.”

- *Society for Consumer Psychology conference*, 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)
- *Society for Consumer Psychology*, Nashville, Tennessee (2024)
- *Journal of the Association for Consumer Research*, Webinar (2024)

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

- *Association for Consumer Research, Denver, Colorado* (2022)
- *Association for Consumer Research conference*, Bali (2024)
- *EMAC*, Bucharest (2024)

Bluvstein, Shirley and Priya Raghubir (2024), “Absolutely Higher Tips: Framing Choice Alternatives in the New Age of Voluntary Payments Economy,”

- *Association for Consumer Research conference*, Paris, (2024)

INVITED PRESENTATIONS

11/14/2025	Zicklin School of Business, Baruch College
11/9/2021	Yeshiva University, Sy Syms School of Business
10/5/2021	University of Texas at Austin, McCombs School of Business
9/29/2021	ESADE Business School, Barcelona, Spain
9/28/2021	IESE Business School, Barcelona, Spain
6/22/2021	Tel Aviv University Coller School of Business, Tel Aviv, Israel

INVITED MEDIA COVERAGE

Arirang News, Korea	8/10/2023
Reuters	7/19/2023
Le Point , France	7/28/2023
Bon Appétit	4/1/2024
Wallet Hub	4/5/2024

TEACHING EXPERIENCE

Consumer Behavior	Since Fall 2024
Principles of Marketing	Since Fall 2022
Global expansion of Israeli Products	Fall 2023
Introduction to Marketing	Summer 2018

SERVICE

Journal of Economic Psychology - reviewer	Since 2024
Association for Consumer Research- reviewer	Since 2023
Society for Consumer Psychology –reviewer	Since 2019
Journal of Consumer Research –reviewer	Since 2017
Research Assistants Training Program, NYU Stern	2015-2016

VOLUNTEER EXPERIENCE

Dogs in the Shade, Israel	2010 - 2014
Co-founder of nonprofit organization	
American Jewish Joint Distribution Committee, Israel	2007 - 2008
Social leadership Course Instructor	
Jewish Agency, Israel	2005 - 2006
Volunteer and Event Organizer	