BIOGRAPHY

Ziv Carmon is the Alfred H. Heineken Chaired Professor of Marketing at INSEAD. He studies judgment and decision-making, and its public policy, strategic, and tactical implications. His research has been extensively published in the leading academic marketing and decision-making publications. Ziv’s work on placebo effects of marketing actions won the 2010 William F. O’Dell Award, which is considered the most prestigious annual research award in the field, and which honors the *Journal of Marketing Research* paper that has made the most significant long-term contribution to marketing theory, methodology, &/or practice; was a runner-up for the 2006 Paul Green Award, which honors the *Journal of Marketing Research* paper showing the most potential to contribute significantly to marketing research practice and research in marketing; and was also chosen as one of the top 50 management articles of 2005 by *Emerald Management Reviews*. His papers on Indeterminacy and Live Television, and on Option Attachment, were finalists for the 2009 and 2006 *Journal of Consumer Research* Best Article Awards.

Ziv received many teaching excellence awards. He teaches such topics as Understanding & Influencing Customers, Customer Focus, Customer Insight, Behavioral Economics, Market Driving Strategies, and Marketing Management. He has taught these and other topics to senior, mid-level, and junior executives in company-specific, in-house, and open enrolment Executive Education programs in many countries around the world, as well as to the Executive MBA, MBA, undergraduate and PhD students. He often consults and serves as a featured speaker, discussant, or moderator at professional and industry conferences, as well as an expert witness in legal cases.
Ziv has served as an Associate Editor of the *Journal of Marketing Research*, a Consulting Editor of the *Journal of Behavioral Decision Making* and an editorial review board member of other prominent journals, such as the *Journal of Consumer Research*, the *Journal of Consumer Psychology*, and the *International Journal of Research in Marketing*, among others. He received an Outstanding Reviewer Award from the *Journal of Consumer Research*. He has been a guest editor of articles for a variety of leading journals and is a frequent reviewer of articles for numerous journals, international funding organizations, promotion and tenure cases at other universities, and various research competitions.


Ziv received a BSc degree (Cum Laude) in Industrial Engineering and Management from the Technion, master's and PhD degrees in Business Administration from the University of California at Berkeley. He worked for several years in sales and marketing prior to his academic career. Before joining INSEAD, he was an Associate Professor of Marketing at Duke University.

**RESEARCH AREAS**

Consumer Judgement and Decision Making, Unintended Effects of Marketing Actions, How Consumers Assess Value, How Consumers Perceive Their Experiences, Waiting Experiences

**TEACHING AREAS**

Understanding & Influencing Customers, Customer Insight, Behavioral Economics, Market Driving Strategies, Marketing Management, Discover Israel: Start-up Nation

**CASES WITH EXTRA**

- Lemonade: Delighting Insurance Customers with AI and Behavioural Economics