

Dafna Goor

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Education

D.B.A., Marketing Harvard Business School, Harvard University	May 2020 (expected)
M.B.A., Magna Cum Laude, Majors in Strategy and Global Leadership Recanati Business School, Tel Aviv University	2013
HEC Paris	Fall 2013
B.A., Psychology and Business Administration, Magna Cum Laude Tel Aviv University	2011
Dean's Honor list with Distinction, Social Sciences	2009-2010

Research Interests

Branding, Consumer Identity, Status Seeking, Symbolic Consumption, Authenticity, Consumer Well-being, Luxury Marketing.

Honors & Awards

MSI Alden G. Clayton Doctoral Dissertation Proposal Award	2019
AMS Doctoral Consortium Participant, Vancouver, Canada	2019
The Franco Nicosia ACR Competitive Paper Award Honorable Mention, Association of Consumer Research, Dallas, Texas	2018
AMA-Sheth Foundation Doctoral Consortium Fellow	2018
Best Paper Award, European Association of Consumer Research, Ghent, Belgium	2018
Best Paper Award (\$2,000), LVMH-SMU Luxury Research Conference, Singapore	2018
Best Paper Award, Monaco Symposium on Luxury, Monaco.	2018
Harvard University Graduate Fellowship	2015-2020

Doctoral Dissertation

Branding in the New World: How Luxury Consumption, Social Comparison, and Brand Secrecy Impact Symbolic Consumption

- Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Award

Committee Members:

Anat Keinan (Co-Chair), Michael I. Norton (Co-Chair), Carey K. Morewedge, John T. Gourville

The first essay of the dissertation highlights a tension between consumers' desire for an aspirational lifestyle and the growing demand for authentic living. I suggest that aspirational luxury products, which are becoming more accessible, may conflict with consumers' self-views, making them feel inauthentic.

The second essay proposes that upward social comparisons may elicit trade-off beliefs that increase compensatory consumption across domains. In today's interconnected world, consumers constantly encounter displays of others' success. I examine when, why, and how upward comparisons in one domain lead consumers to prefer status-enhancing items in alternative identity domains, in which consumers fare more favorably.

The third essay explores brands' pseudo-secrets and their impact on consumer behavior. I find that when brands offer consumers an opportunity to attain (pseudo-)secrets, such as secret menus or secret promotions, they allow them to leverage "exclusive" information by conferring prestige in two commercially beneficial ways – either via conspicuous consumption or generation of word-of-mouth.

Publications and Papers under Review (See abstracts in Appendix) _____

Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener, "The Paradox of Luxury Consumption: Understanding Consumers' Feelings of Inauthenticity," conditionally accepted by *Journal of Consumer Research*.

Anat Keinan, Sandrine Crener, and Dafna Goor, "Luxury and Environmental Responsibility," Forthcoming in *The Research Handbook on Luxury Branding*, Edward Elgar Publishing.

Goor, Dafna, Anat Keinan, and Nailya Ordabayeva "Status Pivoting: Coping with Status Threats through Motivated Trade-off Beliefs and Consumption across Domains," under review, *Journal of Consumer Research*.

Manuscripts in Preparation (See abstracts in Appendix) _____

"Pseudo-Secrets in Marketing: How Privileged Access to Information Shapes Consumer Behavior," with Anat Keinan, Nir Halevy, and Michael I. Norton.
In preparation for submission to *Journal of Consumer Research*.

"The Road Not Taken: Consumption of Unfamiliar Products Increase Feelings of Self-Discovery and Consumer Engagement" with Grant E. Donnelly and Michael I. Norton.
In preparation for submission to *Journal of Consumer Research*.

Research in Progress

“Keep the Best Forget the Rest: When and Why High-Quality Services Decrease Word-of-Mouth” with Ayelet Gneezy, Yael Steinhart, and Sarit Moldovan.

“Using Tainted Money to Attenuate Overhead Aversion,” with Shirly Bluvstein, Alixandra Barasch, and Vicki G. Morwitz.

“Social Desire and Social Anxiety in the Sharing Economy,” with Amir Grinstein and Meike H. Morren.

“Lucky to be Me! Downward Comparisons Increase Consumption of Luck Related Products through Guilt and Inequality Awareness,” with Serena Hagerty.

“Flipping the Endowment Effect: Holders of Valuable Information Fail to Capitalize on their Knowledge and Experience,” with Kristen Lane.

“Imperfectly Perfect: Need for Authenticity in an Image Curated World,” with Anat Keinan and Aner Sela.

Teaching Interests

Branding, Marketing Strategy and Management, Luxury Marketing, Marketing Research, Consumer Behavior.

Teaching Experience

Harvard University

Applying Consumer Research to Marketing Practice (E-62XX), Harvard Extension School, Course Instructor, Spr 2020

Consumer Behavior (E-6200), Harvard Extension School, Course Instructor (4.5/5.0). Fall 2018

Consumer Behavior (E-6200), Harvard Extension School, Course Instructor (4.8/5.0). Fall 2017

Prosocial behavior and financial decision-making Summer 2018
Program for Research in Markets and Organizations (PRIMO), Harvard undergraduate students – individual research projects.

Perceptions of authenticity in marketing Fall 2017
Independent Research Course (910r), Harvard College.

Consumer behavior in the shared economy 2017 – 2018
BIGS research group, Harvard undergraduate students – individual research projects.

Tel Aviv University

Developmental Psychology, Graduate School of Education, Teaching Assistant 2008 – 2011

Business and Professional Experience

Ernst & Young

Global Business Development and Global Account Manager – Teva Pharmaceuticals 2014-2015
(2015 MarCap \$44.38B), Life Sciences, Advisory Services.

Verint Systems / European Union

Project Manager – FP7 European Commission Research & Innovation Program (€23M) 2012-2013

Harel Insurance

Business Development Manager, Pension Department 2011-2012

Shalvata Psychiatric University Hospital

Research Project Manager 2009-2011

Tel-Aviv University, School of Psychology & School of Education

Research Assistant 2008-2010

Israel Defense Forces

Sergeant, Special Forces, Intelligence Corps 2004-2006

Volunteering

CEO, The PeaceTube Project – connecting people from countries in conflict, NPO 2014-2015

Project Manager, HaMisdar, IDF Special Forces Intelligence unit, Volunteer Association 2009-2014

Instructor, "Hand in Hand" Project, Tel Aviv University 2009-2011

Mentor, "Beit Hayered" Municipal Boarding Home, Tel Aviv 2009-2011

Therapeutic Instructor, Shalvata Psychiatric Hospital, Long-Term Ward for Juveniles 2009-2010

Conference Presentations

The Paradox of Luxury Consumption – Understanding Consumers' Feelings of Inauthenticity (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2019 *The La Londe Conference*, La Londe, France.

The Paradox of Luxury Consumption – Understanding Consumers' Feelings of Inauthenticity (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2019 *Brands and Brand Relationships*, Boston.

Social Interactions in the Sharing Economy: A Double-Edged Sword? (with Amir Grinstein), 2019 *SHARE Conference*, Northeastern University, Boston, Massachusetts.

The Paradox of Luxury Consumption – Understanding Consumers’ Feelings of Inauthenticity (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2019 *American Marketing Association Winter Academic Conference*, Austin, Texas.

The Paradox of Luxury Consumption – Understanding Consumers’ Feelings of Inauthenticity (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Judgement and Decision Making*, Boston, Massachusetts.

The Impostor Syndrome from Luxury Consumption (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Association of Consumer Research*, Dallas, Texas.

The Impostor Syndrome from Luxury Consumption – When Aspirational Products Backfire (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *European Association of Consumer Research*, Ghent, Belgium.

Did Not Expect It from You! The Effect of Source Typicality on Perceived Message Originality (with Edith Shalev and Kim Laronne), 2018 *European Association of Consumer Research*, Ghent, Belgium.

The Paradox of Luxury Consumption: Selling Dreams in the Age of Authenticity (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Transatlantic Doctoral Conference (TADC)*, London Business School, London, UK.

The Impostor Syndrome from Luxury Consumption (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *LVMH-SMU Luxury Research Conference*, Singapore.

The Impostor Syndrome from Luxury Consumption (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Monaco Symposium on Luxury*, Monte Carlo, Monaco.

The Impostor Syndrome from Luxury Consumption (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Wharton Society for the Advancement of Women in Business Academia Conference (WSAWBA)*, Philadelphia, Pennsylvania.

The Impostor Syndrome from Luxury Consumption (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Society of Consumer Psychology Conference*, Dallas, Texas.

Conference Poster Sessions

Branding in the New World: How Luxury Consumption, Social Comparison, and Brand Secrecy Impact Symbolic Consumption, *MSI Spring 2019 Trustees Meeting: Right Channel, Right Content, Right Time*, Boston, Massachusetts.

The Impostor Syndrome from Luxury Consumption – When Aspirational Products Backfire (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *The Collier Conference on Behavioral Economics*, Tel Aviv, Israel.

The Impostor Syndrome from Luxury Consumption – When Aspirational Products Backfire (with Nailya Ordabayeva, Anat Keinan, and Sandrine Crener), 2018 *Association for Psychological Science*, San Francisco, California.

Doctoral Coursework

	Course	Instructor
Marketing, Psychology, and Related Topics	Psychology and Economics	Drazen Prelec (MIT)
	Psychology and Economic Theory	Matthew Rabin
	Behavioral Approaches to Decision Making and Negotiation	Francesca Gino
	Consumer Behavior (Doctoral Seminar)	Anat Keinan
	Consumer Behavior (Doctoral Seminar)	Didem Kurt (BU)
	Micro Topics in Organizational Behavior	Michael I. Norton
	Perspectives on Research in Organizations	Dennis A. Yao, John T. Gourville
	Marketing Models	Doug J. Chung
	Research Workshop in Social Psychology	Daniel Gilbert, Joshua D. Greene
	Statistics and Methodology	Intermediate Statistical Analysis in Psychology
Multivariate Analysis in Psychology		James Sidanius
Psychometric Theory and Method Using R		Patrick Mair
Consumer Behavior: Experimental Design and Methods		Carey K. Morewedge (BU)

Additional Workshops and Courses

Business Education for Scholars and Teachers: Markets (C. Fritz Foley, David S. Scharfstein, Laura Alfaro, Malcolm P. Baker, Tarun Khanna; Winter 2015)

Case Method Teaching Seminar, Harvard Business School, Harvard Business Publishing (November 2017)

Professional Affiliations

American Marketing Association
 Association of Consumer Research
 Society for Consumer Psychology

Society of Judgment and Decision Making
Psychological science
Beta Gamma Sigma

References

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Appendix: Abstracts

Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener, “The Paradox of Luxury Consumption: Understanding Consumers’ Feelings of Inauthenticity,” conditionally accepted by *Journal of Consumer Research*.

The present research proposes that luxury consumption can be a double-edged sword: while luxury consumption yields status benefits, it can also make consumers feel inauthentic, because consumers perceive it as an undue privilege. As a result, paradoxically, luxury consumption may backfire and lead consumers to behave less confidently due to their undermined feelings of self-authenticity. Feelings of inauthenticity from luxury consumption are less pronounced among consumers with high levels of chronic psychological entitlement, and they are reduced when consumers’ sense of entitlement is temporarily boosted. The effects are robust across studies conducted in the lab and in field settings such as the Metropolitan Opera, Martha’s Vineyard, a luxury shopping center, and the Upper East Side in New York, featuring relevant consumption contexts and participant populations including luxury target segments.

Goor, Dafna, Anat Keinan, and Nailya Ordabayeva “Status Pivoting: Coping with Status Threats through Motivated Trade-off Beliefs and Consumption across Domains,” under review, *Journal of Consumer Research*.

Prior research established that status threat leads consumers to display status-related products such as luxury brands. While compensatory consumption in the domain of the status threat (e.g., products associated with financial and professional success) is the most straightforward way to cope with comparisons to high-status individuals, we examine when, why, and how consumers cope with status threat by choosing to “pivot” and display success and achievements in alternative domains. Using a mixed-method approach, combining field and lab experiments, netnographic analysis, an observational study, and qualitative interviews, we show that when experiencing status threat consumers are motivated to adopt beliefs about trade-offs across domains, i.e. to believe that others’ success in one domain leads to sacrifice or failure in another domain. We further show that these motivated trade-off beliefs fuel consumption and display of products in these alternative domains. We conceptualize this behavior as “status pivoting,” investigate the domains consumers pivot to, and compare the prevalence, appeal, and effectiveness of status pivoting to attempts to restore status in the domain of the threat.