

# KATE BARASZ

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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

*Visiting Assistant Professor of Marketing* July 2018 – June 2019  
Harvard Business School, Boston, MA

*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 (2019), “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)

Engeler, Isabelle\*, and Kate Barasz\*, “Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Inferences,” under second-round review at *Journal of Consumer Research*.

Barasz, Kate, and Serena Hagerty, “When Bad News is Good,” invited revision at *Journal of Consumer Research*.

Kim, Tami, Kate Barasz, Leslie K. John, and Michael I. Norton, “Calculators for Women: When Identity Appeals Provoke Backlash,” under first-round review.

Barasz, Kate, and Peter Ubel, “Motivated Inferences of Price and Quality,” *working paper*.

## **SELECT RESEARCH IN PROGRESS**

Barasz, Kate, Oliver P. Hauser, Serena Hagerty, and Michael I. Norton, “Disentangling Consumer Needs and Wants.” *Data collection in process*.

Barasz, Kate, Jordi Quoidbach, Isabelle Engeler, and Michael Norton. “There Can Be Only One: Underestimating Paths to Success After Successful Outcomes.” *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*.

Barasz, Kate, and Tami Kim, “Consumer Discovery.” *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

University of Connecticut	Feb 2019
London Business School	Jan 2019
Yale School of Management	Sept 2018
Harvard Business School	Mar 2018
ESADE Business School	Feb 2018
University of Southern California	Sept 2015
SDA Bocconi School of Management	July 2015
ESADE Business School	July 2015
IESE Business School	July 2015
City University London	June 2015

## CONFERENCE PRESENTATIONS

(Excludes coauthor presentations; \*denotes equal authorship)

Engeler, Isabelle\*, and Kate Barasz\*, “Mix-and-Match vs. Head-to-Toe: How Brand Combinations Affect Observer Inferences.”

- European Marketing Academy, 2019 (Hamburg, Germany)
- American Marketing Association CBSIG Conference, 2019 (Bern, Switzerland)
- Association for Consumer Research, 2018 (Dallas, TX)

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

- Association for Consumer Research, 2018 (Dallas, TX)
- Society for Consumer Psychology, 2018 (Dallas, TX)

Barasz, Kate, and Serena Hagerty, “When Bad News is Good.”

- 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

First-Year Marketing (MBA core, 1 Section), Harvard Business School	Fall 2018
Capstone Project (MBA business challenge), IESE Business School	Spring 2018
Marketing Management I (MBA core, 2 Sections), IESE Business School	Fall 2017
Capstone Project (MBA business challenge), IESE Business School	Spring 2017
Marketing Management I (MBA core, 2 Sections), IESE Business School	Fall 2016
Consumer Behavior, Harvard Extension School	Fall 2014

## SERVICE

### *Ad Hoc Reviewer*

Behavioural Public Policy  
Journal of Consumer Research  
Organization Science  
Psychological Science

### *Organizer*

Behavioral Insights Group Doctoral Workshop Summer 2019

## 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