

## JONATHAN ZEV BERMAN

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### ACADEMIC EMPLOYMENT

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#### **London Business School, London England**

*Associate Professor of Marketing (with tenure)*. April 2021 – present

*Associate Professor of Marketing (untenured)*. April 2018 – April 2021

*Assistant Professor of Marketing*. August 2014 – April 2018

### EDUCATION

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#### **The Wharton School, University of Pennsylvania, Philadelphia, PA**

PhD, *Marketing*. May, 2014

#### **The London School of Economics and Political Sciences, London, England**

MSc with Distinction, *Decision Sciences*. November, 2007

#### **Northwestern University, Evanston, IL**

B.A., *Economics*. June, 2003

### RESEARCH INTERESTS

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- Consumer Ethics
- Reputation Management
- Financial Decision-Making

### PEER-REVIEWED PUBLICATIONS

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\*denotes equal contribution

Berman, Jonathan Z., Graham Overton, and Daniel Effron (2026). "Hypocrisy Either Way: Judgments of Moral Actors Who Choose Between Conflicting Commitments," *Journal of Experimental Social Psychology*. <https://doi.org/10.1016/j.jesp.2026.104945>

Göksel, Selin, Övül Sezer, and Jonathan Z. Berman (2026). "Transcending Embarrassment: On the Reputational Benefits of Laughing at Yourself," *Journal of Personality and Social Psychology*. <https://dx.doi.org/10.1037/pspa0000477>

Sun, Jessie and Jonathan Z. Berman (2025). "What's In It for Me? Beliefs About Relative Costs to Well-Being Explain Why People Deprioritize Moral Improvements," *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672251367068>

Silver, Ike and Jonathan Z. Berman (2024). "What drives disagreement about moral hypocrisy? Perceived comparability and how people exploit it to criticize enemies and defend allies," *Cognition*, 247, 105773.

Helgason, Beth Anne and Jonathan Z. Berman (2022). "Reflecting on Identity-Change Facilitates Confession of Past Misdeeds," *Journal of Experimental Psychology: General*, 151(9), 2259-2264.

Berman, Jonathan Z. and Ike Silver (2022). "Prosocial Behavior and Reputation: When Does Doing Good Lead to Looking Good?" *Current Opinions in Psychology*, 43, 102-107.

Mellers, Barbara, Siyuan Yin, and Jonathan Z. Berman (2021). "Reconciling Loss Aversion and Gain Seeking in Judged Emotions" *Current Directions in Psychological Science*, 30(2), 95-102.

Berman, Jonathan Z.\* and Daniella Kupor\* (2020). "Moral Choice When Harming is Unavoidable" *Psychological Science*, 31(10) 1294-1301.

Berman, Jonathan Z., Amit K. Bhattacharjee, Deborah A. Small, and Gal Zauberman (2020). "Passing the Buck to the Wealthier: Reference-dependent Standards of Generosity" *Organizational Behavior and Human Decision Processes*, 157, 46-56.

Berman, Jonathan Z., Alixandra Barasch, Emma E. Levine, and Deborah A. Small (2018). "Impediments to Effective Altruism: The Role of Subjective Preferences in Charitable Giving" *Psychological Science*, 29(5) 834-844.

Levine, Emma E.\*, Alixandra Barasch\*, Jonathan Z. Berman, David Rand, and Deborah A. Small (2018). "Signaling Emotion and Reason in Cooperation" *Journal of Experimental Psychology: General*, 147(5), 702-719.

Berman, Jonathan Z. and Deborah A. Small (2018). "Discipline and Desire: On the Relative Importance of Willpower and Purity in Signaling Virtue" *Journal of Experimental Social Psychology*, 76, 220-230.

Barasch, Alixandra, Jonathan Z. Berman, and Deborah A. Small (2016). "When Payment Undermines the Pitch: On the Persuasiveness of Pure Motives in Fundraising," *Psychological Science*, 27(10), 1388-1397.

Berman, Jonathan Z., An T.K. Tran, John G. Lynch and Gal Zauberman (2016). "Expense Neglect in Forecasting Personal Finances," *Journal of Marketing Research*, 53(August), 535-550.

Berman, Jonathan Z., Emma E. Levine, Alixandra Barasch, and Deborah A. Small (2015). "The Braggart's Dilemma: On the Social Rewards and Penalties of Advertising Prosocial Behavior." *Journal of Marketing Research*, 52(February), 90-104.

Barasch, Alixandra\*, Emma E. Levine\*, Jonathan Z. Berman, and Deborah A. Small (2014). "Selfish or Selfless? On the Signal Value of Emotion in Altruistic Behavior." *Journal of Personality and Social Psychology*, 107(3), 393-413.

Bhattacharjee, Amit K.\*, Jonathan Z. Berman\*, and Americus Reed II (2013). "Tip of the Hat, Wag of the Finger: How Moral Decoupling Enables Consumers to Admire and Admonish." *Journal of Consumer Research*, 39(April), 1167-1184.

- *Republished in JCR's "Morality and the Marketplace" Research Curation, Summer 2014*

Berman, Jonathan Z. and Deborah A. Small (2012). "Self-Interest without Selfishness: The Hedonic Benefit of Imposed Self-Interest." *Psychological Science*, 23(10), 1193-1199.

### SELECTED RESEARCH IN PROGRESS

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- "‘I’ll do it if you do it’: The Persuasive Power of Conditional Commitments" with Amanda Geiser *Invited Revision at Journal of Consumer Research*
- "What Constrains Me Doesn’t Constrain You: Evidence for the Insensitivity to the Resource Constraints of Others" with Nazli Gurdamar Okutur *Invited Revision at Journal of Consumer Research*
- "Start with the Cause: How Decision Order Shapes Charitable Giving" with Nazli Gurdamar Okutur *Invited Revision at the Journal of Behavioral Decision Making*
- "Communication Preferences in Medical Decision Making" with Selin Goksel and Sydney Scott *Invited Revision at International Journal of Research in Marketing*
- "The Divergent Impact of Missed Opportunities: How Missing Out Can Both Reduce and Increase Purchase Likelihood" with Meiying Wang and David Faro, *Under Review*
- "Luck or Hard Work?: People Downplay Their Hard Work When Explaining Their Success to Others" with Ozlem Tetik, Dafna Goor & Nicole Kim, *Manuscript in Preparation*
- "Bragging about Third Party Punishment" with Ena Inesi and Will Fawson, *Manuscript in Preparation*
- "Preferences for No-Punishment Tolerance Zones in Policy Making" with Meiying Wang, Ozlem Tetik & Amanda Geiser, *Data Collection in Progress*

### EDITORIALS

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- "Should you broadcast your charitable side?" *Behavioral Scientist*, March 27, 2018 with Deborah Small, Emma Levine, and Alix Barasch
- "Why we resist treating charities like investments" *Market Watch*, August 22, 2016 with Alix Barasch, Emma Levine, and Deborah Small
- "How bragging can help or hurt your reputation" *HR Magazine*, December 10, 2015

### INVITED PRESENTATIONS

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2025	Warwick Business School, Marketing Department
2024	Vrije Universiteit Amsterdam, Marketing Department

- ESSEC Business School, Marketing Department  
Workshop on Global Priorities Research, Global Priorities Institute, Oxford University (June & December)
- 2023 Bocconi University, Marketing Department  
Durham University Business School, Marketing Department
- 2022 UCLA, Behavioral Decision-Making Group  
Tilburg University, Marketing Department
- 2021 University of Chicago, Marketing Department
- 2020 INSEAD, Marketing Department  
ESADE, Marketing Department  
Tilburg University, Psychology Department  
Queen Mary University, Marketing Department
- 2019 University of Groningen, Marketing Department  
Maastricht University, Finance Department  
Behavioral Ethics and Morality Conference, London Business School
- 2018 University of Utah, JDM Winter Symposium
- 2017 Columbia University, Marketing Department  
University of Southern California, Marketing Department  
University of Michigan, Marketing Department  
University of Texas at Austin, Marketing Department  
Cambridge University Judge School of Business, Marketing Department  
Cass Business School, Marketing Department
- 2016 Washington University in St. Louis, Marketing Department  
HEC Paris, Marketing Department
- 2015 INSEAD, Social Innovation Center & Marketing Department Joint Seminar  
Rotterdam School of Management/Erasmus School of Economics  
Marketing in Israel Conference
- 2013 University of California—San Diego, Marketing Department  
University of California—Berkeley, Marketing Department  
London Business School, Marketing Department  
Cornell University, Marketing Department  
New York University, Marketing Department  
University of Colorado—Boulder, Marketing Department  
University of Southern California, Marketing Department

## **AWARDS, HONORS & GRANTS**

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- Marketing Science Institute Young Scholar, 2019
- Institute of Innovation and Entrepreneurship, LBS Research Grant, 2018
- Junior Faculty Research Award, London Business School, 2017

- MSI Alden G. Clayton Dissertation Proposal Competition, Winner, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2013
- Russell Ackoff Student Research Fellowship, Risk Management and Decision Processes Center, The Wharton School, 2010–2014
- Baker Retailing Center Grant, 2012
- Fellowship, University of Pennsylvania Neuroscience Bootcamp, 2011
- Decision Sciences Award, London School of Economics, 2007

## PHD STUDENT SUPERVISION

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### Primary Advisor

- Selin Goksel (LBS Marketing, 2022). Placement: Vrije Universiteit, Amsterdam
- Nazli Gurdamar-Okutur (LBS Marketing, 2021). Placement: Koç University, Istanbul

## REVIEWING & JOURNAL SERVICE

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### Associate Editor

- *Journal of Consumer Research (Jan 2025 - present)*

### Editorial Review Board Member:

- *Journal of Marketing Research (2019 – present)*
- *Journal of Consumer Psychology (2020 – present)*
- *Journal of Consumer Research (2021 – 2024)*

### Ad Hoc Reviewer:

*British Journal of Social Psychology; Collabra: Psychology; Cognition; Ergo; Journal of the Association for Consumer Behavior; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Marketing; Journal of Personality and Social Psychology; Journal for the Theory of Social Behaviour; Judgment and Decision Making; Management Science; Marketing Science; Nature Communications; Nonprofit & Voluntary Sector Quarterly; Organizational Behavior and Human Decisions Processes; Organizational Science; PCI Registered Reports; Personality and Social Psychology Bulletin; PLOS ONE; Psychological Science; Psychology & Marketing; Science Advances; Scientific Reports; Social Psychology and Personality Science; Trends in Cognitive Science*

### Field Specialist / Research Affiliate:

- *Unjournal (2022 – present)*

### National Foundation Ad Hoc Reviewer:

- *Swiss National Science Foundation*
- *Israel Science Foundation*

## INDUSTRY EXPERIENCE

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<b>Harbor Research, Inc.</b> , San Francisco, CA <i>Analyst, Research and Consulting Services</i>	2008 – 2009
<b>Georges Borchardt Literary Agency</b> , New York, NY <i>Assistant Literary Agent</i>	2004 – 2006
<b>Miramax Films</b> , New York, NY <i>Assistant, Marketing and Distribution Departments</i>	2003 – 2004