

## JONATHAN ZEV BERMAN

London Business School  
Regent's Park, Office R223a  
London, NW1 4SA, United Kingdom  
LBS Webpage: <https://tinyurl.com/jzblbs>

Email: [jberman@london.edu](mailto:jberman@london.edu)  
Office: +44 (0)207 000 8619  
Cell: +44 (0)7772 553315  
OSF: <https://osf.io/e8dum/>

### 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

Göksel, Selin, Övül Sezer, and Jonathan Z. Berman (Accepted). "Transcending Embarrassment: On the Reputational Benefits of Laughing at Yourself" *Journal of Personality and Social Psychology*

Sun, Jessie and Jonathan Z. Berman (In Press). "What's In It for Me? Beliefs About Relative Costs to Well-Being Explain Why People Deprioritize Moral Improvements," *Personality and Social Psychology Bulletin*

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 Kuper\* (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*
- "Communication Preferences in Medical Decision Making" with Selin Goksel and Sydney Scott *Invited Revision at International Journal of Research in Marketing*
- "Damned Either Way: Hypocrisy Perceptions When Commitments to Behaviors and to Values Conflict" with Daniel Effron and Graham Overton *Invited Revision at Journal of Experimental Social Psychology*
- "What Constrains Me Doesn’t Constrain You: Evidence for the Insensitivity to the Resource Constraints of Others" with Nazli Gurdamar Okutur *Under Review*
- "Start with the Cause: How Constructing Charity Portfolios Affects the Pain of Paying When Donating to Charity" with Nazli Gurdamar Okutur *Working Paper*
- "Making Customer Loyalty Programs More Sustainable" with Nichole Moch & Valeria Storum *Manuscript in Preparation*
- "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*
- "Inaction Inertia & Acceleration" with Meiying Wang and David Faro, *Manuscript in Preparation*
- "Preferences for No-Punishment Tolerance Zones in Policy Making" with Meiying Wang, Ozlem Tetik & Amanda Geiser, *Data Collection in Progress*
- "Bragging about Third Party Punishment" with Ena Inesi and Will Fawson, *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*

### Senior Advisory Board Member:

- *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