

Dafna Goor

London Business School
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Academic Employment

Assistant Professor of Marketing London Business School	2020-present
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Education

D.B.A., Marketing Harvard Business School, Harvard University	2015-2020
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, Authenticity, Consumer Identity, Symbolic Consumption, Luxury Marketing, Status Seeking, Consumer Well-being.

Honors & Awards

Faculty Fellow, AMA-Sheth Doctoral Consortium	2025
JCR Best Article Award, Finalist (paper: Status Pivoting)	2024
JCR Best Article Award, Finalist (paper: The Impostor Syndrome from Luxury Consumption)	2023
Ferber Award, Honorable Mention (paper: Status Pivoting)	2021
Ferber Award, Honorable Mention (paper: The Impostor Syndrome from Luxury Consumption)	2020
CBSIG Rising Star Award	2020
AMA, Sheth, & MSI Organizational Frontlines Research (OFR) Young Scholar Research Award	2020
Wyss Award for Excellence in Doctoral Research, HBS	2019
MSI Alden G. Clayton Doctoral Dissertation Proposal Award <i>Branding in the New World: How Luxury Consumption, Social Comparison, and Brand Secrecy Impact Symbolic Consumption</i>	2018
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

Publications

Goor, Dafna, Anat Keinan, and Nailya Ordabayeva (2025), “Historizing the Present: Research Agenda and Implications for Consumer Behavior.” *Journal of Consumer Psychology*, 35(1), 98-120.

Banker, Mohin, Moses Miller, Guy Voichek, Dafna Goor, and Tamar Makov (2022), “Prosocial Nudges and Visual Cues Increase Social Distancing but Authoritative Nudges Decrease It.” *Proceedings of the National Academy of Sciences*, 119(33).

- Featured in Forbes.

Goor, Dafna, Anat Keinan, and Nailya Ordabayeva (2021), “Status Pivoting,” *Journal of Consumer Research*, 47(6), 978-1002.

- JCR Best Article Award, Finalist, 2024.
- MSI Clayton Dissertation Award.
- Ferber Award, Honorable Mention, 2021.
- Featured in BBC, Inc.com, The Marker, CANVAS8.

Goor, Dafna, Nailya Ordabayeva, Anat Keinan, and Sandrine Crener (2020), “The Impostor Syndrome from Luxury Consumption,” *Journal of Consumer Research*, 46(6), 1031-51.

- JCR Best Article Award, Finalist, 2023.
- Ferber Award, Honorable Mention, 2020.
- The Nicosia Best Competitive Paper Award Honorable Mention at the Association for Consumer Research Conference.
- Best Paper Award at the European Association for Consumer Research Conference.
- Best Paper Award at the Monaco Symposium on Luxury.
- Best Paper 3rd Place Award at the LVMH-SMU Luxury Research Conference.
- Featured in CNBC, The Guardian, BBC Global News (25:11), BBC Newsday (19:03), Fast Company (1), Fast Company (2), Esquire, National Affairs, NBC LX, Market Business News, Business Standard, Ladders News, Mama Minimalist, Psych Central, The Financial Diet, Eurasia Review, 15 Minute News, Phys Org, Neuroscience News, NewsGram, Magzter, FIT, Canvas8, Quartz, SKY, and The Mirror.

Anat Keinan, Sandrine Crener, and Dafna Goor (2020), “Luxury and Environmental Responsibility,” in *The Research Handbook on Luxury Branding*, Edward Elgar Publishing, 300-22.

Select Research in Progress

Goor, Dafna, Anat Keinan, Nir Halevy, and Michael I. Norton, “Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing.”

- AMA, Sheth, & MSI Organizational Frontlines Research (OFR) Young Scholar Research Award

“Effortlessly Green: When and Why Effort Impacts Environmentally-Friendly Consumption,” with Yonat Zwebnier.

- Featured in Think at LBS.

“The Road Not Taken: Consumption of Unfamiliar Products Increases Feelings of Self-Discovery and Consumer Engagement” with Grant E. Donnelly, Siyuan Yin, and Michael I. Norton.

“How and Why Sellers and Buyers Value Information Differently,” with Kristen Lane, Michael I. Norton, and Ayelet Gneezy.

“The Drivers and Consequences of Attributing Success to Luck in Social Comparison” with Ozlem Tetik, Nicole Kim, and Jonathan Berman.

“Using Tainted Money in Charitable Donations,” with Shirly Bluvstein, Alixandra Barasch, and Vicki G. Morwitz.

“Gaining Less by Giving More: The Disempowering Nature of Luxury Gifts,” with Maren Hoff and Nader Tavassoli.

Teaching Materials

“Tressure Tress: A Journey to Natural Hair” (2024) with Oded Koenigsberg and Lucy Beauchamp
London Business School Case

Invited Presentations

IESE Business School, University of Navarra	May 2025
Cornell University, Marketing Young Scholars Camp	April 2025
BGU Circular Economy Symposium	December 2024
Guilford Glazer Faculty of Business and Management, Ben Gurion University	December 2024
BI Norwegian Business School	April 2024
Tilburg School of Economics and Management (TiSEM), Tilburg University	March 2024
Rady School of Management, University of California San Diego	March 2024
Sy Syms School of Business, Yeshiva University	February 2024
Imperial College Business School	February 2024
Solomon Lew Conference on Behavioral Economics, Tel Aviv	June 2023
The Fuqua School of Business, Duke University	April 2023

Harvard Business School	November 2022
School of Business and Economics, Vrije Universiteit Amsterdam	October 2022
Arison School of Business, Reichman University	March 2022
UCR School of Business, University of California Riverside	November 2021
Fisher School of Business, The Ohio State University	May 2021
Decision Making and Economic Psychology, BGU and the Hebrew University	May 2021
Coller School of Management, Tel Aviv University	March 2021
Beedie School of Business, Simon Fraser University	October 2020
The Wharton School, University of Pennsylvania	October 2020
INSEAD	November 2019
London Business School	November 2019
Kellogg School of Management, Northwestern University	October 2019
Miami Herbert Business School, University of Miami	October 2019
McCombs School of Business, The University of Texas at Austin	October 2019
College of Business Administration, University of Illinois at Chicago	October 2019
Leeds School of Business, University of Colorado Boulder	September 2019
Rotman School of Management, University of Toronto	September 2019
Tuck School of Business, Dartmouth College	September 2019

Teaching Experience _____

London Business School

Judgement and Decision Making; Ph.D.	2024 –
Global Experience Field Course in Luxury Marketing (Paris); MBA, EMBA, Leadership	2022 –
Luxury Strategy (co-teaching); MiM, MBA, EMBA	2021-2023
Core Marketing; MBA (London), Executive MBA (London, Dubai)	2020 –

Harvard University

Consumer Behavior (E-6200), Harvard Extension School, Course Instructor	2017-2020
BIGS research group, Harvard College	2017-2020
Program for Research in Markets and Organizations (PRIMO), Harvard College	Sum 2018
Independent Research Course (910r), Harvard College	Fall 2017

Tel Aviv University

Developmental Psychology, Graduate School of Education, Teaching Assistant	2008-2011
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Business and Professional Experience _____

Ernst & Young

Global Business Development and Global Account Manager – Teva Pharmaceuticals (2015 MarCap \$44.38B), Life Sciences, Advisory Services	2014-2015
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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 – Effects of Schizophrenia on Cognitive and Physical Abilities 2009-2011

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

Research Assistant – Children's Understanding of Appearance-Reality Distinction in Theatre 2008-2010

Israel Defense Forces

Sergeant, Special Forces, Intelligence Corps 2004-2006

Volunteering

Mentor, HaMisdar 2021-2023

The PeaceTube Project – connecting people from countries in conflict, NGO 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 Hayeled" Municipal Boarding Home, Tel Aviv 2009-2011

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

Conference Presentations

Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2025 *La Londe Conference on Consumer Behavior and Marketing Communications*, Porquerolles Island, France.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2025 *EMAC*, Madrid, Spain.

The Drivers and Consequences of Attributing Success to Luck in Social Comparison (with Ozlem Tetik, Nicole Kim, and Jonathan Berman), 2024 *Asia-Pacific Association of Consumer Research*, Bali, Indonesia.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2024 *AMA CBSIG*, Vienna, Austria.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2024 *Society of Consumer Psychology Boutique Conference on "Consumer Psychology of Brands"*, Leeds, U.K.

Social Interactions in the Sharing Economy: A Double-Edged Sword? (with Dena Yadin, Amir Grinstein, and Meike Morren), 2024 *Society of Consumer Psychology*, Nashville, Tennessee.

The (Reverse) Endowment Effect of Information (with Kristen Lane, Michael I. Norton, and Ayelet Gneezy), 2023 *European Association of Consumer Research*, Amsterdam, The Netherlands.

Social Interactions in the Sharing Economy: A Double-Edged Sword? (with Dena Yadin, Amir Grinstein, and Meike Morren), 2023 *European Association of Consumer Research*, Amsterdam, The Netherlands.

The Drivers and Consequences of Attributing Success to Luck in Social Comparison (with Ozlem Tetik, Nicole Kim, and Yuwei Jiang), 2023 *European Association of Consumer Research*, Amsterdam, The Netherlands.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2023 *La Londe Conference on Consumer Behavior and Marketing Communications*, Porquerolles Island, France.

Gaining Less by Giving More: The Disempowering Nature of Luxury Gifts (with Maren Hoff and Nader Tavassoli), 2023 *Society of Consumer Psychology*, Puerto Rico.

The (Reverse) Endowment Effect of Information (with Kristen Lane, Michael I. Norton, and Ayelet Gneezy), 2023 *Society of Consumer Psychology*, Puerto Rico.

The Drivers and Consequences of Attributing Success to Luck in Social Comparison (with Ozlem Tetik, Nicole Kim, and Yuwei Jiang), 2023 *Society of Consumer Psychology*, Puerto Rico.

Gaining Less by Giving More: The Disempowering Nature of Luxury Gifts (with Maren Hoff and Nader Tavassoli), 2022 *Association of Consumer Research*, Denver, Colorado.

The (Reverse) Endowment Effect of Information (with Kristen Lane, Michael I. Norton, and Ayelet Gneezy), 2022 *Association of Consumer Research*, Denver, Colorado.

Prosocial Nudges and Visual Cues Increase Social Distancing but Authoritative Nudges Decrease It (with Mohin Banker, Moses Miller, Guy Voichkek, and Tamar Makov), 2022 *Association of Consumer Research*, Denver, Colorado.

Paying a Price for Intergroup Brokering: Why, How, and When Out-group Ties Diminish Brokers' Status (with Adiel Moyal and Nir Halevy), 2022 *The Academy of Management*, Seattle.

Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2022 *International Association for Relationship Research*, virtual conference.

Status Pivoting: Coping with Status Threats through Motivated Trade-off Beliefs and Consumption across Domains (with Anat Keinan and Nailya Ordabayeva), 2022 *Society of Consumer Psychology Boutique Conference on "Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior"*, Honolulu, Hawaii.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2022 *Society of Consumer Psychology*, virtual conference.

The Positive and Negative Effects of Visual Cues and Messages on Social Distancing (with Mohin Banker, Moses Miller, Guy Voichkek, and Tamar Makov), 2022 *SJDM*, poster session, virtual conference.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption (with Yonat Zwebner), 2021 *Association of Consumer Research*, virtual conference.

Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2021 *Society of Experimental Social Psychology*, Santa Barbara.

Status Pivoting: Coping with Status Threats through Motivated Trade-off Beliefs and Consumption across Domains (with Anat Keinan and Nailya Ordabayeva), 2020 *Association of Consumer Research*, virtual conference.

Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2020 *Association of Consumer Research*, virtual conference.

The Road Not Taken: Consumption of Unfamiliar Products Increases Feelings of Self-Discovery and Consumer Engagement (with Grant E. Donnelly and Michael I. Norton), 2020 *Association of Consumer Research*, virtual conference.

Social Interactions in the Sharing Economy: A Double-Edged Sword? (with Dena Yadin, Amir Grinstein, and Meike Morren), 2020 *Association of Consumer Research*, virtual conference.

Dirty Motivation: Using Donations to Mitigate Overhead Aversion (with Shirly Bluvstein, Alixandra Barasch, and Vicki G. Morwitz), 2020 *Society of Consumer Psychology*, Los Angeles, California.

The Road Not Taken: Consumption of Unfamiliar Products Increases Feelings of Self-Discovery and Consumer Engagement (with Grant E. Donnelly and Michael I. Norton), 2020 *Society of Consumer Psychology*, Los Angeles, California.

Hidden in Plain Sight: Consumer Responses to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2020 *IOBC*, Tel Aviv, Israel.

Hidden in Plain Sight: Consumer Response to Pseudo-Secrets in Marketing (with Anat Keinan, Nir Halevy, and Michael I. Norton), 2020 *OFR American Marketing Association Winter Academic Conference*, San Diego, California.

Dirty Motivation: Using Donations to Mitigate Overhead Aversion (with Shirly Bluvstein, Alixandra Barasch, and Vicki G. Morwitz), 2019 *Association of Consumer Research*, Atlanta, Georgia.

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. Poster presentation.

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

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.

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*, Dallas, Texas.

Service

Service to the Profession

Ad-hoc Reviewer: Journal of Consumer Research
 Journal of Marketing Research
 Journal of Marketing
 Journal of Consumer Psychology
 Psychological Bulletin
 Journal of Business Research
 International Journal of Research in Marketing
 Journal of Retailing
 Israel Science Foundation (ISF)

Program Committee Member: Association for Consumer Research (2025)

Conference Reviewer: Association for Consumer Research
 Society for Consumer Psychology
 Behavioral Decision Research and Management
 American Marketing Association
 La Londe Conference on Consumer Behavior and Marketing Communications

University Service

Research Ethics Committee 2024 –
 Research Seminars Organizer 2021 –
 Marketing Camp Organizer 2021 –
 PhD Recruiting Lead 2021-2024

Member of Dissertation Committee
 Kyung Hwa Kim (expected 2027)

Professional Affiliations

American Marketing Association, Association of Consumer Research, Society for Consumer Psychology, Society of Judgment and Decision Making, Psychological Science, American Psychological Association, Beta Gamma Sigma, RedBoxMe, World.Minds.