Itai Linzen

Ph.D. (Marketing)
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EDUCATION

Ph.D	Tel Aviv University – Marketing (2020-2026) Advisors: Prof. Yael Steinhart and Prof. Ziv Carmon
M.A., *summa cum laude*	Tel Aviv University – Philosophy, 2021
M.A.	Tel Aviv University – Cognitive Psychology, 2019
B.A.	Tel Aviv University – Psychology and Philosophy, 2017

PAPERS

Carmon Z., Linzen I., Steinhart Y., & Sela, A. Suppressed Inquiry: The Hidden Cost of Satisfaction-Optimized AI. *Current Opinion in Psychology* (in press). https://doi.org/10.1016/j.copsyc.2026.102453

Kononov, N., & Linzen, I. (2026). Consumer attitudes toward brand supportive communication during geopolitical crises. *Journal of Business Research*, *203*, 115798. https://doi.org/10.1016/j.jbusres.2025.115798

Linzen, I., Steinhart, Y., & Carmon, Z. "Disposal Friction: A Conceptual Review and Research Agenda for Understanding Why Consumers Retain Underutilized Possessions" (conditionally accepted at *Foundations & Trends in Marketing*).

Multiple Authors. "Marketing Trees: A Field Experiment in India" (Conditionally accepted as a registered report at *Journal of Consumer Research*).

WORKING PAPERS AND PAPERS UNDER REVIEW

Linzen, I., Steinhart, Y., & Carmon, Z. "Consumers Prefer to Shield their Identity When Disposing of High-Attachment Possession" (3rd round, *International Journal of Research in Marketing*).

Linzen I., Steinhart Y., Sela, A., & Carmon Z. "AI Linguistic Style Affects Consumers' Self-perceptions" (working paper).

Tomaino, G., Cooke, A. D. J, & Linzen, I. "Automatons as Allies: The Value of AI Confederates" (under review at *Journal of Consumer Research*).

De Freitas, J. & Linzen, I. "'Addiction' Is An Incomplete Framework For Understanding Conversational AI Dependency" (working paper).

MANAGERIAL AND POLICY WRITING

Linzen, I., Steinhart, Y., & Carmon, Z. (2023) "Artificial Intelligence can Help the Distressed". *Innovations in Management*.

CONFERENCE PRESENTATIONS

Itai Linzen, Ziv Carmon, Aner Sela, & Yael Steinhart. "The Unexpected Mirror: How AI Communication Style Reflects Back on Consumer Psychology"
- Mind-IL, Tel Aviv (2026) (working paper)
- *Association for Consumer Research*, Chicago (2026) (working paper)
- *Marketing in Israel* (February 2026)
- *AI and the Future of Collaborative Innovation workshop at NYU* (September 2025)

Geoff Tomaino, Alan Cook, Itai Linzen. "Automatons as Allies: The Value of AI Confederates"
- *Association for Consumer Research*, Chicago (2026).

Aaron Petrasch & Itai Linzen. "How AI Changes the Way We Study Ourselves: New Experimental Methods Enabled by AI"
- *AI-Humanity-Society: 2nd LMU-TAU Workshop for Early-Career Researchers*, Munich (2025).

Natalia Kononov & Itai Linzen. "Global Brands in Local Crises"
- *Society for Consumer Psychology,* Las Vegas (2025)
- *Association for Consumer Research*, Paris (2024)
- *SCP Boutique Conference: Consumer Psychology of Brands*, Leeds (2024)
- *Marketing in Israel* (2024)

Itai Linzen, Yael Steinhart, & Ziv Carmon. "Consumers Prefer to Shield their Identity When Disposing of High-Attachment Possessions"
- *Association for Consumer Research*, Paris (2024)

Itai Linzen, Yael Steinhart, & Ziv Carmon. "Consumers Prefer to Donate Possessions Close to their Heart to Distant Others"
- *Society for Consumer Psychology*, San Juan (2023)
- *Association for Consumer Research*, Denver (2022)
- *Marketing in Israel* (2022)

Itai Linzen, Yael Steinhart, & Ziv Carmon. "AI Can Help Counter Perceived Threats"
- *Society for Consumer Psychology*, online conference (2022)
- *Association for Consumer Research*, online conference (2021).
- *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, online conference (2021).

Itai Linzen & Dominique Lamy. "Attentional Engagement Requires Conscious Perception"
- *Israeli Society for Cognitive Psychology* (2018)

INVITED TALKS

- Reichman University (Marketing Unit) (May 2026)
- Ben-Gurion University (Marketing Unit) (December 2025)

ORGANIZED SYMPOSIA

Itai Linzen, Yael Steinhart, & Ziv Carmon. "The Psychology of Disposal: When, Why, and How Consumers Decide to Dispose of Products"

- *Association for Consumer Research*, Paris (2025).

AWARDS & HONORS

2025	The Solomon Lew Fellowship for Excellence in Consumer Behavior Research
2025	Coller travel grant for excellent PhD students
2024	TAD Digital Humanities and Social Sciences Fellowship
2022	Prof. Sigel Grant for Distinguished Marketing Graduate Students
2022	ACR Travel Grant
2016	The Dean of Humanities Excellence Award

PROFESSIONAL & ACADEMIC POSITIONS

Behavioral Lab Manager, Coller School of Management, Tel Aviv University 2021-2026

Visiting PhD at Boston University 2025 Fall semester (Q1)

TA (In-class teaching): Behavioral Research Methods in Management (M.Sc. Course) 2025

Research Fellow at TAD Center for AI and Data Science 2025

RESEARCH GRANTS

2025	The Solomon Lew Center for Consumer Behavior (How *AI Linguistic Style Affects Consumers' Self-perceptions)*
2024	Israel Science Foundation (*Exploring the Psychological Factors Underlying the Disposal of Underutilized Possessions*)
2023	The Solomon Lew Center for Consumer Behavior (*Why do Consumers Retain Underutilized Products?*)
2022	The Solomon Lew Center for Consumer Behavior (*Consumers Prefer to Donate Possessions Close to their Heart to Distant Others)*

MEDIA APPEARANCES

Linzen, I. & Kononov, N. (2025, July 24). "The Locals Are Left Behind: How Foreign Brands Gain Favor During Wartime?". Globes. https://www.globes.co.il/news/sparticle.aspx?did=1001516829

Linzen, I., Steinhart, Y., & Carmon, Z. (2023, August 29). "Artificial Intelligence or People: Research Reveals

what People Who Sense a Loss of Control Prefer". Globes.
https://www.globes.co.il/news/article.aspx?did=1001455817

SERVICE

Ad-hoc reviwer

- International Journal of Research in Marketing (trainee)
- Society for Consumer Psychology
- Journal of Interactive Marketing
- Journal of Behavioral Decision Making

MEMBERSHIP

- Association for Consumer Research
- Society for Consumer Psychology

WORK EXPERIENCE

Rotem Ar. Advanced Marketing Research
Marketing Research
2020

Liad Mudrik Lab, School of Psychology, Tel Aviv University
Research assistant
2018- 2019

Galit Yovel Lab, School of Psychology, Tel Aviv University
Research assistant 2016- 2019

Community Service

Economic Cooperation Foundation (ECF) 2014 – 2015

Research assistant at ECF, an Israeli policy think-tank dedicated to achieving an Israeli-Palestinian two-state solution and promoting peace, security, and prosperity for Israel and its Arab neighbors.