

CURRICULUM VITAE

AYELET FISHBACH

December, 2011

PERSONAL DATA

Position:

Professor of Behavioral Science and Marketing
University of Chicago, Booth School of Business

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EDUCATION

Ph.D. Psychology, Tel Aviv University (1999), With distinction

M.A. Psychology, Tel Aviv University (1995), *Summa Cum Laude*

B.A. Psychology and Education, Tel Aviv University (1992), *Magna Cum Laude*

EMPLOYMENT HISTORY

Professor, University of Chicago (2009-present)

Associate Professor, University of Chicago (2006-2009)

Assistant Professor, University of Chicago (2002-2006)

Post-doctoral Fellow, University of Maryland (2000-2002)

AWARDS AND HONORS

Beatrice Foods Co. Faculty Scholar, Booth School of Business, 2011-2012.

Provost's Teaching Award, University of Chicago, 2006-2007

FMC Scholar, Graduate School of Business, University of Chicago, 2006 – 07, 2007-08
 William S. Fishman Scholar, Graduate School of Business, University of Chicago, 2003 – 2004
 Society of Experimental Social Psychology: SESP Dissertation Award for the year 2000
 Fulbright: United States – Israel Educational Foundation. Post Doctoral Scholar, 2000
 Landau Foundation, Israel - Dissertation Award for Social Sciences and Humanities for the year 2000.

PUBLICATIONS

Journal Articles:

- Converse, B. A., & Fishbach, A. (Forthcoming). Instrumentality boosts appreciation: Helpers are more appreciated while they are useful. *Psychological Science*.
- Touré-Tillery, M., & Fishbach, A. (Forthcoming). The end justifies the means; but only in the middle. *Journal of Experimental Psychology: General*.
- Koo, M., & Fishbach, A. (Forthcoming). The small-area hypothesis: Effects of progress monitoring on goal adherence. *Journal of Consumer Research*.
- Finkelstein, S. R., & Fishbach, A. (Forthcoming). Tell me what I did wrong: experts seek and respond to negative feedback. *Journal of Consumer Research*.
- Touré-Tillery, M., & Fishbach, A. (2011). The course of motivation. *Journal of Consumer Psychology, special issue on Applications of Behavioral Decision Theory, 21*, 414–423.
- Fishbach, A., Henderson, D. H., & Koo, M. (2011). Pursuing goals with others: Group identification and motivation resulting from things done versus things left undone. *Journal of Experimental Psychology: General, 140*, 520-534.
- Choi, J., & Fishbach, A., (2011). Choice as an end versus a means. *Journal of Marketing Research, 48*, 544-554.
- Kopetz, C., Faber, T., Fishbach, A., & Kruglanski, A. (2011). Multifinality constraints effect: How goal multiplicity narrows the means set to a focal end. *Journal of Personality and Social Psychology, 100*, 810-826.
- Fishbach, A., Ratner, R. K. & Zhang, Y. (2011). Inherently Loyal or Easily Bored?: Non-conscious Activation of Consistency versus Variety Seeking Behavior. *Journal of Consumer Psychology, 21*, 38-48.
- Sheldon, O. J. & Fishbach, A., (2011). Resisting the temptation to compete: Self-control promotes cooperation in mixed-motive interactions. *Journal of Experimental Social Psychology, 47*, 403-410.
- Orehek, E., Dechesne, M., Fishbach, A., Kruglanski, A. W., & Chun W. Y. (2010). On the inferential epistemics of trait centrality in impression formation. *European Journal of Social Psychology, 40*, 1120-1135.
- Eyal, T., & Fishbach, A., (2010). Do global and local systems feel different? *Psychological Inquiry, 21*, 213-215.
- Finkelstein, S. R., & Fishbach, A. (2010). When healthy food makes you hungry. *Journal of Consumer Research, 37*, 357-367.

- Koo, M., & Fishbach, A. (2010). A silver lining of standing in line: Queuing increases value of products. *Journal of Marketing Research*, *47*, 713-724.
- Fishbach, A., Eyal, T., & Finkelstein, S. R., (2010). How positive and negative feedback motivate goal pursuit. *Social and Personality Psychology Compass*, *4*, 517-530.
- Koo, M., & Fishbach, A., (2010). Climbing the goal ladder: How upcoming actions increase level of aspiration. *Journal of Personality and Social Psychology*, *99*, 1-13.
- Fitzsimons, G. M. & Fishbach, A. (2010). Shifting closeness: Interpersonal effects of personal goal progress. *Journal of Personality and Social Psychology*, *98*, 535-549.
- Zhang, Y., & Fishbach. (2010). Counteracting obstacles with optimistic predictions. *Journal of Experimental Psychology: General*, *139*, 16-31.
- Fishbach, A., Zhang, Y., & Trope, Y. (2010). Counteractive evaluation: Asymmetric shifts in the implicit value of conflicting motivations. *Journal of Experimental Social Psychology*, *46*, 29-38.
- Fishbach, A. Zhang, Y., & Koo, M. (2009). The Dynamics of Self-Regulation. *European Review of Social Psychology*, *20*, 315 - 344.
- Myrseth, K. O. R., & Fishbach, A. (2009). Self-control: a function of knowing when and how to exercise restraint. *Current Directions in Psychological Science*, *18*, 247-252.
- Fishbach, A. (2009). The function of value in self-regulation. *Journal of Consumer Psychology*, *19* 129-133.
- Myrseth, K. O. R., & Fishbach, A., & Trope, Y. (2009). Counteractive self-control: When making temptation available makes temptation less tempting. *Psychological Science*, *20*, 159-163.
- Fishbach, A., & Zhang, Y. (2008). Together or apart: When goals and temptations complement versus compete, *Journal of Personality and Social Psychology*, *94*, 547-559.
- Koo, M., & Fishbach, A. (2008). Dynamics of self-regulation: How (un)accomplished goal actions affect motivation. *Journal of Personality and Social Psychology*, *94*, 183-195. (Winner of ISCON, 2008 Best Paper Award.)
- Zhang, Y., Fishbach, A. & Dhar, R. (2007). When thinking beats doing: The role of optimistic expectations in goal-based choice. *Journal of Consumer Research*, *34*, 567 - 578.
- Fishbach, A., & Labroo, A. A. (2007). Be better or be merry: How mood affects self-control. *Journal of Personality and Social Psychology*, *93*, 158-173.
- Zhang Y., Fishbach, A., & Kruglanski, A. W. (2007). The dilution model: How additional goals undermine the perceived instrumentality of a shared path. *Journal of Personality and Social Psychology*, *92*, 389-401.
- Fishbach, A., Dhar, R., & Zhang, Y. (2006). Subgoals as substitutes or complements: The role of goal accessibility. *Journal of Personality and Social Psychology*, *91*, 232-242.
- Fishbach, A., & Shah, J. Y. (2006). Self control in action: Implicit dispositions toward goals and Away from temptations. *Journal of Personality and Social Psychology* *90*, 820-832.
- Fishbach, A., & Dhar, R. (2005). Goals as excuses or guides: The liberating effect of perceived goal progress on choice. *Journal of Consumer Research*, *32*, 370-377.
- Fishbach, A., & Trope, Y. (2005). The substitutability of external control and self-control in overcoming temptation. *Journal of Experimental Social Psychology*, *41*, 256-270.
- Zhang, Y., & Fishbach, A. (2005). The role of anticipated emotions in the endowment effect. *Journal of Consumer Psychology*, *15*, 316-324.

- Fishbach, A., Shah, J. Y., & Kruglanski, A. W. (2004). Emotional transfer in goal systems. *Journal of Experimental Social Psychology, 40*, 723-738.
- Fishbach, A., Friedman, R. S., & Kruglanski, A. W. (2003). Leading us not unto temptation: Momentary allurements elicit overriding goal activation. *Journal of Personality and Social Psychology, 84*, 296-309.
- Friedman, R. S., Fishbach, A., Förster, J., & Werth, L. (2003). Attentional priming effects on creativity. *Creativity Research Journal, 15*, 277-286.
- Kruglanski, A.W., Shah, J.Y., Fishbach, A., Friedman, R. S., Chun, W. Y., & Sleeth-Kepler, D (2002). A theory of goal systems: Implications for social cognition, affect, and action. In M. Zanna (Ed.). *Advances in experimental social psychology, 34*, 331-376, New York: Academic Press.
- Trope, Y., & Fishbach, A. (2000). Counteractive self-control in overcoming temptation. *Journal of Personality and Social Psychology, 79*, 493-506.

Book Chapters:

- Fishbach, A., & Finkelstein, S. R. (Forthcoming). How feedback influences persistence, disengagement, and change in goal pursuit, In H. Aarts & A. Elliot (Eds.). *goal-directed behavior*. Psychology Press.
- Vohs, K. D. & Fishbach, A (2011), Self-Regulation, In Sheth J. & Malhotra, N. K., (Eds.), *Wiley International Encyclopedia of Marketing*, Vol 3, UK: Wiley.
- Fishbach, A., & Converse, B. A. (2010). Identifying and battling temptation. In K. D. Vohs, & R. F. Baumeister (Eds.), *Handbook of Self-Regulation: Research, Theory and Applications* (2nd edition; pp. 244-260). New York: Guilford.
- Fishbach, A. & Myrseth, K. O. R. (2010). The Dieter's Dilemma: Identifying When and How to Control Consumption. Dubé, L. (Ed.) *Obesity Prevention: The Role of Society and Brain on Individual Behavior* (pp. 353-363). Elsevier.
- Fishbach, A., & Converse, B. A. (2010). Walking the line between goals and temptations: Asymmetric effects of counteractive control. In R. R. Hassin, K. N. Ochsner, & Y. Trope (Eds.), *Self control in society, mind, and brain* (pp. 389-407). Oxford University Press: New York.
- Fishbach, A. (2009). The Dynamics of Self-Regulation. In J. R., Forgas, R. F., Baumeister, & D. M., Tice (Eds.), *Psychology of Self-Regulation: Cognitive, Affective and Motivational Processes*, (pp. 163-181). New York: Psychology Press.
- Fishbach, A., & Zhang, M. (2009). The dynamics of self-regulation: When goals commit versus liberate. In M. Wänke (Ed.), *Social Psychology of Consumer Behavior*, (pp. 365-386). New York: Psychology Press.
- Fishbach, A., & Dhar, R. (2007). Dynamics of goal-based choice. In C. P. Haugtvedt, P. M. Herr & F. R. Kardes (Eds.), *Handbook of Consumer Psychology* (pp. 611-637). NY: Psychology Press.
- Fishbach, A., & Trope Y. (2007). Implicit and explicit mechanisms of counteractive self-control. In J. Y. Shah and W. Gardner (Eds.), *Handbook of motivation science* (pp. 281-294). NY: Guilford.
- Fishbach, A., & Ferguson, M. F. (2007). The goal construct in social psychology. In A. W. Kruglanski & T. E. Higgins (Eds.), *Social Psychology: Handbook of Basic Principles* (pp. 490-515). NY: Guilford.

- Trope, Y., & Fishbach, A. (2005). Going beyond the motivation given: Self-control and situational control over behavior. In R. R. Hassin, J. Uleman & J. A. Bargh (Eds.), *The New Unconscious* (pp. 537-565). NY: Oxford University Press.
- Kruglanski, A. W., Fishbach, A., Erb, H. P., Pierro, A., & Mannetti, L. (2004). The parametric unimodel as a theory of persuasion. In G. Haddock and G. R. Maio (Eds.), *Contemporary Perspectives on the Psychology of Attitudes* (pp. 399-422). NY: Psychology Press.

INVITED COLLOQUIA

Ben Gurion University, Israel
 Columbia University
 Carnegie Mellon University
 Duke University
 Hebrew University, Israel
 INSEAD
 Ohio State University
 Korea University, South Korea
 K.U.Leuven, Belgium
 Indiana University
 University of Jena, Max Planck Institute of Economics, Germany
 Utrecht University, the Netherlands
 New York University
 Northwestern University
 Stanford University
 Tel Aviv University, Israel
 University of California, San Diego
 University of Chicago
 University College London, United Kingdom
 University of Georgia
 University of Illinois at Chicago
 University of Illinois at Urbana-Champaign
 University of Maryland
 University of Michigan
 University of Texas at Austin
 University of Toronto, Canada
 University of Wisconsin, Madison
 Wharton, University of Pennsylvania
 Yale University

EDITORIAL SERVICE

Associate Editor

Journal of Personality and Social Psychology: Attitude and Social Cognition

Editorial Boards:

Journal of Consumer Research

Journal of Personality and Social Psychology: Attitude and Social Cognition

Personality and Social Psychology Bulletin

Personality and Social Psychology Review

Social Cognition

Social Psychological and Personality Science (until December, 2011)

Ad-Hoc Reviewer:

Cognition and Emotion

Current Directions in Psychological Science

Emotion

European Journal of Social Psychology

Experimental Psychology

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Psychology: Applied

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Marketing Research

Journal of Personality

Journal of Personality and Social Psychology

Journal of Psychology

Journal of Research in Personality

Motivation and Emotion

Personality and Social Psychology Bulletin

Personality and Social Psychology Review

Psychological Bulletin

Psychological Science

Science

Social and Personality Psychology Compass

Social Cognition

PROFESSIONAL AFFILIATIONS

American Psychology Association

Association for Consumer Research
 Association for Psychological Science
 European Association of Experimental Social Psychology
 Midwestern Psychological Association
 Personality and Social Psychology Association
 Society for the Study of Motivation (member of the publication committee)
 Society of Experimental Social Psychology

GRANT PANELS

National Institute of Health (NIH): Social Psychology, Personality, and Interpersonal Processes Study Section (SPIP) (panel member)

Killam Program, Canada (reviewer)

National Science Foundation (NSF) (reviewer)

Social Sciences and Humanities Research Council of Canada (reviewer)

The Israeli Science Foundation (ISF) (reviewer)

U.S.-Israel Binational Science Foundation (reviewer)

FUNDING HISTORY

The United States – Israel Binational Science Foundation (BSF; 10/2010 – 9/2014), “Toward a compensation model of self-regulation: How actions substitute.”

The Templeton Foundation #12344 (3/15/2007-3/14/2010), “Understanding human nature to harness human potential: The human nature/human potential program.” Affiliated Research Scientist.

ADVISING

Graduate Advisees (Chair):

Maferima Tillery, in process

Luxi Chen, in process

Benjamin Converse, completed 2010 (University of Virginia)

Jinhee Choi, completed 2009 (Korea University)

Stacey Finkelstein, completed 2011 (Columbia University)

Minjung Koo, completed 2009 (Sungkyunkwan University, South Korea)

Kristian Ove Richter Myrseth, completed 2009 (European School of Management and Technology, Berlin).

Ying Zhang, completed 2007 (University of Texas at Austin)

Post-Doctoral Advisees:

Xianchi Dai, completed 2009 (Chinese University of Hong Kong)
Tal Eyal, completed 2007 (Ben Gurion University, Israel)
Oliver Sheldon, completed 2009 (Rutgers University)

TEACHING

Current Topic in Behavioral Science (doctoral seminar)

Managerial Decision Making and Negotiations (MBA course)

Managing in Organizations (MBA course)

Advanced Negotiations (MBA course)

Strategies and Processes of Negotiation (MBA course)