

Ben-Gurion University of the Negev  
Be'er Sheva, Israel, 8410501

Phone: +972-8-6472207  
[cobym@bgu.ac.il](mailto:cobym@bgu.ac.il)  
[www.morvinski.com](http://www.morvinski.com)

## EDUCATION

---

---

2016 Ph.D., Marketing, UC San Diego, Rady School of Management  
2001 M.B.A., Manchester University, Israel  
1999 Industrial Engineering, Tel Aviv University

## ACADEMIC EXPERIENCE

---

---

2022 – Present Senior Lecturer (Assistant Professor), Department of Management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev  
2017 – 2022 Lecturer, Department of Management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev  
2016 – 2017 Visiting Scholar, Marketing Department, IDC Herzliya

## PEER-REVIEWED PUBLICATIONS

---

---

Slegers, W., van Leeuwen, F., Ross, R., DeMarree, K., van Beest, I., Priolo, D., Martinie, M., **Morvinski, C.**, Verschuere, B., Verheyen, S., & Vaidis, D. (2024, in press). Commentary: When Replication Fails: What to Conclude and Not to Conclude? *Advances in Methods and Practices in Psychological Science*.

Samore, T., Fessler, D. M. T., Sparks, A. M., Holbrook, ... **Morvinski, C.**, ... Wang, X.T. (2024). Accordance and conflict between religious and scientific precautions against COVID-19 in 27 societies. *Religion, Brain & Behavior*.

Vaidis, D., Slegers, W., ... **Morvinski, C.**, ... & Priolo D. (2024). A Multi-Lab Replication of the Induced Compliance Paradigm of Cognitive Dissonance, *Advances in Methods and Practices in Psychological Science*.

Colquhoun H., Ellen M., Brehaut J., Kline Weinreich N., **Morvinski C.**, Zarshenas S., Nguyen T., Presseau J., McCleary N., Proctor E. (2023). Potential social marketing applications for knowledge translation in healthcare: a scoping review protocol. *BMJ Open*.

Samore, T., Fessler, D. M., ... **Morvinski, C.**, ... & Wang, X. T. (2023). Greater Traditionalism Predicts COVID-19 Precautionary Behaviors Across 27 Societies, *Scientific Reports*.

**Morvinski, C.**, Saccardo, S., & Amir, O. (2023). Mis-Nudging Morality, *Management Science*.

**Morvinski, C.**, Lupoli, M., & Amir, O. (2022). Social Information Decreases Giving in Late-stage Fundraising Campaigns, *PloS One*.

**Morvinski, C.**, & Shani, Y. (2022). Misaligned Mindsets Between Borrowers and Lenders of Small Interpersonal Loans, *Organizational Behavior and Human Decision Processes*.

**Morvinski, C.** (2022). The effect of unavailable donation opportunities on donation choice, *Marketing Letters*.

Zickfeld, J. H., van de Ven, N., Pich, O., Schubert, T. W., Berkessel, J. B., Pizarro, J. J., ... **Morvinski, C.**, ... & Vingerhoets, A. (2021). Tears evoke the intention to offer social support: A systematic

investigation of the interpersonal effects of emotional crying across 41 countries. *Journal of Experimental Social Psychology*.

**Morvinski, C., & Amir, O. (2018).** Liking Goes with Liking: An Intuitive Congruence between Preference and Prominence. *Journal of Experimental Psychology: Learning, Memory, and Cognition*.

**Morvinski, C., Amir, O., & Muller, E. (2017).** “Ten Million Readers Can’t Be Wrong!,” or Can They? On the Role of Information About Adoption Stock in New Product Trial, *Marketing Science*.

## **WORKING PAPERS**

---

Shalev, **Morvinski**, Shoham, and Kyung, “How Aggregate Communicator Sentiment Affects Consumer Followership: The Diverging Roles of Likeability versus Credibility”

Amir, **Morvinski**, and Weingarten, “A Reference Value Theory of Sequential Choice”

**Morvinski** and Gordon-hecker, “Identifiable Victim Effect in the Wild”

**Morvinski** and Shani, “Biased Recollections of Small Interpersonal Loan Episodes”

Zigdon, Treister, and **Morvinski**, “Developing Group Empathy Scale”

Zigdon, Treister, and **Morvinski**, “Witnessing Rudeness”

Large Multi-Lab Collaboration, “Minimal and Real Group Biases”

Large Multi-Lab Collaboration, “Measuring the Semantic Priming Effect Across Many Languages”

Large Multi-Lab Collaboration, “Construal Level International Multilab Replication (CLIMR)”

Large Multi-Lab Collaboration, “Cross-Cultural Disgust Perception Project”

Large Multi-Lab Collaboration, “Development and Validation of the Social Thermoregulation, Risk Avoidance, and Eating Questionnaire – 2 (STRAEQ-2)”

## **AWARDS, FUNDING & HONORS**

---

2022 Dean’s Award for Excellence in Research, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2022 – 2026 Israeli Science Foundation (ISF) – Research Grant #1421/22

2019 – 2023 Israeli Science Foundation (ISF) – Research Grant #766/19

2019 Israeli Science Foundation (ISF) – Equipment Grant #1659/19

2014 Marketing Science Institute (MSI) Research Award

2012 – 2015 UC San Diego, Rady Academic Year Fellowship

2012 – 2015 UC San Diego, Dean’s Fellowship for Summer Research

2015 UC San Diego, Association for Consumer Research Student Travel Stipend