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## EDUCATION

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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

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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

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1. **Morvinski, C.**, & Haker-Gordon, T. (2026). Seeing is Giving: The Role of Visual Identifiability in Online Donations—Evidence from a Large-Scale Field Study. *Collabra: Psychology* (forthcoming).
2. Aczel, B., Szaszi, B., Clelland, H., Kovacs, M., ... **Morvinski, C.**, ... Nosek, B. (2026). Investigating the analytical robustness of the social and behavioural sciences. *Nature*.
3. Calderon, S., Mac Giolla, E., Ask, K., ... **Morvinski, C.**, ... Luke, T. J. (2026). Effects of psychological distance on mental abstraction: A registered report of four tests of construal level theory. *Advances in Methods and Practices in Psychological Science* (forthcoming).
4. Shalev<sup>†</sup>, E., **Morvinski<sup>†</sup>, C.**, Shoham, M., and Kyung, E.J. (2025). Search or Scroll: How Credibility versus Likability Premiums Shape Consumer Following Decisions. *Journal of Consumer Research*. <sup>†</sup>Authors contributed equally.
5. Colquhoun, H., Ellen, M., Brehau, J., Kline Weinreich, N., **Morvinski, C.**, Zarshenas, S., Nguyen, T., Presseau, J., McCleary, N., Shepherd, H., Dabbagh, A., & Proctor, E. (2025). Applications of social marketing for implementation science: A scoping review. *Implementation Science*.
6. Ackerman, M. J., Samore, T., ... **Morvinski, C.**, ... & Žeželj, I. (2025). I see sick people: Beliefs about sensory detection of infectious disease are largely cross-culturally consistent. *Brain, Behavior, and Immunity*.
7. Heyman, T., Pronizius, E., ... **Morvinski, C.**, ... & Buchanan, E.M. (2025). Crowdsourcing multiverse analyses to explore the impact of different data-processing and analysis decisions: A tutorial. *Psychological Methods*.
8. Buchanan, E.M., Cuccolo, K., Heyman, T., ... **Morvinski, C.**, ... & Lewis, S.C. (2025). Measuring the Semantic Priming Effect Across Many Languages. *Nature Human*

*Behaviour.*

9. Vaidis, D., Sleegers, W., ... **Morvinski, C.**, ... & Priolo D. (2024). A Multilab Replication of the Induced-Compliance Paradigm of Cognitive Dissonance, *Advances in Methods and Practices in Psychological Science*.
10. Samore, T., Fessler, D. M. T., Sparks, A. M., Holbrook, ... Morvinski. C, C., ... & Wang, X.T. (2024). Accordance and conflict between religious and scientific precautions against COVID-19 in 27 societies. *Religion, Brain & Behavior*.
11. Sleegers, W., van Leeuwen, F., Ross, R., DeMarree, K., van Beest, I., Priolo, D., Martinie, M., **Morvinski, C.**, Verschuere, B., Verheyen, S., & Vaidis, D. (2024). Commentary: When Replication Fails: What to Conclude and Not to Conclude? *Advances in Methods and Practices in Psychological Science*.
12. Samore, T., Fessler, D. M., Sparks, A. M., ... **Morvinski, C.**, ... & Wang, X. T. (2023). Greater Traditionalism Predicts COVID-19 Precautionary Behaviors Across 27 Societies, *Scientific Reports*.
13. 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*.
14. **Morvinski, C.** (2022). The effect of unavailable donation opportunities on donation choice, *Marketing Letters*.
15. **Morvinski, C.**, & Shani, Y. (2022). Misaligned Mindsets Between Borrowers and Lenders of Small Interpersonal Loans, *Organizational Behavior and Human Decision Processes*.
16. **Morvinski, C.**, Saccardo, S., & Amir, O. (2022). Mis-Nudging Morality, *Management Science*.
17. **Morvinski, C.**, Lupoli, M., & Amir, O. (2022). Social Information Decreases Giving in Late-stage Fundraising Campaigns, *PloS One*.
18. 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*.
19. **Morvinski, C.**, & Amir, O. (2018). Liking Goes with Liking: An Intuitive Congruence between Preference and Prominence. *Journal of Experimental Psychology: Learning, Memory, and Cognition*.
20. **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**

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Amir, Morvinski, & Weingarten, "A Reference Value Theory of Sequential Choice"

Morvinski, Shani, & Jacobson, "Biased Recollections of Small Interpersonal Loan Episodes"

Morvinski, Shani, Hadar, & Jacobson, "Visual Categorization and Multifunctional Products"

Zigdon, Treister, & Morvinski, "Effects of Witnessing Rudeness on Subsequent Prosocial Behavior"

Zigdon, Treister, & Morvinski, "Developing Group Empathy Scale"

Morvinski & Arar, "Development of a Behavioral Measure of Regulatory Focus"

Haker-Gordon, Mor, Arar, & Morvinski, "Perceived Height and Sense of Entitlement: A Virtual Reality Approach"

Large Multi-Lab Collaboration, "Minimal and Real Group Biases"

**AWARDS, FUNDING & HONORS**

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2022 & 2025 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