

# JAREEF BIN MARTUZA

Assistant Professor in Marketing, Norwegian School of Economics

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## RESEARCH INTERESTS

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Moral Decisions | Intergroup Relations | Social Beliefs

## SKILLS

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Panel Data Analyses | Structural Equation Modeling | Conjoint Experiments

## SOFTWARE

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R | Python | Qualtrics

## LANGUAGES

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English and Bengali (Fluent in speaking, reading, writing) | Japanese and Hindi (Working proficiency in speaking)

## ACADEMIC EXPERIENCE

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**Norwegian School of Economics**  
Assistant Professor in Marketing

Bergen, Norway  
Sep 2024 - Present

## EDUCATION

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**Norwegian School of Economics**  
Ph.D. in Marketing

Bergen, Norway  
2024

- Thesis: Essays in Moral Decisions

**Duke University**  
Research visit (Fuqua School of Business)

Durham, USA  
Jan - May 2023

**University of Groningen**

Groningen, the Netherlands

MSc in Marketing Analytics and Data Science, *cum laude* (tuition scholarship)

2020

**BI Norwegian Business School**

Oslo, Norway

MSc in Strategic Marketing Management, *Dean's List* (tuition scholarship)

2020

**Ritsumeikan Asia Pacific University**

Beppu, Japan

Bachelor of Business Administration, *top 4 in class* (tuition scholarship + stipend)

2018

## **AWARDS, GRANTS, HONORS**

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EMAC-Sheth Foundation Sustainability Research Competition (5,000 Euros)	2024
Distribution of Goods and Services Research Funding (5,200 USD)	2024
2024 AMA-Seth Doctoral Consortium Fellow	2023
Distribution of Goods and Services Research Funding (5,000 USD)	2022
2022 EMAC Doctoral Colloquium Fellow	2022
Center of Ethics and Economics Funding for the Promotion of Ethics (2,500 USD)	2021

## **TEACHING AND MENTORING**

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### **Course Responsible**

Marketing Communication, BSc. in Business Economics and Data Science	2025- present
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<b>MSc. Thesis Supervision</b>	2023
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### **Teaching Assistant**

Multivariate Data Analysis, Prof. Ulf Olsson	2025
Advanced Structural Equation Modeling, Prof. Ulf Olsson	2025
Consumer Behavior, Prof. Siv Skard	2022- 2023
Brand Management, Prof. Siv Skard	2022
Technology Adoption and Consumer Psychology, Prof. Helge Thorbjørnsen	2021- 2024
Applied Programming and Data Analysis for Business, Dr. Ivan Belik	2021

## **SERVICE**

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Conference reviewer for EMAC, ACR, EACR, LaLonde conferences	(2022 – present)
Writer for the International Journal of Research in Marketing Newsletter	2022- 2024

## **CONFERENCE PRESENTATIONS**

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- Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (May, 2024). Beliefs vs. Reality: People overestimate the dishonesty of others. European Academy of Marketing Conference (EMAC), Bucharest, Romania
- Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (July, 2023). Business-Size Bias in Moral Concern: People are More Dishonest Against Big than Small Organizations. European Association of Consumer Research (EACR) Conference, Amsterdam, the Netherlands.
- Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (June, 2023). Business-Size Bias in Moral Concern: People are More Dishonest Against Big than Small Organizations. La Londe Conference, France.

## PUBLICATION LIST

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- Døskeland, T., Martuza, J. B., Pedersen, L. J. T., Santos, F., Sjøstad, H., & Thorbjørnsen, H. (2025). The role of social norms in retirement saving: Evidence from two natural field experiments. *Journal of Business Research*, 190, 115201. <https://doi.org/10.1016/j.jbusres.2025.115201>
- Tatavarthy, A. D., Martuza, J., & Thorbjørnsen, H. (2025). EXPRESS: Human Is Gold: Why Premium Customers Hate Chatbots and What to Do about It. *Journal of Interactive Marketing*, 10949968251322513. <https://doi.org/10.1177/10949968251322513>
- Martuza, J., Dahlen, M., & Thorbjørnsen, H. (2025). “Not too little and not too much?” The relationships between spare time, spare money, and subjective well-being. *The Journal of Positive Psychology*, 1–13. <https://doi.org/10.1080/17439760.2025.2502485>
- Zickfeld, J. H., Ścigala, K. A., Elbæk, C. T., Michael, J., Tønnesen, M. H., Levy, G., Ayala, S., Thielmann, I., Nockur, L., Peer, E., Capraro, V., Barkan, R., Bø, S., Bahník, Š., Nosenzo, D., Hertwig, R., Mazar, N., Weiss, A., Koessler, A.-K., ... Mitkidis, P. (2024). Effectiveness of ex ante honesty oaths in reducing dishonesty depends on content. *Nature Human Behaviour*, 9(1), 169–187. <https://doi.org/10.1038/s41562-024-02009-0>
- Martuza, J. (2024). A Registered Report on Gender Bias in Interpersonal Dishonesty: Are Females and Males Cheated Differently? *Social Psychological and Personality Science*, 19485506241285079. <https://doi.org/10.1177/19485506241285079>
- Martuza, J., & Kim, O. (2024). Does Conceptual Abstraction Moderate Whether Past Moral Deeds Motivate Consistency or Compensatory Behavior? A Registered Replication and Extension of Conway and Peetz (2012). *Personality and Social Psychology Bulletin*, 01461672241238420. <https://doi.org/10.1177/01461672241238420>
- Martuza, J. B., Skard, S. R., Løvlie, L., & Thorbjørnsen, H. (2022). Do honesty-nudges really work? A large-scale field experiment in an insurance context. *Journal of Consumer Behaviour*, 21(4), 927–951. <https://doi.org/10.1002/cb.2049>