

JAREEF MARTUZA

Assistant Professor in Marketing, Norwegian School of Economics
jareef.martuza@nhh.no; +47 9251 3344

RESEARCH INTERESTS

Moral Psychology | Social Cognition | Time Perception

SKILLS

Panel Data Analyses | Structural Equation Modeling | Conjoint Experiments

SOFTWARE

R | Python | Qualtrics

LANGUAGES

English and Bengali (Fluent) | Japanese and Hindi (Working proficiency) | Norwegian (Pre-Intermediate)

ACADEMIC EXPERIENCE

Norwegian School of Economics Bergen, Norway
Assistant Professor in Marketing Sep 2024 - Present

EDUCATION

Norwegian School of Economics Bergen, Norway
Ph.D. in Marketing 2024

Thesis: Essays in Moral Decisions

Duke University Durham, USA
Research visit (Fuqua School of Business) 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

EMAC-Sheth Foundation Sustainability Research Competition (5,000 Euros) 2024

Distribution of Goods and Services Research Funding (5,200 USD) 2024

2023 AMA-Sheth 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

SELECTED PUBLICATIONS

Martuza, J., Thorbjørnsen, H., & Sjøstad, H. (2026). Beliefs versus reality: People overestimate the actual dishonesty of others. *Journal of Experimental Social Psychology*, 125, 104904. <https://doi.org/10.1016/j.jesp.2026.104904>

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>

Døskeland, T., Martuza, J., 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>

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., Ścigała, K. A., Elbæk, C. T., Michael, J., Tønnesen, M. H., Levy, G., Ayal, S., Thielmann, I., Nockur, L., Peer, E., Capraro, V., Barkan, R., Bø, S., Bahnik, 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>

MANUSCRIPTS ACCEPTED IN PRINCIPLE

Martuza, J., & Aslan, E. (2023, August 31). Revisiting Gino, Ayal, et al.'s (2009) Contagion and Differentiation in Dishonesty: A Registered Conceptual Replication and Extension. <https://doi.org/10.31234/osf.io/nz2fy> ("Accepted in Principle" as a registered report at the *Journal of Experimental Social Psychology*).

MANUSCRIPTS INVITED FOR REVISION

Martuza, J., & Landsvik, H. (2026). The Morality-Effectiveness Disconnect of Pro-environmental Behaviors. *PsyArXiv*. https://doi.org/10.31234/osf.io/rtkqu_v2

Martuza, J., Bø, S., Thorbjørnsen, H., & Sjøstad, H. (2026). Does self-projection have a temporal direction? In nine countries, people feel more similar to their future than past selves. *PsyArXiv*. https://doi.org/10.31234/osf.io/jp2ks_v1

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (2025). Business-size bias in consumer dishonesty: People are more dishonest against big than small organizations. *PsyArXiv*. https://doi.org/10.31234/osf.io/aujfy_v8

Jørgensen, S., Landsvik, H., Martuza, J., Pedersen, L. J. T., & Skard, S. (2024). Recycling in Crowded Public Settings: A Natural Field Experiment in a Football Stadium.

SELECTED WORKING PAPERS

Majumder, R., Mahaney, J., & Martuza, J. (2026). Better Late Than Early: How AI Integration Timing Shapes Creativity Judgments. *PsyArXiv*. https://doi.org/10.31234/osf.io/kfrux_v1

Martuza, J., Thorbjørnsen, H., Van Bavel, J. J., & Sjøstad, H. (2025). Evidence for Intergroup Bias in Coalitional but not Selfish Dishonesty. *PsyArXiv*. https://doi.org/10.31234/osf.io/7pkqm_v4

Majumder, R., Aslan, E., & Martuza, J. (2025). People Underestimate the Acceptability of Canceling Plans with Others. *PsyArXiv*. https://doi.org/10.31234/osf.io/st6a5_v1

Landsvik, H., Martuza, J., Skard, S., Pedersen, L. J. T., & Jørgensen, S. (2024, September 23). Recycling Rivalry: Utilizing Social Identity to Enhance Pro-Environmental Behavior in Public Settings. https://doi.org/10.31234/osf.io/uwqag_v5

SELECTED CONFERENCE PRESENTATIONS

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (May, 2025). Intergroup bias in dishonesty: Selfish vs. Coalitional Lying. La Londe Conference, France.

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. European Association of Consumer Research (EACR) Conference, Amsterdam, the Netherlands.

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (June, 2023). Business-Size Bias in Moral Concern. La Londe Conference.

TEACHING AND MENTORING

Course Responsible

Marketing Communication, Bachelor's level	2025 - present
Multivariate Data Analysis, PhD level	2026 - present

SERVICE

Reviewer for Nature Communications, Motivation and Emotion, Scandinavian J of Psychology	2026 - present
Conference reviewer for EMAC, ACR, EACR, LaLonde conferences	2022 - present
Writer for the International Journal of Research in Marketing Newsletter	2022 - 2024

REFERENCES

Professor Hallgeir Sjøstad (Email: Hallgeir.Sjastad@nhh.no)
Professor Helge Thorbjørnsen (Email: Helge.Thorbjornsen@nhh.no)
Professor Bram Timmermans (Email: Bram.Timmermans@nhh.no)