

JAREEF MARTUZA

Doctoral Student Studying Moral Judgments and Decisions

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RESEARCH INTERESTS

Honesty | Intergroup Relations | Social Preferences

EDUCATION

Norwegian School of Economics

Ph.D. in Marketing

- Thesis: Essays on Moral Decisions

Bergen, Norway

Anticipated September 2024

University of Groningen

MSc in Marketing Analytics and Data Science, *cum laude*

- Thesis: Cheap Frills? Effectiveness of Cheap-talk Scripts in Reducing Hypothetical Bias in Choice-Based Conjoint Experiments through the Lens of Dual Process Theory

Groningen, the Netherlands

2020

BI Norwegian Business School

MSc in Strategic Marketing Management, *Dean's List*

- Research Paper: What the Nudge!? How Customers Perceive E-commerce Sites That Nudge Them with Defaults

Oslo, Norway

2020

Ritsumeikan Asia Pacific University

Bachelor of Business Administration

Beppu, Japan

2018

AWARDS, GRANTS, HONORS

Distribution of Goods and Services Research Funding (~US \$5,000)

2022

Center of Ethics and Economics Funding for the Promotion of Ethics (~US \$2,500)

2021

PUBLICATIONS

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>

MANUSCRIPTS UNDER REVIEW

Martuza, J., & Kim, O. (2022, November 28). Does Conceptual Abstraction Moderate Whether Past Moral Deeds Motivate Consistency or Compensatory Behavior? A Registered Replication and Extension of Conway and Peetz (2012). <https://doi.org/10.31234/osf.io/4uvys> (R&R at PSPB)

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (2023, April 19). Business-Size Bias in Moral Concern: People are More Dishonest Against Big than Small Organizations. <https://doi.org/10.31234/osf.io/auify>

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (2022, November 14). Intergroup bias in dishonesty: In-group favoritism, out-group hostility, or both?. <https://doi.org/10.31234/osf.io/7pkqm>

MANUSCRIPTS IN PREPARATION

Martuza, J., & Aslan, E. (2023, August 31). Revisiting Gino et al.'s (2009) Contagion and Differentiation in Dishonesty: In-group Contagion, Out-group Differentiation, or Both?. <https://doi.org/10.31234/osf.io/nz2fy>

Martuza, J. (2023, August 28). A Registered Report on Gender Bias in Interpersonal Dishonesty: Are Females and Males Cheated Differently?. <https://doi.org/10.31234/osf.io/28sa9>

PRESENTATIONS

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.

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (May, 2023). Business-Size Bias in Moral Concern: People are More Dishonest Against Big than Small Organizations. **European Academy of Marketing** Conference (EMAC), Odense, Denmark

TEACHING AND MENTORING

Graduate Teaching Assistant

Technology Adoption and Consumer Psychology, Dr. Helge Thorbjørnsen	2021, 2022
Brand Management, Dr. Siv Skard	2022
Consumer Behavior, Dr. Siv Skard	2022, 2023
Applied Programming and Data Analysis for Business, Dr. Ivan Belik	2021