

## TAMAR AVNET

### Office:

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### EDUCATION

Ph.D., Marketing, Graduate School of Business, Columbia University, May 2005.

M.Phil., Marketing, Graduate School of Business, Columbia University, October 2001.

M.Sc., Management Sciences, Industrial Relations and Manpower Administration,  
Graduate School of Management, Technion, Israel Institute of Technology, March 1999.

B.A., Economics and Management, School of Management, Technion, Israel Institute of  
Technology, April 1994.

### ACADEMIC EXPERIENCE:

2018- to date

Full Professor of Marketing, **department chair of Marketing**, Sy Syms School of  
Business, Yeshiva University, New York

2012-to date

Associate Professor of Marketing, department chair of Marketing, Sy Syms School of  
Business, Yeshiva University, New York

2006-2012

Assistant Professor of Marketing, Sy Syms School of Business, Yeshiva University, New  
York

2015 (August – January) (Sabbatical research leave)

Visiting Professor of Marketing, Stern School of Business, NYU, New York.

2011 (January – May) (Sabbatical research leave)

Visiting Professor of Marketing, Stern School of Business, NYU, New York.

2004 – 2006

Assistant Professor of Marketing, Rotman School of Management, University of Toronto,  
Canada



Worked closely with the designers (Elucian) as well as with faculty to execute the program.

**2015-todate: member of YU faculty council and the Executive Committee**  
sentative to develop the

Ahmad Daryanto, Kode Ruyter and Martin Wetzels. (2014)  
Meta-

October 2016, Berlin, Germany (with Nancy Puccinelli et al.).

Eat Yet? The E

Clock-time, Event-time and Consumer Decision-Making," Behavioral Decision

## **RESEARCH INTERESTS**

Multi-touch attribution models, measurement and effectiveness

Virtual reality

age

The value of time in a consumption context gain a better understanding of how the internet changes the way people perceive time and space within the consumption domain

Time management, time perception, and organization of events: how it affects social interactions and personal wellbeing, health choices and online versus offline consumption choices and behavior.

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