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Stern School of Business, New York University - Marketing,
2022

Tel Aviv University – Psychology, 2013-2014

Tel Aviv University – Psychology, 2012

Tel Hai College – Psychology, 2008

Bluvstein Netter, Shirley, Dafna Goor, Alixandra Barasch, and Vicki G. Morwitz, "Using Tainted Money to Mitigate Overhead Aversion."

Bluvstein Netter, Shirley, Jacob Goldenberg and Moshik Miller, "The Effect of Within the

Introduction to Marketing (NYU) –
EMBA Course

Spring 2017

Experimental Lab (Tel Hai Collage)-
Undergraduate full term core course

Spring 2008

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|---|-------------|
| Supply Chain Manager, at engineering defense firm for the Israeli Ministry of Defense | 2002-2006 |
| Data Analyst Sergeant, Special Forces | 2000 - 2002 |
| Co-founder of nonprofit organization | 2010 - 2014 |
| Social leadership course instructor | 2007 - 2008 |
| Volunteer and event organizer | 2005 - 2006 |

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Chair: Vicki Morwitz (Co-Chair), Priya Raghubir (Co-Chair)
Committee Members: Alixandra Barasch, Jacob Goldenberg, Minah Jung, Yaacov Trope

Bluvstein Netter, Shirley and Priya Raghurir (2020), "Tip to Show Off: Impression Management Motivations Increase Consumers' Generosity," *Journal of the Association for Consumer Research*, 6 (1), 120-129.

Tipping is ubiquitous in countries such as the United States. Given the importance of examining the experiential side of marketing, we examine tipping—an overlooked participative pricing context and introduce it to the behavioral pricing literature. We propose that consumers use tips as an impression management strategy, tipping more when their goal is to impress others. We examine the robustness of these impression management goals when overall bill totals are small (vs. large, study 1), customers pay using credit cards (vs. cash, study 2), and hold different denominations of cash (study 3), as bill size, and payment modes could attenuate the effect of impression management goals on tipping intentions. These findings allow us to better understand the underlying antecedents