

JAREEF MARTUZA

Assistant Professor in Marketing, Norwegian School of Economics

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RESEARCH INTERESTS

Moral Psychology | Social Cognition | Time Perception

SKILLS

Panel Data Analysis | 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, <i>cum laude</i> (tuition scholarship)	2020
BI Norwegian Business School	Oslo, Norway
MSc in Strategic Marketing Management, <i>Dean's List</i> (tuition scholarship)	2020
Ritsumeikan Asia Pacific University	Beppu, Japan
Bachelor of Business Administration, <i>top 4 in class</i> (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., & Landsvik, H. (2026). The Morality-Effectiveness Disconnect of Pro-Environmental Behaviors. *Personality and Social Psychology Bulletin*, 01461672261478148. <https://doi.org/10.1177/01461672261478148>
- Martuza, J., & Aslan, E. (2026). Revisiting Gino, Ayal, et al.'s (2009) contagion and differentiation in unethical behavior: A registered conceptual replication and extension. *Journal of Experimental Social Psychology*, 127, 104988. <https://doi.org/10.1016/j.jesp.2026.104988>
- Martuza, J., Bø, S., Thorbjørnsen, H., & Sjøstad, H. (2026). Does Self-Projection Have a Dominant Temporal Direction? In Nine Countries, People Feel More Similar to Their Future Than Past Selves. *Personality and Social Psychology Bulletin*, 01461672261467790. <https://doi.org/10.1177/01461672261467790>
- 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., Ścigala, 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., 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>

MANUSCRIPTS INVITED FOR REVISION

- 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.
- 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
- Martuza, J., & Aslan, E. (2026). Asymmetry in self-comparisons: Focal self bias in comparative judgment.

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

SELECTED CONFERENCE PRESENTATIONS

- Martuza, J., Bø, S., Thorbjørnsen, H., & Sjøstad, H. (June, 2026). Does Self-Projection Have a Dominant Temporal Direction? In Nine Countries, People Feel More Similar to Their Future Than Past Selves. Association for Psychological Science (APS) Annual Convention, Barcelona, Spain.
- Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (May, 2025). Intergroup bias in dishonesty: Selfish vs. Coalitional Lying. La Londe Conference, Porquerolles, 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	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)