

JAREEF BIN MARTUZA

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RESEARCH INTERESTS

Moral Decisions | Intergroup Relations | Beliefs

SKILLS

Frequentist Hypothesis Testing | Multilevel models | Conjoint Experiments

SOFTWARE

R | Python | jamovi | Qualtrics

LANGUAGES

Bengali (Fluent in speaking, reading, writing) | Japanese and Hindi (Working proficiency in speaking)

Academic Experience

Norwegian School of Economics
Assistant Professor in Marketing

Bergen, Norway
Sep 2024 - Present

EDUCATION

Norwegian School of Economics
Ph.D. in Marketing

Bergen, Norway
2024

- Thesis: Essays in Moral Decisions

Duke University

Research visit (Fuqua School of Business)

Durham, USA
Jan - May 2023

University of Groningen

MSc in Marketing Analytics and Data Science, *cum laude* (tuition scholarship)

Groningen, the Netherlands

2020

BI Norwegian Business School

MSc in Strategic Marketing Management, *Dean's List* (tuition scholarship)

Oslo, Norway

2020

Ritsumeikan Asia Pacific University

Bachelor of Business Administration, *top 4 in class* (tuition scholarship + stipend)

Beppu, Japan

2018

AWARDS, GRANTS, HONORS

Distribution of Goods and Services Research Funding (~US \$5,200)	2024
2024 AMA-Seth Doctoral Consortium Fellow	2023
Distribution of Goods and Services Research Funding (~US \$5,000)	2022
2022 EMAC Doctoral Colloquium Fellow	2022
Center of Ethics and Economics Funding for the Promotion of Ethics (~US \$2,500)	2021

PUBLICATIONS

Martuza, J., & Kim, O. (2024, 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). (*Forthcoming at the Personality Social Psychology Bulletin*) Preprint: <https://doi.org/10.31234/osf.io/4uvys>

Martuza, J. (2024). A Registered Report on Gender Bias in Interpersonal Dishonesty: Are Females and Males Cheated Differently?. (*Forthcoming at the Social Psychological and Personality Science*). Preprint: <https://doi.org/10.31234/osf.io/28sa9>

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 INVITED FOR REVISION

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>

Tatavarthy, A., **Martuza, J.** & Thorbjørnsen, H. (2024, January 17) Human is Gold: The Role of Entitlement and Uniqueness Neglect in Chatbot Aversion.

MANUSCRIPTS UNDER REVIEW

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>

WORKING PAPERS

Landsvik, H., **Martuza, J.**, Skard, S., Pedersen, L. J. T., & Jørgensen, S. (2024, September 23). Group Identity and Pro-Environmental Behavior in Public Settings: Ingroup Identity Nudges Enhance Recycling in the Field. Preprint: <https://doi.org/10.31234/osf.io/uwqag>

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (2024, November 14). Beliefs vs. Reality: People overestimate the dishonesty of others. Preprint: <https://doi.org/10.31234/osf.io/nm2cz>

Martuza, J., Dahlen, M., Thorbjørnsen, H., & Sjøstad, H. (2024, June 11). Happiness, Meaning, and Psychological Richness: People Have Time-Inconsistent Preferences for the Good Life. Preprint: <https://doi.org/10.31234/osf.io/dhfxu>

Martuza, J., Sjøstad, H., & Thorbjørnsen, H. (2024). Intergroup bias in dishonesty: Selfish vs. Coalitional Lying.

CONFERENCE 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

Supervised MSc. Thesis 2023

Teaching Assistant

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

REFERENCES

Professor [Helge Thorbjørnsen](#) (Email: Helge.Thorbjornsen@nhh.no)

Professor [Siv Skard](#) (Email: Siv.Skard@nhh.no)

Professor [Hallgeir Sjøstad](#) (Email: hallgeir.sjastad@nhh.no)

ACTIVITIES

Contributor to the International Journal of Research in Marketing Newsletter 2022- 2024