

NURIT NOBEL

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ACADEMIC POSITIONS

Stockholm School of Economics July 2025-
Post-Doctoral Researcher (Wallander Scholar),
Center for Retailing and Center for Sustainability Research
Affiliated researcher: Sustainable Finance Lab Sweden, Harvard STAR Lab

Harvard University July 2023-June 2025
Post-Doctoral Researcher, The Sustainability, Transparency & Accountability Research (STAR) Lab

EDUCATION

Stockholm School of Economics (SSE)
PhD, Marketing, Center for Economic Psychology 2018-2023
Dissertation: New Frontiers in Behavioral Interventions—Harnessing Digital Technology to Change Behavior

UCLA Anderson School of Management
Visiting Graduate Scholar, under the supervision of Prof. Hal Hershfield 2022

London School of Economics
M.Sc., Social Psychology, with Distinction (*summa cum laude*) 2012-2013

Ben-Gurion University
B.A., Psychology and Management (*magna cum laude*) (GPA 3.6/4.0) 2004-2008

Brown University
Visiting Undergraduate Scholar, Business and Psychology (GPA 3.8/4.0) 2007-2008

RESEARCH INTERESTS

Substantive:

Sustainable consumption; climate risk and adaptation; circular economy; financial wellbeing;
behavior change and nudging

Methods:

Field and lab experiments; conceptual theory building; open science principles

PUBLICATIONS

- Nobel, N.** & Hiscox, M. (2026). Enhancing climate resilience with proximal cues in personalized climate disaster preparedness messaging. *Nature Human Behaviour*, 1-9.
<https://doi.org/10.1038/s41562-025-02352-w>
- Nobel, N.** (2024). Recommender Systems: Friend (of Choice) or Foe? A Large-scale Field Experiment in Online Shopping Platforms. *Decision*, 11(4), 450–467.
<https://doi.org/10.1037/dec0000236>
- Nobel, N.** (2022). Interplay Between Benefit Appeal and Valence Framing in Reducing Smoking Behavior: Evidence from a Field Experience. *Journal of Behavioral Decision Making*, 36(2), e2301.
<https://doi.org/10.1002/bdm.2301>

MANUSCRIPTS SUBMITTED AND UNDER REVIEW (titles altered to protect peer review)

- Nobel, Nurit** and Gladstone, Joe, “Bridging Fantasy and Reality in Financial Savings”,
invited revision
- Nobel, Nurit** and Sussman, Abigail, “Contextual Financial Education to Mitigate Credit Card Debt”, *reject & resubmit*
- Nobel, Nurit** and Nenkov, Gergana, “Sustainable Disposal: Conceptual Framework”,
manuscript under review
- Nobel, Nurit** and Hiscox, Michael “Message Framing to Encourage Household Decarbonization”,
invited revision

RESEARCH IN PROGRESS

- Nobel, Nurit** and Sussman, Abigail, “The Climate Adaptation Paradox”,
data collection in progress: 9 online experiments conducted
- Nobel, Nurit**; Cakanlar, Aylin; Aydinli, Aylin and van Horen, Femke, “The Effect of Secondhand Markets in the Consumption Stage”, *data collection in progress: 4 online experiments conducted*
- Nobel, Nurit**; Fors, Maja and Nenkov, Gergana, “The Effect of Supply Chain Transparency Information on Consumers”, *study in preparation, field partner identified*
- Nobel, Nurit**; Cakanlar, Aylin; Nenkov, Gergana and Hardisty, David, “Reusable and Zero-Waste Packaging in Meal Kits”, *study in preparation, field partner identified*

HONORS & AWARDS

The Wallander Foundation post-doctoral research scholarship, €180,000	2025-2028
Sustainable Finance Lab research grant, €20,000	2025
Jacob Wallenberg Foundation research grant, €5,500	2025
The Royal Swedish Academy for Engineering Sciences Hans Werthén stipend, €20,000	2023
Fulbright Scholar Program for post-doctoral studies in the US, \$7,000 (declined)	2023
Gerhard Törnqvist scholarship for the best published paper by a PhD student at SSE, €500	2023
Jan Wallander and Tom Hedelius Foundation research grant for PhD studies, €85,000	2020-2023
Society for Judgement and Decision Making (SJDM) J. Frank Yates scholarship, \$500	2022

Association for Consumer Research (ACR) Conference PhD Stipend, \$1,200	2022
Tom Hedelius Foundation grant for conducting research abroad, €17,000	2021
ACR Sheth Foundation Dissertation Award for Public Purpose Consumer Research honorable mention, \$1,500	2021
Student award for best paper Society for Advancement of Behavioral Economics / International Association for Research in Economic Psychology, €1,000	2021
Sidney Frank Merit Scholarship for Excellent Achievement in the Field of Business Administration/Economics, Brown University, \$65,000	2007

CONFERENCE PRESENTATIONS (* denotes presenter)

The Climate Adaptation Paradox

- Association for Consumer Research (ACR), Chicago * 2026
- European Marketing Conference (EMAC), Bath * 2026
- Winter American Marketing Association (AMA), Madrid * 2026

Sustainable Product Disposal

- Boston Area Marketing Scholars (BAMS), Waltham, MA * 2025

Message Framing to Encourage Household Decarbonization

- Academy of Marketing Science (AMS), Montreal * 2025
- Behavioral Insights into Business for Social Good (UBC), Vancouver * 2024

Mental Contrasting and Financial Wellbeing

- ACR, Paris 2024
- Society for Judgement and Decision Making (SJDM), New York City (poster) * 2022

Recommender Systems and Choice

- Society for Advancement of Behavioral Economics / International Association for Research in Economic Psychology (SABE/IAREP), virtual * 2021
 - *Winner of Student Best Paper Award*
- Society for Consumer Psychology (SCP), virtual * 2021
- SJDM, virtual * 2020

Behavioral Framing for Promoting Smoking Cessation

- Subjective Probability, Utility, and Decision Making (SPUDM), Vienna * 2023
 - *De Finetti Best Student Paper Award: runner up*
- Collier Conference on Behavioral Economics, Tel-Aviv * 2022
- SJDM, San Diego (poster) * 2022
- ACR, virtual * 2021
- Harvard Kennedy School, Behavioral Insights Group Doctoral Workshop 2020
- IE University Doctoral Consortium on Behavioral Decision Making 2020

INVITED ACADEMIC TALKS AND DEPARTMENT SEMINARS

University of British Columbia, Decision Insights for Business and Society (December 2025)

Harvard University, The Salata Institute for Climate & Sustainability (April 2025)

Tel-Aviv University Collier School of Management, Marketing group (June 2024)

University of Chicago, Booth School of Business, Financial Decision Making group (April 2024)

University of Colorado Boulder, Consumer Financial Decision Making group (December 2022)

Harvard Business School, Time and Wellbeing group (December 2022)

UCLA Anderson School of Management, Behavioral Decision Making group (October 2022)

London Business School, Better Marketing for Better World Seminar (December 2021)

Linköping University, Judgement and Economic Decision Making group (April 2021)

TEACHING EXPERIENCE

COURSE DIRECTOR:

Brand Strategy (SSE), M.Sc. course (Spring 2026, Spring 2027)

- Repositioned the course from a narrower focus on brand communications to a broader strategic perspective on brand management, covering the full journey from consumer understanding and positioning to implementation through communications and brand experience.
- Redesigned the syllabus to combine foundational branding and consumer research with current and emerging developments in marketing practice, including new technologies, sustainability, and brand experience.
- Redesigned assessment methods to develop students' communication skills—critical for success in marketing careers—while adapting evaluation to the changing classroom context of generative AI, replacing written take-home assignments with in-class presentations.
- Expanded industry integration into the curriculum through practitioner speakers (e.g. Nick's, Fazer, Houdini), connecting academic concepts to contemporary managerial decision making.
- Evaluation scores Spring 2026: Course satisfaction: 4.96/7.0, Teacher rating: 5.0/7.0

INSTRUCTOR:

Applied Retail Track (SSE), B.Sc. course (Academic year 2025-2026, academic year 2026-2027)

- Faculty representative for the eCommerce Retail Club ('26-'27) and Fazer Retail Club ('25-'26), facilitating experiential learning and connecting students with real-world retail challenges.
- Faculty tutor in the Antonia Ax:son Johnson Tutorial Program, meeting students 1:1 and in small groups for meaningful conversations to support their academic, professional, and personal development.

INSTRUCTOR AND TEACHING ASSISTANT:

Brands and Communication (SSE), M.Sc. course (Spring 2023, Spring 2022)

- Designed and delivered approximately half of the course content, including lectures on market analysis, strategic brand management, marketing communication, and sustainable consumption
- Supported course delivery, including coaching student teams on capstone projects, grading assignments and exams, and managing student communications
- Teaching evaluation score: 6.4/7.0 (2023), 6.1/7.0 (2022)
 - *Spring 2023: Recognized as Distinguished Educator for great performance in teaching at SSE*

GUEST INSTRUCTOR:

- **Columbia Business School**, Sustainability Marketing MBA and Executive MBA courses, lecture: *Intention-Action Gap in Practice* (Spring 2025)
- **The Wharton School of the University of Pennsylvania**, Choice Architecture Lab MBA course, lecture: *Field Experiments in Organizations* (Spring 2023)
- **Norwegian School of Economics**, Behavioral Economics graduate-level course, lecture: *Nudging in Practice* (Fall 2021)
- **Bergh School of Communication**, Digital Content Strategy undergraduate-level course, workshop: *Designing Nudges* (Fall 2021, Fall 2020).
 - *Average evaluation score: 4.8/5.0*
- **Stockholm School of Economics**: Human vs. Algorithms: Judgment, Prediction & Nudges graduate-level course, lecture: *The Psychology of Nudging* (Spring 2021, Spring 2020).
 - *Average evaluation score: 6.3/7.0*
- **Uppsala University**, Sustainable Development graduate-level course, workshop: *Designing Nudges for Sustainability* (Spring 2018)

EXECUTIVE TEACHING:

Nudging for Practitioners (Bonnier Business Academy/Dagens Industri Academy) (2017-2023)

- Designed curriculum for full-day course on applied behavioral science and nudging
- Trained over 350 executives and practitioners in companies, non-profits, and public sector over seven years
- *Average evaluation score: 4.6/5.0*

THESIS SUPERVISION:

Stockholm School of Economics, Thesis Supervision

- Bachelor thesis supervision (2 theses 2026)
- Master thesis supervision (6 theses 2020-2026)
 - Spring 2025 thesis (Albertsson & Langemar) recognized with:
 - *Swedbank & Sparbankerna Thesis Award in Financial Health 2025 (25,000 SEK)*
 - *Sustainable Finance Lab Award for Best Industry Master Thesis Pitch 2025 (20,000 SEK)*

SELECTED PROFESSIONAL EXPERIENCE

Client Director / LynxEye brand consultants (Stockholm) 2014-2017

Led teams of quantitative and qualitative market researchers and strategy consultants in delivering brand strategy and consumer insight projects for clients across industry sectors in Nordics and Europe. Conducted projects for: ICA, Coop, Pernod Ricard, Telia, Hurtigruten, and more.

Brand Manager / Procter & Gamble (Stockholm, Geneva, Tel-Aviv) 2008-2014

Led branding and marketing initiatives for P&G brands, including marketing campaigns, new product launches, and market research. Led multifunctional teams within P&G and collaborated with external agencies. Worked across 30+ countries in EMEA (Europe, Middle East, and Africa).

OUTREACH

Extensive experience helping private, public, and non-profit organizations apply insights from behavioral science and academic research more broadly to challenges related to consumer and employee wellbeing. Activities include focused consulting engagements, workshops, invited talks, and panel participation.

Selected clients and partners:

Private sector: ICA, Ericsson, Toyota, SEB, Pernod Ricard, Mannheimer Swartling, Sweco

Industry organizations: Sveriges Annonsörer, Scandinavian Outdoor Group

Public sector and state-owned: Systembolaget, Stockholms Stad, Region Västra Götaland, Visit Sweden

Non-profit sector: Djurgården IF, Swedish Cancer Society (Cancerfonden), Håll Sverige Rent (Keep Sweden Tidy)

Selected mentoring and volunteering:

Mentor, academic mentorship program for high-school students, Boston	2024-2026
Mentor, Jusek mentorship program for newcomers to Sweden, Stockholm	2017-2018

SERVICE

Ad-hoc reviewer

Journals:

Journal of Marketing Research (trainee reviewer with Prof. Abigail Sussman), International Journal of Research in Marketing, Psychology & Marketing, Journal of Behavioral Decision Making

Conferences:

ACR, SCP, EMAC, AMA, AMS, SJDM

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR); American Marketing Association (AMA); Academy of Marketing Science (AMS); European Marketing Academy (EMAC); Society for Consumer Psychology (SCP); Society for Judgment and Decision Making (SJDM)

RESEARCH TOOLS & SOFTWARE

Programming and typesetting: R, LaTeX

Data collection: Qualtrics, Prolific, CloudResearch

Open science platforms: Open Science Framework (OSF), AsPredicted, ResearchBox

LANGUAGES

Hebrew (native), English (full professional proficiency), Swedish (full professional proficiency), Spanish (limited), French (elementary)

REFERENCES

Abigail Sussman

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Aylin Aydinli

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Teaching Reference:

Richard Wahlund

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