

Gal Zauber

Professor of Marketing and Psychology
Curriculum Vitae

The Wharton School
University of Pennsylvania
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Philadelphia, PA 19104

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EDUCATION

Ph.D., Marketing, 2000.

Duke University, The Fuqua School of Business, Durham, NC, USA.

B.A. with Highest Honors, Economics and Psychology, 1994.

The University of North Carolina, Chapel Hill, NC, USA.

Undergraduate Studies, 1991-1992.

Tel-Aviv University, Tel-Aviv, Israel.

ACADEMIC EMPLOYMENT

Professor of Marketing, 2012 - Present.

The Wharton School, University of Pennsylvania. Philadelphia, PA. USA.

Secondary Appointment and member of *Psychology Graduate Faculty Group*,
Department of Psychology, University of Pennsylvania. Philadelphia, PA. USA.

The Ford Foundation Visiting Associate Professor of Marketing, 2011 - 2012.

The Booth School of Business, University of Chicago. Chicago, IL. USA.

Associate Professor of Marketing, 2006 - 2012.

The Wharton School, University of Pennsylvania. Philadelphia, PA. USA.

Assistant Professor of Marketing, 2000 - 2006.

Kenan-Flagler Business School, University of North Carolina. Chapel-Hill, NC. USA.

Instructor, 1997 - 2000.

The Fuqua School of Business, Duke University. Durham, NC. USA

RESEARCH INTERESTS

Consumer Behavior Behavioral Judgment and Decision Research
Time and Decisions Financial Decision Making
Memory, Meaning, and Consumption

RESEARCH PUBLICATIONS

Articles Published in Refereed Journals

Cooper, Nicole, Joseph W. Kable, B. Kyu Kim, and Gal Zauberman (2013). Brain Activity in Valuation Regions while Thinking about the Future Predicts Individual Discount Rates. *The Journal of Neuroscience*. **33** (32). 13150-13156.

Kim, B. Kyu, and Gal Zauberman (2013). Can Victoria's Secret Change the Future? A Subjective Time Perception Account on Sexual Cue Effects on Impatience. *Journal of Experimental Psychology: General*. **142** (2). 328-335.

Kim, B. Kyu, Gal Zauberman, and James R. Bettman (2012). Space, Time, and Intertemporal Preferences. *Journal of Consumer Research*. **39** (4). 867-880.

Zhao, Min, Steve Hoeffler, and Gal Zauberman (2011). Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process Versus Outcome-Simulation. *Journal of Marketing Research*. **48** (5), 827-839.

Malkoc, Selin A., Gal Zauberman, and James R. Bettman (2010). Unstuck from the Concrete: Carryover Effects of Abstract Mindsets in Intertemporal Preferences. *Organizational Behavior and Human Decision Processes*. **113**(2), 112–126.

Zauberman, Gal, Jonathan Levav, Kristin Diehl, and Rajesh Bhargave (2010). 1995 Feels So Close Yet So Far: The Effect of Event Markers on Subjective Feelings of Elapsed Time. *Psychological Science*. **21**(1), 23–31.

* Selected media coverage: New York Times.

Hutchinson, J. Wesley, Gal Zauberman, and Robert J. Meyer (2010). On the Interpretation of Temporal Inflation Parameters in Stochastic Models of Judgment and Choice. *Marketing Science*. **29**(1), 133–139.

* Commentary.

Meyer, Robert J., Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Gal Zauberman, Michael I. Norton, Tony H. Cui, Brian T. Ratchford, Alessandro Acquisti, David R. Bell, Barbara E. Kahn (2010). Behavioral Research and Empirical Modeling of Marketing Channels: Implications for both Fields and a Call for Future Research. *Marketing Letters*. **21** (3), 301-315.

* Special issue on the Erin Anderson Invitational B2B Research Conference.

- Kim, B. Kyu and Gal Zauberman. Perception of Anticipatory Time in Temporal Discounting (2009). *Journal of Neuroscience, Psychology, and Economics*. **2** (2), 91–101.
- * Special Issue on Intertemporal Choice.
 - * Selected to be among the best 10 papers published in the *Journal of Neuroscience, Psychology and Economics*. 2014.
- Zauberman, Gal, B. Kyu Kim, Selin A. Malkoc, and James R. Bettman (2009). Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences. *Journal of Marketing Research*. **46** (4), 543-556.
- * Paul E. Green Award.
- Zauberman, Gal, Rebecca K. Ratner, and B. Kyu Kim (2009). Memories as Assets: Strategic Memory Protection in Choice over Time. *Journal of Consumer Research*. **35** (5). 715-728.
- * Lead article.
 - * *Journal of Consumer Research* Best Paper Award, Finalist.
- Ratner, Rebecca K., Dilip Soman, Gal Zauberman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (2008). How Behavioral Decision Research can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention. *Marketing Letters*. **19** (3-4), 383-397.
- * Special issue on the 7th Invitational Choice Symposium.
- Lynch, John G., Jr. and Gal Zauberman (2007). Construing Consumer Decision Making. *Journal of Consumer Psychology*. **17** (2), 107-112.
- * Commentary.
- Zhao, Min, Steve Hoeffler, and Gal Zauberman (2007). Mental Simulation and Preference Consistency over Time: The Role of Process- Versus Outcome-Focused Thoughts. *Journal of Marketing Research*. **44** (3), 379-388.
- Malkoc, Selin A. and Gal Zauberman (2006). Deferring Versus Expediting Consumption: The Effect of Outcome Concreteness on Sensitivity to Time Horizon. *Journal of Marketing Research*. **43** (4), 618-627.
- Zauberman, Gal, Kristin Diehl, and Dan Ariely (2006). Hedonic versus Informational Evaluations: Task Dependent Preferences for Sequences of Outcomes. *Journal of Behavioral Decision Making*. **19** (3), 191–211.
- * Lead article.
- Lynch, John G., Jr. and Gal Zauberman (2006). When Do You Want It? Time, Decisions, and Public Policy. *Journal of Public Policy & Marketing*. **25** (1), 67-78.
- * Special issue on Helping Consumers Help Themselves.

- Malkoc, Selin A., Gal Zauberan, and Canan Ulu (2005). Consuming Now or Later? The Interactive Effect of Timing and Attribute Alignability. *Psychological Science*. **16** (5). 411-417.
- Diehl, Kristin and Gal Zauberan (2005). Searching Ordered Sets: Evaluations from Sequences under Search. *Journal of Consumer Research*. **31** (4). 824-832.
- Zauberan, Gal and John G. Lynch, Jr. (2005). Resource Slack and Propensity to Discount Delayed Investments of Time Versus Money. *Journal of Experimental Psychology: General*. **134** (1). 23-37.
- * Selected media coverage: New York Times, Scientific American, BBC Radio, Boston Globe, New Scientist, WebMD, US News and World Report, Monitor on Psychology, APS Observer, Psychology Today, and others.
- Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch, and Gal Zauberan (2005). The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones? *Marketing Letters*. **16** (3-4). 347-360.
- * Special issue on the 6th Invitational Choice Symposium.
- Zauberan, Gal (2003). The Intertemporal Dynamics of Consumer Lock-In. *Journal of Consumer Research*. **30** (3). 405-419.
- * Ferber Award, Honorable Mention, 2004. Media coverage: Scientific American.
- Ariely, Dan and Gal Zauberan (2003). Differential Partitioning of Extended Experiences. *Organizational Behavior and Human Decision Processes*. **91** (2). 128-139.
- Ariely, Dan, Wing Tung Au, Randall H. Bender, David V. Budescu, Christiana B. Dietz, Hongbin Gu, Thomas S. Wallsten, and Gal Zauberan (2000). The Effects of Averaging Subjective Probability Estimates Between and Within Judges. *Journal of Experimental Psychology: Applied*. **6** (2). 130-147.
- Ariely, Dan and Gal Zauberan (2000). On the Making of an Experience: The Effects of Breaking and Combining Experiences on their Overall Evaluation. *Journal of Behavioral Decision Making*. **13** (2). 219-232.
- * Special issue on Time and Decision.
- Fischer, Gregory W., Ziv Carmon, Dan Ariely, and Gal Zauberan (1999). Goal-Based Construction of Preferences: Task Goals and the Prominence Effect. *Management Science*. **45** (8). 1057-1075.
- Burbeck, Christina A. and Gal S. Zauberan (1997). Across-Object Relationships in Perceived Object Orientation. *Vision Research*. **37** (7). 879-884.

Burbeck, Christina A., Stephen M. Pizer, Bryan S. Morse, Dan Ariely, Gal S. Zauberaman, and Jannick R. Rolland (1996). Linking Object Boundaries at Scale: a Common Mechanism for Size and Shape Judgments. *Vision Research*. **36** (3). 361-372.

Book Chapters

Zauberaman, Gal and B. Kyu Kim (2012). Time Perception and Retirement Saving: Lessons from Behavioral Decision Research, in Olivia S. Mitchell and Annamaria Lusardi, eds., *Financial Literacy: Implications for Retirement Security and the Financial Marketplace*. Oxford, UK: Oxford University Press.

Zauberaman, Gal (2011). Consumers' Intertemporal Preferences, in Joseph W. Alba, ed., *Consumer Insights: Findings from Behavioral Research*. Marketing Science Institute.

RESEARCH IN PROGRESS

Working Papers

Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberaman, and Dan Ariely. The Stability of Temporal Versus Monetary Valuations. *Working Paper*. (Conditionally accepted at the *Journal of marketing Research*).

Bhargave, Rajesh and Gal Zauberaman. Aspects of Experiences: The Role of Novelty in Hedonic Evaluations of Extended Experiences. *Working Paper*.

Duclos, Rod, James R. Bettman, Paul N. Bloom, and Gal Zauberaman. Charitable Giving: How Ego-Threats Impact Donations of Time and Money. *Working Paper*.

Preethika Seshasainam, Bill Putsis and Gal Zauberaman. Do as we Say or as we Do? Empirical Evidence from Predicted Versus Reported Drug Use. *Working Paper*.

Kim, B. Kyu, Gal Zauberaman, and James R. Bettman. The Impact of Perceived Temporal Scarcity of Life on Temporal Distance Judgments. *Working Paper*.

Kim, B. Kyu, and Gal Zauberaman. Frames of Mind, Shapes of Time: Decision Framing, Time Perception, and Intertemporal Preference. *Working Paper*.

Zauberaman, Gal and Kim, B. Kyu. Another Dimension of Psychological Time: Judgments of Anticipated Future Duration. *Working Paper*.

Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberaman. Expense Neglect in Predicting Financial Resources. *Working Paper*.

Lynch, John G., Jr., Stephen Spiller, and Gal Zauberaman. Resource Slack: A Theory of Supply and Demand. *Working Paper*.

Intertemporal Choice. A chapter being prepared for Balckwell's *Handbook of Judgment and Decision Making*. Editors; Gideon Karen and George Wu. *Draft*.

Selected Work in Progress

Subjective Time Perception and Prospective Evaluations. (With Kyu Kim).

Neural Substrates of Anticipatory Time Perception and Time Discounting. (With Joe Kable).

Photography, Memory, and Meaning. (With Alix Barasch and Kristin Diehl).

Preserving Memories through Choice. (With Paul Rozin).

Taxes and Preferences for Effort and Pay. (With Shalena Srna).

A Heideggerian View of Sensitivity to Duration in Retrospective Evaluations. (With Kristin Diehl and Min Zhao).

AWARDS AND HONORS

"Perception of Anticipatory Time in Temporal Discounting" selected to be among the best 10 papers published in the *Journal of Neuroscience, Psychology and Economics*. 2014.

William F. Odell Award for the *Journal of Marketing Research* article published five years previously (2009) that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice. 2013

Journal of Consumer Research Best Paper Award (for paper published in 2009), Finalist. 2012.

The Ford Foundation Fellowship. The Booth School of Business, University of Chicago. Chicago, IL. USA. 2011 - 2012.

The Whitebox Advisors Scholar. Yale School of Management, Yale University. New-Haven, CT. 2011.

Paul E. Green Award for the *Journal of Marketing Research* article published in 2009 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research. 2010.

Early Career Award for Distinguished Contributions to Consumer Psychology, Society for Consumer Psychology (American Psychological Association, Division 23). 2007.

Young Scholars Program, Marketing Science Institute. 2005.

Robert Ferber Award, Honorable Mention, Association of Consumer Research. 2004.

Recognition of Excellence in Undergraduate Teaching (*Consumer Behavior*). Kenan-Flagler Business School, The University of North Carolina at Chapel Hill. 2004.

R.J. Reynolds Fund Award. The University of North Carolina at Chapel Hill Junior Faculty Development Award. 2003.

AMA-Sheth Foundation Doctoral Consortium Fellow. 1998.

Highest Honors in Psychology; The University of North Carolina, Chapel Hill. 1994.

Phi Beta Kappa, National Honor Society. 1994.

GRANTS AND SCHOLARSHIPS

Trio Pilot Award (Boettner Center, Population Aging, Population Studies Center).
University of Pennsylvania. “Neural Substrates of Anticipatory Time. Perception and Time Discounting”. 2011-2012.
PIs: Joe Kable and Gal Zauberman

Alex Panos Marketing Research Fund. University of Pennsylvania. 2011, 2013.

Global Initiatives Research Program Award. University of Pennsylvania. 2010-2011.

National Institute of Health (PIs: David Asch and Kevin Volpp). “Developing interactive technologies to improve research and health behavior” Dates: 2009-2011.
Role: PI for Pilot Project “Financial Decisional and Health Behavior”

Rodney White Center for Financial Research Grant. University of Pennsylvania. 2009-2010.

Wharton-SMU Research Center Grant. 2008 - 2009.

The University of North Carolina at Chapel Hill. University Research Council Grant to study “Choice Over Time.” 2002

Dell Strategic Technology and Research Program. Consumer Behavior in the Information Age. (With Steve Hoeffler, Nicholas Lurie and Rebecca R. Ratner). 2001.

Duke University, The Fuqua School of Business. Graduate Fellowship. 1995 - 2000.

CONFERENCES AND PRESENTATIONS

Conference Proceedings Publications

Rebecca K. Ratner and Gal Zauberan (2005). Managing Memories for Emotions: Formation, Retrieval and Protection. A Special Session Summary, in Menon, G., and Rao, A. R., (Eds.), *Advances in Consumer Research*, XXXII.

Zauberan, Gal. and Rebecca K. Ratner (2003). Making Decisions About the Future. A Special Session Summary, in Keller, P. A., and Dennis, W. R., (Eds.), *Advances in Consumer Research*, XXX.

Zauberan, Gal (2001). New Perspectives on Consumer Evaluations of Experiences that Extend Over Time: empirical regularities, integration rules and formal modeling. A Special Session Summary, in Gilly, M., and Meyers-Levy, J., (Eds.), *Advances in Consumer Research*, XXVIII.

Ratner, Rebecca K. and Gal Zauberan (1999). Exploring Situational Determinants of Contrast and Assimilation: Effects of Lay Theories, Evaluation Goals, and Framing. A Special Session Summary, in Arnould, E., and Scott, L., (Eds.), *Advances in Consumer Research*, XXVI.

Ariely, Dan and Gal Zauberan (1998). Perceived Pain and Pleasure: Preferences for Experience-Structure and Characteristics. A Special Session Summary, in Alba, J. A., and Hutchinson, J. W., (Eds.), *Advances in Consumer Research*, XXV.

Conference Presentations

More than 50 academic conference presentations in

ACR ⇒ Association of Consumer Research Conference

BDRM ⇒ Behavioral Decision Research in Management Conference

SJDM ⇒ Society for Judgment and Decision Making Conference

SCP ⇒ Society for Consumer Psychology Conference

SPUDM ⇒ Subjective Probability, Uncertainty and Decision-Making Conference

Kim, K., Zauberan, G., and Bettman J. Time, Space, and Intertemporal preference. ACR, St Louis MO 2011, SCP, Italy. June 2012.

Kim, K and Zauberan, G. Can Victoria's Secret Change the Future Time? Sexually-arousing Images, Time Perception, and Intertemporal Preferences for Monetary Rewards. BDRM, Pittsburg, PA. June 2010.

Lee, L., Lee, M., and Zauberan G. The Stability Of Time Versus Money Valuations, ACR, Pittsburg, PA. Oct 2009. SJDM, St. Louis, Nov 2010.

- Zhao, M., Hoeffler, S. and Zauberman, G. Process- Versus Outcome-Focused Simulation And The Evaluation Of New Products: The Temporal Effects On The Affective And Cognitive Dimensions, ACR, Pittsburg, PA. Oct 2009.
- Kim B. K., and Zauberman, G. Deconstructing The Present Bias: Linking Visceral Factors And Mental Representation Through Time Perception, ACR, San Francisco, CA. Oct 2008. SCP, San Diego, CA. Feb 2009.
- Zhao, M., Hoeffler, S. and Zauberman, G. Mental Simulation And The Evaluation Of New Products: The Affective And Cognitive Dimensions Of Process- Versus Outcome-Focused Thoughts, ACR, San Francisco, CA. Oct 2008.
- Zauberman, G., Kim B. K., Malkoc, S., and Bettman, J. R. Subjective Time Perception and Temporal Discounting. ACR, Memphis, TN. Oct 2007. SJDM, Long Beach, CA. Nov 2007. SCP, New Orleans, LA. Feb 2008. BDRM, San Diego, CA. April 2008.
- Kim B. K., Malkoc, S., and Zauberman, G. The role of Special Dates in Intertemporal Preferences. ACR, Memphis, TN. Oct 2007.
- Kim B. K., Zauberman, G., and Ratner, R. Memory Pointers: Strategic Memory Protection through Acquisition of Recall Cues. ACR, Memphis, TN. Oct 2007. BDRM, San Diego, CA. April 2008.
- Malkoc, S, Zauberman, G., and Bettman, J. R. It is all in the Mindset. SCP, Conference. Feb 2006. Decision Making @ SPSP (Poster). Palm Springs, CA. Jan 2006. BDRM, Santa Monica, CA. June 2006. ACR, Orlando, FL. Sep 2006.
- Zauberman, G., Diehl, K. and Levav, L. 1995 Seems so Close yet so Far. ACR, Orlando, FL. September 2006. SCP, New Orleans, LA. Feb 2008.
- Zauberman, G., Bettman, J. R. and Malkoc, S. Time Horizon Neglect: Prospective Duration Insensitivity in Intertemporal Choice. ACR, San Antonio, TX. Oct 2005. SJDM, Toronto, Canada. Nov 2005.
- Zauberman, G. and Ratner, R. K. Strategic Memory Protection in Choice over Time. BDRM, Durham, NC. April 2004. ACR, Portland, OR. Oct 2004. SJDM, Minneapolis, MN. Nov 2004. SCP, St. Pete Beach, FL. Feb 2005.
- Zauberman, G. and Lynch, J. G. Resource Slack and Discounting of Future Time versus Money. BDRM, Durham, NC. April 2004.
- Malkoc, S., Ulu, C. and Zauberman, G. Consuming Now or Later: The Interactive Effect of Timing and Attribute Alignability. SCP, San Francisco, CA. Feb 2004. SJDM, Minneapolis, MN. Nov 2004. SCP, St. Pete Beach, FL. Feb 2005.

- Malkoc, S. and Zauberan, G. Expediting versus Deferring Payment: The Effect of Time Perspective on Sensitivity to Prospective Duration. Duration.” Euro/Informs Conference. Istanbul, Turkey. July 2003. SJDM, Vancouver, Canada. Nov 2003. BDRM, Durham, NC. April 2004. ACR, Portland, OR. Oct 2004. Marketing in Israel IV. December 2004.
- Zauberan, G. and Lynch J. G. When Time is Not Like Money: The Role of Resource Slack. BDRM, Chicago, IL. May 2002. The Israeli Cognitive Psychology, Judgment and Decision Conference. Jerusalem, Israel. July 2002. ACR, Atlanta, GA. Oct 2002. SJDM, Kansas-City, MO. Nov 2002.
- Zauberan, G. and Ariely D. The Role of the Future When Evaluating the Past: Forward Processing of Hedonic Experiences that Extend Over Time. SJDM, Orlando, FL. Nov 2001.
- Zauberan, G. Lock-In Over Time: Time Preferences, Prediction Accuracy and Information Cost Structure. ACR, Austin, TX. Oct 2001.
- Diehl K. and Zauberan, G. Personalized Ordering and Consumer Evaluations: The Combined Effect of Search Behavior and Presentation Patterns. ACR, Austin, Texas. Oct 2001. BDRM, Chicago, IL. May 2002.
- Ariely D. and Zauberan, G. Hedonic Evaluations: The Role of Naïve Extrapolation. ACR, Austin, TX. Oct 2001.
- Zauberan, G. Lock-in over Time: Time Preferences and Failure to Predict Switching Costs. SJDM, New Orleans, LA. Nov 2000.
- Zauberan, G. Determinants of Experiences that Extend Over Time: Experiences, Memories, and Evaluations. ACR, Salt Lake City, UT. Oct 2000.
- Zauberan, G. and Ariely, D. Differential Bracketing of Service Experiences: Memories and Evaluations. BDRM, Tucson, AZ. May 2000.
- Wallsten, T.S., Zauberan, G., Gu, H., Dietz, C. B., Budescu, D. U. , Bender, R. H., Au, W-T , and Ariely, D. Averaging Probability Estimates: Empirical Tests of Two Theorems. SPUDM, Mannheim, Germany, August 1999.
- Zauberan, G. and Ariely, D. On Evaluation Goals and Sequential Information Effects: The Relationship Between Hedonic and Informational Evaluations. BDRM, Miami, FL. June 1998. ACR, Montreal, Canada, Oct 1998. SJDM, Dallas, TX. Nov 1998.
- Fischer, G., Carmon. Z., Ariely, D. and Zauberan, G. Goal-Based Construction of Preferences: Task Goal and the Prominence Effect. BDRM, Miami, FL. June 1998.

Linville, P., Fischer, G. F., Rona, K. and Zauberan, G. Effects of Prior Knowledge Structures on Judgments about Members of Social Groups and Teams. BDRM, Miami, FL. June 1998.

Ariely, D. and Zauberan, G. On the Making of an Experience: The Effects of Breaking and Combining Experiences on their Overall Evaluation. ACR, Denver, CO. Oct 1997. SJDM, Philadelphia, PA, Nov 1997.

Zauberan, G. and Ariely, D. The Moderating Role of Evaluation Goals on Sequential Information Effects: The Relationship between Hedonic and Informational Evaluation. SJDM, Philadelphia, PA, Nov 1997.(Poster)

Fischer, G., Carmon. Z., Ariely, D. and Zauberan, G. Goal-Based Construction of Preferences: Task Goal and the Prominence Effect. ACR, Tucson, AZ. Oct 1996.

Zauberan, G. and Ariely, D. Base Rate Neglect Is Neglected In Many Ways. SJDM, Chicago, IL. Nov 1996. (Poster)

Ariely, D., Zauberan, G. and Wallsten, T. Statistical and Conceptual Restriction in Calibration Research. SPUDM, Jerusalem, Israel. August 1995.

Burbeck, C. and Zauberan, G. Perceived Object Orientation: Edges, Ends, or Middle? ARVO, Fort Lauderdale, FL, May 1995.

INVITED PRESENTATIONS

KUBS International Marketing Symposium. Korea University Business School. Seoul, Korea. May 2014

INSEAD Marketing Research Summer Camp. Marketing Department, INSEAD. Fontainebleau, France. May 2014

Haas School of Business, University of California, Berkeley. May 2014.

Positive Psychology Center, University of Pennsylvania. March 2014

San Marino Symposium: The Nature of Time in Science and in Human Experience. The Euresis Association, University of San Marino, Ancient Monastery of Santa Chiara. San Marino. August 2013.

The 9th Invitational Choice Symposium. Hosted by Rotterdam School of Management and the Erasmus School of Economics, The Netherlands. June 2013.

Marketing seminar, Rotterdam School of Management and the Erasmus School of Economics, The Netherlands. February 2013.

Judgment and Decision-Making Winter Symposium, University of Utah, Snowbird Resort, Utah. January 2013, 2014.

Summer meeting @ IDC - behavioral science. Arison School of Business, The Interdisciplinary Center, Hertzelia, Israel. July 2012.

Winter Research Retreat, Warrington College of Business Administration, University of Florida. March 2012.

Alfred Lerner College of Business and Economics, University of Delaware. March 2012.

Marketing KAMP, Kellogg School of Management, Northwestern University. March 2012.

Arison School of Business, The Interdisciplinary Center, Hertzelia Israel. December 2011.

Yale School of Management, Yale University. New-Haven, CT. August 2011.

Graduate School of Business, Stanford University, Stanford, CA. February 2011.

Ross School of Business, University of Michigan, Ann Arbor, MI. February 2011.

Annual Pre-Conference on Judgment and Decision Making at SPSP, San Antonio, TX. January 2011.

Penn Symposium on Fostering and Financing Investments in Prevention and Protection. University of Pennsylvania, Philadelphia, PA. December 2010.

2010 ART Forum, Paul Green Award presentation. San Francisco, CA. June 2010.

The 8th Invitational Choice Symposium. Hosted by The University of Miami and the University of Technology Sydney, Key Largo. FL. June 2010.

Marketing Camp, Columbia Business School. New York, NY. May 2010.

Pension Research Council Conference on “Financial Literacy: Implications for Retirement Security and the Financial Marketplace.” University of Pennsylvania. Philadelphia, PA. April 2010.

Booth School of Business, University of Chicago. Chicago, IL. April 2010.

Sauder School of Business, University of British Columbia. Vancouver, Canada. April 2010.

A Research Symposium on Intertemporal Choice. The Center for Decision Science, Columbia Business School. New York, NY. October 2009.

Marketing Summer Camp, Stern School of Business, New York University. New York NY. May 2009.

Recanati Graduate School of Business, Tel Aviv University. April 2009.

Department of Psychology. University of Maryland. College Park, MD. March 2009.

Marketing Camp, Anderson School of Management, UCLA. Los Angeles CA. March 2009.

The London Business School. London, England. March 2009.

School of Business, University of Alberta. Edmonton, Alberta, Canada. February 2009.

Yale School of Management, Yale University. New-Haven, CT. January 2009.

Center for Behavioral Decision Research, Carnegie Mellon University. Pittsburgh, PA. January 2009.

Marketing Research Camp, Hong Kong University of Science and Technology. December 2008.

TIAA-CREF Institute Fellows Symposium, New York, NY. September 2008.

The 7th Invitational Choice Symposium. Hosted by The Wharton School, University of Pennsylvania. Philadelphia, PA. June 2007.

The Four-School Conference. New-York University, New York, NY. April 2007.

The Forum for Behavioral Finance, The First Annual BeFi Conference. Coral Gables, FL. March 2007.

Center for the Decision Sciences, Columbia University. New-York, NY. March 2007.

Johnson Graduate School of Management, Cornell University, Ithaca, NY. February 2007.

ACR, Doctoral Consortium. Orlando, FL. September 2006.

Department of Psychology, University of North Carolina, Chapel Hill, NC. March 2006.

Yale School of Management, Yale University. New-Haven, CT. March 2006.

Olin School of Business, Washington University, St. Louis, MO. February 2006.

Rotman School of Management, University of Toronto, Toronto, Canada. February 2006.

Distinguished Speaker in Marketing, Leeds School of Business, University of Colorado, Boulder, CO. January 2006.

Rady School of Management, University of California, San Diego. La Jolla, CA. December 2005.

Center for Decision Research, Graduate School of Business, University of Chicago. Chicago, IL. October 2005.

Decision Processes Seminar, The Wharton School. University of Pennsylvania. Philadelphia, PA. September 2005.

School of Business Administration. Hebrew University, Mt. Scopus. Jerusalem, Israel. August 2005.

A Journal of Public Policy and Marketing conference on “Helping Consumers Help Themselves: Improving the Quality of Judgments and Choices.” The Fuqua School of Business, Duke University. Durham, NC. May 2005

Freeman School of Business, Tulane University. New-Orleans, LA. March 2005.

Young Scholars Program, Marketing Science Institute. Park City, UT. January 2005.

The Arison School of Business, The Interdisciplinary Center (IDC). Herzliya, Israel. December 2004.

The 6th Invitational Choice Symposium. Hosted by Leeds School of Business, University of Colorado, Boulder. Estes Park, CO. June 2004.

Tippie College of Business, University of Iowa. Iowa City, IA. April 2004.

The Forum of Managerial Decision Making. School of Management, Ben-Gurion University of the Negev. Beer-Sheva, Israel. July 2003.

Columbia Business School, Columbia University. New-York, NY. October 2002.

School of Business Administration, Hebrew University. Jerusalem, Israel. June 2001.

Recanati Graduate School of Business, Tel-Aviv University. Tel-Aviv, Israel. June 2001.

AFFILIATIONS

American Marketing Association

American Psychological Association
American Psychological Society
Association of Consumer Research
Association for Consumer Psychology
Behavioral Finance Forum
Society for Judgment and Decision Making
Society for Neuroeconomics

SERVICE

Editorship:

Associate Editor, *Management Science (Judgment and Decision Making)*, 2012-present.
Associate Editor, *Management Science (Behavioral Economics)*, 2011-2012.
Guest Associate Editor, *Journal of Consumer Research*, 2011-2012.
Guest Associate Editor, *Journal of Marketing Research (Special Issue on Consumer Financial Decision Making)*, 2010.
Associate Editor, *Journal of Consumer Research*, 2008-2010.

Editorial Review Board Member:

Journal of Behavioral Decision Making, 2010 – present.
Journal of Consumer Research, 2006-2008, 2010 – 2014.
Journal of Consumer Psychology, 2008-2010.
Journal of Marketing Research, 2007-present.
International Journal of Research in Marketing, 2006-2009.

Ad-hoc Reviewer:

Israel Science Foundation, Journal of Behavioral Decision Making, Journal of Consumer Psychology, Journal of Economic Psychology, Journal of Experimental Psychology: Learning, Memory and Cognition, Journal of Interactive Marketing, Journal of Marketing, Journal of personality and Social Psychology, Journal of Public Policy and Marketing, Journal of Retailing, Organizational Behavior and Human Decision Processes, Management Science, Marketing Science, National Science Foundation, Psychological Science, Social Cognition, Social Sciences and Humanities Research Council of Canada, and U.S.-Israel Binational Science Foundation.

Professional Organizations

Executive Board Member (*elected*), *Society for Judgment and Decision Making* (2011)
Program Committee Member, *Behavioral Decision Research in Management Conference* (2010)
Program Committee Member, *Society for Judgment and Decision Making Conference* (2007-2010)

Associate Editor, *Association of Consumer Research* Conference (2007, 2010)
Program Committee Member, *Association of Consumer Research* Conference (2006)

TEACHING

Doctoral Thesis Committee Chair

Kim, B. Kyu. University of Pennsylvania, Marketing. (Dissertation Committee Chair, 2010).

* Winner of the Ferber Award, 2013.

Bhargave, Rajesh. University of Pennsylvania, Marketing. (Dissertation Committee Chair, 2009).

Zhao, Min. University of North Carolina at Chapel Hill, Marketing. (Dissertation Committee Co-Chair, 2006)

Malkoc, Selin. University of North Carolina at Chapel Hill, Marketing. (Dissertation Committee Co-Chair, 2006)

Doctoral Thesis Committee Member

Berman, Jonathan. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2014).

Tran, An. University of Colorado, Boulder, Marketing. (Dissertation Committee Member, 2013).

Jhang, Ji Hoon. University of Colorado, Boulder, Marketing. (Dissertation Committee Member, 2013).

Bhattacharjee, Amit. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2012).

Lin, Fern. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2011).

Saldanha, Neela. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2010).

Huang, Yanliu. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2009)

Duclos, Rod. University of North Carolina at Chapel Hill, Marketing. (Dissertation Committee Member, 2008)

Claudia Kubowicz Malhotra. University of North Carolina at Chapel Hill, Marketing. (Dissertation Committee Member, 2006)

Vinitzky, Gideon. The Hebrew University of Jerusalem - Israel, Marketing. (Proposal Committee Member, 2004)

Bhatnagar, Namita. University of North Carolina at Chapel Hill, Marketing. (Committee Member, 2003)

Einat, Danit. The Hebrew University of Jerusalem - Israel, Marketing. (Proposal Committee Member, 2003)

Courses Taught

University of Pennsylvania, The Wharton School. *The Psychology of Consumer Financial Decisions*. Undergraduate and MBA courses, 2014.

University of Pennsylvania, The Wharton School. *Consumer Judgment and Decision Making*. PhD Seminar, 2009, 2013.

University of Pennsylvania, The Wharton School. *Marketing Research*. Undergraduate and MBA courses, 2006-2008, 2012.

University of Pennsylvania, The Wharton School. *Marketing Management I (621)*. MBA, EMBA, core course, 2009-2011.

University of Pennsylvania, The Wharton School. *Consumer Behavior*. Undergraduate and MBA course, 2007.

University of North Carolina at Chapel Hill. *Consumer Behavior*. Undergraduate course, 2004-2006.

University of North Carolina at Chapel Hill. *Special Topics in Consumer Behavior*. PhD Seminar, 2003-2004.

University of North Carolina at Chapel Hill. *Time and Decision Making*. PhD Seminar, 2002, 2004.

University of North Carolina at Chapel Hill. *Marketing Management II*. MBA Core course, 2002, 2003.

University of North Carolina at Chapel Hill. *Internet Marketing*. Undergraduate, Masters of Accounting, and Executive MBA courses, 2001.

Duke University. *Marketing Management*. Undergraduate course, 1999-2000.

Duke University. *Integrated Learning Experience 2*. MBA workshop, 1997-1999.

Executive Education

University of Pennsylvania, The Wharton School. *Psychology of Risk; Voice of the Customer; Financial Decision Making; Marketing Research*. 2007 - 2010.

University of North Carolina at Chapel Hill. *Consumer Behavior*. 2003 - 2005.

Duke University. *Business Simulation*. Executive Education Workshop. 1997 - 2000.