

GAL SMITIZSKY

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ACADEMIC POSITIONS

The Wharton School, University of Pennsylvania 2025-Present
Assistant Professor, Operations, Information and Decisions

EDUCATION

UCSD Rady School of Management, Ph.D., Marketing 2025
M.B.A., Majors in Marketing and Finance 2013
Sofaer Global MBA, Tel Aviv University
Ross School of Business Fall 2013
B.Sc., Industrial Engineering and Management 2012

RESEARCH INTERESTS

Judgment and Decision Making, Consumer Behavior, Field and lab experiments, Behavioral economics

JOURNAL PUBLICATIONS

Smitizsky, Gal, Wendy Liu, and Uri Gneezy (2021), "On the Value(s) of Time – Workers' Value of Their Time Depends on the Mode of Evaluation," *Proceedings of the National Academy of Sciences*, 118(34).

Smitizsky, Gal, Wendy Liu, and Uri Gneezy (2021), "The Endowment Effect: Loss Aversion or a Buy-Sell Discrepancy?," *Journal of Experimental Psychology: General*.

WORKING PAPERS (* denotes equal authorship)

Zhang, Jean, Gal Smitizsky, Marta Serra-Garcia, and Ayelet Gneezy, "Give Enough or Not at All," under 2nd round review at *Journal of Economic Behavior and Organization*

Zhang, Jean*, Gal Smitizsky*, and On Amir, "Hedonic Maintenance: The Strategic Choice of Undesirable Experiences," under review

Smitizsky, Gal, Wendy Liu, Marta Serra-Garcia, and Uri Gneezy, "Measuring Loss Aversion-Time versus Money Valuations," under review

Smitizsky, Gal and Uri Gneezy, "Preference Reversals in Choosing Time Over Money," under review

Smitizsky, Gal, Marta Serra-Garcia, and Uri Gneezy, "Short term Emotional Reactions", under review

Smitizsky, Gal and On Amir, "Global Trade and Communication Style," manuscript in preparation

Smitizsky, Gal, Jean Zhang, and Ayelet Gneezy, "Nothing is Better than Something," in progress

Smitizsky, Gal, Jean Zhang, and Joseph P. Simmons, “Good Enough, But Not Too Bad: The Asymmetry of Contrast”, in progress

AWARDS AND GRANTS

MOE Tier 2 Grant Proposal (S\$1,000,000) — under review	2025
<i>Highly competitive national grant administered by Singapore’s Ministry of Education; multi-stage review process with funding exceeding USD \$700,000.</i>	
Chancellor's Dissertation Medal, UCSD	2025
<i>University-wide recognition awarded annually for the most outstanding doctoral dissertation across disciplines.</i>	
AMA-Sheth Doctoral Consortium Fellow	2024
Travel Grant, UCSD Graduate Student Association	2024
Travel Grant, UCSD Graduate Student Association	2023
Doctoral Fellowship	2018-2025

CONFERENCE PRESENTATIONS

ORGANIZED SYMPOSIA

“New Perspectives on Experiential Consumption,” (2022, with Jean Zhang), *Association for Consumer Research*, Denver, CO

PAPER PRESENTATIONS (*presenter)

Zhang, Jean*, Gal Smitizsky, and On Amir (2020), “How Product Unavailability Leads to Choice of Lesser Alternatives—The Role of Hedonic Aggregation,” *Society for Consumer Psychology*.

Smitizsky, Gal*, Wendy Liu, and Uri Gneezy (2021), “On the Value(s) of Time”, *UCSD-MPI workshop on behavioral economics*.

Zhang, Jean*, Gal Smitizsky, and On Amir (2022), “Doubling Down on Losses: How Experience Unavailability Leads to Choice of Negative Alternatives,” *California Schools Conference*

Smitizsky, Gal*, Wendy Liu, and Uri Gneezy (2022), “On the Value(s) of Time”, *Society for Judgment and Decision Making*.

Smitizsky, Gal*, Wendy Liu, and Uri Gneezy (2023), “On the Value(s) of Time”, *Society for Consumer Psychology*.

Zhang, Jean*, Gal Smitizsky, Marta Serra-Garcia, and Ayelet Gneezy (2025), “Give Enough or Not at All,” *Association for Consumer Research*, Washington, D.C.

Zhang, Jean*, Gal Smitizsky, Marta Serra-Garcia, and Ayelet Gneezy (2026), “Give Enough or Not at All,” *Society for Consumer Psychology*, San Diego, CA.

TEACHING EXPERIENCE

University of California, San Diego

2018-2025

Graduate Teaching Assistant

- Product Marketing and Management (undergraduate, Prof: Kenneth Bates; 6x)
- Product Promotion and Brand Management (undergraduate, Prof: Kenneth Bates, Spring 2024)
- Applied Market Research (undergraduate & MBA; Prof: On Amir; 4x)
- Marketing Communications (MBA; Prof: Ayelet Gneezy; Spring 2020)
- Bringing a Product to the US Market (MBA; Prof: Ayelet Gneezy; 4x)
- Innovation and Technology Strategy (undergraduate; Prof: Kevin Zhu; Winter 2019)

SERVICE AND AFFILIATIONS

Ad Hoc Reviewer

- Journal of Economic Behavior and Organization

Conference Reviewer

- SCP (2020-present)

Trainee Reviewer

- Journal of Consumer Research (2021-present)

Professional Affiliations

- Association for Consumer Research (ACR)
- Behavioral Decision Research Management (BDRM)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)

Service

- U.S.-Israel Center on Innovation and Economic Sustainability (2018-2025)
- Mentor at Lumiere Education (2023-2025)

RELEVANT COURSEWORK

Marketing and Psychology

Consumer Behavior

Wendy Liu

Social Psychology

Piotr Winkielman

Consumer Choice and Decision Making

On Amir

Judgment and Decision Making

Uma Karmarkar

Psychology of Judgment and Decision Making

Yuval Rottenstreich

Statistics and Methods

Quantitative Methods in Psychology I & II

Ed Vul

Data Analytics in R

Karsten Hansen/Kanishka Misra

Experimental Methods and Research Design

Uri Gneezy

Experimental Methods

Uri Gneezy

Economics

Behavioral Game Theory

Jim Andreoni/Emanuel Vespa

Experimental Economics

Jim Andreoni/Emanuel Vespa

REFERENCES

On Amir (co-advisor)

Professor of Marketing

Rady School of Management, UCSD

Ayelet Gneezy (co-advisor)

Professor of Behavioral Sciences and Marketing

Rady School of Management, UCSD

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