

Dan Ariely

James B. Duke Professor of Behavioral Economics

Curriculum Vitae

[Updated April 2010]

Current Appointments	2008 – Current Duke University: Fuqua School of Business, The Center for Cognitive Neuroscience, School of Medicine, Department of Economics 2008 – Current Senior Fellow, Duke University Kenan Institute for Ethics	
Education	Duke University, The Fuqua School of Business, Durham, NC <i>Business Administration, August 1998.</i> University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1996</i> University of North Carolina, Chapel Hill, NC <i>Cognitive Psychology, August 1994</i> Tel Aviv University, Tel Aviv, Israel <i>Psychology, June 1991</i>	<i>Ph.D.</i> <i>Ph.D.</i> <i>M.A.</i> <i>B.A.</i>
Personal Achievements	Convincing Sumi to marry me Amit (2002) Neta (2006)	
Other Appointments	2001 – 2002: University of California at Berkeley 2004 (Summer): Stanford, The Center for Advanced Studies in the Behavioral Sciences 2005 – 2007: Princeton, The Institute for Advanced Study 1998 – 2008: MIT, Sloan School of Management 2000 – 2010: MIT, The Media Laboratory	
Published Papers	Elsa Addessi, Alessandra Mancini, Lara Crescimbene, Dan Ariely, Elisabetta Visalberghi (Forthcoming) “How to Spend a Token? Trad-Offs Between Food Variety and Food Preferences In Tufted Capuchin Monkeys.” <i>Behavioural Processes.</i>	

- Mike Norton and Dan Ariely (Forthcoming) “From Thinking Too Little to Thinking Too Much: A Continuum of Decision Making.” *Cognitive Science*.
- Francesca Gino, Michael I. Norton, Dan Ariely, (Forthcoming) “The Counterfeit Self: The Deceptive Costs of Faking It.” *Psychological Science*.
- Nicole Mead, Roy Baumeister, Francesca Gino, Maurice E. Schweitzer, Dan Ariely (Forthcoming), “Too Tired to Tell the Truth: Self-Control Resource Depletion and Dishonesty.” *Journal of Experimental Social Psychology*.
- Günter Hitsch, Ali Hortaçsu, Dan Ariely (Forthcoming), “Matching and Sorting in Online Dating.” *American Economic Review*. Quantitative Marketing and Economics.
- Dan Ariely, Anat Brach and Stephen Meier (Forthcoming), “Doing Good or Doing Well? Image Motivation and Monetary Incentives in Behaving Prosocially.” *American Economic Review*.
- Günter Hitsch, Ali Hortaçsu, Dan Ariely (Forthcoming), “What Makes You Click? – Mate Preferences in Online Dating.”
- On Amir, Dan Ariely and Leonard Lee (Forthcoming), “In Search of Homo Economicus: Cognitive and the Role of Emotion in Preference Consistency.” *Journal of Consumer Research*.
- Dan Ariely and Gregory S. Berns (2010), “Neuromarketing: The Hope and Hype of Neuroimaging in Business.” *Nature Reviews Neuroscience*.
- Dan Ariely, Uri Gneezy, George Lowenstein, and Nina Mazar (2009), “Large Stakes and Big Mistakes.” With Uri Gneezy, George Loewenstein and Nina Mazar. *Review of Economic Studies*.
- Dan Ariely, Shahar Ayal and Francesca Gino (2009), “Contagion and Differentiation in Unethical Behavior: The Effect of One Bad Apple on the Barrel.” *Psychological Science*.
- Marco Bertini, Elie Ofek and Dan Ariely (2009), “The Impact of Add-on Features on Consumer Product Evaluations.” *Journal of Consumer Research*. Vol. 36, No. 1: 17-28.
- Eduardo Andrade, Dan Ariely (2009), “The Enduring Impact of Transient Emotions on Decision Making.” *Organizational Behavior and Human Decision Processes*. Vol. 109: 1-8.
- Dan Ariely and Michael Norton (2009), “Conceptual Consumption.” *Annual Review of Psychology*.
- On Amir and Dan Ariely (2008), “Resting on Laurels: The Effects of Discrete Progress Markers as Subgoals on Task Performance and Preferences.” *Journal of Experimental Psychology: Learning, Memory, and Cognition*. Vol. 34, No. 5: 1158-71.
- On Amir, Dan Ariely and Ziv Carmon (2008), “The Dissociation Between Monetary Assessment and Predicted Utility.” *Marketing Science*. Vol. 27, No. 6: 1055- 1064.
- On Amir, Dan Ariely and Nina Mazar (2008), “The Dishonesty of Honest People: A Theory of Self-Concept Maintenance.” *Journal of Marketing*

Research. Vol. 45: 633-634.

- Dan Ariely, Levy Boaz, Won Chi, Igor Elman, Scott Lukas and Nina Mazar (2008), "Gender Differences in the Motivational Processing of Facial Beauty." *Learning and Motivation*. Vol. 39, No. 2: 136-145.
- Daniel Mochon, Michael Norton and Dan Ariely (2008), "Getting off the Hedonic Treadmill, One Step at a Time: The Impact of Regular Religious Practice and Exercise on Well-being." *Journal of Economic Psychology*. Vol. 29: 632-642.
- Dan Ariely (2008), "Better Than Average? When Can We Say That Subsampling of Items is Better Than Statistical Summary Representations?" *Perception & Psychophysics*. Vol. 70, No. 7: 1325-26.
- Dan Ariely and Uri Simonsohn (2008), "When Rational Sellers Face Nonrational Buyers: Evidence from Herding on eBay." *Management Science*. Vol. 54, No. 9: 1624- 1637.
- Boris Maciejovsky, David Budescu and Dan Ariely (2008) "The Researcher as a Consumer of Scientific Publications: How Do Name Ordering Conventions Affect Inferences About Contribution Credits?" *Marketing Science*. Articles in Advance: 1-10.
- Dan Ariely, Emir Kamenica and Drazen Prelec (2008), "Man's Search for Meaning: The Case of Legos." *Journal of Economic Behavior and Organization*. Vol. 67: 671-677.
- Leonard Lee, George Lowenstein, James Hong, Jim Young and Dan Ariely (2008), "If I'm Not Hot, Are You Hot or Not? Physical-Attractiveness Evaluations and Dating Preferences as a Function of One's Own Attractiveness." *Psychological Science*. Vol. 19, No. 7.
- Rebecca Waber, Baba Shiv, Ziv Carmon and Dan Ariely (2008), "Commercial Features of Placebo and Therapeutic Efficacy." *JAMA-The Journal of the American Medical Association*. Vol. 299, No 9.
- Jeanne Frost, Zoë Chance, Michael Norton and Dan Ariely (2008), "People are Experience Goods: Improving Online Dating with Virtual Dates" *Journal of Interactive Marketing*. Vol. 22, No. 1: 51-61.
- Uri Simonsohn, Niklas Karlsson, George Loewenstein and Dan Ariely (2008), "The Tree of Experience in the Forest of Information: Overweighing Experienced Relative to Observed Information." *GAMES and Economic Behavior* Vol. 62: 263 – 286.
- Dan Ariely and Michael Norton (2007), "How Actions Create—Not Just Reveal—Preferences." *TRENDS in Cognitive Sciences*. Vol. 12, No. 1: 13 – 16.
- Dan Ariely and Michael Norton (2007), "Psychology and Experimental Economics: A Gap in Abstraction" *Current Directions in Psychological Science*. Vol. 16, Issue 6: 336 – 339.
- Kristina Shampanier, Nina Mazar, and Dan Ariely (2007), "Zero as a Special Price: The True Value of Free Products." *Marketing Science*. Vol. 26, No. 6: 742-757.
- Paul Eastwick, Eli Finkel, Daniel Mochon and Dan Ariely (2007), "Selective vs. Unselective Romantic Desire: Not All Reciprocity is Created Equal."

Psychological Science. Vol. 18, No. 4: 317-319.

- Michael Norton, Jeana Frost and Dan Ariely (2007), "Less is More: The Lure of Ambiguity, or Why Familiarity Breeds Contempt." *Journal of Personality and Social Psychology*. Vol. 92: 97-105.
- On Amir and Dan Ariely (2007), "Decisions by Rules: The Case of Unwillingness to Pay for Beneficial Delays." *Journal of Marketing Research*. Vol. 44, No. 1: 142-152.
- Leonard Lee, Shane Frederick and Dan Ariely (2006), "Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer." *Psychological Science*. Vol. 17, No. 12: 1054–1058.
- Steve Hoeffler, Dan Ariely and Pat West (2006), "Path Dependent Preferences: The Role of Early Experience and Biased Search in Preference Development." *Organizational Behavior and Human Decision Processes*. 215-229.
- Michael Norton, Samuel Sommers, Evan Apfelbaum, Natassia Pura and Dan Ariely (2006), "Colorblindness and Political Correctness: Playing the Political Correctness Game." *Psychological Science*. Vol. 17, No. 11: 949–953.
- Nina Mazar and Dan Ariely (2006), "Dishonesty in Everyday Life and its Policy Implications." *Journal of Public Policy and Marketing*. Vol. 25, No. 1: 117-126.
- Gal Zauberman, Kristin Diehl and Dan Ariely (2006), "Hedonic Versus Informational Evaluations: Task Dependent Preferences for Sequences of Outcomes." *Journal of Behavioral Decision Making* Vol. 19, No. 3: 191-211.
- Leonard Lee and Dan Ariely (2006), "Shopping Goals, Goal Concreteness, and Conditional Promotions." *Journal of Consumer Research* Vol. 33: 60-70.
- Dan Ariely, George Loewenstein and Drazen Prelec (2006), "Tom Sawyer and the Construction of Value." *Journal of Economic Behavior and Organization*. Vol. 60: 1-10.
- Dan Ariely and George Loewenstein (2006), "The Heat of the Moment: The Effect of Sexual Arousal on Sexual Decision Making." *Journal of Behavioral Decision Making*. Vol.19: 87-98.
- Dan Ariely, Axel Ockenfels and Alvin Roth (2005), "An Experimental Analysis of Ending Rules in Internet Auctions." *The RAND Journal of Economics*. Vol. 36, No. 4: 890-907.
- Baba Shiv, Ziv Carmon and Dan Ariely (2005), "Placebo Effects of Marketing Actions: Consumers May get What They Pay For." *Journal of Marketing Research*. Vol. 42, No. 4: 383-393.
- See also comments in the same issue.
- Michael Norton, Joan DiMicco, Ron Caneel, and Dan Ariely (2004), "AntiGroupWare and Second Messenger." *BT Technology Journal*, Vol. 22, No. 4: 83-88.

- James Heyman and Dan Ariely (2004), "Effort for Payment: A Tale of Two Markets." *Psychological Science*, Vol.15, No. 11: 787-793.
- Featured as "Editor's Choice" in *Science* (2004), 306, page 199.
- James Heyman, Yesim Orhun and Dan Ariely (2004), "Auction Fever: The Effect of Opponents and Quasi-Endowment on Product Valuations." *Journal of Interactive Marketing*, Vol. 18, No.4: 4–21.
- Jiwoong Shin and Dan Ariely (2004), "Keeping Doors Open: The Effect of Unavailability on Incentives to Keep Options Viable." *Management Science*, Vol. 50, No 5: 575-586.
- Dan Ariely, John G. Lynch and Manny Aparicio (2004), "Learning by Collaborative and Individual-Based Recommendation Agents." *Journal of Consumer Psychology*, 14 (1&2) 81-94.
- Dan Ariely and Gal Zauberman (2003), "Differential Partitioning of Extended Experiences." *Organizational Behavior and Human Decision Processes*, Vol. 91, No. 2: 128-139.
- Dan Ariely, George Loewenstein and Drazen Prelec (2003), "Coherent Arbitrariness: Stable Demand Curves without Stable Preferences." *Quarterly Journal of Economics*, Vol.118, No. 1: 73-105.
- Dan Ariely and Itamar Simonson (2003), "Buying, Bidding, Playing, or Competing? Value Assessment and Decision Dynamics in Online Auctions." *Journal of Consumer Psychology*, Vol.13: 113-123.
- Dan Ariely and Klaus Wertenbroch (2002), "Procrastination, Deadlines, and Performance: Self-control by Precommitment." *Psychological Science*, Vol. 13, No. 3: 219-224.
- Joel Huber, Dan Ariely and Greg Fischer (2002), "Expressing Preferences in a Principal-Agent Task: A Comparison of Choice, Rating and Matching." *Organizational Behavior and Human Decision Processes*, Vol. 87, No. 1: 66-90.
- Itzhak Aharon, Nancy Etcoff, Dan Ariely, Chris F. Chabris, Ethan O'Connor and, Hans C. Breiter (2001), "Beautiful Faces Have Variable Reward Value: fMRI and Behavioral Evidence." *Neuron*, Vol. 32: 537-551.
- Dan Ariely and Dan Zakay (2001), "A Timely Account of the Role of Duration in Decision Making." *Acta Psychologica*, Vol. 108, No. 2: 187-207.
- Dan Ariely (2001), "Seeing Sets: Representation by Statistical Properties." *Psychological Science*, Vol. 12, No. 2: 157-162.
- Dan Ariely and George Loewenstein (2000), "When Does Duration Matter in Judgment and Decision Making." *Journal of Experimental Psychology: General*, Vol. 129, No. 4: 508-523.
- See also joint commentary with Daniel Kahneman in the same issue.
- Dan Ariely (2000), "Controlling the Information Flow: Effects on Consumers' Decision Making and Preference." *Journal of Consumer Research*, Vol. 27, No. 2: 233-248.
- Dan Ariely and Jonathan Levav (2000), "Sequential Choice in Group Settings: Taking the Road Less Traveled and Less Enjoyed." *Journal of Consumer Research*, Vol. 27, No. 3: 279-290.

- Ziv Carmon and Dan Ariely (2000), "Focusing on the Forgone: How Value Can Appear So Different to Buyers and Sellers." *Journal of Consumer Research*, Vol. 27, No. 3: 360-370.
- Dan Ariely, Au Wing-Tung, Randy H. Bender, David V. Budescu, Christine B. Dietz, Hongbin Gu, Tom S. Wallsten and Gal Zauberaman (2000), "The Effects of Averaging Subjective Probability Estimates Between and Within Judges." *Journal of Experimental Psychology: Applied*, Vol. 6: 130-147.
- Dan Ariely and Gal Zauberaman (2000), "On the Making of an Experience: The Effects of Breaking and Combining Experiences on Their Overall Evaluation." *Journal of Behavioral Decision Making*, Vol. 13: 219-232.
- Dan Ariely and Ziv Carmon (2000), "Gestalt Characteristics of Experiences: The Defining Features of Summarized Events." *Journal of Behavioral Decision Making*, Vol. 13: 191-201.
- John G. Lynch and Dan Ariely (2000), "Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution." *Marketing Science*, Vol. 19, No. 1: 83-103.
- Greg Fischer, Ziv Carmon, Dan Ariely and Gal Zauberaman (1999), "Goal-based Construction of Preferences: Task Goal and the Prominence Effect." *Management Science*, Vol. 45, No. 8: 1057-1075.
- Constantine Sedikides, Dan Ariely and Nils Olsen (1999), "Contextual and Procedural Determinants of Partner Selection: On Asymmetric Dominance and Prominence." *Social Cognition*, Vol. 17: 118-139.
- Steve Hoeffler and Dan Ariely (1999), "Constructing Stable Preferences: A Look into Dimensions of Experience and Their Impact on Preference Stability." *Journal of Consumer Psychology*, Vol. 8, No. 2: 113-139.
- Dan Ariely (1998), "Combining Experiences over Time: The Effects of Duration, Intensity Changes, and On-line Measurements on Retrospective Pain Evaluations." *Journal of Behavioral Decision Making*, Vol. 11: 19-45.
- Christina Burbeck, Steve Pizer, Brian Morse Ariely, Dan, Gal Zauberaman and Jannick P. Rolland (1996), "Linking Object Boundaries at Scale: A Common Mechanism for Size and Shape Judgments." *Vision Research*, Vol. 36, No. 3: 361-372.
- Jonathan A. Marshall, Christina Burbeck, Dan Ariely, Jannick P. Rolland and Kevin E. Martin (1996), "Occlusion Edge Blur: A Cue to Relative Visual Depth." *Journal of the Optical Society of America: A*, Vol. 13, No. 4: 681-688.
- Reuven Dar, Dan Ariely and Hanan Frenk (1995), "The Effect of Past-Injury on Pain Threshold and Tolerance." *Pain*, Vol. 60: 189-193.
- Dan Ariely and Tom S. Wallsten (1995), "Seeking Subjective Dominance in Multidimensional Space: An Explanation of the Asymmetric Dominance Effect." *Organizational Behavior and Human Decision Processes*, Vol. 63, No. 3: 223-232.
- Jannick P. Rolland, Dan Ariely and William Gibson (1994), "Towards Quantifying Depth and Size Perception in Virtual Environments." *Presence*, Vol. 4: 24-49.

- Non-academic papers**
- Dan Ariely (2009), “The End of Rational Economics.” *Harvard Business Review*.
- Dan Ariely (2008), “How Honest People Cheat.” *Harvard Business Review*.
- Dan Ariely (2007), “Customers’ Revenge 2.0.” *Harvard Business Review*.
- Nina Mazar and Dan Ariely (2007). “Dishonesty and its Policy Implications.” *The Quest, the Magazine of the Rotman School of Management*.
- Commentaries**
- Rebecca K. Ratner, Dilip Soman, Gal Zauberaman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, Selin Malkoc, Deborah A. Small, and Klaus Wertenbroch (Forthcoming), “How Behavioral Decision Research Can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention.” *Marketing Letters*.
- Dan Ariely, Joel Huber, & Klaus Wertenbroch (2005), “When Do Losses Loom Larger Than Gains?” *Journal of Marketing Research*. Vol. 42, No. 2: 134-138
- Baba Shiv, Ziv Carmon and Dan Ariely (2005), “Ruminating About Placebo Effects of Marketing Actions.” *Journal of Marketing Research*. Vol. 42, No. 4: 410-414.
- On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Uri Gneezy, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005), “Psychology, Behavioral Economics, and Public Policy.” *Marketing Letters* Vol. 16, No. 4: 443 – 454.
- Dan Ariely, Daniel Kahneman and George Loewenstein (2000), “Joint Commentary on the Importance of Duration in Ratings of, and Choices between, Sequences of Outcomes.” *Journal of Experimental Psychology: General*, Vol. 129, No. 4: 524–529.
- Patricia M. West, Dan Ariely, Steve Bellman, Eric Bradlow, Joel Huber, Eric Johnson, Barbara Kahn, John Little, and David Schkade (1999), “Agents to the Rescue?” *Marketing Letters*, Vol. 10, No. 3: 285-300.
- Books & Chapters**
- Dan Ariely, *The Upside of Irrationality*. HarperCollins (June 2010).
- Dan Ariely, *Predictably Irrational*. HarperCollins (February 2008).
- On Amir, Orly Lobel, and Dan Ariely (2005), “Making Consumption Decisions by Following Personal Rules” in Ratti Ratneshwar & David Mick (eds.) *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, Routledge Press.
- Dan Ariely, George Loewenstein and Drazen Prelec (2005), “Coherent Arbitrariness: Stable Demand Curves Without Stable Preferences” in Sarah Lichtenstein and Paul Slovic (eds.) *The Construction of Preference*,

Cambridge University Press.

- Dan Ariely, George Loewenstein and Drazen Prelec (2005), “Tom Sawyer and the Construction of Value” in Sarah Lichtenstein and Paul Slovic (eds.) *The Construction of Preference*, Cambridge University Press.
- Dan Ariely, George Loewenstein and Drazen Prelec (2003), “Coherent Arbitrariness: Stable Demand Curves Without Stable Preferences” in Isabelle Brocas and Juan Carrillo (eds.) *The Psychology of Economic Decisions*, Oxford University Press.
- Dan Ariely and Ziv Carmon (2003), “The Sum Reflects only Some of Its Parts: A Critical Overview of Research on Summary Assessment of Experiences” in Roy Baumeister, George Loewenstein and Daniel Read (eds.), *Time and Decisions*, Russell Sage Foundation Press.
- Johnathan W. Schooler, Dan Ariely and George Loewenstein (2003), “The Pursuit and Assessment of Happiness Can be Self-Defeating” in Isabelle Brocas and Juan Carrillo (eds.) *The Psychology of Economic Decisions*, Oxford University Press.
- Christine Hughes, Dan Ariely and David Eckerman (1998), *The Joy of Experimental Psychology*, Kendall/Hunt.

Honors & Awards

- 2010 William F. O'Dell Award for: “Placebo Effects of Marketing Actions: Consumers May get What They Pay For.”
University of North Carolina at Chapel Hill Psychology Department
Distinguished Alumni Award (2009)
- Finalist for the 2009 Long Term Impact Award from INFORMS Society for Marketing Science for John G. Lynch, Jr. and Dan Ariely “Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution” (2009)
- IgNobel Award in Medicine (2008)
- President: Society for Judgment and Decision Making (2008-2009)
- Society for Consumer Psychology: Early Career Contribution Award, February 2003
- Rothschild Memorial Symposia, The Institute for Advanced Studies: The 13th Summer School in Economic Theory on behavioral Economics, June 2002
- Best Paper Award for John G. Lynch and Dan Ariely (2000) “Wine Online: Search Costs Affect Competition on Price, Quality, and Distribution” from the Marketing Science Institute, 2001
- Judgment and Decision Making Society: Hillel Einhorn New Investigator Award, November 2000
- John A. Howard American Marketing Association Doctoral Dissertation Award, August 1998
- L. L. Thurstone Psychometric Laboratory Graduate Student Award, 1995-1996

Research Funded by Sloan School of Management; The Media Laboratory; MasterCard; Merrill Lynch; Ford; MSI; Bank of America; Fuqua School of Business; Duke University; Diamond Consulting; Procter and Gamble.

Member Association for Consumer Research, Association for Consumer Psychology, American Psychological Association, American Psychological Society, Judgment and Decision Making Society

Editorial Review Boards Associate Editor:
Journal of Economic Behavior and Organization 2006 – current

Editorial Review Board:
Journal of Consumer Research, 1999 – current
Journal of Marketing Research, 2002 – current
Journal of Interactive Marketing, 2002 – current

Advisory Board, Social Science Research Network (SSRN), 2002 – current
Association for Consumer Research, 1999; 2001
Society for Judgment and Decision Making, 2002 – 2006
Association for Computing Machinery, 2001 – 2004

Service Reviewer for:
Psychology: *Cognition and Emotion, Motivation and Emotion, Journal of Experimental Psychology (LMC), Journal of Experimental Psychology (General), Psychonomic Bulletin & Review, Psychological Science, Journal of Personality and Social Psychology, Emotions, Journal of Economic Psychology*
Economics: *Quarterly Journal of Economics, American Economic Review, Econometrica, Economic Letters*
Marketing: *Journal of Consumer Research, Marketing Science, Journal of Marketing, Marketing Letters, Journal of Consumer Psychology and International Journal of Research in Marketing*
Decision-making: *Journal of Behavioral Decision Making, Organizational Behavior and Human Decision Processes and Medical Decision Making*
Others: *Science, Management Science, Manufacturing and Service Operations Management, Vision Research, ACM-Transactions on Internet Technology, and National Science Foundation (Decisions, Risk, and Management Sciences)*

Invited Talks

- 2010** **Non-academic:** South by Southwest, Texas;
- 2009** Stanford (Engineering); CalTech (Econ); University of Virginia (Psych)
Non-academic: TED, CA; Central Tent at Burning Man; PopTech, Main;
Festival of Ideas, Mexico
- 2008** Bar Ilan Israel (Law); Cornell University (Psych); Ohio State University
(Psychology & Economics); UCLA (Bus); Davidson College
(Psychology); Middlebury College (Econ); UNC (Psych); Caltech (Econ);
Non-academic: World Economic Forum, Switzerland; New York Science
Festival, NY; Global Economic Symposium, Germany; Genoa Science
Festival, Italy; EG, CA
- 2007** JDM Pre-conference at SPSP (Psychology); Duke (Bus. Economics); London
School of Economics (Economics); University of California, San Diego
(Bus.); CMU (Psych.); Behavioral Finance Forum; University of Texas
Austin (Comm & Bus.); Institut d'Economie Industrielle (Econ.)
- 2006** Federal Reserve Bank; Rutgers University (Psychology); University of
California San Diego (Bus.); MITRE (Gov); Stanford University (SITE);
New York University (Bus.); Duke University (Bus.); NIPS (CS); Affect,
Motivation And Decision Making (Psychology); Hebrew University
(Economics); Ben Gurion University (Bus.); Tel Aviv University
(Economics)
- 2005** University of Alberta (Bus.); Columbia University (Bus.); Princeton (Econ);
New York Academy for Sciences; Florida State University (Psychology);
Baylor (Medical); Princeton (Psych); Federal Reserve Bank
- 2004** Harvard University (Psych); Yale University (Psych); University of
Pennsylvania (Bus.); Babson College (Bus.); University of Chicago
(Bus.); MIT (Psych); University of Maryland (Bus.); Choice symposium;
Stanford University (SITE); MIT (Econ); University of Western Ontario
(Bus.); NBER
- 2003** University of North Carolina at Chapel Hill (Bus.); Case Western Reserve
(Econ), Ohio; University of Iowa (Bus.); New York University (Bus.);
Stanford University (SITE); University of California at Berkeley
(Economics); Yale University (Bus.), Northeastern University (Psych);
- 2002** University of California, Los Angeles (Bus.); University of Colorado (Bus.)
at Boulder; University of California, Berkeley (Psych); University of
Science and Technology (Bus.), Hong Kong; Summer School in
Economic Theory on Behavioral Economics, Jerusalem, Israel; Cornell
University (Psych & Bus.), Ithaca, NY; University of Connecticut (Bus.),
Storrs Connecticut; MGH (NeuroImaging), Boston MA.
- 2001** University of Southern California (Bus.), Los Angeles, CA; Economics and
Psychology conference, Choice symposium, Brussels, Belgium; Stanford
(Bus.), Palo Alto CA; Xerox PARC, Palo Alto CA
- 2000** MIT Japan Consortium, Tokyo, Japan; Ohio State University (Bus. & Psych),
Columbus, OH; Pan-Arab Conference, Cairo, Egypt; University of
Toronto (Bus.), Toronto, Canada; Harvard (Econ), Cambridge, MA;

- Harvard (Bus.), Cambridge, MA; University of Pennsylvania (Bus.), Philadelphia, PA.
- 1999** Israeli Institute of Technology (Bus.), Haifa, Israel; MIT Congressional Staffers Cambridge, MA; Tel Aviv University (Psych) Tel Aviv, Israel; Concordia University (Psycho) Montreal, Canada; Duke University (Bus.), Durham, NC
- 1998** Rand Corporation, Los Angeles, CA; Yale University (Bus.), New Haven, CT; University of Texas (Management), Choice symposium, Austin, TX; Tel Aviv University (Psycho), Tel Aviv, Israel
- 1997** Carnegie Mellon University (SDS), Pittsburgh, PA
- 1996** University of Ohio (Psych), Athens, OH