

Gal Zauberaman
Curriculum Vitae

Yale School of Management
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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

Joseph F. Cullman, 3rd Professor of Marketing, 2018 - present.

Yale School of Management, Yale University. New Haven, CT. USA.

Affiliated Faculty, Department of Cognitive Science, Yale University.

Professor of Marketing, 2015 - present.

Yale School of Management, Yale University. New Haven, CT. USA.

*Laura and John J. Pomerantz Professor of Marketing,
and Professor of Psychology, 2014 - 2015.*

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

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

Professor of Marketing and Professor of Psychology, 2012 - 2015.

The Wharton School, 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

Behavioral Decision Research
Consumer Behavior
Financial Decision-Making
Technology and Behavior

Behavioral Economics
Time and Decisions
Experiences and Well-Being
Behavioral Science Methodology

RESEARCH PUBLICATIONS

Articles Published in Refereed Journals

Shin, Sally MyungJin, Paul Rozin, and Gal Zauberman (forthcoming) Moral surgery: Negative revelations differentially alter retrospective evaluations of creators and creations. *Journal of Experimental Social Psychology*. 128 (2027): 104992.
<https://doi.org/10.1016/j.jesp.2026.104992>

Bouke Klein Teeselink, Jin Kim and Gal Zauberman (2025). Racial Differences in the Income-Well-Being Gradient. *Judgment and Decision Making*. 20(e41), 1–13.
doi:10.1017/jdm.2025.10015

Diehl, Kristin, Alixandra Barasch, Minjeong Ko, Gal Zauberman (2025). Captured Memories: The Impact of First-Person vs. Third-Person Viewpoint Photographs on Remembering Personal Experiences. *Journal of Applied Research in Memory and Cognition*. Advance online publication. <https://dx.doi.org/10.1037/mac0000231>

* Editor's Choice selection

Kim, Jin and Gal Zauberman (2024). The relationship between political ideology and judgements of bias in distributional outcomes. *Nature Human Behaviour*. 8, 228–242.
<https://doi.org/10.1038/s41562-023-01779-3>

Kim, Jin and Gal Zauberman (2024). Judgements of bias vary with observers' political ideology and targets' characteristics. Research Briefing. *Nature Human Behaviour*. 8, 203–204. <https://doi.org/10.1038/s41562-023-01780-w>

Klein Teeselink, Bouke and Gal Zauberman (2023). The Anna Karenina Income Effect: Well-being Inequality Decreases with Income. *Journal of Economic Behavior & Organization*. 212(August), 501-513.

Han, Minju, Guy Voichkek, and Gal Zauberman (2023). COVID Time: How Quarantine Affects Feelings of Elapsed Time. *Journal of the Association for Consumer Research*. **8**(2), 176-186.

* Pandemic Transformed Economy Issue

Lee, Sangil, Trishala Parthasarathi, Nicole Cooper, Gal Zauberman, Caryn Lerman, and Joseph W. Kable (2022). A Neural Signature of the Vividness of Prospective Thought Is Modulated by Temporal Proximity during Intertemporal Decision-Making. *Proceedings of the National Academy of Science*. **119** (44).

Silverman, Jackie, Alixandra Barasch, Kristin Diehl, and Gal Zauberman (2022). Harder Than You Think: Misconceptions about Logging Food with Photos versus Text. *Journal of the Association for Consumer Research*. **7**(4), 419-428.

* Interventions for Healthier Eating Issue

Diehl, Kristin and Gal Zauberman (2022). Capturing life or missing it: how mindful photo-taking can affect experiences. *Current Opinion in Psychology*. **46**:101334

Weingarten, Evan, Gal Zauberman, and Kristin Diehl (2021). Duration Sensitivity of Key Moments. *Cognition*. **214**, 104750.

Makov, Tamar, George E. Newman, and Gal Zauberman (2020). Inconsistent allocations of harms versus benefits may exacerbate environmental inequality. *Proceedings of the National Academy of Science*. **117** (16), 8820-8824.

Berman, Jonathan Z., Amit Bhattacharjee, Deborah A. Small, and Gal Zauberman (2020). Passing the buck to the wealthier: Reference-dependent standards of generosity. *Organizational Behavior and Human Decision Processes*. **157**, 46–56.

Malkoc, Selin A. and Gal Zauberman (2019). Psychological Analysis of Consumer Intertemporal Decisions. *Consumer Psychology Review*. **2**, 97-113.

Kim, B. Kyu and Gal Zauberman (2019). The Effect of Music Tempo on Consumer Impatience in Intertemporal Decisions. *European Journal of Marketing*. **53**(3), 504-523.

Kim, B. Kyu and Gal Zauberman (2019). Psychological Time and Intertemporal Preference. *Current Opinion in Psychology*. **26** (April), 90-93.

Srna, Shalena, Rom Y. Schrift, and Gal Zauberman (2018). The Illusion of Multitasking and Its Positive Effect on Performance. *Psychological Science*. **29**(12), 1942–1955

* Selected media coverage: Scientific American, Forbes.

Barasch, Alixandra, Gal Zauberman, and Kristin Diehl (2018). How the Intention to Share Can Undermine Enjoyment: Photo-Taking Goals and Evaluation of Experiences. *Journal of Consumer Research*. **44** (6), 1220–1237

- Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberman, and Srna, Shalena (2018). Multistage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice. *Journal of Consumer Research*. **44** (6), 1307–1324
- Sainam, Preethika, William Putsis, and Gal Zauberman (2018). Mispredicting Marijuana Use Among Teenage Drug Users. *Journal of Business Research*. **85**, 317-324.
- Barasch, Alixandra, Kristin Diehl, Jackie Silverman, and Gal Zauberman (2017). Photographic Memory: The Effects of Photo-Taking on Memory for Auditory and Visual Information. *Psychological Science*. **28** (8), 1056-1066.
- * Selected media coverage: The New York Times.
- Diehl, Kristin, Gal Zauberman, and Barasch, Alixandra (2016). How Taking Photos Increases Enjoyment of Experiences. *Journal of Personality and Social Psychology*. **111** (2), 119-140.
- * Selected media coverage: The Atlantic, Time, Washington Post, Boston Globe, NBC, Fast Company, Huffington Post.
- Berman, Jonathan Z., An Tran, John G. Lynch and Gal Zauberman (2016). Expense Neglect in Predicting Financial Resources. *Journal of Marketing Research*. **53** (4), 535-550.
- Gal Zauberman and Oleg Urminsky (2016). Consumer Intertemporal Preferences. *Current Opinion in Psychology*, 10:136–141
- Lee, Leonard, Michelle Lee, Marco Bertini, Gal Zauberman, and Dan Ariely (2015). The Stability of Temporal Versus Monetary Valuations. *Journal of Marketing Research*. **52** (2), 184-199.
- Zauberman, Gal and Kim, B. Kyu (2014). Another dimension of psychological time: judgments of anticipated future duration. *Euresis Journal*. **7**. 47-60
- * Special issue based on the 2013 proceedings of the San Marino Symposium "The Nature of Time in Science and in Human Experience."
- 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.

* William F. O'Dell Award

* 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 Zauberman, 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 Zauberman (2005). Searching Ordered Sets: Evaluations from Sequences under Search. *Journal of Consumer Research*. **31** (4). 824-832.

Zauberman, 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 Zauberman (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.

Zauberman, 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 Zauberman (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 Zauberman (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 Zauberman (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 Zauberman (1999). Goal-Based Construction of Preferences: Task Goals and the Prominence Effect. *Management Science*. **45** (8). 1057-1075.

Burbeck, Christina A. and Gal S. Zauberman (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. Zauberman, 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

Zauberman, Gal, Kristin Diehl, and Alixandra Barasch (2020). Memory Pointers and Identity. In Americus Reed and Mark Forehand, Eds., *The Handbook of Identity Research in Marketing*.

Urminsky, Oleg and Gal Zauberman (2018). The Health Consequences of Intertemporal Preferences. In Denise de Ridder, Marieke Adriaanse, and Kentaro Fujita, Eds., *The Routledge International Handbook of Self-Control in Health and Well-Being*.

Urminsky, Oleg and Gal Zauberman (2016). The Psychology of Intertemporal Preferences. In Gideon Keren and George Wu, Eds., *The Wiley Blackwell Handbook of Judgment and Decision Making*.

Zauberman, 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.

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

RESEARCH IN PROGRESS

Working Papers

Parent, Hillary, Jason Dana, and Gal Zauberman. Do People Understand the Extent of Inequality? Lay Judgments of Skewed Distributions Can't Give Us the Answer. *Working Paper*.

Wong, Jared and Gal Zauberman. Is Just a Taste Enough? Observer Judgments of Experiential Breadth and Depth. *Working Paper*.

Shin, Sally, Jin Kim, and Gal Zauberman. Overestimated Effectiveness of AR-Based Learning: Experimental Evidence from a Helicopter Training App. *Working Paper*.

Shin, Sally, Paul Rozin, and Gal Zauberman. When Cherished Memories are Threatened. *Working Paper*.

Klusowski, Joowon, Mohin Banker, and Gal Zauberman. Consumers Generalize Positive Information More than Negative Information (When Accounting for Prior Beliefs). *Working Paper*.

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

Kim, Jin, Shalena Srna, Gal Zauberman, and Rom Schrift. A Prediction Gap in Effect of Income Tax on Effort. *Working Paper*.

Selected Work in Progress

Perceived Affordance and Performance-related Imagination. (With Minju Han and George Newman).

Preserving Threatened Memories. (With Sally Shin and Paul Rozin).

Effort and Sentiment Under Taxes and Redistribution. (With Jin Kim and Shalena Srna).

Evaluating Augmented Reality. (With Minju Han and Guy Voichek).
The Primacy of Experiences. (With Sally Shin and Jared Wong).
On Preferences for Breadth and Depths of Experience. (With Jared Wong).
Estimating Large Numbers (With Nicholas Reinholtz)
Work Life Balance (With Selin Malkoc and Gizem Ceylan)

AWARDS AND HONORS

Journal of Consumer Research Best Paper Award (for paper published in 2018), Finalist. 2021.

Excellence in Teaching Award for the Undergraduate Division. The Wharton School, The University of Pennsylvania. 2015.

"Perception of Anticipatory Time in Temporal Discounting" (2009) selected to be among the best 10 papers published in the *Journal of Neuroscience, Psychology and Economics*. 2014.

William F. O'Dell 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. 2014

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

Whitebox Advisors Center for Financial Research Grant. Yale School of Management, Yale University. 2017, 2018.

Marketing Science Institute: Young Scholar Research Initiative. “Photography and Consumer Experiences.” 2015 – 2016.

PIs: Kristin Diehl and Gal Zauberman

TIAA Institute and Pension Research Council grant for research on retirement plan design and policy. “Comprehension of Financial Communications and Asset Mix Decisions: Eye-Tracking. Analyses of Text, Tables, and Charts Presented in Print and Online Media.” 2015-2016

PI: J. Wesley Hutchinson

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, 2014.

Global Initiatives Research Program Award. University of Pennsylvania. 2010, 2014.

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 Zauberman (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.

Zauberman, 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.

Zauberman, 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 Zauberman (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 Zauberman (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 (Not Complete)

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
- SPSP ⇒ Society for Personality and Social Psychology Conference
- APS ⇒ Association for Psychological Science Conference

INVITED PRESENTATIONS

Coller Conference on Behavioral Economics. The Coller School of Management, Tel Aviv University. Tel Aviv, Israel. July 2017, 2018, 2022, 2026.

Arison School of Business, Reichman University (IDC Herzliya), Israel. July 2026.

Marketing Department. Rotman School of Management. University of Toronto. Toronto, Canada. January 2026.

Centre for Behavioural and Implementation Science Interventions (BISI), Yong Loo Lin School of Medicine, National University of Singapore (NUS). Singapore. December 2025.

Decision Processes Seminar, The Wharton School. University of Pennsylvania. Philadelphia, PA. October 2025.

AMA Sheth Foundation Doctoral Consortium. Fisher College of Business. The Ohio State University. Columbus, OH. June 2025.

Colorado Winter Conference on Marketing and Cognition. University of Colorado. Steamboat, CO. February 2025.

Marketing Department. Fisher College of Business. The Ohio State University. Columbus, OH. May 2024.

Decision Sciences Collaborative. Department of Psychology, The Ohio State University. Columbus, OH. May 2024.

BC Distinguished Scholar Series. Marketing Department, Carroll School of Management, Boston College. Chestnut Hill, MA. January 2024.

Judgment and Decision-Making Winter Symposium. University of Utah, Snowbird, Utah. January 2013 – 2017, 2020, 2022, 2024.

Arison School of Business, Reichman University (IDC Herzliya), Israel. December 2023.

Fuqua School of Business, Duke University. Durham, NC. November 2023.

Booth School of Business, University of Chicago. Chicago, IL. October 2021.

SCP Research Skills workshop. Society for Consumer Psychology Annual Conference. March 2020.

Data Colada Seminar Series. Virtual Seminar. February 2020.

Fuqua School of Business, Duke University. Durham, NC. January 2020

Marketing in Israel 2019. Jerusalem Business School, The Hebrew University. Jerusalem, Israel. December 2019.

The Wroe Alderson Symposium: Are Consumers Boundedly Rational? The Wharton School, University of Pennsylvania, Philadelphia, PA. May 2019.

Minnesota Marketing Camp. Carlson School of Management, University of Minnesota, Minneapolis, MN. April 2019.

Swiss Consumer Research Summit, Zermatt, Switzerland. September 2018.

X4 Experience Mgmt Summit, Salt Lake City, UT. March 2018.

Brainwave 2018, “The Future is Fluid,” the Rubin Museum of Art, New York, NY. February 2018.

School of Business, Bocconi University. Milano, Italy. September 2017

TIAA Institute Fellows Symposium, Washington DC, June 2017.

Graduate School of Business, Stanford University, Stanford, CA. May 2017.

Marriott School of Management, Brigham Young University. Provo, Utah. February 2017

Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. May 2015, 2016, 2019.

The 10th Invitational Choice Symposium. Lake Louise, AB, Canada. May 2016.

Behavioral Decision Making Group Colloquium, Anderson School of Management, UCLA, Los Angeles, CA. April 2016

Columbia Business School, Columbia University. New-York, NY, Feb 2016

C.T. Bauer College of Business, University of Houston. Dec, 2015

School of Business Administration, University of Miami. Coral Gables, FL, Nov 2015

Tuck Marketing Seminar Series, Tuck School of Business, Dartmouth College. Hanover, NH. May 2105

Behavioral Economics and Decision Research Seminar. Cornell University. Ithaca, NY. May 2015

Center for Behavioral Decision Research, Carnegie Mellon University. Pittsburgh, PA. March 2015.

K.U. Leuven. Leuven, Belgium. December 2014.

Yale School of Management, Yale University. New-Haven, CT. October 2014.

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.

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.

K.U. Leuven Winter Camp, Leuven Belgium. 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

(Current and Past)

American Marketing Association
American Psychological Association
American Psychological Society
Association of Consumer Research
Association for Consumer Psychology
Society for Judgment and Decision Making

Faculty Fellow, Yale Center for Customer Insights, Yale University. 2018-Present.

Affiliated Faculty, The Center for Health Incentives and Behavioral Economics (CHIBE),
University of Pennsylvania. 2012 – Present.

Cornerstone Research. 2020 - present

SERVICE

Editorship:

Guest Associate Editor, *Marketing Science*, 2016.

Associate Editor, *Management Science (Judgment and Decision Making)*, 2012-2015.

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.

Policy Board Member:

Journal of Consumer Research, 2025 –.

Editorial Review Board Member:

Journal of Behavioral Decision Making, 2010 – 2016.
Journal of Consumer Research, 2006-2008, 2010 – 2014.
Journal of Consumer Psychology, 2008-2010.
Journal of Marketing Research, 2007-2018.
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, Nature Human Behaviour, Psychological Science, Social Cognition, Social Sciences and Humanities Research Council of Canada, and U.S.-Israel Binational Science Foundation.

Professional Organizations

Conference Co-Chair, *Society for Consumer Psychology Conference* (2016).

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 / Doctoral Thesis Advisor

Shin, Sally MyungJin. Yale University, School of Management. (Advisor and Dissertation Committee Chair, 2026).

Banker, Mohin. Yale University, School of Management. (Advisor and Dissertation Committee Chair, 2025).

Kim, Jin. Yale University, School of Management. (Advisor and Dissertation Committee Chair, 2023).

Han, Minju. Yale University, School of Management. (Advisor and Dissertation Committee Co-Chair, 2021).

Srna, Shalena. University of Pennsylvania, Marketing. (Advisor and Dissertation Committee Member, 2018).

Barasch, Alixandra. University of Pennsylvania, Marketing. (Dissertation Committee Co-Chair, 2016).

* Winner of the SCP Dissertation Proposal Award, 2014.

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

Friedman, Elizabeth. Yale University, School of Management. (Dissertation Committee Member, 2019).

Silverman, Jackie. University of Pennsylvania, Marketing. (Dissertation Committee Member, 2019).

Levis, Amanda. Yale University, School of Management. (Dissertation Committee Member, 2018).

Kelly, Theresa. University of Pennsylvania, OPIM. (Dissertation Committee Member, 2015).

Festjensa, Anouk. K.U. Leuven, School of Economics and Business. Leuven, Belgium. (Dissertation Committee Member, 2014).

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

Yale University, Yale School of Management. *Special Topics in Judgment and Decision Making* PhD Seminar, 2018, 2020, 2024.

Yale University, Yale School of Management. *Designing and Conducting Experimental Research*. PhD Seminar, 2015, 2016, 2017, 2019, 2021, 2023, 2025.

Yale University, Yale School of Management. *Living with Technology: Insights from Behavioral Science*. MBA elective course, 2026.

Yale University, Yale School of Management. *Experiences and Well-Being*. MBA elective course, 2019-2025.

Yale University, Yale School of Management. *Customer*. MBA Core course, 2017-2025.

Yale University, Yale School of Management. *International Experience: Israel*. MBA course, 2017-2022.

Yale University, Yale School of Management. *The Psychology of Consumer Financial Decisions*. MBA course, 2016.

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

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

Yale University, Yale School of Management. *Understanding Consumer Experiences. Consumer Financial Decision Making. Systematic and Creativity. Living with Technology*. 2016 - 2026.

University of Pennsylvania, The Wharton School. *Consumer Behavior, Psychology of Risk; Voice of the Customer; Financial Decision Making; Marketing Research*. 2007 – 2015.

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

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