

## **CURRICULUM VITAE**

### **EYAL ERT, PhD**

Address: Department of Environmental Economics and Management, Hebrew University  
of Jerusalem, Rehovot 76100, Israel.  
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### **EDUCATION**

2008 **Ph.D.**, Technion, Israel (Behavioral and Management Sciences)  
2005 **M.Sc.**, Technion, Israel (Behavioral and Management Sciences), Cum-Laude  
2003 **B.A.**, University of Haifa, Israel (Psychology and Economics, Double Major)

### **ACADEMIC POSITIONS**

2017-present Associate Professor, Department of Environmental Economics & Management,  
Faculty of Agriculture, Food & Environment, The Hebrew University of  
Jerusalem  
2017-2018 Visiting Professor, Eller college of management, University of Arizona  
2010-2017 Senior Lecturer, Department of Environmental Economics & Management,  
Faculty of Agriculture, Food & Environment, The Hebrew University of  
Jerusalem  
2008-2010 CLER Research Fellow, Computer Lab for Experimental Research, Harvard  
Business School

### **PRIMARY RESEARCH INTERESTS**

Adaptive decision-making and decisions from experience  
Experimental and Behavioral Economics  
Cognitive modeling and predictions of behavior  
Decisions under risk, uncertainty, and ambiguity  
Behavioral decision research and policy

**PEER REVIEWED PAPERS**

Papers with students are marked with \*

1. Ert, E., & Erev, I. (2007). Replicated alternatives and the role of confusion, chasing, and regret in decisions from experience. *Journal of Behavioral Decision Making*, 20(3), 305-322.
2. Yechiam, E., & Ert, E. (2007). Evaluating the reliance on past choices in adaptive learning models. *Journal of Mathematical Psychology*, 51(2), 75-84.
3. Ert, E., & Erev, I. (2008). The rejection of attractive gambles, loss aversion, and the lemon avoidance heuristic. *Journal of Economic Psychology*, 29(5), 715-723.
4. Erev, I., Ert, E., & Yechiam, Y. (2008). Loss aversion, diminishing sensitivity, and the role of experience in repeated decisions. *Journal of Behavioral Decision Making*, 21(5), 575-597.
5. Yechiam, E., Druryan, M., & Ert, E. (2008). Observing others' behavior and risk taking in decisions from experience. *Judgment and Decision Making*, 3(7), 493-500.
6. Biele, G., Erev, I., & Ert, E. (2009). Learning, risk attitude, and hot stoves in restless bandit problems. *Journal of Mathematical Psychology*, 53(3), 155-167.
7. Erev, I., Ert, E., Roth, A. E., Haruvy, E., Herzog, S., Hau, R., Hertwig, R., Stewart, T., West, R., & Lebiere, C. (2010). A choice prediction competition for choices from experience and from description. *Journal of Behavioral Decision Making*, 23(1), 15-47
8. Ert, E., & Yechiam, E. (2010). Consistent constructs in individuals' risk taking in decisions from experience. *Acta Psychologica*, 134, 225-232.
9. Erev, I., Ert, E., & Roth, A. E. (2010). Choice prediction competition for market entry games: An introduction. *Games*, 1, 117-136.
10. Yechiam, E., & Ert, E. (2011). Risk attitude in decision making: In search for trait like constructs. *Topics in Cognitive Science*, 3(1), 166-186.
11. Ert, E., Erev, I., & Roth A. E. (2011). A choice prediction competition for social preferences in simple extensive form games: An introduction. *Games*, 2, 257-276.
12. Ert, E. (2012). On the value of experienced-based tasks in studying constructs of risk taking. *Frontiers in Psychology*, 3, 7.
13. Ert, E., & Erev, I. (2013). On the descriptive value of loss aversion in decisions under risk: Five clarifications. *Judgment and Decision Making*, 8(3), 214-235.

14. Ert, E., Yechiam, E., & Arshavsky, O. (2013). Smokers' decision making: More than mere risk taking. *PLoS One*, *8*(7), e68064.
15. Gray, K., Rand, D. G., Ert, E., Lewis, K., Hershman, S., & Norton, M. I. (2014). The emergence of "us" and "them" in 80 lines of code: Modeling group genesis in homogenous populations. *Psychological Science*, *25*, 982-990.
16. Ert, E., Creary, S., & Bazerman, M. H. (2014). Cynicism in negotiation: When communication increases buyer's skepticism. *Judgment and Decision Making*, *9*, 191-198.
17. Ert, E., & Trautmann, S. T. (2014). Sampling experience reverses preferences for ambiguity. *Journal of Risk and Uncertainty*, *49*(1), 31-42.
18. \*Golan, H., & Ert, E. (2015). Pricing decisions from experience: The roles of information acquisition and response modes. *Cognition*, *136*, 9-13.
19. Ert, E. & Fleischer, A. (2016). Mere position effect in booking hotels online. *Journal of Travel Research*, *55*, 311-321.
20. \*Ert, E., Fleischer, A., & Magen, N. (2016). Trust and reputation in the sharing economy: The role of personal photos in Airbnb. *Tourism Management*, *55*, 62-73.
21. Ert, E., Raz, O., & Heiman, A. (2016). (Poor) seeing is believing: When direct experience impairs product promotion. *International Journal of Research in Marketing*, *33*(4), 881-895.
22. Ert, E., & Heiman, A. (2017). Potential psychological accounts for the relation between food insecurity and body overweight. (comment on Nettle et al's insurance hypothesis) *Behavioral and Brain Science*, *40*, e117.
23. Ert, E., & Haruvy, E. (2017). Revisiting risk aversion: Can risk preferences change with experience? *Economics Letters*, *151*, 91-95.
24. Dubovski, N., Ert, E., & Niv, M. Y. (2017). Bitter mouth-rinse affects emotions. *Food Quality and Preference*, *60*, 154-164.
25. Erev, I., Ert, E., Plonsky, O., Cohen, D., & Cohen, O. (2017). From anomalies to forecasts: Toward a descriptive model of decisions under risk, under ambiguity, and from experience. *Psychological Review*, *124*, 369-409.
26. Ert, E., & Lejarraga T. (2018). The effect of experience on context dependent decisions. *Journal of Behavioral Decision Making*, *31*, 535-546.
27. \*Pinto, O., & Ert, E., (2018). Risk preferences of people with disabilities and their relation to labor market participation. *Journal of Neuroscience, Psychology & Economics*, *11*, 106-115.

28. \*Elimelech, E., Ayalon, O., Ert, E. (2018). What gets measured gets managed: A new method of measuring household food waste. *Waste Management*, 76, 68-81.
29. Ert, E., & Fleischer, A. (2019). The evolution of trust in Airbnb: A case of home rental. *Annals of Tourism Research*, 75, 279-287.
30. \*Ert, E., Cohen-Amin S., & Dinar, A. (2019). The Effect of Issue Linkage on Cooperation in Bilateral Conflicts: An Experimental Analysis. *Journal of Behavioral and Experimental Economics*, 79, 134-142.
31. \*Elimelech, E., Ert, E., & Ayalon, O. (2019). Bridging the gap between self-assessments and measured household food waste: A hybrid valuation approach. *Waste Management*, 95, 259-270.
32. \*Elimelech, E., Ert, E., & Ayalon, O. (2019). Exploring the drivers behind self-reported and measured food wastage. *Sustainability*, 11, 5677.
33. Ert, E., & Fleischer, A. (2020). What do Airbnb hosts reveal by posting their photographs online and how does it affect their perceived trustworthiness? *Psychology & Marketing*, 37, 630-640.
34. Hershko, S., Cortese, S., Ert, E., Aronis, A., Meir A., & Pollak Y. (2020) The influence of attractiveness and convenience cues on food appeal in adults with and without ADHD. *Appetite*, 150, 104679.
35. Hershko, S., Cortese, S., Ert, E., Aronis, A., & Pollak Y. (2021). Advertising influences food choices of university students with ADHD. *Journal of Attention Disorders*. 25, 1170-1176.
36. Becker C. K., Ert, E., van de Kuilen, G., & Trautmann, S. T. (2021). Experiencing risk: Higher-order risk attitudes in description- and experience-based decisions. *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 47, 727-746.
37. Ert, E., Melkonyan, T., and Trautmann, S. T., (2022). Contagious risks: Perception, behavior, and management – Lessons from the Covid-19 pandemic. *Frontiers in Psychology*, 12, 835088.
38. Hershko, S., Cortese, S., Ert, E., Aronis, A., Maeir A., and Pollak Y. (2022). Food perceptions in adults with and without ADHD. *Psychopathology*, 55, 292-300.
39. \*Gabrieli-Seri O., Ert, E., and Pollak, Y, (2022). Symptoms of attention deficit/hyperactivity disorder are associated with sub-optimal and inconsistent temporal decision-making. *Brain Sciences*, 12, 1312.

40. Fleischer, A., Ert, E., and Bar-Nahum, Z. (2022). The role of trust Indicators in a digital platform: A differentiated good approach in an Airbnb market. *Journal of Travel Research*, 61, 1173-1186.
41. Erev, I., Ert, E., Plonsky O., Roth, Y. (2023). Contradictory Deviations from Maximization: Environment-Specific Biases, or Reflections of Basic Properties of Human Learning? *Psychological Review*, 130, 640 - 676.
42. Elimelech, E., Ert, E., Parag, Y., Hochman, G. (2024). Exploring the impact of visual perception and taste experience on consumers' acceptance of suboptimal fresh produce. *Sustainability*, 16, 2698.
43. \*Ert, E., Fleischer, A., Kopolovich, D. (in press). Gender earnings gap on digital platforms: The Airbnb case. *Tourism Economics*.

#### **CHAPTERS IN BOOKS & COLLECTIONS**

1. Ert, E. (2014). Nontrivial consequences of trivial design choices in travel websites. In Kozak, M. & Woodside A. (Eds). *Advances in Culture, Tourism, and Hospitality Research* (pp. 53-60), Emerald
2. Ert, E., & Erev, I. (2017). It won't happen to me: the behavioral impact of extreme risks. In Bier, V. (Ed) *Risk in Extreme Environments: Preparing, Avoiding, Mitigating, and Managing*. Routledge, New York, NY.
3. Ert, E., Horwitz, A., & Nolte, S. (2022). Eye-tracking and other Physiological measures in experimental finance. Haruvy E. & Fullbrunn, S. Eds. *Handbook of Experimental Finance*. (pp. 41-53). Edward Edgar Publishing.

#### **TEACHING EXPERIENCE**

Judgment and Decision making (undergraduate & graduate)

Quantitative Models in Behavioral Sciences (graduate)

Introduction to Marketing (undergraduate)

Business Statistics (undergraduate)

Service Marketing (undergraduate)

Consumer Behavior (undergraduate)

Negotiation (MBA)

**GRADUATE STUDENTS****Completed:**

Hagai Golan “The effect of experience on pricing decisions: An experimental analysis” M.Sc. Thesis, June 2013.

Nathan Magen (Aliza Fleischer co-advisor) “The Influence of the seller’s photo on buyer’s decisions in the sharing economy: The case of Airbnb” M.Sc. Thesis, June 2015.

Yaara Nussinovitch (Amir Heiman co-advisor, in collaboration with the Gertner Institute for Health Policy Research) “Drugs, exercise, and diet: complements or substitutes?” M.Sc. Thesis, June 2016.

Noam Zontag “Risk taking and maximization in decisions for self and for others” M.Sc. Thesis, December, 2016.

Oshri Maidanik “The effect of different calorie labeling on food choice: laboratory and field studies”, M.Sc. Thesis, December, 2016.

Moty Citrin “The effect of sampling on choice, WTP, and attitudes towards genetically modified food”, M.Sc. Thesis, January, 2017.

Ofir Pinto (Michel Straczynski co-advisor) “Exploring psychological factors that may impact the behavior of recipients of disabilities allowances, in the context of work”, Ph.D. dissertation, April, 2017.

Itamar Berko “Consumption habits of food with credence attributes”, M.Sc. Thesis, July, 2017.

Shier Cohen-Amin “The effect of issue linkage on bilateral conflicts: An experimental approach”, M.Sc. Thesis, November, 2019.

Efrat Elimelech (Ofira Ayalon co-advisor) “Food waste in households: quantification, characterization, and tools for behavioral interventions” Ph.D. dissertation. January, 2020.

Daniel Kopolovich “Is there a gender gap in the sharing economy”, M.Sc. Thesis (excellence program). January, 2022.

Hilit Feldman (Amir Heiman co-advisor), “Trade-off and substitution effects between chronic drug intake and adoption of healthier lifestyle”, M.Sc. Thesis. January 2022.

**In progress:**

Hilit Feldman (Amir Heiman co-advisor), “Exploring the relation between taking drugs, doing exercise, and changing diet”, PhD.

Ortal Gabrieli-Seri (Yehuda Pollak co-advisor), “Sub-optimal decision making in ADHD”, PhD.

Or Avishai (Aron Troen co-advisor), “Health in the eye of the beholder: Consumer response to Front-of Package labeling in Israel”, PhD.

Ilan Hadad (Aron Troen co-advisor), “A healthy “nudge” or harmful “shove?” A comparative experimental eye-tracking study of German and Israeli front-of-package labelling (FOPL) healthy “choice-architecture” schemes. MSc.

Hadil Musalam (Abigail Hurwitz co-advisor)

Nir Lesser (Abigail Hurwitz co-advisor)

Niv Helerman

## **AWARDS**

2014 International Social Cognition Network: Best paper award

2010 Cognitive Science Society computational modeling prize for applied cognition

2007 “Jacobs Award” for excellence in research

2007 “Sandor Szego Award” for continued excellence in teaching

2006 “Sandor Szego Award” for continued excellence in teaching

2005 “Vivian Konigsberg Award” for excellence in teaching

## **RESEARCH GRANTS**

2005 Minerva Short Term Research Grant (with Andreas Nicklisch), \$1600.

2009-2012 Israel-USA Binational Science Foundation (BSF), (with Ido Erev and Al Roth), \$68,000.

2013-2014 The Center for Agricultural Economic Research (CAER), “Expectations and Direct Experience Effects on Consumers Perceptions of Genetically Modified Food”, Eyal Ert, NIS33,000

- 2013-2015 Ministry of Agriculture and Rural Development, Excellence center on economic-social transformations in times of change in agricultural policy. NIS169,335/NIS1,500,000.
- 2015-2016 Israeli Science Foundation (ISF), “Generalizing across tasks and learning without feedback in decisions under risk”. NIS210, 000, Grant No. 1739/14
- 2015-2016 German Israeli Foundation (GIF), “Resolving the discrepancies between risk taking for oneself and on behalf of others: A quantitative approach” €28,000. Grant No. I-2374-105.4/2014
- 2017-2018 The Center for Agricultural Economic Research (CAER), “Coalition stability in common pool resource dilemmas with multiple issues of conflict: Testing the effects of allocation rules and issue linkage”, (with Ariel Dinar) NIS 30,000
- 2019-2020 Ministry of Agriculture and Rural Development, Eyal Ert (with Efrat Elimelech), NIS129,000/129,000
- 2019-2022 Israel-USA Binational Science Foundation (BSF), “Trust between and within groups” (with Tamar Kugler), \$99,000/\$198,000
- 2021-2023 The Israel National Institute for health policy research, “In-sight into consumer healthy-food decisions: An eye-tracking technology study of the real-world efficacy and mechanism of FOP food labels’ influence on consumer decisions” (with Aron Troen), NIS 149,974
- 2022-2023 University of North Carolina research fund “Industry response to Israeli green FOPL”. (with Aron Troen) \$39,960
- 2022-2023 UHOH-HUJI collaborative research grant, “A healthy “nudge” or harmful “shove”? A comparative experimental eye-tracking study of German and Israeli front-of-package labelling (FOPL) healthy “choice-architecture” schemes” (with Aron Troen, Nanette Stroebele-Benschop, Gerrit Hummel) €92,000
- 2023-2026 Israeli Science Foundation (ISF), “The Psychometric Structure of Trust and the Relation between its Elicitation Methods” NIS 330,000, Grant No. 2013/23
- 2024-2026: The Israel National Institute for Health Policy Research (NIHP-R), “A unique natural experiment on the effectiveness of sweetened beverage taxes and front of package warning labels in the wake of repealing the Israeli beverage tax.” Grant No. 2023/138, Eyal Ert, Aron Troen, NIS 200,000.



**PUBLIC PROFESSIONAL ACTIVITIES****EDITORIAL**

- 2009-2011 Guest Editor: Special issue on Predicting Behavior in Games (with Ido Erev and Al Roth), *Games*.
- 2020 Guest Editor: Special issue on Contagious risks: Perception, behavior, and management – Lessons from the Covid-19 pandemic. (with Stefan Trautmann and Tigran Melkonyan), *Frontiers in Psychology*.

## Associate Editor:

- 2019- Present Associate Editor, *Journal of Economic Psychology*
- 2019- Present Associate Editor, *Annals of Tourism Research*

## Editorial Board member:

- 2015-present *Journal of Behavioral Decision Making*
- 2015-2020 *Journal of Travel Research*
- 2016-2019 *Frontiers in Psychology – Cognitive Science*

**AD HOC REFFEREEING (partial list)**

Journals: *Acta Psychologica*; *Animal Behavior*; *Behavior Research Methods*; *Cognition*; *Cognitive Psychology*; *Decision*; *Econometrica*; *Environmental & Resource Economics*; *Experimental Psychology*; *Frontiers in Psychology*; *Games*; *Games and Economic Behavior*; *Journal of Artificial Intelligence Research*; *Journal of Behavioral and Experimental Economics*; *Journal of Economic Behavior and Organization*; *Journal of Economic Psychology*; *Journal of Experimental Social Psychology*; *JEP: General*; *JEP: LMC*; *Journal of Behavioral Decision Making*; *Journal of Mathematical Psychology*; *Journal of Risk & Uncertainty*; *Management Science*; *Nature Human Behavior*; *OBHDP*; *Thinking & Reasoning*; *Theory & Decision*; *Tourism Management*; *PloS Computational Biology*; *PloS One*; *Psychology & Marketing*; *Production & Operation Management*; *Psychological Bulletin*; *Psychological Methods*; *Psychological Science*; *Psychonomic Bulletin & Review*

Granting Agencies: *Israel-USA Binational Science Foundation (BSF), German Israeli Foundation (GIF); National Science Foundation (NSF); Binational Agricultural Research & Development (BARD); Chief Scientist-Israeli Ministry of Agriculture*

#### CONFERENCE ORGANIZATION

- 2014 Marketing in Israel 14 conference (with Daniel Shapira, Amir Heiman, and Oded Lowengart)
- 2016 ESA (Economic Science Association) annual world meeting (with Eyal Winter, Ro'i Zultan, Ayala Arad, and Todd Kaplan)

#### INVITED PRESENTATIONS

- 2024 Ert, E. “Do consumers attend more to nutri-score or to warning FOPLs? A comparative eye-tracking experiment of food labelling systems”, The Economics of the Food System: Transition toward Sustainability conference, Technical University of Munich, Heilbronn, Germany.
- 2022 Ert, E., “Can the gender earnings gap be reversed on digital platforms? The case of Airbnb.” International Workshop on the Economics of Airbnb, Nice, France.
- 2023 “From anomalies to forecast: What have we learned from choice prediction competitions?”, External Validity of Risk Elicitation Workshop, Grenoble, France.
- 2022 Ert, E. “Self-reported vs. actual food waste at the household level.” The Batsheva de Rothschild Workshop on “Avoiding the coming food security crisis: Novel solutions at the intersection of agriculture, environment and health”, Kibbutz Tzuva, Israel.
- 2019 “Social status, inequality and decision making”, Center of Rationality and DMEP joint annual workshop. Jerusalem, Israel.
- 2019 “The role of trust in the sharing economy: Analysis and simulations of an Airbnb market.” INFORMS annual conference, Seattle, USA.
- 2018 Strategic Management and organization seminar, Odense, Denmark
- 2018 “The effect of sampling on attitudes towards genetically modified food”. Hebrew U. – Cornell workshop on risk, marketing, and economics perspectives: Applications to consumer behavior, agriculture, health, and environmental risks. Rehovot, Israel.

- 2017 “Can experience alter behavior even when it is not informative?” Arizona State U. & University of Arizona, Cognitive Science Conclave 8<sup>th</sup> Annual Workshop, Tucson, Arizona.
- 2014 “On context effects and irrational skepticism”, EADM workshop on the effect of losses on attention, exploration, and strategy. Haifa, Israel.
- 2014 “The effect of different types of calorie information on food orders in a restaurant: A field study”, Symposium on human intuition and economic behavior, Herzliya, Israel.
- 2014 “Choice prediction competitions: What we think we have learned about learning”, Learning, Bounded Rationality and Decisions Workshops, Haifa & Dead Sea, Israel.
- 2013 “On the descriptive value of loss aversion in decisions under risk”, Minerva workshop on loss aversion and decisions, Technion, Haifa, Israel
- 2012 “Choice prediction competition for extensive form games”, Erasmus U. & Technion Workshop on Decisions and Predictions, Dead Sea, Israel.
- 2011 “A new look into risk taking and investments”, 4<sup>th</sup> Annual Conference on the Psychology of Investments, College of Management, Rishon Lezion, Israel.
- 2011 “Cynicism in negotiations: When communication increases buyer’s skepticism”, International Workshop on Experimental Approaches to Conflict Resolution, Hebrew University & IDC, Israel.
- 2009 “On the descriptive value of loss aversion in decisions under risk”, Harvard: Behavioral Economics Seminar, Boston, USA.

## **CONFERENCE PRESENTATIONS**

- 2024 “Insights into Front-of-Package Labeling (FOPL) efficacy and consumer behavior: A multifaceted examination using eye-tracking technology”, 1st Sustainable Food Systems Symposium, Gottingen, Germany. Forthcoming.
- 2023 “Regret matters more than disappointment or absolute loss in small-stakes repeated decision-from-experience,” European ESA meeting, Exeter, UK.
- 2023 “Do people have a trust propensity? On the relation between common elicitation methods of trust”, Subjective Probability, Utility, and Decision Making (SPUDM 28) conference, Vienna, Austria.

- 2023 “From anomalies to forecast: What have we learned from choice prediction competitions?”, External Validity of Risk Elicitation Workshop, Grenoble, France.
- 2022 “Can the gender earnings gap be reversed on digital platforms? The case of Airbnb.” International Workshop on the Economics of Airbnb, Nice, France.
- 2022 “The effect of profit-sharing rules on players’ behavior in a trust game between groups”, International Association for Research in Economic Psychology (IAREP) annual meeting, Kristiansand, Norway.
- 2022 “Trust between and within groups”, 19<sup>th</sup> International Conference on Social Dilemmas (ICSD) 2022, Copenhagen, Denmark.
- 2022 “The effect of profit-sharing rules on players’ behavior in a trust game between groups”, Society for Advancement of Behavioral Economics (SABE) annual meeting, Reno, Nevada, USA.
- 2022 “Can the gender earnings gap be reversed on digital platforms? Evidence from Airbnb”, North-American ESA annual Meeting, Santa Barbara/UCSB, CA, USA.
- 2020 “Experiencing Risk: Higher-order Risk Attitudes in Description- and Experience-based Decisions”. 2020 ESA Global Online Around-the-Clock Meeting.
- 2020 “Trust between and within groups”, IOBC conference, Tel Aviv, Israel.
- 2019 “The evolution of trust in Airbnb”, INFORMS annual meeting, Seattle, Washington.
- 2019 “Could product experience change people’s preferences towards GMO food?” Probability, Utility, and Decision Making (SPUDM 27) conference, Amsterdam, The Netherlands.
- 2019 “The effect of issue linkage on cooperation in bilateral conflicts.” 18<sup>th</sup> International Conference of Social Dilemmas, Sedona, Arizona.
- 2018 “The effect of experience on context dependent decisions” SABE /IAREP annual meeting, London, UK.
- 2018 “Classic and Behavioral Models of Risky Choices: Rationality, Irrationality or Bounded Rationality,” 30th APS annual conference, San Francisco, California.
- 2016 “From anomalies to forecasts: A choice prediction competition for decisions under risk and ambiguity,” North American meeting of the Economic Science Association (ESA), Tucson, Arizona.
- 2016 “Taking blood pressure medication results with a boomerang effect on proper nutrition and physical activity”. Incentives and Behavior Change conference, Tel Aviv, Israel.

- 2016 “Decoy effect with experience in decisions under risk”. International meeting of the Economics Science Association (ESA), Jerusalem, Israel.
- 2015 “Trust and reputation in the sharing economy: The case of personal photos in Airbnb,” Subjective Probability, Utility, and Decision Making (SPUDM 25) conference, Budapest, Hungary.
- 2015 Symposium Lecture: “From anomalies to forecasts: The toll-free critique and the choice prediction competition solution,” Subjective Probability, Utility, and Decision Making (SPUDM 25) conference, Budapest, Hungary.
- 2015 “Trust and Reputation in the Sharing Economy: The Role of Personal Photos in Airbnb.” Association for Consumer Research (ACR) North American Meetings, New Orleans, USA.
- 2015 “From anomalies to forecasts: A choice prediction competition for decisions under risk and ambiguity,” European meeting of the Economic Science Association (ESA), Heidelberg.
- 2015 “Risk taking and maximization in decisions for self and for others,” European meeting of the Economic Science Association (ESA), Heidelberg, Germany.
- 2014 “The joint effect of the classical choice phenomena, and the role of experience,” Society for Judgment & Decision Making 35<sup>th</sup> Annual Conference, Long Beach, USA.
- 2013 “Position effects on hotel booking online,” 8th Consumer Psychology of Tourism, Hospitality, & Leisure (CPTHL) Symposium, Istanbul, Turkey.
- 2013 “A tale of two gaps: Pricing from experience differs both from pricing from description and from choices from experience”. TIBER XII symposium on Psychology and Economics, Tilburg. The Netherlands.
- 2013 “A tale of two gaps: Pricing from experience differs both from pricing from description and from choices from experience”. Subjective Probability, Utility, and Decision Making (SPUDM 24) conference, Barcelona, Spain.
- 2013 “Position effects on hotels booking online,” 2nd World Research Summit for Hospitality and Tourism, Orlando, Florida.
- 2012 “Choice prediction competition for social preferences in extensive form games,” International ESA conference, NYC, USA.
- 2012 “Experience reverses preferences for ambiguity” Behavioral Decision Research in Management (BDRM). Boulder, USA.

- 2012 “Experience reverses preferences for ambiguity” Foundation and Applications of Utility, Risk and Decision Theory (FUR XV). Atlanta. USA.
- 2011 “Cynicism in negotiations,” Decision Making Conference, Herzlia, Israel.
- 2011 “Cynicism in negotiations,” Subjective Probability, Utility, and Decision Making (SPUDM 23) conference, London, U.K.
- 2010 “If You Want to Sell, Sell. Don’t Talk: When Communication Increases Buyer’s Skepticism,” International Association for Conflict Management, Boston, USA.
- 2010 “Choice prediction competition for social preferences in extensive form games,” IAREP/SABE/ICABEEP Conference, Cologne, Germany.
- 2009 “On the Descriptive Value of Loss Aversion,” Asian Pacific ESA Meetings, Haifa, Israel.
- 2009 “On the Descriptive Value of Loss Aversion in Decisions under Risk,” Subjective Probability, Utility, and Decision Making (SPUDM 22) conference, Rovereto, Italy.
- 2009 “On the Descriptive Value of Loss Aversion in Decisions under Risk,” Behavioral Economics Conference, Rotterdam, Netherlands.
- 2007 “Loss Aversion in Decisions under Risk: An Experimental Phenomenon or an Interesting Hypothesis?” Research Conference on Subjective Probability, Utility, and Decision Making (SPUDM 21), Warsaw, Poland.
- 2007 “Loss Aversion in Decisions under Risk and the Value of a Symmetric Simplification of Prospect Theory,” ESA North American Meetings, Tucson, USA.
- 2007 “Loss Aversion in Decisions under Risk and the Value of a Symmetric Simplification of Prospect Theory” Society for Judgment and Decision Making Annual Conference Long Beach, USA.
- 2007 “Size Counts: The Effect of Queue Length on Choice between Similar Restaurants,” Association for Consumer Research (ACR) North American Meetings, Memphis, USA.
- 2007 “Loss Aversion, Diminishing Sensitivity, and the Effect of Experience in Repeated Decisions,” Affect, Motivation, and Decision Making Conference, Ein Bokek, Israel.
- 2005 “The Positive and Negative Effects of Free Sampling,” Research Conference on Subjective Probability, Utility, and Decision Making (SPUDM 20), Stockholm, Sweden.

## **MEMBERSHIP**

Society of Judgment and Decision Making  
European Association for Decision Making  
Economic Science Association