

On Amir

Rady School of Management
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- Employment** 2010 – current; Associate Professor of Marketing, University of California, San Diego, Rady School of Management.
2012 – 2013 Visiting Associate Professor of Marketing, Northwestern University, Kellogg School of Management.
2011 – 2012 Visiting Professor of Marketing, IDC, Hertseliya, Arison School of Management, Israel.
2005 – 2010 Assistant Professor of Marketing, University of California, San Diego, Rady School of Management.
2003 – 2005 Assistant Professor of Marketing, Yale University, School of Management.
1991 – 1999 Israeli Air Force
- Education** Massachusetts Institute of Technology, The Sloan School of Management, Cambridge, MA -- *Ph.D., Management Science, Marketing, June 2003*
Israeli Open University, Tel Aviv, Israel -- B.S., *Computer Science, December 1999*
- Publications** On Amir & Orly Lobel (2012). Liberalism and Lifestyle: Informing Regulatory Governance with Behavioral Research, *European Journal of Risk Regulation*, 1, 17-25.
Kelly Goldsmith & On Amir (2010). Can Uncertainty Improve Promotions, *Journal of Marketing Research*, December, 1070-1077.
Leonard Lee, On Amir, & Dan Ariely (2009). In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency, *Journal of Consumer Research*, 36, 173-187.
Anastasiya Pocheptsova, On Amir, Ravi Dhar, & Roy Baumeister (2009). Deciding without Resources: Psychological Depletion and Choice in Context, *Journal of Marketing Research*, June.
On Amir & 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, & Cognition*, 34 (5), 1158-1171.
On Amir & Orly Lobel (2008). Stumble, Predict, Nudge: How Behavioral Economics Informs Law and Policy, *Columbia Law Review*, December, 2098-2138.

Nina Mazar, On Amir, & Dan Ariely (2008). The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, November, (lead article).

Media coverage: NY Times Science section (Nov. 20th, 2007); HBR Breakthrough Ideas for 2008.

Nina Mazar, On Amir, & Dan Ariely (2008). More Ways to Cheat – Expanding the Scope of Dishonesty, *Journal of Marketing Research*, November.

On Amir & Jonathan Levav (2008). Preference construction versus choice construction: The instability of preferences learned in context. *Journal of Marketing Research*, April, 145-158.

On Amir, Ziv Carmon, & Dan Ariely (2008). The Dissociation between Monetary Assessments and Predicted Utility, *Marketing Science*, 27 (6), 1055-1064.

On Amir & Dan Ariely (2007). Decisions by Rules: The Case of Unwillingness to Pay for Beneficial Delays. *Journal of Marketing Research*, February, 142-152.

On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, Jose Silva (005). Behavioral Economics, Psychology, and Public Policy. *Marketing Letters (Special Issue for the Sixth Choice Symposium)*, 16:3/4, 443-454.

Work under Review

✚ Liberating Limitations: Regret and Indecision in Consumer Choice, 4th round at the Journal of Marketing Research.

Projects in Progress

✚ Between Risk Aversion and Self Control (with Orly Lobel and Ravi Dhar)

✚ Innovation Motivation: Behavioral Analysis of the Effects of Post-Employment Restrictions (With Orly Lobel)

✚ Customer Satisfaction: Goals vs. Self Control (with Amar Cheema)

✚ Motivating Discounts: Price-Motivated Consumer Reasoning (With Erica Dawson)

✚ The most Influential Age Hypothesis: Does the Self Cause Predictable Preferences (with Nina Mazar)

✚ Healthy Choices (With Orly Lobel)

✚ Choosing Inside the Box

✚ What is No?

✚ Artificial Selfish Behavior in Economic Games: The Role of Guilt and Social Emotions in Economic Transactions (with Anastasiya Pocheptsova)

Other Publications

“Is the Mind like a Muscle?” *Scientific American, Mind*, online edition.

“Making Consumption Decisions By Following Personal Rules”, In *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*. Ratti Ratneshwar & David Mick (eds.), Routledge Press 2005. (with Dan Ariely & Orly Lobel)

Research Interests	Consumer Behavior Judgment and Decision Making Psychology of Money Preferences	Risk and Uncertainty Marketing Management Behavioral Economics E-Commerce
Honors & Awards	Robert Woods Johnson Foundation research grant for Healthy Choices. “Most Valuable Professor Award,” voted by the Flex MBA class of 2007 “Most Valuable Professor Award,” voted by the Fulltime MBA class of 2007 MSI Research Award: “Motivating Discounts: Price Motivated Consumer Reasoning”, #4-1273, 2004 AMA - Sheth Doctoral Consortium Fellow, 2002 MSI Research Award: “Information Aversion: Indecision, Procrastination, and Consumer Choice Online”, #4-1141, 2001 CS Holding Fellowship, 2001 Walter A Rosenblith Fellowship, 2000	
Member	Association for Consumer Research Association for Consumer Psychology Society for Judgment and Decision Making American Psychological Society American Marketing Association.	
Reviewer	Journal of Marketing Research Marketing Science Journal of Experimental Psychology: General Journal of Economic Psychology Journal of Consumer Research American Economic Review Journal of Consumer Psychology Psychology and Marketing Journal of Behavioral Decision Making Organizational Behavior and Human Decision Processes Psychological Science Journal of Personality and Social Psychology	
Conferences Publications	On Amir & Ariely Dan (2001) e-Rationality: Rationality in Electronic Environments. In S.M. Broniarczyk, & K. Nakamoto, <i>Advances in Consumer Research</i> , 24. Provo, UT. On Amir (2004) Alternative Decision Processes in Consumption: Personal Rules, Rationales, and Identity Maintenance, <i>Advances in Consumer Research</i> , XXXI, 26.	
Teaching Experience	Marketing Management (MBA, Executive) Consumer Behavior (MBA, Executive) Social Psychology (teaching fellow, Harvard) Customized Executive Programs	E-Commerce Strategy (Executive) Pricing (Executive)

**Conferences
Presentations
& invited
talks**

- On Amir, Orly Lobel, & Ravi Dhar: "Between Risk Aversion and Self Control." SCP Europe, *Florence*, (June 2012).
- On Amir, Orly Lobel, & Ravi Dhar: "Between Risk Aversion and Self Control." JDM, *Seattle*, (November 2011).
- On Amir, Orly Lobel, & Ravi Dhar: "Between Risk Aversion and Self Control." IDC, *Hertzelia*, (August 2011).
- Goldsmith Kelly & Amir On: "Can Uncertainty Improve Promotions." *Tel Aviv University, Marketing Camp* (July 2009).
- Goldsmith Kelly & Amir On: "Can Uncertainty Improve Promotions." *Stanford GSB* (May 2009).
- Goldsmith Kelly & Amir On: "Can Uncertainty Improve Promotions." *Columbia GSB* (January 2009).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency" *Tel Aviv University, Tel Aviv, Israel* (July 2008).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency" *FUR, IESE, Barcelona, Spain* (July 2008).
- Nina Mazar, On Amir, & Dan Ariely: "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance." *UCSD Social Lunch*.
- Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." *BDRM, San Diego* (April 2008).
- Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." *Erasmus University, Rotterdam* (April 2008).
- Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." *SCP, New Orleans, LA* (February 2008).
- Nina Mazar, On Amir, & Dan Ariely: "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance." *UCSD Economics Theory Seminar*.
- Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *University of Melbourne Business School* (December 2007).
- Goldsmith Kelly & Amir On: "Wishful Thinking: How Uncertainty can Improve Promotions." *ACR, Memphis, TN* (October 2007).
- Goldsmith Kelly & Amir On: "Wishful Thinking: How Uncertainty can Improve Promotions." *Hebrew University, Israel* (June 2007).
- Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *Wharton, Philadelphia PA* (March 2007).
- Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *Washington University, St. Louis* (March 2007).
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without

Resources: Psychological Depletion and Choice in Context". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (January 2007).

- Goldsmith Kelly & Amir On: "Ignorance Can be Bliss: How Uncertainty can Improve Promotions." *JDM, Houston TX* (November 2006).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Preference Consistency, Emotions, and Cognition." *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (October 2006).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Preference Consistency, Emotions, and Cognition." *USD School of Law, CA* (October 2006).
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *ACR, Orlando, FL* (September 2006).
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *BDRM, Santa Monica, CA* (June 2006).
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *BDRM, Santa Monica, CA* (June 2006).
- Amir On & Ariely Dan: "Resting on Laurels: The Effects of Discrete Progress Markers on Task Performance and Preferences". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (February 2006)
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *JDM, Toronto, CA* (November 2005).
- Amir On , Ariely Dan, & Carmon Ziv: "The Dissociation between Monetary Assessments and Predicted Utility". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (October 2005)
- Amir On & Dawson Erica: "Motivating Discounts: Price-Motivated Reasoning". *SCP, St. Pete's Beach, FL* (February 2005)
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *SCP, St. Pete's Beach, FL* (February 2005)
- Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *Marketing Seminar, Department Anderson School of Management, UCLA* (December 2004)
- Amir On , Ariely Dan, & Carmon Ziv: "The Dissociation between Monetary Assessments and Predicted Utility". *JDM, Minneapolis, MN* (November 2005)
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Depletion in Context: The Effects of Ego-Depletion on Choice". *ACR, Portland, OR* (October 2004)
- Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *Social Lunch, Department of Psychology, Yale University* (September 2004)
- Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *INSEAD Marketing Camp, France* (April 2004)
- Amir On , Ariely Dan, & Carmon Ziv: "Thinking about Money: The Ultimate Equalizer?". *Society for Consumer Psychology, San Francisco, CA* (February 2004)
- Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *Marketing in Israel III, Israel* (December 2003)

Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *JDM, Vancouver, CA* (November 2003)
 Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *ACR, Toronto, CA* (October 2003)
 Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *NEMC, Cambridge, MA* (September 2003)
 Amir On & Ariely Dan: "The Pain of Deciding: Indecision, Flexibility, and Consumer Choice Online". *Marketing in Israel II, Israel* (December 2002)
 Amir On & Ariely Dan: "Decisions by Rules". *BDRM, Chicago, IL* (June 2002)
 Amir On & Ariely Dan: "Closure Online: The Effect of Time Pressure and Exploding Discounts on Purchase Decisions". *ACR, Austin, TX* (October 2001)

Media Mentions

The Young and The Promising, TheMarker magazine, 2011
 Consumer Emotional Reactions to Changing Gas Prices, Ch. 10 News, August 2008
 Jogging Down the Comeback Trail, San Diego Union Tribune, August 2007
 Big Business and the Consumer, Jeremy Seville Comedy Hour, WealthTV 2007
 Social Marketing, San Diego Union Tribune, May 2007
 Trends in E-commerce, San Diego Business Journal, July 2006
 Dating websites, San Diego Union Tribune, April 2006
 Database marketing, Campus Technology, November 2005
 Christmas shopping, Hartford Courant, December 2004

Service

PhD Committee Uzma Khan, Yale SOM, 2005
 Michael Liersch, UCSD Psychology, 2007

Conferences Program committee for: SCP, ACR, BDRM, SJDM