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CURRENT EMPLOYMENT

Northwestern University, Kellogg School of Management

Associate Professor of Managerial Economics & Decision Sciences, 2012-present (with tenure, 9/2014)
Assistant Professor of Managerial Economics & Decision Sciences, 2009-2012
Donald P. Jacobs Scholar, 2008-2009

EDUCATION

Stanford University, Graduate School of Business

Ph.D. in Economic Analysis and Policy, 2008
Dissertation title: Procedural and Axiomatic Analysis of Choice from Lists
Committee: Robert Wilson (Chair), Jeremy Bulow, Ariel Rubinstein, and Andy Skrzypacz

Hebrew University, Faculty of Science

M.Sc. in Computer Science, **Summa Cum Laude**, 2003
B.Sc. in the “Amirim” Special Honors Program: Computer Science with section studies in Mathematics, **Summa Cum Laude**, 2000

PUBLICATIONS

11. **“The Effect of Product Misperception on Economic Outcomes: Evidence from the Extended Warranty Market”**, with Jose Miguel Abito, *Review of Economic Studies*, Forthcoming.
10. **“Contracts with Framing”**, with Ron Siegel, *American Economic Journal: Microeconomics*, 10 (2018), No. 3, 315-346
9. **“Isn’t Everyone Like Me?: On the Presence of Self-Similarity in Strategic Interactions”**, with Ariel Rubinstein, *Judgment and Decision Making*, 11 (2016), No. 2, 168-173
8. **“Reallocation Costs and Efficiency”**, with Ron Siegel, *American Economic Journal: Microeconomics*, 8 (2016), No. 1, 203-227
7. **“On the Causes and Consequences of Ballot Order Effects”**, with Marc Meredith, *Political Behavior*, 35 (2013), No. 1, 175-197 (Featured in the Wall Street Journal, Chicago Tribune, Postmedia news)
6. **“Eliciting Welfare Preferences from Behavioral Datasets”**, with Ariel Rubinstein, *Review of Economic Studies*, 79 (2012), No. 1, 375-387
5. **“Procedural Analysis of Choice Rules with Applications to Bounded Rationality”**, *American Economic Review*, 101 (2011), No. 2, 724-748 (Featured in The Marker magazine)
4. **“(A, f) : Choice with Frames”**, with Ariel Rubinstein, *Review of Economic Studies*, 75 (2008), No. 4, 1287-1296
3. **“Some Thoughts on the Principle of Revealed Preference”**, with Ariel Rubinstein, In *Handbooks of Economic Methodologies* (Andrew Caplin and Andrew Schotter, eds.), New York: Oxford University Press (2008), 115-124
2. **“On the Learnability of Majority Rule”**, *Journal of Economic Theory*, 135 (2007), No. 1, 196-213
1. **“A Model of Choice from Lists”**, with Ariel Rubinstein, *Theoretical Economics*, 1 (2006), No. 1, 3-17

WORKING PAPERS

12. **“When Limiting Can Improve Children’s Decision Making: The Effect of Scarcity Cues on Children’s Consumption, Engagement, and Choice Behavior”**, with Michal Maimaran

WORK IN PROGRESS

13. “Statistical Inference in Games”, with Josh Cherry

REFEREEING

AEJ: Microeconomics, American Economic Review, Econometrica, Economic Journal, Economics Letters, Economic Theory, Games and Economic Behavior, Israel Science Foundation, Journal of Economic Theory, Journal of the European Economic Association, Journal of Political Economy, National Science Foundation, Quarterly Journal of Economics, RAND Journal of Economics, Review of Economic Studies, Theoretical Economics

PROFESSIONAL ACTIVITIES

Scientific Committee, Bounded Rationality in Choice Conference, 2013-

INVITED TALKS

2018 (including scheduled): Penn-State University, Stanford Institute for Theoretical Economics (SITE) Session on Psychology and Economics

2017: “Applied Behavioral Theory” workshop at the University of Zurich, University of Western Ontario, Research workshop in honor of Ehud Kalai at Tel Aviv University, Ben-Gurion University, Bar-Ilan University

2016: UPenn, Tel Aviv University, Keynote speaker in “Recent Developments on Behavioral Economics and Mechanism Design” workshop in the University of Glasgow, “Bounded Rationality in Choice” conference at Northwestern University

2015: “Reimagining Decentralization” conference in honor of Stanley Reiter at Northwestern University, Hebrew University, Brown University, University of Toronto, University of Zurich

2014: Stanford, Northwestern-Toulouse workshop on Industrial Organization, University of Montreal, UCLA, CalTech, Ohio State University, University of Zurich, Workshop on “Behavioral Game Theory” at University College London

2013: Focus session on “Behavioral Mechanism Design” of the European Summer Symposium in Economic Theory at Gerzensee, “Bounded Rationality in Choice” conference in the University of St. Andrews, Penn-State University

2012: AEA annual meeting session on “Behavioral Welfare Economics”, University of Michigan, Purdue, Warwick, Essex, LSE

2011: Harvard-MIT, University of Wisconsin, UCL conference on “Bounded Rationality, Revealed Preference, and Consumer Demand”

2010: Boston University, Focus session on “New Directions in Choice Theory” of the European Summer Symposium in Economic Theory at Gerzensee, Santa Fe institute working group on “Reasoning, Perception and Beliefs in Strategic Settings” (invited but could not attend)

2009: Penn-State University, UT Austin, University of British Columbia, University of Chicago, 11th Summer School on Economics and Philosophy at San Sebastian, Hebrew University

2008: Berkeley, Brown, Caltech, Harvard, Hebrew University, Iowa, LSE, MIT, Northwestern, NYU Stanford, Tel-Aviv, UCL, Washington University in St. Louis, Yale

2006: NYU, Joint Congress of the European Economic Association and the Econometric Society European Meetings, Conference on “Methodologies of Modern Economics” in NYU

2005: Berkeley, Econometric Society 9th World Congress, Tel-Aviv University

HONORS, AWARDS

Finalist, 2013 Exeter Prize for the paper “Eliciting Welfare Preferences from Behavioral Datasets”

Excellence in Refereeing Award, American Economic Review, 2009

Leonard W. and Shirley R. Ely Fellow, Stanford Institute for Economic Policy Research, 2007/08

Rector’s Prize for Excellence in Graduate Studies (top 2% of science graduates), Hebrew University, 2001/02

Certificate of Academic Excellence (top 20 students of Hebrew University), Israeli Parliament, 2002

Rector’s List of Distinguished Teachers, Hebrew University, 2000/01 (ranked 25th among 296 science

teachers based on students' evaluations), 2001/02 (13th among 302), and 2002/03 (26th among 465)

Outstanding Academic Achievement Scholarship, NDS Technologies, Israel, 2001

Outstanding Academic Achievement Scholarship, CheckPoint, Israel, 2001

Dean's Prize for Excellence in Undergraduate Studies (top 2% of science undergraduates), Hebrew University, 1997/98