

Gideon Nave

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Citizenship: Israel, Austria
US permanent resident

Education

- 2016** **Ph.D., Computation and Neural Systems, California Institute of Technology**
Advisor: Colin Camerer
Committee: Ralph Adolphs, John O'Doherty, Shinsuke Shimojo
- 2011** **M.Sc., Electrical Engineering, Technion - Israel Institute of Technology**
Advisor: Gideon Inbar
Committee: Yonina Eldar, Hillel Pratt, Menashe Zaaroor
- 2008** **B.Sc., Electrical Engineering, Technion - Israel Institute of Technology**
Specializations: Biological Signals, Computer Engineering, Signal Processing

Academic Appointments

The Wharton School, University of Pennsylvania

- | | |
|----------------|---|
| 2023 – present | Carlos and Rosa de la Cruz Associate Professor of Marketing |
| 2020 – 2023 | Carlos and Rosa de la Cruz Assistant Professor of Marketing |
| 2016 – 2020 | Assistant Professor of Marketing |

Publications

Published or Forthcoming in Peer-reviewed Journals

Meinke, L., Girotra, K., **Nave, G.**, Terwiesch, C., & Ulrich, K. T. (2026). Creativity and Diversity in AI-Supported Brainstorming. *Production and Operations Management*

Nave, G., Rentfrow, J., & Bhatia, S. (2026). We are what we watch: Movie plots predict the personalities of their fans. PsyArXiv. Forthcoming, *Psychological Science*.

Calderon, S., Giolla, E., Ask, K., Adler, S., Agerstrom, J., Akpinar, B., ... & Evans, T. (2025). Effects of psychological distance on mental abstraction: A registered report of four tests of construal level theory. *Advances in Methods and Practices in Psychological Science*.

Meinke, L., **Nave, G.**, & Terwiesch, C. (2025). Trust in AI-Generated Ethical Advice: The Role of Advice Quality and Source Disclosure. *Scientific Reports* (forthcoming).

Tyner, A. H., et al. (2026). Investigating the replicability of the social and behavioral sciences. *Nature*.

Knight, E. *, **Nave, G.***, Apicella, C., Dreber, A., Geniole, S., Johannesson, M., Manfredi, D., Mehta, P., Shaw, S.D., Proietti, V., Stanton, S.J., Luberti, F., Ortiz, T., Bonin, P.L., & Carré, J. Does Testosterone Affect Cognitive Reflection? Evidence from a Double-Blind, Randomized Controlled Study of 1,000 Participants. *Psychological Science* (forthcoming).

* *Equal contribution*

Dreber, A., Johannesson, M., **Nave, G.**, L. Apicella, C., Geniole, S. N., Imai, T., Knight E, Manfredi D, Mehta P.H., Proietti V, Stanton S.J. & Carré, J. M. (2025). Investigating the effects of single-dose intranasal testosterone on economic preferences in a large, randomized trial of men. *Proceedings of the National Academy of Sciences*, 122(39), e2508519122.

De Freitas, J., **Nave, G.**, & Puntoni, S. (2025). Ideation with generative AI—in consumer research and beyond. *Journal of Consumer Research*, 52(1), 18-31.

Meinke, L., **Nave, G.**, & Terwiesch, C. (2025). ChatGPT decreases idea diversity in brainstorming. *Nature human behaviour*, 1-3.

Chen, F., Nave, G., & Wang, L. (2025). Calculated Punishment. *Journal of Business Ethics*, 200(3), 715-731.

Holzmeister, F., Johannesson, M., Camerer, C.F., Chen, Y., Ho, T.H., Hoogeveen, S., Huber, J., Imai, N., Imai, T., Jin, L., Kirchler, M., Ly, A., Mandl, B., Manfredi D., **Nave, G.**, Nosek, B.A., Pfeiffer, T., Sarafoglou, A., Schwaiger, R., Wagenmakers, E., Waldén, V., & Dreber, A. (2024). Replication by plebiscite: Examining the replicability of online experiments selected by a decision market. *Nature Human Behavior*, forthcoming

Nadler, A., Wibral, M., Dohmen, T., Falk, A., Previtero, A., Weber, B., Camerer, C., Dreber, A., & **Nave, G.*** (2024). Does testosterone increase willingness to compete, confidence, and risk-taking in men? Evidence from two randomized placebo-controlled. *Hormones and Behavior* 166, 105659.

* *Senior corresponding author*

Daviet, R., & **Nave, G.** (2024). The value of genetic data in predicting preferences: A study of food taste. *Journal of Marketing Research*, 00222437241244736.

Karmarkar, U., Clithero, J., **Nave, G.**, & Plassmann H. (2024). Reconsidering the path for Neural and Physiological Methods in Consumer Psychology, *Journal of Consumer Psychology*, 34(1), 196-213.

Shaw, S. D., & **Nave, G.** (2023). Don't hate the player, hate the game: Realigning incentive structures to promote robust science and better scientific practices in marketing. *Journal of Business Research*, 167, 114129.

Gilad, M., Fishbein, D. H., **Nave, G.**, & Packin, N. G. (2023). Science for policy to protect children in cyberspace. *Science*, 379(6639), 1294-1297.

Morys, F., Yu, E., Shishikura, M., Paquola, C., Vainik, U., **Nave, G.**, Koellinger, P., Gan-Or, Z., & Dagher, A. (2022). Neuroanatomical correlates of genetic risk for obesity in children. *Translational Psychiatry*, 13(1), 1-9.

Barnea, U., Meyer, R. J., & **Nave, G.** The effects of content ephemerality on information processing. *Journal of Marketing Research*, 00222437221131047.

Daviet, R., Aydogan, G., Jagannathan, K., Spilka, N., Koellinger, P. D., Kranzler, H. R., **Nave, G.***, & Wetherill, R. R.* (2022). Associations between alcohol consumption and gray and white matter volumes in the UK Biobank. *Nature Communications*, 13(1), 1-11.

* Senior corresponding authors

2nd most read Health Sciences article. *Nature Communications* (2022)

Daviet, R., **Nave, G.**, & Wind, J. (2022). Genetic data: Potential uses and misuses in marketing. *Journal of Marketing*, 86(1), 7-26.

Shelby D. Hunt/Harold H. Maynard Award Finalist (winner not announced yet)

Kweon, H., Aydogan, G., Dagher, A., Bzdok, D., Ruff, C. C., **Nave, G.**, Farah, M. J., & Koellinger, P. D. (2022). Human brain anatomy reflects separable genetic and environmental components of socioeconomic status. *Science Advances*, 8(20), eabm2923.

Berger, J., Packard, G., Boghrati, R., Hsu, M., Humphreys, A., Luangrath, A., Moore, S., **Nave, G.**, Olivola, C., & Rocklage, M. (2022). Marketing insights from text analysis. *Marketing Letters*, 1-13.

Poeppel, T. B., Dimas, E., Sakreida, K., Kernbach, J. M., Markello, R. D., Schöffski, O., Dagher, A., Koellinger, P., **Nave, G.**, Farah, M. J., Mišić, B., & Bzdok, D. (2022). Pattern learning reveals brain asymmetry to be linked to socioeconomic status. *Cerebral Cortex Communications*.

Pool, E. R., Gera, R., Fransen, A., Perez, O. D., Cremer, A., Aleksic, M., Tanwisuth, S., Quail, S., Ceceli, A. O., Manfredi, D. A., **Nave, G.**, Tricomi, E., Balleine, B., Schonberg, T., Schwabe, L., & O'Doherty, J. P. (2022). Determining the effects of training duration on the behavioral expression of habitual control in humans: A multilaboratory investigation. *Learning and Memory*, 29(1), 16-28.

Klein, R. A., Cook, C. L., Ebersole, C. R., Vitiello, C., Nosek, B. A., Hilgard, J., Ahn, P. H., Brady, A. J., Chartier, C. R., Christopherson, C. D., Clay, S., Collisson, B., Crawford, J. T., Cromar, R., Gardiner, G., Gosnell, C. L., Grahe, J., Hall, C., Howard, I., Joy-Gaba J. A., Kolb M., Legg A. M., Levitan C.A, Mancini A. D., Manfredi D., Miller J., **Nave G.**, Redford L., Schlitz I., Schmidt K., Skorinko J. L. M. , Storage D., Swanson T., Van Swol L. M., Vaughn L. A., Vidamuerte D., Wiggins B, Ratliff, K. A. (2022). Many Labs 4: Failure to replicate mortality salience effect with and without original author involvement. *Collabra: Psychology*, 8(1), 35271.

Aydogan, G., Daviet, R., Linnér, R. K., Hare, T. A., Kable, J. W., Kranzler, H. R., Wetherill, R. R., Ruff, C. C., Koellinger, P. D., & **Nave, G.*** (2021). Genetic underpinnings of risky behaviour relate to altered neuroanatomy. *Nature Human Behaviour*, 5(6), 787-794.

* Senior corresponding author

Nave, G., Koppin, C. M., Manfredi, D., Richards, G., Watson, S. J., Geffner, M. E., Yong, J. E., Kim, R., Ross, H. M., Serrano-Gonzalez, M., & Kim, M. S. (2021). No evidence for a difference

in 2D:4D ratio between youth with elevated prenatal androgen exposure due to congenital adrenal hyperplasia and controls. *Hormones and Behavior*, 128, 104908.

Payzan-LeNestour, E., Pradier, L., Doran, J., **Nave, G.**, & Balleine, B. (2021). Impact of ambient sound on risk perception in humans: Neuroeconomic investigations. *Scientific Reports*, 11(1), 1-13.

Spreng, R. N., Dimas, E., Mwilambwe-Tshilobo, L., Dagher, A., Koellinger, P., **Nave, G.**, Ong, A., Kernbach, J. M., Wiecki, T. V., Ge, T., Li, Y., Holmes, A. J., Yeo, B. T. T., Turner, G. R., Dunbar, R. I. M., & Bzdok, D. (2020). The default network of the human brain is associated with perceived social isolation. *Nature Communications*, 11(1), 1-11.

[4th most read Life and Biological Sciences papers in Nature Communications \(2020\)](#)

Van Leeuwen, B., Smeets, P., Bovet, J., **Nave, G.**, Stieglitz, J., & Whitehouse, A. (2020). Do sex hormones at birth predict later-life economic preferences? Evidence from a pregnancy birth cohort study. *Proceedings of the Royal Society B*, 287(1941), 20201756.

Wertenbroch, K., Schrift, R. Y., Alba, J. W., Barasch, A., Bhattacharjee, A., Giesler, M., Knobe, J., Lehmann, D. R., Matz, S., **Nave, G.**, Parker, J. R., Puntoni, S., Zheng, Y., & Zwebnier, Y. (2020). Autonomy in consumer choice. *Marketing Letters*, 31(4), 429-439.

Richards, G., Browne, W. V., Aydin, E., Constantinescu, M., **Nave, G.**, Kim, M. S., & Watson, S. J. (2020). Digit ratio (2D:4D) and congenital adrenal hyperplasia (CAH): Systematic literature review and meta-analysis. *Hormones and Behavior*, 126, 104867.

Ebersole, C. R., Mathur, M. B., Baranski, E., Bart-Plange, D. J., Buttrick, N. R., Chartier, C. R., Corker, K. S., Corley, M., Hartshorne, J. K., Ijzerman, H., Lazarevic, L. B., Rabagliati, H., Ropovik, I., Aczel, B., Aeschbach, L. F., Andrighetto, L., Arnal, J. D., Arrow, H., Babincak, P., ... Nosek, B. A. (2020). Many Labs 5: Testing pre-data-collection peer review as an intervention to increase replicability. *Advances in Methods and Practices in Psychological Science*, 3(3), 309-331.

Skorb, L., Aczel, B., Bakos, B. E., Feinberg, L., Halasa, E., Kauff, M., Kovacs, M., Krasuska, K., Kuchno, K., Manfredi, D., Montealegre, A., Pekala, E., Pienkosz, D., Ravid, J., Rentzsch, K., Szaszi, B., Schulz-Hardt, S., Sioma, B., Szecsi, P., Szuts A., Szöke O., Christ O., Fedor A., Jiménez-Leal W., Muda R., **Nave G.**, Salamon J., Schultze T., Hartshorne, J. K. (2020). Many Labs 5: Replication of van Dijk, van Kleef, Steinel, and van Beest (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 418-428.

Mathur, M. B., Bart-Plange, D. J., Aczel, B., Bernstein, M. H., Ciunci, A. M., Ebersole, C. R., Falcao, F., Ashbaugh, K., Hilliard, R. A., Jern, A., Kellier, D. J., Kessinger, G., Kolb, V. S., Kovacs, M., Lage, C. A., Langford, E. V., Lins, S., Manfredi, D., Meyet, V., Moore D. A., **Nave G.**, Nunnally C., Palinkas A., Parks K. P., Pessers S., Ramos T., Rudy K. H., Salamon J., Shubella R. S., Silva R., Steegen S., Stein, L. A. R., Szaszi B., Szecsi P., Tuerlinckx F., Vanpaemel W., Vlachou M., Wiggins B. J., Zealley D., Zrubka M., Frank, M. C. (2020). Many Labs 5: Registered multisite replication of the tempting-fate effects in Risen and Gilovich (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 394-404.

Nave, G., Daviet, R., Nadler, A., Zava, D., & Camerer, C. (2020). Reflecting on the evidence: A reply to Knight, McShane, et al. (2020). *Psychological Science*, 31(7), 898-900.

Mathur, M. B., Reichling, D. B., Lunardini, F., Geminiani, A., Antonietti, A., Ruijten, P. A. M., Levitan, C. A., **Nave, G.**, Manfredi, D., Besette-Symons, B., Szuts, A., & Aczel, B. (2020). Uncanny but not confusing: Multisite study of perceptual category confusion in the Uncanny Valley. *Computers in Human Behavior*, 103, 21-30.

Nave, G., Jung, W. H., Linnér, R. K., Kable, J. W., & Koellinger, P. D. (2019). Are bigger brains smarter? Evidence from a large-scale preregistered study. *Psychological Science*, 30(1), 43-54.
[Open Science Framework \(OSF\) Pre-registration challenge award](#)

Altmejd, A., Dreber, A., Forsell, E., Huber, J., Imai, T., Johannesson, M., Kirchler, M., **Nave, G.**, & Camerer, C. (2019). Predicting the replicability of social science lab experiments. *PLoS ONE*, 14(12), e0225826.

Nadler, A., Camerer, C. F., Zava, D. T., Ortiz, T. L., Watson, N. V., Carre, J. M., & **Nave, G.*** (2019). Does testosterone impair men's cognitive empathy? Evidence from two large-scale randomized controlled trials. *Proceedings of the Royal Society B*, 286(1910), 20191062.

* Senior corresponding author

Camerer, C. F.*, **Nave, G.***, & Smith, A.* (2019). Dynamic unstructured bargaining with private information: Theory, experiment, and outcome prediction via machine learning. *Management Science*, 65(4), 1867-1890.

* Alphabetical order, equal contribution

Camerer, C. F.*, Dreber, A.*, Holzmeister, F.*, Ho, T. H.*, Huber, J.*, Johannesson, M.*, Kirchler, M.*, **Nave, G.***, Nosek, B. A.*, Pfeiffer, T.*, Altmejd, A., Buttrick, N., Chan, T., Chen, Y., Forsell, E., Gampa, A., Heikensten, E., Hummer, L., Imai, T., Isaksson S., Manfredi, D., Rose J., Wagenmakers E., Wu, H. (2018). Evaluating the replicability of social science experiments in Nature and Science between 2010 and 2015. *Nature Human Behaviour*, 2(9), 637-644.

* Alphabetical order, equal contribution

[Top 100 papers that most caught the public imagination in 2018 \(#83, *Altmetrics*\)](#)

Nave, G.*, Nadler, A.*, Dubois, D., Zava, D., Camerer, C., & Plassmann, H. (2018). Single-dose testosterone administration increases men's preference for status goods. *Nature Communications*, 9(1), 1-8.

* Equal contribution

[12th most read Life and Biological Sciences papers. *Nature Communications* \(2018\)](#)

Nave, G., Minxha, J., Greenberg, D. M., Kosinski, M., Stillwell, D., & Rentfrow, J. (2018). Musical preferences predict personality: Evidence from active listening and Facebook likes. *Psychological Science*, 29(7), 1145-1158.

Henderson, A., Thoelen, G., Nadler, A., Barraza, J., & **Nave, G.*** (2018). Testing the influence of testosterone administration on men's honesty in a large laboratory experiment. *Scientific Reports*, 8(1), 1-10.

* Senior corresponding author

Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Eckles et al.: Facebook's optimization algorithms are highly unlikely to explain the effects of psychological targeting. *Proceedings of the National Academy of Sciences*, 115(23), E5256-E5257.

Margittai, Z.*, **Nave, G.***, Van Wingerden, M., Schnitzler, A., Schwabe, L., & Kalenscher, T. (2018). Combined effects of glucocorticoid and noradrenergic activity on loss aversion. *Neuropsychopharmacology*, 43(2), 334-341.

* *Equal contribution*

Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Sharp et al.: Psychological targeting produces robust effects. *Proceedings of the National Academy of Sciences*, 115(34), E7891.

Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2017). Psychological targeting as an effective approach to digital mass persuasion. *Proceedings of the National Academy of Sciences*, 114(48), 12714-12719.

Nave, G.*, Nadler, A.*, Zava, D., & Camerer, C. (2017). Single-dose testosterone administration impairs cognitive reflection in men. *Psychological Science*, 28(10), 1398-1407.

* *Equal contribution*

Frydman, C.*, & **Nave, G.*** (2017). Extrapolative beliefs in perceptual and economic decisions: Evidence of a common mechanism. *Management Science*, 63(7), 2340-2352.

* *Alphabetical order, equal contribution*

[Einhorn New Investigator Award Runner-up \(Society for Judgment and Decision Making\)](#)

Camerer, C. F., Dreber, A., Forsell, E., Ho, T. H., Huber, J., Johannesson, M., Kirchler, M., Almenberg, J., Altmejd, A., Chan, T., Heikensten, E., Holzmeister, F., Imai, T., Isaksson, S., **Nave, G.**, Pfeiffer, T., Razen, M., & Wu, H. (2016). Evaluating replicability of laboratory experiments in economics. *Science*, 351(6280), 1433-1436.

Brunnlieb, C.*, **Nave, G.***, Camerer, C. F., Schosser, S., Vogt, B., Munte, T. F., & Heldmann, M. (2016). Vasopressin increases human risky cooperative behavior. *Proceedings of the National Academy of Sciences*, 113(8), 2051-2056.

* *Equal contribution*

Lichters, M., Brunnlieb, C., **Nave, G.**, Sarstedt, M., & Vogt, B. (2016). The influence of serotonin deficiency on choice deferral and the compromise effect. *Journal of Marketing Research*, 53(2), 183-198.

Lane, A., Luminet, O., **Nave, G.**, & Mikolajczak, M. (2016). Is there a publication bias in behavioural intranasal oxytocin research on humans? Opening the file drawer of one laboratory. *Journal of Neuroendocrinology*, 28(4), 1-15.

Margittai, Z.*, **Nave, G.***, Strombach, T., Van Wingerden, M., Schwabe, L., & Kalenscher, T. (2016). Exogenous cortisol causes a shift from deliberative to intuitive thinking. *Psychoneuroendocrinology*, 64, 131-135.

* *Equal contribution*

Nave, G., Camerer, C., & McCullough, M. (2015). Does oxytocin increase trust in humans? A critical review of research. *Perspectives on Psychological Science*, 10(6), 772-789.

Lanchava, L., Carlson, K., Sebankova, B., Flegr, J., & **Nave, G.*** (2015). No evidence of association between Toxoplasma gondii infection and financial risk taking in females. *PLoS ONE*, 10(9), e0136716.

* Senior corresponding author

Nave, G., Eldar, Y. C., Inbar, G., Sinai, A., Pratt, H., & Zaaroor, M. (2013). Real-time change detection of steady-state evoked potentials. *Biological Cybernetics*, 107(1), 49-59.

Lindenbaum, O., Maskit, S., Kutiel, O., & **Nave, G.*** (2010). Musical features extraction for audio-based search. *2010 IEEE 26th Convention of Electrical and Electronics Engineers in Israel*, 87-91.

* Senior corresponding author

Under Review / Working papers

Shaw, S. D., & **Nave, G.** (2026). Thinking-Fast, Slow, and Artificial: How AI is Reshaping Human Reasoning and the Rise of Cognitive Surrender. *Available at SSRN 6097646*.

Ouyang, M., Liu, X., Nave, G., & Singh, V. (2025). Mendelian Randomization in Marketing: Leveraging Genetic Data for Causal Inference. *Available at SSRN 5499302*. Revise and resubmit (first round), *Journal of Marketing Research*.

Shaw, S., Daviet, R., & **Nave, G.** (2024). Biological Age and its Value to Marketing Theory and Practice. Conditionallly accepted, *Journal of Marketing*

Aka, A., Bhatia, S., **Nave, G.**, & Oliviola, C. (2024). Hybrid Intelligence in Marketing: A Methodological Framework for Predicting Brand Personality and Consumer Profiles

Meinke, L., Girotra, K., **Nave, G.**, Terwiesch, C., & Ulrich, K. T. (2024). Using large language models for idea generation in innovation. *The Wharton School Research Paper*, 2024.

Yang X., Li B., Fan Z., Ding D., Shu J., Ritchie M.D., **Nave G.**, Platt M.L., Li T., Zhu H., & Zhao B. (2023). Developing and sharing polygenic risk scores for 4,206 brain imaging-derived phenotypes for 400,000 UK Biobank subjects not participating in the imaging study. *medRxiv*. 2023:2023-04.

Nitsch, F. J., Margittai, S., **Nave, G.**, Dubois, D., Kalenscher, T., & Plassmann, H., Does social-self threat increase the preference for status goods?

Manfredi, D., & **Nave, G.** (2019). Beyond the bat and the ball: Overcoming familiarity effects in the cognitive reflection test by rewording its questions. SSRN.

Menon, A., **Nave, G.**, & Bhatia, S. (2019). Emotional expressions predict risky decisions by S&P 500 executives. SSRN.

Book Chapters

Camerer, C. F., Chen, H. N., Lin, P. H., **Nave, G.**, Smith, A., & Wang, J. T. Y. (2022). Using machine learning to understand bargaining experiments. In E. Karagozoglu & K. B. Hyndman (Eds.), *Bargaining* (pp. 407-431). Palgrave Macmillan.

Honors and Award

- 2024 Association for Consumer Research (ACR) Early Career Award
- 2023 Marketing Science Institute (MSI) Young Scholar
- 2022 Shelby D. Hunt/Harold H. Maynard Award. Given annually to the most significant theoretical contribution published at the *Journal of Marketing*'s. Finalist.
- 2022 Wharton Teaching Excellence Award
- 2021 Poets & Quants Selection, “World’s Best 40 B-School Professors under the Age of 40”
- 2020 Wharton Teaching Excellence Award
- 2020 NSF Early Career Development Program Award
- 2020 Association for Psychological Science (APS) Rising Star Award
- 2020 Top 50 most read Life and Biological Sciences papers. Nature Communications. For Spreng et al.
- 2019 Pre-registration Challenge, Center for Open Science. For Nave et al. (with Philipp Koellinger)
- 2018 Top 100 papers that most caught the public imagination (*Altmetrics*). For Camerer et al. (2018)
- 2018 Top 50 most read Life and Biological Sciences papers. Nature Communications. For Nave et al.
- 2016 Society for Judgment and Decision Making, Einhorn New Investigator Award runner-up (with Cary Frydman)
- 2010 Technion Signal and Image Processing Lab (SIPL) Distinguished Project Wilk Family Award (for a project supervising Ariel Tanjy & Yair Racher)
- 2010 Technion Excellence in Teaching Award

Research Presentations

Conference Presentations

- 2025 Institute for Open Science Practices (IOSP)
- 2023 Society for Consumer Psychology
- 2022 WINE – The 18th Conference on Web and Internet Economics
Solomon Lew Conference on Behavioral Economics (Tel Aviv University)
- 2021 Association for Consumer Research
Prediction, Registration, and Replication of Scientific Findings workshop (LMU Munich)
- 2020 International Conference on Neuroeconomics and Neuromanagement, Zhejiang University
Hangzhou (Keynote)
Interdisciplinary Symposium on Decision Neuroscience (ISDN)
Society for Consumer Psychology
- 2019 Polygenic scores and Brain imaging symposium (McGill Neuroscience Institute)
Society for Neuroeconomics
The Choice Symposium
Wharton Behavioral Insights from Text Conference
- 2018 The Developmental Origins of Economic Preferences, IAST Toulouse
Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
American Marketing Association (AMA) Winter conference
- 2017 Subjective Probability, Utility and Decision Making (SPUDM)
Association for Consumer Research, Latin America
Four School Marketing Conference
- 2016 Marketing in Israel
Wharton Neuroscience Initiative Conference
Association for Consumer Research
Russell Sage Early Career Behavioral Economics Conference

- Behavioral Decision Research in Management (BDRM)
- Interdisciplinary Symposium on Decision Neuroscience (ISDN)
- Mahoney Institute for Neuroscience, University of Pennsylvania, annual retreat
- Society for Personality and Social Psychology (SPSP)
- 2015 Society for Judgment and Decision-making (SJDM),
- Russell Sage Early Career Behavioral Economics Conference
- Society for Consumer Psychology International Conference
- International Meeting on Experimental and Behavioral Social Sciences
- Society for Personality and Social Psychology (SPSP)
- 2014 Society for the Advancement of Behavioral Economics (SABE)
- SABE pre-conference, Neuroeconomics keynote
- Bay Area Behavioral and Experimental Economics Workshop
- Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
- 2013 Society for Social and Affective Neuroscience
- Nordic Conference on Behavioral and Experimental Economics
- Economics Science Association (ESA) N. American regional meeting
- 2011 IEEE 26th Conference of Electrical and Electronics Engineers in Israel

Invited Seminars

- 2026 University of Florida
- Tel Aviv University
- 2025 Technion – Israel Institute of Technology
- EGADE Mexico City
- INCAE San Jose
- 2024 Temple University
- Bocconi University
- University of Wisconsin Madison School of Business
- 2023 University of Virginia, Darden School of Business
- University of Michigan Ann Arbor, Ross School of Business
- 2022 Stanford Graduate School of Business
- Technical University Munich
- University of Zurich
- Ludwig Maximilian University (LMU) Munich
- 2021 Maastricht University
- 2020 Chicago Booth
- Yale School of Management
- Caltech
- 2019 Zhejiang University Hangzhou
- Nanjing University
- Shenzhen University
- INSEAD
- Ben Gurion University
- 2018 Carnegie Mellon University
- Max Planck Institute of Human Development, Berlin
- 2017 Stanford Graduate School of Business
- UC Louvain
- Tilburg University
- Vrije University Amsterdam

- Karolinska Institutet
- Stockholm School of Economics
- University of New South Wales
- CIDE Mexico
- 2016 Technion – Israel Institute of Technology
- Tel Aviv University
- Nipissing University
- University of Toronto
- The Wharton School, University of Pennsylvania
- 2015 Judge Business School Cambridge University
- London Business School
- Bocconi University Milan
- Rotterdam School of Management Erasmus University
- IESE Barcelona
- The Wharton School University of Pennsylvania
- National University of Singapore
- Columbia Business School
- Rady School of Management UCSD
- Düsseldorf University
- Maastricht University
- Zürich University
- Alicante University
- Bocconi University Milan
- University College London
- Warwick Business School
- Nuffield College, Oxford University
- University of Amsterdam
- Tel Aviv University
- 2014 University of Miami
- Claremont Graduate University
- Rady School of Management (UCSD)
- University of Texas Austin
- 2013 Charles University Prague
- University of Amsterdam
- Maastricht University
- University Pompeu Fabra
- NHH Bergen
- Karolinska Institutet
- INSEAD
- Technion – Israel Institute of Technology
- Tel Aviv University
- IDC Herzliya

Courses Taught

University of Pennsylvania, Wharton School Undergraduate and MBA Programs

Methods for Behavioural Research (PhD Class): MKTG 9430 (2023-2025)

Idea Generation and the Systematic Approach to Creativity: MKTG 2340 / 7340 (2022-2025)

Consumer Neuroscience: MKTG 2380 / 7380 (2020-2025)

Data and Analysis for Marketing Decisions: MKTG 212/712 (2017-2019, 2022)

Wharton Global Immersion program (GIP): Israel, Jordan & United Arab Emirates (2017)

University of Pennsylvania, Wharton School Executive MBA

Data and Analysis for Marketing Decisions MKTG712 (2019)

University of Pennsylvania, Wharton School Executive Education

Digital Marketing Strategies for the Digital Economy, Open enrolment program (2016-2018)

Leveraging Neuroscience for Business Impact, Open enrolment program (2018-2019)

Mentorship and Doctoral Student Training

PhD and Postdoc Advising

Uri Barnea (Wharton Marketing), 2020. First placement: Bocconi University

Remi Daviet (Postdoc). First placement: University of Wisconsin Madison

Steve Shaw (Postdoc, current)

PhD Committee Membership

Keana Richards (Psychology), 2022

Undergraduate Mentoring

Illeri Akinola (Applied Neuroscience and Business Analytics Summer Research Program, 2021)

Liz Beaver and Christina Meyer (Caltech Undergraduates, 2015)

Yair Reicher and Ariel Tanji (Technion Undergraduates, 2010)

Ofir Lindenbaum and Shay Maskit (Technion Undergraduates, 2009)

Professional Service

Editorial Board

Frontiers in Social Psychology (Associate Editor, Computational Social Psychology area, 2023)

Emotion (Contributing Editor, 2017)

Ad-hoc Reviewer

Adaptive Human Behavior and Physiology, Agribusiness, American Psychologist, Behavioral and Brain Sciences, Behavioral Science & Policy, Biological Psychiatry, Current Psychology, eLife, Emotion, eNeuro, Frontiers in Behavioral Science, Frontiers in Neuroscience, Hormones and Behavior, Journal of Behavioral Decision Making, Journal of Economic Psychology, Journal of Empirical Legal Studies, Journal of Experimental Psychology: General, Journal of Business Research, Journal of Consumer Psychology, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Neuroscience, Journal of Personality and Social Psychology, Journal of Research in Personality, Management Science, Nature Communications, Nature Human Behaviour, NeuroImage, Neuropsychologia, PeerJ, PLOS One, Proceedings of the National Academy of Science, Proceedings of the Royal Society B, Psychological Science, Psychological Medicine, Psychology and Personality Sciences, Psychoneuroendocrinology, Science Advances, Scientific Reports, Social Cognitive and Affective Neuroscience, Social Neuroscience

Grant Reviewer

National Science Foundation (NSF), Israel Science Foundation (ISF), The Netherlands Organization for Scientific Research (NWO)

Conference Organization

Consumer Neuroscience Symposium 2018

The Wharton School Marketing Department Service

Marketing Department Colloquia (2017, 2022)

Chair Selection Committee (2018, 2020)

Doctoral Committee (2019, 2023)

IT, Website and Communication Committee (2021).