

Ernan E. Haruvy

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Positions Held

- August 2014 – Present. **University of Texas at Dallas, School of Management, Full Professor**, Richardson, Texas
- June 2013- August 2015. **University of Texas at Dallas, School of Management, Area Head, Marketing**, Richardson, Texas
- August 2008 – August 2014. **University of Texas at Dallas, School of Management, Assoc. Professor**, Richardson, Texas
- October-November 2009, April-June 2010. **Tilburg University, Economics, Visiting Scholar**, Tilburg, Netherlands
- Aug 2001 – Aug 2008. **University of Texas at Dallas, School of Management, Assist. Prof.**, Richardson, Texas
- Sept 2000 – August 2001. **Harvard Business School, Research Fellow**, Boston
- July 2000- August 2000 **University of Texas at Austin, Dept of Economics, Lecturer**, Austin, Texas
- Sept 1999- July 2000. **Technion -- Israel Institute of Technology, Faculty of Industrial Engineering and Management, Lecturer**, Haifa, Israel
- June 1999 – July 1999. **University of Texas at Austin, Dept of Economics, Lecturer**, Austin, Texas
- August 1998 – May 1999 **University of Texas at Austin, Dept of Economics, Instructor**, Austin, Texas

Education

- Ph.D., Economics, University of Texas at Austin, May 1999.
- Dissertation Title: *Initial Conditions and Adaptive Dynamics—An Approach to Equilibrium Selection*.
- M.Sc., Economics, University of Texas at Austin, August 1996.
- B.B.A., Business Administration, University of Texas at Austin, August 1993

Published and Forthcoming Articles in Refereed Academic Journals

1. Haruvy, E. (2019) On the importance of relative payoffs in two-sided matching, *Journal of Institutional and Theoretical Economics*, 175(1), 58-85.
2. Ariely, D., Gneezy, U., & Haruvy, E. (2018). Social norms and the price of zero. *Journal of Consumer Psychology*, 28(2), 180-191.
3. Haruvy, E., Katok, E., Ma, Z., & Sethi, S. (2018). Relationship-specific investment and hold-up problems in supply chains: theory and experiments. *Business Research*, 1-30.
4. Ernan Haruvy and Peter T.L. Popkowski Leszczyc (2018) A Study of

- Bidding Behavior in Voluntary-Pay Philanthropic Auctions. *Journal of Marketing*: May 2018, Vol. 82, No. 3, pp. 124-141.
5. Spann, M., Zeithammer, R., Bertini, M., Haruvy, E., Jap, S. D., Koenigsberg, O., ... & Thomas, M. (2018). Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. *Customer Needs and Solutions*, 5(1-2), 121-136.
 6. Haruvy, E. E., Ioannou, C. A., & Golshirazi, F. (2018). The Religious Observance of Ramadan and Prosocial Behavior. *Economic Inquiry*, 56(1), 226-237.
 7. Haruvy, E., Li, S. X., McCabe, K., & Twieg, P. (2017). Communication and visibility in public goods provision. *Games and Economic Behavior*, 105, 276-296.
 8. Ert, E. and Haruvy, E. (2017), Revisiting risk aversion: Can risk preferences change with experience? *Economics Letters* 151, C, 91-95
 9. Fiedler, M. and E. Haruvy (2017). Third Party Intervention in the Trust Game. *Journal of Behavioral and Experimental Economics* 67 65–74
 10. Luria, A., I. Erev and E. Haruvy (2017), The reinforcing value of lottery tickets, and the synergetic effect of distinct reinforcements, *Journal of Behavioral Decision Making*, 30: 533–540.
 11. Haruvy, E. (2016), "Experimental Economics in Marketing", *Foundations and Trends® in Marketing* 9(4), 267-33
 12. Haruvy, E, P.T.L. Popkowski Leszczyc (2016), Measuring the Impact of Price Guarantees on Bidding in Consumer Online Auctions, *Journal of Retailing*, 92(1), 96-108.
 13. Haruvy, E, P.T.L. Popkowski Leszczyc (2015), The Loser's Bliss in Auctions with Price Externality, *Games* 6(3), 191-213
 14. Brandts, J. E. Fatas, E. Haruvy, F. Lagos (2015). The Impact of Relative Position, Prices of Sacrifice and Reciprocity: An Experimental Study using Individual Decisions, *Social Choice and Welfare*. 45(3), pp 489-511
 15. Haruvy, E, P.T.L. Popkowski Leszczyc and Y. Ma (2014) Does higher transparency lead to more search in Online Auctions? *Production and Operations Management* 23(2), 197-209
 16. Haruvy, E., C. N. Noussair, and O. Powell (2014), The impact of asset repurchases and issues in an experimental market, *Review of Finance* 18(2), 681-713.
 17. Füllbrunn, S. and E. Haruvy (2014), The Takeover Game, *Journal of Behavioral and Experimental Finance*, 1, 85–98
 18. Fatas, E., E. Haruvy and A. J. Morales (2014). A psychological re-examination of the Bertrand paradox, *Southern Economic Journal*. 80(4), 948-967.
 19. Füllbrunn, S. and E. Haruvy (2013) The Dividend Puzzle: A Laboratory Investigation, *Research in Experimental Economics*, 16, 87-110
 20. Wang, Y., C. Zamudio, and E. Haruvy (2013), Human Brands and Mutual Choices: An Investigation of the Marketing Assistant Professor Job Market, *J. of the Academy of Marketing Science* 41, 722-736.
 21. Haruvy, E. and S. Jap (2013) Bidding on quality in buyer-determined online reverse auctions, *J. of Marketing Research* 50 (2), 241-258.
 22. Wang, Y. and E. Haruvy (2013) Tiers in One-sided Matching Markets: Theory and Experimental Investigation, *Management Science* 59(6), 1458–1477
 23. Haruvy, E., D. Miao, and K. E. Steckel (2013), Various Strategies to Handle

- Cannibalization in a Competitive Duopolistic Market, *International Transactions in Operational Research* 20(2), 155-188.
24. Haruvy, E. and E. Katok (2013), Increasing Revenue by Decreasing Information in Procurement Auctions, *Production and Operations Management* 22(1), 19–35.
 25. Haruvy, E., T. Li, S. Sethi (2012), Two-Stage Pricing for Custom-Made Products, *European Journal of Operational Research* 219(2), 405–414
 26. Schoenberg, Eric, and Ernan Haruvy (2012). "Relative Performance Information in Asset Markets: An Experimental Approach." *Journal of Economic Psychology* 33, 1143-1155.
 27. Haruvy, E. and D. Stahl (2012), Between-Game Rule Learning in Dissimilar Symmetric Normal-Form Games, *Games and Economic Behavior* 74, 208-221.
 28. Haruvy, E. (2011), Challenges and Opportunities in Economics Experiments in Virtual Worlds, *Southern Economic Journal* 78(1), 1-5.
 29. Harrison, G., Haruvy, E., and E. Rutstrom (2011), Remarks on Virtual World and Virtual Reality Experiments, *Southern Economic Journal* 78(1), 87-94.
 30. M. Fiedler, E. Haruvy and S. Li (2011), Social distance in a virtual world experiment, *Games and Economic Behavior* 72(2), 400-426
 31. Chakravarty, S., G. Harrison, E. Haruvy, and E. Rutstrom (2011), Are You Risk Averse over Other People's Money? *Southern Economic Journal* 77(4), 901-913.
 32. Li, S., K. Dogan, E. Haruvy (2011), Group Identity in Markets, *International Journal of Industrial Organization* 29(1), 104-115
 33. Ben Zion, U., I. Erev, E. Haruvy and T. Shavit (2010), Adaptive Behavior Leads to Under-diversification, *J. of Economic Psychology* 31, 985-995.
 34. Haruvy, E. and P. T. L. Popkowski Leszczyc (2010), Search and Choice in Online Consumer Auctions, *Marketing Science* 29(6) 1152-1164
 35. Erev, I. and E. Haruvy (2010), "Two-stage Prize Promotions and the Value of Unresolved Uncertainty." *Marketing Letters* 21, 149–162
 36. Haruvy, E. and Peter T.L. Popkowski Leszczyc (2009), "Bidder Motives in Cause Related Auctions," *International Journal of Research in Marketing*, 26(4), 324–331.
 37. Haruvy, E. and P. T. L. Popkowski Leszczyc, (2009), Internet Auctions, *Foundations and Trends in Marketing* 4(1), 1-75.
 38. Dogan, K., E. Haruvy, and R. Rao (2010), "Who should practice price discrimination using rebates in an asymmetric duopoly?" *Quantitative Marketing and Economics* 8(1), 61-90.
 39. Fiedler, M. and E. Haruvy (2009), The Lab versus the Virtual Lab and Virtual Field – An Experimental Investigation of Trust Games with Communication, *J. of Economic Behavior & Organization* 72(2), 716-724
 40. Haruvy, E. and Peter Popkowski Leszczyc (2009), "The impact of online auction duration," *Decision Analysis* 7(1), 99-106.
 41. Erev, Ido, Eyal Ert, Alvin E. Roth, Ernan Haruvy, Stefan Herzog, Robin Hau, Ralph Hertwig, Terrence Stewart, Robert West, and Christian Lebiere (2009), "A choice prediction competition, for choices from experience and from description," *J. of Behavioral Decision Making* 23(1), 15 - 47
 42. Stahl, D. and E. Haruvy (2009), "Testing Theories of Behavior for Extensive-Form Two-Player Two-Stage Games," *Experimental Economics* 12(2), 242-251.
 43. Jap, S. and E. Haruvy (2008), "Inter-organizational Relationships and Bidding

- Behavior in Industrial Online Reverse Auctions.” *Journal of Marketing Research* 45(5), 550-61.
44. Haruvy, E., P. T. L. Popkowski Leszczyc, O. Carare, J. Cox, E. A. Greenleaf, W. Jank, S. Jap, Y.-H. Park, M. H. Rothkopf (2008), Competition between Auctions, *Marketing Letters* 19, 431-448.
 45. Haruvy, E., A. Prasad, S. Sethi, and R. Zhang (2008), Competition with Open Source as a Public Good, *J. of Industrial and Management Optimization* 4, 199-211.
 46. Stahl, D. O. and E. Haruvy (2008), “Level- n Bounded Rationality in Two-person Two-stage Games,” *Journal of Economic Behavior and Organization*, 65 (1), 41-61.
 47. Stahl, D. O. and E. Haruvy (2008), “Level- n Bounded Rationality and Dominated Strategies in Normal-Form Games,” *Journal of Economic Behavior and Organization*, 66(2), 226-232
 48. Stahl, D. and E. Haruvy (2008), Subgame Perfection in Ultimatum Bargaining Trees, *Games and Economic Behavior* 63, 292-307.
 49. Haruvy, E., S. Sethi and J. Zhou (2008), “Open Source Development with a Commercial Complementary Product or Service,” *Production and Operations Management*, 17(1), (January-February 2008), 29-43.
 50. Engelbrecht-Wiggans, R., E. Haruvy, and E. Katok (2007), “A Comparison of Buyer-Determined and Price-Based Multi-Attribute Mechanisms,” *Marketing Science* 26: 629-641.
 51. Carare, O., Haruvy, E., and A. Prasad (2007), “Hierarchical Thinking and Learning in Rank Order Contests,” *Experimental Economics* 10(3), 305-316.
 52. Shavit, T., U. Benzion and E. Haruvy (2007), “Risk Aversion and Underhedging,” *Journal of Economics and Business* 59 (3), 181-198.
 53. Murthi, B. P. S., E. Haruvy, and H. Zhang (2007) "The Effect of Variability in Price on Consumer Brand Choice," *Review of Marketing Science: Vol. 5, Article 4*.
 54. Haruvy, E., Y. Lahav and C. Noussair (2007), “Traders’ Expectations in Asset Markets: Experimental Evidence”, *American Economic Review*, 97(5), 1901-1920.
 55. Chakravarty, S., E. Haruvy and F. Wu (2007), The Link Between Incentives and Product Performance in Open Source Development: An Empirical Investigation, *Global Business and Economics Review* 9, 151-169.
 56. Ofek, E., M. Yildiz and E. Haruvy (2007), “The Impact of Prior Choices on Subsequent Valuations,” *Management Science* 53(8), 1217-1233.
 57. Charness, G., E. Haruvy, and D. Sonsino (2007), “Social Distance and Reciprocity: An Internet Experiment,” *Journal of Economic Behavior and Organization* 63(1), 88-103.
 58. Haruvy, E. and D. O. Stahl (2007), “Equilibrium Selection and Bounded Rationality in Symmetric Normal-Form Games,” *Journal of Economic Behavior & Organization* 62, 98-119
 59. Haruvy, E. and U. Unver (2007), “Equilibrium Selection and the Role of Information in Repeated Matching Markets,” *Economic Letters* 94, 284-289.
 60. Stahl, D. O. and E. Haruvy (2006), Other-regarding preferences: Egalitarian warm glow, empathy, and group size, *Journal of Economic Behavior & Organization* 61, 20-41
 61. Bass, F., E. Haruvy and A. Prasad (2006), Variable Pricing in Oligopoly

- Markets, *Journal of Business* 79, 2789-2810.
62. Haruvy, E., A. Roth, and U. Unver (2006), "The Dynamics and Unique Characteristics of the Law Clerk Matching: An Experimental Investigation," *J. of Economic Dynamics and Control* 30, 457-486.
 63. Haruvy, E. and C. Noussair (2006), The Effect of Short Selling on Bubbles and Crashes in Experimental Spot Asset Markets, *Journal of Finance* 61, 1119-1157.
 64. Haruvy, E. and A. Prasad (2005), "Freeware as a Competitive Deterrent," *Information Economics and Policy* 17 (4), 513-534.
 65. Erev, I. and E. Haruvy (2005), Generality, Repetition and the Role of Descriptive Learning Models, *Journal of Mathematical Psychology*, 49(5), 357-371
 66. Gneezy, Uri, E. Haruvy, and H. Yafe (2004), "The inefficiency of splitting the bill," *Economic Journal* 114, 265-280.
 67. Haruvy, E. and D. Stahl (2004), "Deductive versus Inductive Equilibrium Selection: Experimental Results," *Journal of Economic Behavior and Organization*, 53, 319-331.
 68. Bruce, N., E. Haruvy and R. Rao (2004) "Seller Rating, Price, and Default in Online Auctions." *J. of Interactive Marketing*, 18(4), 37-50.
 69. Haruvy, E., V. Mahajan, and A. Prasad, (2004), "Software Piracy: Market penetration in the Presence of Network Externalities," *Journal of Business* 77(2), 81-107.
 70. Benzion, U., E. Haruvy, and T. Shavit (2004) "Adaptive Portfolio Allocation with Options." *Journal of Behavioral Finance*, 5(1), 43-56.
 71. Haruvy, E., A. Prasad, and S. Sethi (2003), Harvesting Altruism in Open Source Software Development, *Journal of Optimization Theory and Applications*, 118 (2), 381-416.
 72. Gneezy, U., E. Haruvy, and A. Roth (2003), "Deadline in bargaining: Evidence from the reverse ultimatum game," *Games and Economic Behavior*, 45, 347-368.
 73. Yehiam, E., E. Haruvy, and I. Erev (2002), "Reinforcement Learning and the Prevention of Data Catastrophes" *J. of Managerial Psychology*, 17(7), 599-611.
 74. Perry, O., I. Erev and E. Haruvy (2002), "Frequent Probabilistic Punishment in Law Enforcement," *Economics of Governance*, 3(1), 71-86.
 75. Charness, G. and E. Haruvy (2002), "Altruism, Equity and Reciprocity in a Gift-Exchange Experiment: An Encompassing Approach," *Games and Economic Behavior* 40, 203-231.
 76. Haruvy, E. (2002), "Identification and Testing of Modes in Beliefs," *Journal of Mathematical Psychology*, 46(1), 88-109.
 77. Stahl, D. and E. Haruvy (2002), "Aspiration-based and Reciprocity-based Rules in Learning Dynamics for Symmetric Normal-Form Games," *Journal of Mathematical Psychology*, 46(5), 531-553.
 78. Haruvy, E. and A. Prasad (2001), "Optimal freeware quality in the presence of network externalities: An Evolutionary Game Theoretical Approach," *Journal of Evolutionary Economics* 11 (2), 231-48.
 79. Haruvy, E., D. Stahl, and P. Wilson (2001), "Modeling and Testing for Heterogeneity in Observed Strategic Behavior," *Review of Economics & Statistics* 83, 146-57.
 80. Haruvy E., I. Erev, and D. Sonsino (2001), "The Medium Prizes Paradox: Evidence from a Simulated Casino," *J. of Risk and Uncertainty* 22, 251-261.

81. Charness, G. and E. Haruvy (2000), "Self-serving Biases in a Simulated Labor Relationship," *Journal of Managerial Psychology* 15, 655-667.
82. Haruvy, E., D. Stahl, and P. Wilson (1999), "Evidence for Optimistic and Pessimistic Behavior in Normal-Form Games," *Economics Letters* 63, 255-259.
83. Haruvy, E. and A. Prasad (1998), "Optimal Product Strategies in the Presence of Network Externalities," *Information Economics and Policy* 10, 489-499.

Articles appearing as chapters in edited volumes

1. Erev, I. and E. Haruvy (2016). Learning and the economics of small decisions. In Kagel, J.H. and Roth, A.E. (Eds.), *The Handbook of Experimental Economics*. Princeton University Press.
2. Haruvy, E.; Popkowski Leszczyc, P. (2016). The Loser's Bliss in Auctions with Price Externality. In Ananish Chaudhuri (Ed.) *Recent Advances in Experimental Studies of Social Dilemma Games*, MDPI, Basel, 165-190.
3. Haruvy, E. and S. Jap (2012), *Designing B2B Markets*, Handbook of Business-to-business Marketing, Gary Lilien and Rajdeep Grewal (Eds.), Edward Elgar Publishing, Northampton, 639-658.
4. Gneezy, U. and E. Haruvy (2010) The Inefficiency of Splitting the Bill: A Lesson in Institution Design, In Zvika Neeman, Muriel Niederle and Nir Vulkan (Eds.) *The Handbook of Market Design*, Oxford University Press.
5. Haruvy, E., A. Prasad, S. Sethi, and R. Zhang (2005). Optimal Firm Contributions to Open Source Software: Effects of Competition, Compatibility and User Contributions. In *Optimal Control and Dynamic Games: Applications in Finance, Management Science, and Economics*, Editors: Christophe Deissenberg and Richard Hartl, Springer, New York, 197-214.
6. Haruvy, E. and I. Erev (2002). On the Application and Interpretation of Learning Models, *Experimental Business Research*, Editors: Rami Zwick and Amnon Rapoport, Kluwer Academic Publishers, Boston, 285-300

Finished papers
Available upon
request

1. Haruvy, E., Katok, E., V. Pavlov. Bargaining Process and Channel Efficiency, Best Working Paper Award at Behavioral Operations and Management Section, Informs, 3rd round *Management Science*
2. Haruvy, E. and P.T.L. Popkowski Leszczyc. The Influence of Social Media on Charitable Fundraising, 2nd round *Journal of Marketing*.
3. Lim, B., Y. Xie, and E. Haruvy. The impact of mobile-app adoption on grocery-purchase behavior, 2nd round (reject and resubmit) at *Journal of Marketing*
4. Alina Ferecatu, Ernan Haruvy, Timo Heinrich. An Analysis of Buyer and Seller Behavior in Buyer-Determined Procurement Auctions. 2nd round *International Journal of Industrial Organization*.
5. Voss, G., E. Haruvy, R. Briesch, and Z. Voss, Collocation Spillovers and Product Market Rivalry in Creative Markets, 2nd round, *Research Policy*.
6. Haruvy, E. Bargaining for Others, with Limits, submitted to *Economic Inquiry*
7. Ert, E., E. Haruvy, E. Ofek. The Parking Meter Paradox. TBS
8. Zhang, Z., E. Haruvy and P.T.L. Popkowski Leszczyc On the reference price effect of reserve and BIN prices, Reject and Resubmit at *Journal of Consumer Research*.
9. Haruvy, E. and Peter T.L. Popkowski Leszczyc. The Effect of Involvement on Fundraising: A Charity Field Experiment, Submitted to *J. of Marketing Research*
10. Baethge, C., M. Fiedler, and E. Haruvy. Experimental Evidence on Unique Positive Integer Games. Submitted *J. of the Economic Science Association*
11. Lim, B., E. Haruvy, and P. T.L. Popkowski Leszczyc. On the value of added surcharge. TBS
12. Haruvy, E. and S. Jap. The Impact of Organic Search on Paid Search and Performance, TBS

**Seminar
presentations**

- 2018: Hebrew University (Rehovot Faculty of Agr. Campus), Behavioral Econ. Dec 30.
- 2018: University of Arkansas, Economics, Oct 24; Marketing, October 25
- 2017: University of Oklahoma, Marketing, April 5
- 2017: University of Connecticut, Marketing, March 22
- 2016: Shanghai Jiao Tong, Marketing, Dec 14.
- 2015: Cornell University, Operations Management, Sept 16.
- 2015: IDC Israel, Marketing, May 11
- 2015: Purdue, Economics, March 30
- 2014: Shanghai University of Finance and Economics, July 9, School of International Business
- 2014: University of Southampton, UK, Jan 20, Economics Department, 2nd Southampton Winter Workshop in Economic Theory
- 2013: University of British Columbia, Canada, March 11, Economics Department.
- 2011: George Mason University, ICES, March 11.
- 2011: Texas A&M, Economic, Oct. 28.
- 2010: INSEAD Marketing Camp, June 11, Luxembourg School of Finance,

- June 3, University of Mannheim, Germany, Finance (Prof. Martin Weber group), May 4, University of Cologne, Germany, Economics (Prof. Axel Ockenfels group), April 26, Tilburg University, Marketing, April 21, Erasmus, Rotterdam, Marketing (ERIM), April 19, Tilburg University, Experimental Economics internal seminar, April 14.
- 2009: Maastricht University, Netherlands, Economics, October 22, Chicago, Marketing, May 4.
 - 2008: Wharton, Decision Processes Colloquia, February 25.
 - 2006: Pittsburgh University, Economics, February 24,
 - 2005: U. of Texas- Arlington, Economics, Oct 14, U. of Houston, Marketing, Sept 9, U. of Arizona, Management and Organizations, April 27, Florida State University, Economics, April 1, Carnegie Mellon University, Economics, Feb 10, University of Central Florida, Economics, Feb 3, Penn State, Smeal College of Business, Jan 28.
 - 2003: Texas A&M University, Economics, Nov. 14, Washington University at St. Louis, Marketing, March 21.
 - 1998-2001: Ben Gurion Univ., Israel, Economics Dept., Jan 17, 2001, Columbia University, Dept. of Management, 10/26/2000, Univ. of Texas-- Dallas, Marketing, 10/23/2000, Harvard, Economics, Oct. 5, 2000, Tel-Aviv University, Marketing, May 2, 2000, Technion, Haifa, Economics, April 2, 2000, Universitat Pompeu Fabra, Barcelona, Economics, Feb. 19, 1999, Penn State, Smeal College of Business, 2/8/1999, Technion, Haifa, Economics, June 8, 1998, Bogazici University, Istanbul, Economics, June 5, 1998, University of Texas at Austin, Economics, February 25, 1998.

Conference Presentations

2018: *Featured contributor*. The 36th Conference on Institutional and Theoretical Economics (JITE-Conference), organized by Christoph Engel and Urs Schweizer, June 6-9, On the importance of relative payoffs in two-sided one-to-one matching

2018: *Plenary address*: The Inaugural Wuhan Cherry Blossom Workshop in Experimental Economics, China, March 18, On the importance of relative payoffs and other regarding preferences in two-sided one-to-one matching.

- 2017: Informs Annual Meeting, Houston, October 23, The Reference Price Effect of Reserve and Bin Prices
- 2017: Marketing Science Conference. Los Angeles, June 9. On the Reference Price Effect of Reserve and Buy It Now Prices.
- 2016: *Keynote address*. 8th International Workshop on Behavioral Operations Management, Nanjing, China, December 17, 2016
- 2016: Economic Science Association Meetings, Jerusalem, July 7-11, The effect of involvement on fundraising: a charity field experiment.
- 2016: Choice Symposium, Lake Louise, AB, May 14-May 16, Beyond Posted Prices: Customer-Driven Pricing Mechanisms
- 2015: Informs, Philadelphia, PA, Nov 1. Award recipient. Best Working Paper Award at Behavioral Operations and Management Section,

- Informs “Bargaining Process and Channel Efficiency,” with E. Katok and V. Pavlov.
- 2015: Economic Science Association, Dallas, Texas, October 23, “The Effect of Third Party Intervention in the Investment Game”
 - 2014 Marketing in Israel Conference, Beer Sheva/Rehovot, Israel, Dec 30-31, “A Study of Bidding Behavior in All-pay Auctions,” invited presentation
 - 2012 Marketing Science Conference, Boston, June 7-9, “Differentiated Bidders and Bidding Behavior in Procurement Auctions,” and co-chaired special invited session “Biding Strategies and Design in Quality Auctions.”
 - 2011 Marketing Science Conference, Houston, June 9-11, “When and How Do Coordinating Contracts Improve Channel Efficiency?”
 - WIMI Conference: Cross-Platform and Multi-Channel Consumer Behavior, Dec 9-10, 2010, Wharton, “Seller Strategy in B2B Multi-channels: Auctions, Buy-Now Pricing and Price Discovery.”
 - Southern Economic Association Conference, Atlanta GA, Nov 20-22, 2010. Session Organizer and presented “Asset Market Prices and Strategies in Virtual World Experiments.”
 - Economic Science Association Meetings, November 11-13, 2010, Tucson, “The Loser’s Bliss.”
 - 2010 Marketing Science Conference, Cologne, June 16-19, 2010, “Between-Game Rule Learning in Dissimilar Symmetric Normal-Form Games” and “Tiers in one-sided matching markets.”
 - 2009 Marketing Science Conf., Ann Arbor, June 4-6, 2009, “The Impact of Online Auction Duration”
 - 2009 UTD- Frontiers of Research in Marketing Science, Dallas, Feb 19-21, 2009, Organizer.
 - 2008 Economic Science Association European Meetings, Lyon, France, Sep 11-14, 2008, “An Experimental Investigation of Buyer Determined Procurement Auctions”
 - 3rd Annual Behavioral Operations Conference, Edmonton, Alberta, July 23-25, 2008, “Choice between investments with different multipliers and social distance: A virtual world experiment.”
 - 2008 Marketing Science conf, Vancouver, Jun 12-14, 2008, “Bidding Strategies in Buyer Determined Online Auctions” and “An Experimental Investigation of Buyer Determined Procurement Auctions”
 - 2008 Winter Marketing Educators' Conference, Austin, Feb 15-18, 2008, “Two-stage Lotteries and the Value of Unresolved Uncertainty in Multiple Contacts”
 - Informs, Seattle, Nov 4-7, 07, “When Zero Search Cost is too High.”
 - Economic Science Association, Tucson, Oct 18–21, 07. “Individual Choice among Charity Auctions.”
 - 2007 Second Annual Behavioral Operations conference July 23-24 Carlson School of Management University of Minnesota. “Infrastructure for Laboratory Experiments”
 - 2007 Stony Brook Workshop on Experimental Economics July 14 - 16, 2007. “Learning”
 - 2007 Seventh Triennial Invitational Choice Symposium, Wharton,

- Jun 13-17, "Competition Between Auctions." Session organizer.
- 2006 Economic Science Association North American Meetings, Tucson, Arizona, September 28-October 1. "Risk aversion, under-diversification and the role of recency and probability matching."
 - 2006 Summer Institute in Competitive Strategy, UC Berkeley, Jun 26-June 30, "Segmentation and Competition: An Application to Rebates"
 - 2006 INFORMS Marketing Science Conference, University of Pittsburgh, June 8-June 10, Two-Stage Prize Promotions and the Value of Unresolved Uncertainty
 - 2006 Coordination Success Conference in Honor of Raymond C. Battalio, Texas A&M, March 31-April 2, 2006. Presented "Hierarchical Thinking and Learning in Rank Order Contest Games."
 - 2005 SEA Meetings, Washington, D.C., Nov 18-20, 2005, organized "Learning" session and presented "Learning in Two-Stage Lotteries."
 - 2005 ESA Meetings in Tucson, Sept 30-Oct 2, "The Buyer-Determined Multi-Attribute Auction."
 - 2005 AMA Summer Marketing Educators' Conference, July 29-August 1, Panel Member in special sessions titled "Online Reverse Auctions: New Technology and/or Old Relationships"
 - 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, June 16-18, "The Buyer-Determined Multi-Attribute Auction- An Experimental Investigation"
 - 2005 AEA Annual Meetings, Jan 7-10, "Two-Stage Prize Promotion Lotteries and the Timing of Prizes"
 - 2004 North American Economic Science Association Meeting, Nov 5-Nov 7, 2004. "Loss Aversion and Under-Hedging"
 - 2004 ISBM Academic Conference in Boston, August 5-6, "Who Benefits From Reverse Auctions?"
 - 2004 Marketing Science Conference, June 24-26, Rotterdam: "The Role of Seller Rating in Online Auctions"
 - 2004 American Marketing Association Winter Marketing Educators' Conference, Feb 6-9, 2004, Scottsdale, AZ: "Two-stage Prize Promotion Lotteries and the Timing of Prizes."
 - Matching Markets Workshop, Stanford Institute of Theoretical Economics, Stanford University, August 14-Aug 16, 2003: "Equilibrium Selection in Repeated B2B Matching Markets"
 - 25th Marketing Science Conference 2003, University of Maryland, College Park, June 12-15, 2003: "The Effect of Variability in Marketing Mix Variables on Consumer Brand Choice."
 - American Marketing Association Winter Meetings, Orlando, Florida, February 14-16, 2003: "Manipulating Prize Variability in Under-the-cap Promotions"
 - International Economic Science Association Meetings, Boston, June 27-30, 2002: "The Economics of Small Decisions."
 - Economic Science Association Meetings, Tucson, Nov 1-4, 2001: "Unraveling in Decentralized Labor Markets with Incrementally Revealed Quality Information"
 - Marketing Science, July 5-8, 2001, Wiesbaden, Germany: "Under-the-cap

- Promotions: A Customer Learning Approach.”
- Workshop on Learning and Bounded Rationality, June 14-18, 2001, Florence, Italy: “Applications to Reinforcement Learning”
 - Public Choice Society and Economic Science Association Meetings, March 9-11, 2001, San Antonio
 - ASSA and Econometric Society Meetings, Jan 5-7, 2001, New Orleans.
 - Economic Science Association Summer Meetings, Sept 29-Oct 1, 2000, Tucson.
 - Marketing Science Conference, June 23-25, 2000 Los Angeles, “Variable Pricing: A Customer Learning Perspective”
 - Economic Science Association Summer Meetings, June 16-18, 2000, New York.
 - Experimental Economics 3rd International Workshop, April 10, 2000, Haifa, Israel.
 - Public Choice Society and Economic Science Association Meetings, March 10-12, 2000, Charleston.
 - Public Choice Society and Economic Science Association Meetings, March 12, 1999, New Orleans.
 - Economic Science Association North American Meetings, October 15-18, 1998, Tucson.
 - North American Summer Meetings of the Econometric Society, June 25-28, 1998, Montreal, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”
 - Public Choice Society and Economic Science Meetings, March 13-15, 1998, New Orleans, Louisiana, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”
 - Texas Econometrics Camp III, Feb 28 – Mar 1, 1998, Lago Vista, Texas, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”
 - Lonestars Conference, Sept. 27-28, 1997, College Station, Texas, "Testing Modes in the Population Distribution of Beliefs in Experimental Games"
 - Conference on Clustering and Discrimination sponsored by the National Science Foundation and Rice university, May 11-14, 1997, Houston, Texas, "Testing Modes in the Population Distribution of Beliefs in Experimental Games"

**Research
Interests**

E-commerce, Market design, Market Research, Conjoint Analysis, Auctions, Network externalities, Experimental economics

**Membership in
Professional
Societies**

- American Economic Association
- Economic Science Association
- Econometric Society
- American Marketing Association
- Informs.

Fellowships and Awards

- Short term visitor grant for the Behavioral Business Research Lab (BBRL) at the Walton College, University of Arkansas, October 2018
- Donna Wilhelm Research Fellow at SMU's National Center for Arts Research, Nov 7, 2016-present
- Best Working Paper Award at Behavioral Operations and Management Section for “Haruvy, E., Katok, E., V. Pavlov. Bargaining Process and Channel Efficiency”, at Informs conference Philadelphia, Nov 1, 2015
- Management Science Distinguished Service Award for 2010
- Management Science Distinguished Service Award for 2009
- The 1st Technion Open Choice Prediction Competition. First Place in Predicting Decisions from Description, 2009.
- Professional Development Award, April 1998.
- David Bruton, Jr. Fellowship, 1997-1998 academic year.
- Peter L. Reid Memorial Scholarship for academic achievement, 1992-1993 academic year.
- Spain-Leff Memorial Scholarship for academic excellence, 1992-1993 academic year.

Grants

- The Influence of Incentives and Social media on charitable fundraising, 2016, Social Sciences and Humanities Research Council of Canada, grant 435-2016-0250. \$123,000
- “Competition between Auctions: Implications for Auction Design and Bidder and Seller Strategies,” Collaborator, 2011 Social Sciences and Humanities Research Council of Canada Research Grant # 410-2011-0058, \$100,350.
- MSI research award #4-1644. 2010. “Seller Strategy in B2B Multichannels: Auctions, Buy-Now Pricing, and Price Discovery.” \$3000.
- The Fostering of Charitable Giving in Canadian Society, Community University Research Alliances program, Collaborator, 2008 Social Sciences and Humanities Research Council of Canada Research Grant, \$20,000.
- Senior personnel on NSF #SES-0519168, Rule Learning Across Dissimilar Normal-Form Games, PI: Dale Stahl, 08/01/05 - 07/31/07, \$24,675.
- United States-Israel Binational Science Foundation, #2002114, July 2003-July 2005, with Ido Erev and Alvin Roth; \$20,000.
- National Science Foundation-- Time-sharing Experiments for the Social Sciences, proposal #157, May 2003, with Sujoy Chakravarty. The TESS project facilitates data collection via the Internet and pays for the associated costs of data collection.
- M. R. Saulson Research Fund #191-408, March 2000 – September 2002; \$2,000.
- Senior personnel on NSF #SES-9986379, with Dale Stahl; February 2000-January 2001; \$45,000.

- Research grant: B.T.S Academic Lectureship in Industrial Engineering and Management, #7700213, January, 2000; \$800.

Professional and University Citizenship

Referee work

Editor: *Review of Marketing Science*

Senior Editor: *Production and Operations Management (2011-Present)*

Associate Editor: *Journal of Behavioral and Experimental Economics (2017-Present)*

Editorial Boards: Marketing Science, Review of Marketing Science, International Journal of Research in Marketing, Journal of Socio-Economics

Guest Editor: Symposium issue on Virtual Worlds in *Southern Economic Journal*

Cross-disciplinary: Science, Proceedings of the National Academy of Sciences

Economics: American Economic Review, Econometrica, European Economic Review, J. of Political Economy, Review of Economic Studies, Games and Economic Behavior, International J. of Game Theory, J. of Public Economics, The Economic Journal, J. of Economic Behavior and Organizations, Economics of Governance, Economic Theory, Experimental Economics, Southern Economic Journal, Computational Economics, Economic Inquiry, J. of Economic Dynamics and Control, Economics Bulletin, Economic Theory, J. of Economic Psychology

Marketing: Management Science (Marketing track), J. of Marketing, J. of Marketing Research, Marketing Science, International J. of Research in Marketing, Rev. of Marketing Sci., J. of Business Research, J. of Interactive Marketing

Finance: Journal of Finance, Review of Finance, Journal of Behavioral Finance, J. of Banking and Finance

OM, OR, and IS: Operations Research, Management Science (Information Systems track), Journal of Optimization Theory and Applications, Interfaces, Production and Operations Management, Information Technology and Management, Automatica

Decision analysis and OB: Management Science (Decision Analysis, Organizational Behavior tracks)

Psychology: J. of Behavioral Decision Making, J. of Mathematical Psychology, J. of Managerial Psychology, J. of Economic Psychology

Government: National Science Foundation, United States-Israel Binational Science Foundation, Research Grants Council (RGC) of Hong Kong, Austrian Science Fund (FWF)

Other service

- Organizer, UTD-FORMS tenth annual conference, 2016
- Area Head, Academic years 2013-2014, 2014-2015.
- Member of the Provost's EPPS Dean Search Committee in 2012.
- Vice Chair, Institutional Review Board, U. of Texas at Dallas, 2008-2009
- Faculty Adviser, American Marketing Association DFW CC, 2007-2009.

- Organizer, UTD-FORMS third annual conference, 2009

- **Other teaching:** Summer 2014 *Shanghai University of Finance and Economics (SUFEE)*, Shanghai, China; Winter 2016 *Shanghai Jiao Tong*, Shanghai China.
- **Consulting:** Ansira, 2015; Targetbase, 2015
- **Expert Witness:** Cases in which I have provided Expert Opinion
 - Disher v. TAMKO., U.S. District Court for the Southern District of Illinois, Case 3:14-cv-00740-NJR-SCW (deposition)
 - Tiffany Hogans vs. Johnson & Johnson, Case, Circuit Court of St. Louis, State of Missouri, 1422-CC09012-01 (expert report).
 - Grasso et al. vs Electrolux Home Products, Inc. Case No. 8:16-cv-00911-CEH-TGW (deposition)
 - Hummel v. TAMKO Building Products, Inc., Case No. 6:15-cv-00910-PGB-GJK (deposition)