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- Employment** 2003 – Current; 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, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, Jose Silva (2005). Behavioral Economics, Psychology, and Public Policy. *Marketing Letters (Special Issue for the Sixth Choice Symposium)*. forthcoming.
- Work under Review** Liberating Limitations: Regret and Indecision in Consumer Choice (with Dan Ariely)
Decisions by Rules: Disassociation Between Preferences and Willingness to Act (with Dan Ariely)
The Effects of Goal Relevant Information on Task Performance and Preferences (with Dan Ariely)
Motivating Discounts: Price-Motivated Consumer Reasoning (With Erica Dawson)
- Projects in Progress** The Locus and Appropriateness of Monetary Evaluations: Why Monetary Assessments do not Reflect Predicted Utility (With Dan Ariely & Ziv Carmon)
Deciding without Resources: Psychological Depletion and Choice in Context (With Ravi Dhar, Anastasiya Pocheptsova, and Roy Baumeister)
What is No? (With Dan Ariely)
Artificial Selfish Behavior in Economic Games: The Role of Guilt and Social Emotions in Economic Transactions (with Anastasiya Pocheptsova)
Preference construction versus choice construction: The instability of preferences learned in context (With Jonathan Levav)
- Book Chapters** “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, *forthcoming*. (with Dan Ariely & Orly Lobel)

Research Interests	Consumer Behavior Judgment and Decision Making Psychology of Money	Marketing Management Behavioral Economics E-Commerce
Honors & Awards	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 Journal of Experimental Psychology: General Journal of Economic Psychology Journal of Consumer Research American Economic Review	
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 Consumer Behavior Social Psychology (teaching fellow, Harvard)	
Conferences Presentations & invited talks	Amir On & Dawson Erica: “Motivating Discounts: Price-Motivated Reasoning”. <i>SCP, St. Pete’s Beach, FL</i> (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, 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)

References

- Dan Ariely, Luis Alvarez Renta Professor of Behavioral Economics, Sloan School of Management, Massachusetts Institute of Technology.
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- Drazen Prelec, Professor of Management Science, Sloan School of Management, Massachusetts Institute of Technology.
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- Dick Wittink, George Rogers Clark Professor of Management and Marketing, Yale School of Management, Yale University.
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