Behavioral and Management Sciences

Information for Candidates to Graduate Programs
Cognitive Psychology and Human Factors Engineering

Organizational Psychology

Behavioral Marketing
Introduction to graduate programs:

- MSc and PhD programs
- Combining basic and applied research
  - Basic research with relevance to real-life
  - Applications to real life, with scientific bases
- An interdisciplinary program:
  - Students of all three programs study together
  - Collaborations and courses across domains of Psychology, IE&M, and MBA (e.g., programming, Big-Data, economics, entrepreneurship)
Formalities:

- Psychology vs. other BAs
- Registration for Psychology programs until: April 30th, others until August 31st
- Scholarships and 75% tuition exempts
- A temporary advisor for each MSc student during the 1st year
Cognitive Psychology and Human Factors Engineering

Organizational Psychology

Behavioral Marketing
Cognitive Psychology and Human Factors Engineering

Rakefet Ackerman

Research Interests
• Metacognition
• Learning and reasoning
• Human-computer interaction

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Ido Erev

Research Interests
• Decision from experience
• Learning models
• Impact of economical incentives

Contact info:
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Daniel Gopher

Research Interests:

• Attention and workload
• Training (e.g., sports, surgery)
• Human factors in risky contexts (e.g., medical, aviation)

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Cognitive Psychology and Human Factors Engineering

Avi Parush

Research Interests

• Humans in complex socio-technical systems (e.g., fire fighters)
• Technology and empowerment
• Human-Robot collaboration in industry and health care

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Kinneret Teodorescu

Research Interests
• Decision making
• Learning traps (e.g., learned helplessness)
• Search and exploratory behavior

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Cognitive Psychology and Human Factors Engineering

Eldad Yechiam

Research Interests
• Losses, gains, and attention
• Positivity and negativity biases
• Individual differences – addiction, ADHD

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Organizational Psychology

Miriam Erez

Research Interests
• Work Motivation
• Culture – Organizational & National levels
• The process of Innovation management – facilitators & inhibitors

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Andrey Elster

Research Interests
• Personal values
• Organizational identification
• Culture

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Eitan Naveh

Research Interests
- Errors in organizations
- Innovation
- Quality

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Anat Rafaeli

Research Interests
• Organizational behavior
• Emotions in organizations
• Service operations

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Cognitive Psychology and Human Factors Engineering
Organizational Psychology
Behavioral Marketing
Liat Levontin

Research Interests
• Prosocial behavior
• Consumer behavior
• Motivation

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Eitan Gerstner

Research Interests
• Everyday economics
• Applying gamification in education
• Experience management

Contact info: gerstner@technion.ac.il
For more information- visit the area website: https://goo.gl/vNptHa

For more information, contact:

Graduate degree studies coordinator:

Ziva Agasi, gradsec@ie.technion.ac.il
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