Behavioral and Management Sciences

Open day
Meeting structure:
15:00
• Programs’ overview – Rakefet Ackerman
• Research areas overview – Rakefet Ackerman & Anat Rafaeli
15:45 - Mingling with faculty members
16:15
• Meeting the students
• What graduates work at
17:00 - Mingling with students
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)
• Practicum
Formalities:

• Psychology BAs vs. other BAs
• Registration for Psychology programs until: April 30th
  For others, 3 cycles: April 30th, June, 30th, and August 31th
• 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

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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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Avi Parush

Research Interests:
• Humans in complex socio-technical systems (e.g., emergency response teams)
• Technology and empowerment
• Human-Robot collaboration in industry and health care

Contact info: aparush@ie.technion.ac.il
Kinneret Teodorescu

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

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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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Cognitive Psychology and Human Factors Engineering

Organizational Psychology

Behavioral Marketing
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 - strength of social norms, trust

Contact info:
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Research Interests:
• Errors in organizations
• Innovation
• Quality and safety

Contact info:
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Anat Rafaeli

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

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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

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Labs:

- The Laboratory of Behavioral Research
- The Max Wertheimer Minerva Center for Cognitive Processes and Human Performance
- The Israeli Center of Research Excellence (ICORE) for Empirical Studies of Decision Making and the Law
- Behavioral Economics Lab (BEL)
- Knowledge Center for Innovation
- The Bronica Entrepreneurship Center
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
   Telephone: 04-829-4403