

Behavioral and Management Sciences

Open day, January 7th 2018

**Cognitive Psychology and
Human Factors Engineering**

Organizational Psychology

Behavioral Marketing

Introduction to graduate programs:

- MSc and PhD programs
- Combining basic and applied research
 - Research with relevance to real-life
 - Applications 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:

- Registration deadline: April 30th
- Psychology vs. other BAs
- Scholarships and 75% tuition exempts
- A temporary advisor for each MSc student during the 1st year

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Cognitive Psychology and Human Factors Engineering

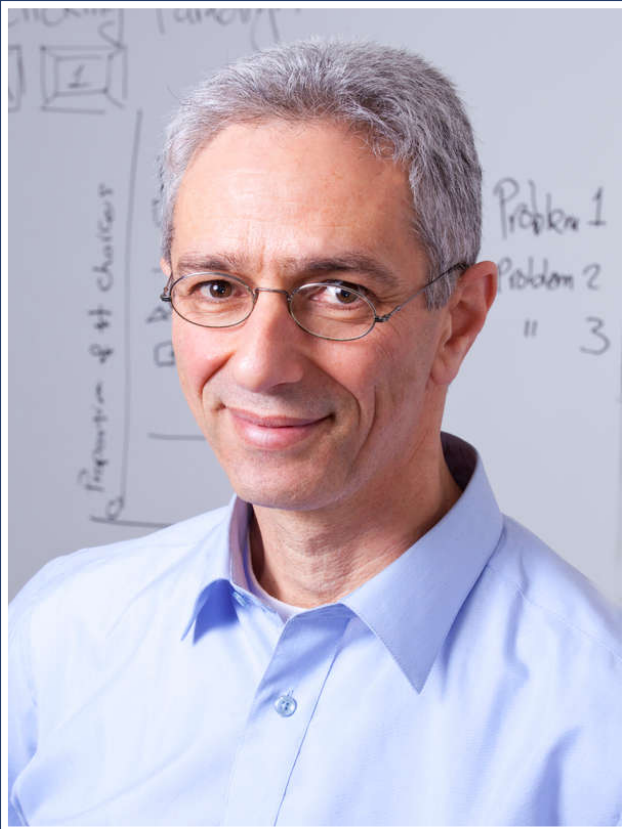
Ido Erev

Research Interests

- Decision from experience
- Learning models
- Impact of economical incentives

Contact info:

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Cognitive Psychology and Human Factors Engineering

Eldad Yechiam

Research Interests

- Decision making – buyer-seller gap
- Individual differences – addiction, ADHD
- Neuropsychopharmacology

Contact info:

yeldad@technion.ac.il



Cognitive Psychology and Human Factors Engineering

Kinneret Teodorescu

Research Interests

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

Contact info:

kinnerett@technion.ac.il



Cognitive Psychology and Human Factors Engineering

Daniel Gopher

Research Interests:

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

Contact info:

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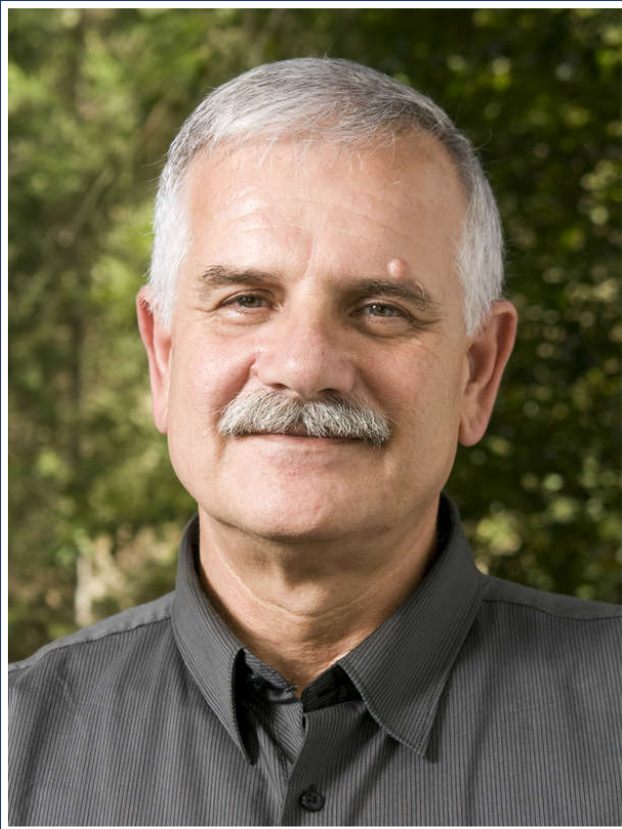
Cognitive Psychology and Human Factors Engineering

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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Cognitive Psychology and Human Factors Engineering

Rakefet Ackerman

Research Interests

- Metacognition
- Learning and reasoning
- Human-computer interaction

Contact info:

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Organizational Psychology



Miriam Erez

Research Interests

- Motivation
- Culture
- Innovation

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merez@ie.technion.ac.il

Organizational Psychology



Ella Miron-Spektor

Research Interests

- Innovation
- Paradoxes' role in creativity
- Organizational and team learning

Contact info:

ellams@technion.ac.il

Organizational Psychology



Eitan Naveh

Research Interests

- Errors in organizations
- Innovation
- Quality

Contact info:

naveh@ie.technion.ac.il

Organizational Psychology



Anat Rafaeli

Research Interests

- Organizational behavior
- Emotions in organizations
- Service operations

Contact info:

anatr@ie.technion.ac.il

**Cognitive Psychology and
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Organizational Psychology

Behavioral Marketing

Behavioral Marketing



Edith Shalev

Research Interests

- Social influence
- Social hierarchy
- Word-of-mouth

Contact info:

eshalev@ie.technion.ac.il

Behavioral Marketing



Eitan Gerstner

Research Interests

- Everyday economics
- Applying gamification in education
- Experience management

Contact info:

gerstner@technion.ac.il

Behavioral Marketing



Liat Levontin

Research Interests

- Prosocial behavior
- Personal values
- Mindsets

Contact info:

levontin@ie.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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