

# **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 30<sup>th</sup>  
For others, 3 cycles: April 30<sup>th</sup>, June, 30<sup>th</sup>, and August 31<sup>th</sup>
- Scholarships and 75% tuition exempts
- A temporary advisor for each MSc student during the 1<sup>st</sup> 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

Contact info:

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## Cognitive Psychology and Human Factors Engineering

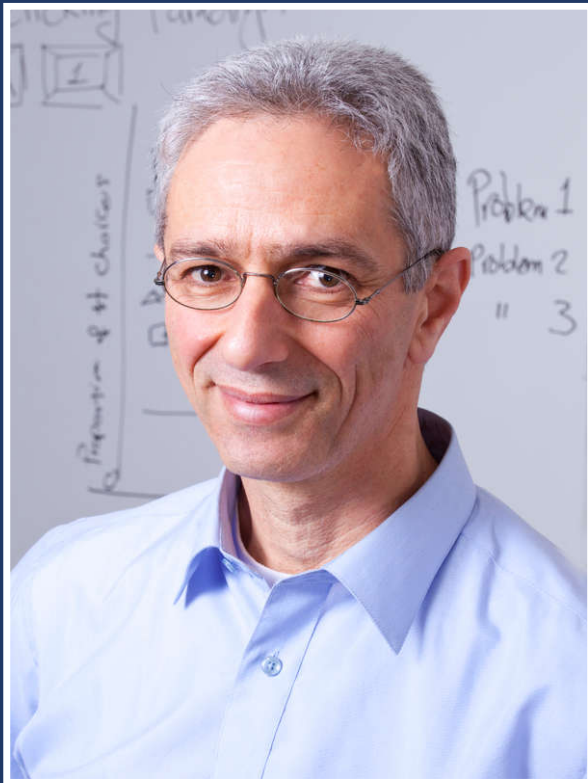
### Ido Erev

#### Research Interests:

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

Contact info:

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## Cognitive Psychology and Human Factors Engineering

### 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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[dgopher@ie.technion.ac.il](mailto:dgopher@ie.technion.ac.il)



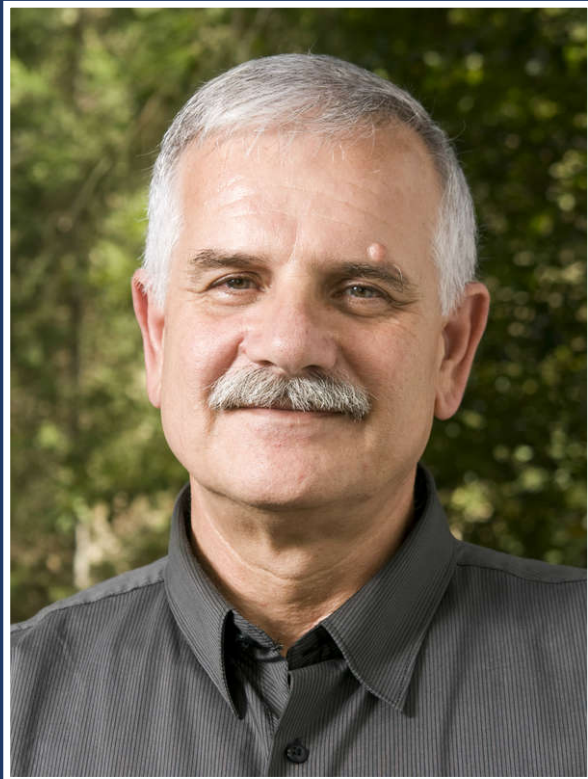
## Cognitive Psychology and Human Factors Engineering

### 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

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## Cognitive Psychology and Human Factors Engineering

### Kinneret Teodorescu

#### Research Interests:

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

Contact info:

[kinnerett@technion.ac.il](mailto:kinnerett@technion.ac.il)



## 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**

## Organizational Psychology



### Miriam Erez

#### Research Interests:

- Work Motivation
- Culture – Organizational & National levels
- The process of Innovation management – facilitators & inhibitors

Contact info:

[merez@ie.technion.ac.il](mailto:merez@ie.technion.ac.il)

## Organizational Psychology



### Andrey Elster

#### Research Interests:

- Personal values
- Organizational identification
- Culture - strength of social norms, trust

Contact info:

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## Organizational Psychology



### Eitan Naveh

#### Research Interests:

- Errors in organizations
- Innovation
- Quality and safety

Contact info:

[naveh@ie.technion.ac.il](mailto:naveh@ie.technion.ac.il)



## Organizational Psychology



### Anat Rafaeli

#### Research Interests:

- Organizational behavior
- Emotions in organizations
- Service operations

Contact info:

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**Cognitive Psychology and  
Human Factors Engineering**

**Organizational Psychology**

**Behavioral Marketing**

## Behavioral Marketing



### Liat Levontin

#### Research Interests

- Prosocial behavior
- Consumer behavior
- Motivation

Contact info:

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## Behavioral Marketing



### 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:

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