

Ernan E. Haruvy

Professor, Cleghorn Faculty Scholar

Director of the McGill Institute of Marketing

McGill University Desautels Faculty of Management

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Positions Held

- January 2020- Present. **McGill University, Desautels Faculty of Management, Full Professor, Cleghorn Faculty Scholar**, Montreal.
- **Director of the McGill Institute of Marketing**, August 2020-Present, Montreal.
- August 2014 – December 2019. **University of Texas at Dallas, School of Management, Full Professor**, Richardson, Texas
- June 2013- August 2015. **University of Texas at Dallas, School of Management, Area Head, Marketing**, Richardson, Texas
- August 2008 – August 2014. **University of Texas at Dallas, School of Management, Assoc. Professor**, Richardson, Texas
- October-November 2009, April-June 2010. **Tilburg University, Economics, Visiting Scholar**, Tilburg, Netherlands
- Aug 2001 – Aug 2008. **University of Texas at Dallas, School of Management, Assist. Prof.**, Richardson, Texas
- Sept 2000 – August 2001. **Harvard Business School, Research Fellow**, Boston
- July 2000- August 2000 **University of Texas at Austin, Dept of Economics, Lecturer**, Austin, Texas
- Sept 1999- July 2000. **Technion -- Israel Institute of Technology, Faculty of Industrial Engineering and Management, Lecturer**, Haifa, Israel
- June 1999 – July 1999. **University of Texas at Austin, Dept of Economics, Lecturer**, Austin, Texas
- August 1998 – May 1999 **University of Texas at Austin, Dept of Economics, Instructor**, Austin, Texas

Education

- Ph.D., Economics, University of Texas at Austin, May 22, 1999.
- Dissertation Title: *Initial Conditions and Adaptive Dynamics—An Approach to Equilibrium Selection*.
- M.Sc., Economics, University of Texas at Austin, August 1996.
- B.B.A., Business Administration, University of Texas at Austin, August 1993

**Published
and
Forthcoming
Articles in
Refereed
Academic
Journals**

1. Haruvy, E. and Peter T.L. Popkowski Leszczyc (2021). A Study of Incentives in Charitable Fundraising, *European Journal of Marketing*, forthcoming.
2. Lim, B., Y. Xie, and E. Haruvy (2021). "The Impact of Mobile App Adoption on Physical and Online Channels, *J. of Retailing*, forthcoming
3. Haruvy, E. B. Lim, and P. T.L. Popkowski Leszczyc (2021). The Effect of Surcharge on Price in Online Auctions. *Electronic Commerce Research*, forthcoming.
4. Zhang, Zelin, Ernan Haruvy and Peter T.L. Popkowski Leszczyc (2021), On the reference point effect of reserve and Buy It Now prices, *J. of Retailing*, forthcoming.
5. Haruvy, E., Katok, E., V. Pavlov (2020). Bargaining Process and Channel Efficiency, *Management Science* 66(7), 2845-2860
6. Haruvy, Ernan, Peter Popkowski Leszczyc, Greg Allenby, Russell Belk, Catherine Eckel, Robert Fisher, Sherry Xin Li, John A. List, Yu Ma, and Yu Wang. (2020). "Fundraising design: key issues, unifying framework, and open puzzles." *Marketing Letters* 31, no. 4, 371-380.
7. Haruvy, E. (2019) On the importance of relative payoffs in two-sided matching, *Journal of Institutional and Theoretical Economics*, 175(1), 58-85.
8. Haruvy, E., Katok, E., Ma, Z., & Sethi, S. (2019). Relationship-specific investment and hold-up problems in supply chains: theory and experiments. *Business Research*, 12 (1), 45-74.
9. Ariely, D., Gneezy, U., & Haruvy, E. (2018). Social norms and the price of zero. *Journal of Consumer Psychology*, 28(2), 180-191.
10. Ernan Haruvy and Peter T.L. Popkowski Leszczyc (2018) A Study of Bidding Behavior in Voluntary-Pay Philanthropic Auctions. *Journal of Marketing*: May 2018, Vol. 82, No. 3, pp. 124-141.
11. Spann, M., Zeithammer, R., Bertini, M., Haruvy, E., Jap, S. D., Koenigsberg, O., V. Mak, P. Popkowski Leszczyc, B. Skiera, & Thomas, M. (2018). Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. *Customer Needs and Solutions*, 5(1-2), 121-136.
12. Haruvy, E. E., Ioannou, C. A., & Golshirazi, F. (2018). The Religious Observance of Ramadan and Prosocial Behavior. *Economic Inquiry*, 56(1), 226-237.
13. Haruvy, E., Li, S. X., McCabe, K., & Twieg, P. (2017). Communication and visibility in public goods provision. *Games and Economic Behavior*, 105, 276-296.
14. Ert, E. and Haruvy, E. (2017), Revisiting risk aversion: Can risk preferences change with experience? *Economics Letters* 151, C, 91-95
15. Fiedler, M. and E. Haruvy (2017). Third Party Intervention in the Trust Game. *Journal of Behavioral and Experimental Economics* 67 65–74
16. Luria, A., I. Erev and E. Haruvy (2017), The reinforcing value of lottery tickets, and the synergetic effect of distinct reinforcements, *Journal of Behavioral Decision Making*, 30: 533–540.
17. Haruvy, E. (2016), "Experimental Economics in Marketing", *Foundations and Trends® in Marketing* 9(4), 267-336
18. Haruvy, E, P.T.L. Popkowski Leszczyc (2016), Measuring the Impact of Price Guarantees on Bidding in Consumer Online Auctions, *Journal of Retailing*,

- 92(1), 96-108.
19. Haruvy, E, P.T.L. Popkowski Leszczyc (2015), The Loser's Bliss in Auctions with Price Externality, *Games* 6(3), 191-213
 20. Brandts, J. E. Fatas, E. Haruvy, F. Lagos (2015). The Impact of Relative Position, Prices of Sacrifice and Reciprocity: An Experimental Study using Individual Decisions, *Social Choice and Welfare*. 45(3), pp 489-511
 21. Haruvy, E, P.T.L. Popkowski Leszczyc and Y. Ma (2014) Does higher transparency lead to more search in Online Auctions? *Production and Operations Management* 23(2), 197-209
 22. Haruvy, E., C. N. Noussair, and O. Powell (2014), The impact of asset repurchases and issues in an experimental market, *Review of Finance* 18(2), 681-713.
 23. Füllbrunn, S. and E. Haruvy (2014), The Takeover Game, *Journal of Behavioral and Experimental Finance*, 1, 85–98
 24. Fatas, E., E. Haruvy and A. J. Morales (2014). A psychological re-examination of the Bertrand paradox, *Southern Economic Journal*. 80(4), 948-967.
 25. Wang, Y., C. Zamudio, and E. Haruvy (2013), Human Brands and Mutual Choices: An Investigation of the Marketing Assistant Professor Job Market, *J. of the Academy of Marketing Science* 41, 722-736.
 26. Haruvy, E. and S. Jap (2013) Bidding on quality in buyer-determined online reverse auctions, *J. of Marketing Research* 50 (2), 241-258.
 27. Wang, Y. and E. Haruvy (2013) Tiers in One-sided Matching Markets: Theory and Experimental Investigation, *Management Science* 59(6), 1458–1477
 28. Haruvy, E., D. Miao, and K. E. Stecke (2013), Various Strategies to Handle Cannibalization in a Competitive Duopolistic Market, *International Transactions in Operational Research* 20(2), 155-188.
 29. Haruvy, E. and E. Katok (2013), Increasing Revenue by Decreasing Information in Procurement Auctions, *Production and Operations Management* 22(1), 19–35.
 30. Haruvy, E., T. Li, S. Sethi (2012), Two-Stage Pricing for Custom-Made Products, *European Journal of Operational Research* 219(2), 405–414
 31. Schoenberg, Eric, and Ernan Haruvy (2012). "Relative Performance Information in Asset Markets: An Experimental Approach." *Journal of Economic Psychology* 33, 1143-1155.
 32. Haruvy, E. and D. Stahl (2012), Between-Game Rule Learning in Dissimilar Symmetric Normal-Form Games, *Games and Economic Behavior* 74, 208-221.
 33. Haruvy, E. (2011), Challenges and Opportunities in Economics Experiments in Virtual Worlds, *Southern Economic Journal* 78(1), 1-5.
 34. Harrison, G., Haruvy, E., and E. Rutstrom (2011), Remarks on Virtual World and Virtual Reality Experiments, *Southern Economic Journal* 78(1), 87-94.
 35. M. Fiedler, E. Haruvy and S. Li (2011), Social distance in a virtual world experiment, *Games and Economic Behavior* 72(2), 400-426
 36. Chakravarty, S., G. Harrison, E. Haruvy, and E. Rutstrom (2011), Are You Risk Averse over Other People's Money? *Southern Economic Journal* 77(4), 901-913.
 37. Li, S., K. Dogan, E. Haruvy (2011), Group Identity in Markets, *International Journal of Industrial Organization* 29(1), 104-115
 38. Ben Zion, U., I. Erev, E. Haruvy and T. Shavit (2010), Adaptive Behavior Leads to Under-diversification, *J. of Economic Psychology* 31, 985-995.

39. Haruvy, E. and P. T. L. Popkowski Leszczyc (2010), Search and Choice in Online Consumer Auctions, *Marketing Science* 29(6) 1152-1164
40. Erev, I. and E. Haruvy (2010), "Two-stage Prize Promotions and the Value of Unresolved Uncertainty." *Marketing Letters* 21, 149–162
41. Haruvy, E. and Peter T.L. Popkowski Leszczyc (2009), "Bidder Motives in Cause Related Auctions," *International Journal of Research in Marketing*, 26(4), 324–331.
42. Haruvy, E. and P. T. L. Popkowski Leszczyc, (2009), Internet Auctions, *Foundations and Trends in Marketing* 4(1), 1-75.
43. Dogan, K., E. Haruvy, and R. Rao (2010), "Who should practice price discrimination using rebates in an asymmetric duopoly?" *Quantitative Marketing and Economics* 8(1), 61-90.
44. Haruvy, E. and Peter Popkowski Leszczyc (2010), "The impact of online auction duration," *Decision Analysis* 7(1), 99-106.
45. Fiedler, M. and E. Haruvy (2009), The Lab versus the Virtual Lab and Virtual Field – An Experimental Investigation of Trust Games with Communication, *J. of Economic Behavior & Organization* 72(2), 716-724
46. Erev, Ido, Eyal Ert, Alvin E. Roth, Ernan Haruvy, Stefan Herzog, Robin Hau, Ralph Hertwig, Terrence Stewart, Robert West, and Christian Lebiere (2009), "A choice prediction competition, for choices from experience and from description," *J. of Behavioral Decision Making* 23(1), 15 - 47
47. Stahl, D. and E. Haruvy (2009), "Testing Theories of Behavior for Extensive-Form Two-Player Two-Stage Games," *Experimental Economics* 12(2), 242-251.
48. Jap, S. and E. Haruvy (2008), "Inter-organizational Relationships and Bidding Behavior in Industrial Online Reverse Auctions." *Journal of Marketing Research* 45(5), 550-61.
49. Haruvy, E., P. T. L. Popkowski Leszczyc, O. Carare, J. Cox, E. A. Greenleaf, W. Jank, S. Jap, Y.-H. Park, M. H. Rothkopf (2008), Competition between Auctions, *Marketing Letters* 19, 431-448.
50. Ariely, D., U. Gneezy, and E. Haruvy (2008), "On the Discontinuity of Demand Curves Around Zero: Charging More and Selling More", *Advances in Consumer Research* 35, 36-38.
51. Haruvy, E., A. Prasad, S. Sethi, and R. Zhang (2008), Competition with Open Source as a Public Good, *J. of Industrial and Management Optimization* 4, 199-211.
52. Stahl, D. O. and E. Haruvy (2008), "Level- n Bounded Rationality in Two-person Two-stage Games," *Journal of Economic Behavior and Organization*, 65 (1), 41-61.
53. Stahl, D. O. and E. Haruvy (2008), "Level- n Bounded Rationality and Dominated Strategies in Normal-Form Games," *Journal of Economic Behavior and Organization*, 66(2), 226-232
54. Stahl, D. and E. Haruvy (2008), Subgame Perfection in Ultimatum Bargaining Trees, *Games and Economic Behavior* 63, 292-307.
55. Haruvy, E., S. Sethi and J. Zhou (2008), "Open Source Development with a Commercial Complementary Product or Service," *Production and Operations Management*, 17(1), (January-February 2008), 29-43.
56. Engelbrecht-Wiggans, R., E. Haruvy, and E. Katok (2007), "A Comparison of Buyer-Determined and Price-Based Multi-Attribute Mechanisms," *Marketing Science* 26: 629-641.

57. Carare, O., Haruvy, E., and A. Prasad (2007), "Hierarchical Thinking and Learning in Rank Order Contests," *Experimental Economics* 10(3), 305-316.
58. Shavit, T., U. Benzion and E. Haruvy (2007), "Risk Aversion and Underhedging," *Journal of Economics and Business* 59 (3), 181-198.
59. Murthi, B. P. S., E. Haruvy, and H. Zhang (2007) "The Effect of Variability in Price on Consumer Brand Choice," *Review of Marketing Science: Vol. 5*, Article 4.
60. Haruvy, E., Y. Lahav and C. Noussair (2007), "Traders' Expectations in Asset Markets: Experimental Evidence", *American Economic Review*, 97(5), 1901-1920.
61. Chakravarty, S., E. Haruvy and F. Wu (2007), The Link Between Incentives and Product Performance in Open Source Development: An Empirical Investigation, *Global Business and Economics Review* 9, 151-169.
62. Ofek, E., M. Yildiz and E. Haruvy (2007), "The Impact of Prior Choices on Subsequent Valuations," *Management Science* 53(8), 1217-1233.
63. Charness, G., E. Haruvy, and D. Sonsino (2007), "Social Distance and Reciprocity: An Internet Experiment," *Journal of Economic Behavior and Organization* 63(1), 88-103.
64. Haruvy, E. and D. O. Stahl (2007), "Equilibrium Selection and Bounded Rationality in Symmetric Normal-Form Games," *Journal of Economic Behavior & Organization* 62, 98-119
65. Haruvy, E. and U. Unver (2007), "Equilibrium Selection and the Role of Information in Repeated Matching Markets," *Economic Letters* 94, 284-289.
66. Stahl, D. O. and E. Haruvy (2006), Other-regarding preferences: Egalitarian warm glow, empathy, and group size, *Journal of Economic Behavior & Organization* 61, 20-41
67. Bass, F., E. Haruvy and A. Prasad (2006), Variable Pricing in Oligopoly Markets, *Journal of Business* 79, 2789-2810.
68. Haruvy, E., A. Roth, and U. Unver (2006), "The Dynamics and Unique Characteristics of the Law Clerk Matching: An Experimental Investigation," *J. of Economic Dynamics and Control* 30, 457-486.
69. Haruvy, E. and C. Noussair (2006), The Effect of Short Selling on Bubbles and Crashes in Experimental Spot Asset Markets, *Journal of Finance* 61, 1119-1157.
70. Haruvy, E. and A. Prasad (2005), "Freeware as a Competitive Deterrent," *Information Economics and Policy* 17 (4), 513-534.
71. Erev, I. and E. Haruvy (2005), Generality, Repetition and the Role of Descriptive Learning Models, *Journal of Mathematical Psychology*, 49(5), 357-371
72. Gneezy, Uri, E. Haruvy, and H. Yafe (2004), "The inefficiency of splitting the bill," *Economic Journal* 114, 265-280.
73. Haruvy, E. and D. Stahl (2004), "Deductive versus Inductive Equilibrium Selection: Experimental Results," *Journal of Economic Behavior and Organization*, 53, 319-331.
74. Bruce, N., E. Haruvy and R. Rao (2004) "Seller Rating, Price, and Default in Online Auctions." *J. of Interactive Marketing*, 18(4), 37-50.
75. Haruvy, E., V. Mahajan, and A. Prasad, (2004), "Software Piracy: Market penetration in the Presence of Network Externalities," *Journal of Business* 77(2), 81-107.
76. Benzion, U., E. Haruvy, and T. Shavit (2004) "Adaptive Portfolio Allocation

- with Options.” *Journal of Behavioral Finance*, 5(1), 43-56.
77. Haruvy, E., A. Prasad, and S. Sethi (2003), Harvesting Altruism in Open Source Software Development, *Journal of Optimization Theory and Applications*, 118 (2), 381-416.
 78. Gneezy, U., E. Haruvy, and A. Roth (2003), “Deadline in bargaining: Evidence from the reverse ultimatum game,” *Games and Economic Behavior*, 45, 347-368.
 79. Yehiam, E., E. Haruvy, and I. Erev (2002), “Reinforcement Learning and the Prevention of Data Catastrophes” *J. of Managerial Psychology*, 17(7), 599-611.
 80. Perry, O., I. Erev and E. Haruvy (2002), “Frequent Probabilistic Punishment in Law Enforcement,” *Economics of Governance*, 3(1), 71-86.
 81. Charness, G. and E. Haruvy (2002), “Altruism, Equity and Reciprocity in a Gift-Exchange Experiment: An Encompassing Approach,” *Games and Economic Behavior* 40, 203-231.
 82. Haruvy, E. (2002), “Identification and Testing of Modes in Beliefs,” *Journal of Mathematical Psychology*, 46(1), 88-109.
 83. Stahl, D. and E. Haruvy (2002), “Aspiration-based and Reciprocity-based Rules in Learning Dynamics for Symmetric Normal-Form Games,” *Journal of Mathematical Psychology*, 46(5), 531-553.
 84. Haruvy, E. and A. Prasad (2001), “Optimal freeware quality in the presence of network externalities: An Evolutionary Game Theoretical Approach,” *Journal of Evolutionary Economics* 11 (2), 231-48.
 85. Haruvy, E., D. Stahl, and P. Wilson (2001), “Modeling and Testing for Heterogeneity in Observed Strategic Behavior,” *Review of Economics & Statistics* 83, 146-57.
 86. Haruvy E., I. Erev, and D. Sonsino (2001), "The Medium Prizes Paradox: Evidence from a Simulated Casino," *J. of Risk and Uncertainty* 22, 251-261.
 87. Charness, G. and E. Haruvy (2000), “Self-serving Biases in a Simulated Labor Relationship,” *Journal of Managerial Psychology* 15, 655-667.
 88. Haruvy, E., D. Stahl, and P. Wilson (1999), “Evidence for Optimistic and Pessimistic Behavior in Normal-Form Games,” *Economics Letters* 63, 255-259.
 89. Haruvy, E. and A. Prasad (1998), “Optimal Product Strategies in the Presence of Network Externalities,” *Information Economics and Policy* 10, 489-499.

Articles appearing as chapters in edited volumes

1. Haruvy, E. and J. Han (2021). Participative Pricing in B2B Markets. In Laurette Dube, Maxime Cohen, Nathan Yang and Bassem Monla (Eds.). *Precision Retailing*.
2. Haruvy, E. and S. Jap (2021), Auctions and the Design of B2B Markets, Handbook of Business-to-business Marketing, Second Edition, Gary Lilien and Rajdeep Grewal (Eds.), Edward Elgar Publishing.
3. Erev, I. and E. Haruvy (2016). Learning and the economics of small decisions. In Kagel, J.H. and Roth, A.E. (Eds.). *The Handbook of Experimental Economics*. Princeton University Press, 638-716.
4. Haruvy, E.; Popkowski Leszczyc, P. (2016). The Loser’s Bliss in Auctions with Price Externality. In Ananish Chaudhuri (Ed.) Recent Advances in

- Experimental Studies of Social Dilemma Games, MDPI, Basel, 165-190.
5. Füllbrunn, S. & Haruvy, E. (2013). Chapter 5 The Dividend Puzzle: A Laboratory Investigation, in R. Mark Isaak, Douglas A. Norton (ed.) Experiments in Financial Economics (Research in Experimental Economics, Volume 16), pp.87-110, Emerald Group Publishing Limited
 6. Haruvy, E. and S. Jap (2012), Designing B2B Markets, Handbook of Business-to-business Marketing, Gary Lilien and Rajdeep Grewal (Eds.), Edward Elgar Publishing, Northampton, 639-658.
 7. Gneezy, U. and E. Haruvy (2010) The Inefficiency of Splitting the Bill: A Lesson in Institution Design, In Zvika Neeman, Muriel Niederle and Nir Vulkan (Eds.) *The Handbook of Market Design*, Oxford University Press.
 8. Haruvy, E., A. Prasad, S. Sethi, and R. Zhang (2005). Optimal Firm Contributions to Open Source Software: Effects of Competition, Compatibility and User Contributions. In Optimal Control and Dynamic Games: Applications in Finance, Management Science, and Economics, Editors: Christophe Deissenberg and Richard Hartl, Springer, New York, 197-214.
 9. Haruvy, E. and I. Erev (2002). On the Application and Interpretation of Learning Models, Experimental Business Research, Editors: Rami Zwick and Amnon Rapoport, Kluwer Academic Publishers, Boston, 285-300

Finished papers
Available upon
request

1. Haruvy, E. and P.T.L. Popkowski Leszczyc. The Influence of Social Media on Charitable Behavior in Auctions, submitted to *J. of Economic Behavior and Organizations*
2. Haruvy, E. and P.T.L. Popkowski Leszczyc. Social Media and Charitable Fundraising: The Influence of Facebook Likes, submitted to *Journal of Marketing Research*.
3. Zhang, Z., E. Haruvy and P.T.L. Popkowski Leszczyc On the reference price effect of reserve and BIN prices, R&R for *J. of Retailing*
4. Voss, G., E. Haruvy, R. Briesch, and Z. Voss, Collocation Spillovers and Product Market Rivalry in Creative Markets, Submitted to *Quantitative Marketing and Economics*.
5. Ert. E., E. Haruvy, E. Ofek. Waste Aversion in Newsvendor Problems and Applications to Decisions with Uncertain Demand. *R&R Marketing Letters*
6. Baethge, C., M. Fiedler, and E. Haruvy. Experimental Evidence on Unique Positive Integer Games. TBS
7. Jap, S. and E. Haruvy. The Performance Impact of Digital Parties and E-Commerce in Multichannel Strategy, TBS.
8. Robert J. Fisher, Katherine C. Lafreniere, Noah Castelo, & Ernan Haruvy, Reducing the Negative Effects of Stigma on Charitable Support Through Moral Claims, TBS
9. Haruvy, E. Bargaining for Others, with Limits, TBS
10. Alina Ferecatu, Ernan Haruvy, Timo Heinrich. An Analysis of Buyer and Seller Behavior in Buyer-Determined Procurement Auctions. 2nd round *International Journal of Industrial Organization*.
11. Haruvy, E. and S. Jap. The Impact of Organic Search on Paid Search and Performance, TBS
12. Jap, S. and E. Haruvy. The Performance Impact of Digital Parties and Social Media in Multichannel Direct Selling, submitted to *J. of Marketing*

**Seminar
presentations**

- 2021: University of Guelph, Marketing, March 31.
- 2021: City University of Hong Kong, Marketing, February 19
- 2020: University of Queensland, Behavioral and Economic Science Cluster, October 21.
- 2019: Technion, Behavioral Group of Industrial Engineering and Management, June 18
- 2019: Tel-Aviv University, Marketing, June 11
- 2019: McGill University: Marketing, April 26
- 2019: University of Texas at Austin: Economics (special event to honor the retirement of Professor Dale Stahl), April 19.
- 2019: University of Amsterdam: Int. Strategy and Marketing, April 12
- 2018: Hebrew University (Rehovot Faculty of Agr. Campus), Behavioral Econ. Dec 30.
- 2018: University of Arkansas, Economics, Oct 24; Marketing, October 25
- 2017: University of Oklahoma, Marketing, April 5

- 2017: University of Connecticut, Marketing, March 22
- 2016: Shanghai Jiao Tong, Marketing, Dec 14.
- 2015: Cornell University, Operations Management, Sept 16.
- 2015: IDC Israel, Marketing, May 11
- 2015: Purdue, Economics, March 30
- 2014: Shanghai University of Finance and Economics, July 9, School of International Business
- 2014: University of Southampton, UK, Jan 20, Economics Department, 2nd Southampton Winter Workshop in Economic Theory
- 2013: University of British Columbia, Canada, March 11, Economics Department.
- 2011: George Mason University, ICES, March 11.
- 2011: Texas A&M, Economic, Oct. 28.
- 2010: INSEAD Marketing Camp, June 11, Luxembourg School of Finance, June 3, University of Mannheim, Germany, Finance (Prof. Martin Weber group), May 4, University of Cologne, Germany, Economics (Prof. Axel Ockenfels group), April 26, Tilburg University, Marketing, April 21, Erasmus, Rotterdam, Marketing (ERIM), April 19, Tilburg University, Experimental Economics internal seminar, April 14.
- 2009: Maastricht University, Netherlands, Economics, October 22, Chicago, Marketing, May 4.
- 2008: Wharton, Decision Processes Colloquia, February 25.
- 2006: Pittsburgh University, Economics, February 24,
- 2005: U. of Texas- Arlington, Economics, Oct 14, U. of Houston, Marketing, Sept 9, U. of Arizona, Management and Organizations, April 27, Florida State University, Economics, April 1, Carnegie Mellon University, Economics, Feb 10, University of Central Florida, Economics, Feb 3, Penn State, Smeal College of Business, Jan 28.
- 2003: Texas A&M University, Economics, Nov. 14, Washington University at St. Louis, Marketing, March 21.
- 1998-2001: Ben Gurion Univ., Israel, Economics Dept., Jan 17, 2001, Columbia University, Dept. of Management, 10/26/2000, Univ. of Texas--Dallas, Marketing, 10/23/2000, Harvard, Economics, Oct. 5, 2000, Tel-Aviv University, Marketing, May 2, 2000, Technion, Haifa, Economics, April 2, 2000, Universitat Pompeu Fabra, Barcelona, Economics, Feb. 19, 1999, Penn State, Smeal College of Business, 2/8/1999, Technion, Haifa, Economics, June 8, 1998, Bogazici University, Istanbul, Economics, June 5, 1998, University of Texas at Austin, Economics, February 25, 1998.

Conference Presentations and Honors

- 2021: **Award Recipient.** “Social Norms and the Price of Zero,” published in the *Journal of Consumer Psychology* (28, no. , 180-191), received Honorable Mention for the 2021 JCP Park Best Paper Award, Society of Consumer Psychology Winter Meeting, March 4-6, 2021
- 2021: **Organizer.** The Third **virtual Experimental Finance Workshop**, Jan 13 2021
- 2020: **Organizer.** The First and Second **virtual Experimental Finance Workshop**, Nov 11 and 13, 2020

- 2018: **Featured contributor.** The 36th Conference on Institutional and Theoretical Economics (JITE-Conference), organized by Christoph Engel and Urs Schweizer, Florence, Italy, June 6-9, On the importance of relative payoffs in two-sided one-to-one matching
- 2018: **Plenary address:** The Inaugural Wuhan Cherry Blossom Workshop in Experimental Economics, China, March 18, On the importance of relative payoffs and other regarding preferences in two-sided one-to-one matching.
- 2017: **Invited.** Informs Annual Meeting, Houston, October 23, The Reference Price Effect of Reserve and Bin Prices
- 2017: Marketing Science Conference. Los Angeles, June 9. On the Reference Price Effect of Reserve and Buy It Now Prices.
- 2016: **Keynote address.** 8th International Workshop on Behavioral Operations Management, Nanjing, China, December 17, 2016. Experiments on Participative Pricing Mechanisms
- 2016: Economic Science Association Meetings, Jerusalem, July 7-11, The effect of involvement on fundraising: a charity field experiment.
- 2016: **Invited presentation.** Choice Symposium, Lake Louise, AB, May 14-May 16, Beyond Posted Prices: Customer-Driven Pricing Mechanisms
- 2015: **Award Recipient.** Informs, Philadelphia, PA, Nov 1. Award recipient. Best Working Paper Award at Behavioral Operations and Management Section, Informs “Bargaining Process and Channel Efficiency,” with E. Katok and V. Pavlov.
- 2015: Economic Science Association, Dallas, Texas, October 23, “The Effect of Third Party Intervention in the Investment Game”
- 2014 Marketing in Israel Conference, Beer Sheva/Rehovot, Israel, Dec 30-31, “A Study of Bidding Behavior in All-pay Auctions,” invited presentation
- 2012 Marketing Science Conference, Boston, June 7-9, “Differentiated Bidders and Bidding Behavior in Procurement Auctions,” and co-chaired special invited session “Biding Strategies and Design in Quality Auctions.”
- 2011 Marketing Science Conference, Houston, June 9-11, “When and How Do Coordinating Contracts Improve Channel Efficiency?”
- WIMI Conference: Cross-Platform and Multi-Channel Consumer Behavior, Dec 9-10, 2010, Wharton, “Seller Strategy in B2B Multi-channels: Auctions, Buy-Now Pricing and Price Discovery.”
- Southern Economic Association Conference, Atlanta GA, Nov 20-22, 2010. Session Organizer and presented “Asset Market Prices and Strategies in Virtual World Experiments.”
- Economic Science Association Meetings, November 11-13, 2010, Tucson, “The Loser’s Bliss.”
- 2010 Marketing Science Conference, Cologne, June 16-19, 2010, “Between-Game Rule Learning in Dissimilar Symmetric Normal-Form Games” and “Tiers in one-sided matching markets.”

- 2009 Marketing Science Conf., Ann Arbor, June 4-6, 2009, “The Impact of Online Auction Duration”
- 2009 UTD- Frontiers of Research in Marketing Science, Dallas, Feb 19-21, 2009, Organizer.
- 2008 Economic Science Association European Meetings, Lyon, France, Sep 11-14, 2008, “An Experimental Investigation of Buyer Determined Procurement Auctions”
- 3rd Annual Behavioral Operations Conference, Edmonton, Alberta, July 23-25, 2008, “Choice between investments with different multipliers and social distance: A virtual world experiment.”
- 2008 Marketing Science conf, Vancouver, Jun 12-14, 2008, “Bidding Strategies in Buyer Determined Online Auctions” and “An Experimental Investigation of Buyer Determined Procurement Auctions”
- 2008 Winter Marketing Educators' Conference, Austin, Feb 15-18, 2008, “Two-stage Lotteries and the Value of Unresolved Uncertainty in Multiple Contacts”
- Informs, Seattle, Nov 4-7, 07, “When Zero Search Cost is too High.”
- Economic Science Association, Tucson, Oct 18–21, 07. “Individual Choice among Charity Auctions.”
- 2007 Second Annual Behavioral Operations conference July 23-24 Carlson School of Management University of Minnesota. “Infrastructure for Laboratory Experiments”
- 2007 Stony Brook Workshop on Experimental Economics July 14 - 16, 2007. “Learning”
- 2007 Seventh Triennial Invitational Choice Symposium, Wharton, Jun 13-17, “Competition Between Auctions.” Session organizer.
- 2006 Economic Science Association North American Meetings, Tucson, Arizona, September 28-October 1. “Risk aversion, under-diversification and the role of recency and probability matching.”
- 2006 Summer Institute in Competitive Strategy, UC Berkeley, Jun 26-June 30, “Segmentation and Competition: An Application to Rebates”
- 2006 INFORMS Marketing Science Conference, University of Pittsburgh, June 8-June 10, Two-Stage Prize Promotions and the Value of Unresolved Uncertainty
- 2006 Coordination Success Conference in Honor of Raymond C. Battalio, Texas A&M, March 31-April 2, 2006. Presented “Hierarchical Thinking and Learning in Rank Order Contest Games.”
- 2005 SEA Meetings, Washington, D.C., Nov 18-20, 2005, organized “Learning” session and presented “Learning in Two-Stage Lotteries.”
- 2005 ESA Meetings in Tucson, Sept 30-Oct 2, “The Buyer-Determined Multi-Attribute Auction.”
- 2005 AMA Summer Marketing Educators’ Conference, July 29-August 1, Panel Member in special sessions titled “Online Reverse Auctions: New Technology and/or Old Relationships”
- 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, June 16-18, “The Buyer-Determined Multi-Attribute Auction- An Experimental Investigation”
- 2005 AEA Annual Meetings, Jan 7-10, “Two-Stage Prize Promotion

- Lotteries and the Timing of Prizes”
- 2004 North American Economic Science Association Meeting, Nov 5-Nov 7, 2004. “Loss Aversion and Under-Hedging”
 - 2004 ISBM Academic Conference in Boston, August 5-6, “Who Benefits From Reverse Auctions?”
 - 2004 Marketing Science Conference, June 24-26, Rotterdam: “The Role of Seller Rating in Online Auctions”
 - 2004 American Marketing Association Winter Marketing Educators’ Conference, Feb 6-9, 2004, Scottsdale, AZ: “Two-stage Prize Promotion Lotteries and the Timing of Prizes.”
 - Matching Markets Workshop, Stanford Institute of Theoretical Economics, Stanford University, August 14-Aug 16, 2003: “Equilibrium Selection in Repeated B2B Matching Markets”
 - 25th Marketing Science Conference 2003, University of Maryland, College Park, June 12-15, 2003: “The Effect of Variability in Marketing Mix Variables on Consumer Brand Choice.”
 - American Marketing Association Winter Meetings, Orlando, Florida, February 14-16, 2003: “Manipulating Prize Variability in Under-the-cap Promotions”
 - International Economic Science Association Meetings, Boston, June 27-30, 2002: “The Economics of Small Decisions.”
 - Economic Science Association Meetings, Tucson, Nov 1-4, 2001: “Unraveling in Decentralized Labor Markets with Incrementally Revealed Quality Information”
 - Marketing Science, July 5-8, 2001, Wiesbaden, Germany: “Under-the-cap Promotions: A Customer Learning Approach.”
 - Workshop on Learning and Bounded Rationality, June 14-18, 2001, Florence, Italy: “Applications to Reinforcement Learning”
 - Public Choice Society and Economic Science Association Meetings, March 9-11, 2001, San Antonio
 - ASSA and Econometric Society Meetings, Jan 5-7, 2001, New Orleans.
 - Economic Science Association Summer Meetings, Sept 29-Oct 1, 2000, Tucson.
 - Marketing Science Conference, June 23-25, 2000 Los Angeles, “Variable Pricing: A Customer Learning Perspective”
 - Economic Science Association Summer Meetings, June 16-18, 2000, New York.
 - Experimental Economics 3rd International Workshop, April 10, 2000, Haifa, Israel.
 - Public Choice Society and Economic Science Association Meetings, March 10-12, 2000, Charleston.
 - Public Choice Society and Economic Science Association Meetings, March 12, 1999, New Orleans.
 - Economic Science Association North American Meetings, October 15-18, 1998, Tucson.
 - North American Summer Meetings of the Econometric Society, June 25-28, 1998, Montreal, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”

- Public Choice Society and Economic Science Meetings, March 13-15, 1998, New Orleans, Louisiana, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”
- Texas Econometrics Camp III, Feb 28 – Mar 1, 1998, Lago Vista, Texas, “An Empirical Model of Equilibrium Selection based on Player Heterogeneity”
- Lonestars Conference, Sept. 27-28, 1997, College Station, Texas, "Testing Modes in the Population Distribution of Beliefs in Experimental Games"
- Conference on Clustering and Discrimination sponsored by the National Science Foundation and Rice university, May 11-14, 1997, Houston, Texas, "Testing Modes in the Population Distribution of Beliefs in Experimental Games"

Classes taught

Marketing Analytics Using SAS. Predictive Analytics Using SAS, SPSS (as special topics in marketing), Web Analytics, Marketing Digital Applications, Interactive and Digital Marketing, Marketing Management, Principles of Marketing, Market Design, International Marketing

Research Interests

Digital marketing, e-commerce, consumer decision making, market design, market research, conjoint analysis, auctions, experimental research

Membership in Professional Societies

- American Economic Association
- Economic Science Association
- Econometric Society
- American Marketing Association
- Informs.

Fellowships and Awards

- Cleghorn Faculty Scholar Award, McGill University internal award, Jan 1, 2020- Dec 31, 2022, \$20,000
- Short term visitor grant for the Behavioral Business Research Lab (BBRL) at the Walton College, University of Arkansas, October 2018, \$1500
- Donna Wilhelm Research Fellow at SMU's National Center for Arts Research, Nov 7, 2016-present
- Best Working Paper Award at Behavioral Operations and Management Section for “Haruvy, E., Katok, E., V. Pavlov. Bargaining Process and Channel Efficiency”, at Informs conference Philadelphia, Nov 1, 2015
- Management Science Distinguished Service Award for 2010
- Management Science Distinguished Service Award for 2009
- The 1st Technion Open Choice Prediction Competition. First Place in Predicting Decisions from Description, 2009.
- Professional Development Award, April 1998.
- David Bruton, Jr. Fellowship, 1997-1998 academic year.
- Peter L. Reid Memorial Scholarship for academic achievement, 1992-1993 academic year, \$600
- Spain-Leff Memorial Scholarship for academic excellence, 1992-1993

academic year, \$600

Grants

- Price Discrimination and Bargaining in B2B: Empirical Evidence from Tech Manufacturing, Principal Investigator: Ernan Haruvy, June 2020-May 2022, \$55,337 (year 1: \$26,101; year 2: \$29,236). Social Sciences and Humanities Research Council of Canada, Insight Development Grant, grant #430-2020-0035.
- Implementing Smart Cities Interventions to Build Healthy Cities (SMART) Training Platform, Role: Co-applicant. PI: David Ma, Miyoung Suh and Laurette Dube. Grant amount: \$4.95M. Year 1: \$825 000 ,Year 2: \$825 000, Year 3: \$825 000, Year4: \$825 000, Year 5: \$825 000. Year 6: \$825 000. Training Grant: CIHR-NSERC-SSHRC Healthy Cities Research Training Platform (HCRI) 2021-02-18.
- Co-Investigator. Online versus Offline Price Dispersion: Do Store Familiarity and Consumer Search Cost Matter?, PI: Hejun J. Zhuang, Brandon University, April 1, 2021 to March 31, 2024, \$59,951 (year 1: \$11,317, years 2 & 3: \$24,317. Social Sciences and Humanities Research Council of Canada, Insight Grant, grant #435-2021-1224
- Sustainable Investing: Understanding the Mechanism of Investment Decision Making on Micro-Investing Platforms, Collaborator, 2019-2020, University of Queensland BEL Connect Grant. CI: P. Popkowski Leszczyc, G. Gonzales & C. Meath. \$18,939, 2019-2020
- The Influence of Incentives and Social media on charitable fundraising, 2016 (5 years), Social Sciences and Humanities Research Council of Canada, grant 435-2016-0250. PI: P. Popkowski Leszczyc, \$123,000
- "Competition between Auctions: Implications for Auction Design and Bidder and Seller Strategies," Collaborator, 2011 (3 years), Social Sciences and Humanities Research Council of Canada Research Grant #

- 410-2011-0058, P. Popkowski Leszczyc, \$100,350.
- MSI research award #4-1644. 2010. “Seller Strategy in B2B Multichannels: Auctions, Buy-Now Pricing, and Price Discovery.” \$3000.
 - The Fostering of Charitable Giving in Canadian Society, Community University Research Alliances program, Collaborator, 2008 Social Sciences and Humanities Research Council of Canada Research Grant, \$20,000.
 - Senior personnel on NSF #SES-0519168, Rule Learning Across Dissimilar Normal-Form Games, PI: Dale Stahl, 08/01/05 - 07/31/07, \$24,675.
 - United States-Israel Binational Science Foundation, #2002114, July 2003-July 2005, with Ido Erev and Alvin Roth; \$20,000.
 - National Science Foundation-- Time-sharing Experiments for the Social Sciences, proposal #157, May 2003, with Sujoy Chakravarty. The TESS project facilitates data collection via the Internet and pays for the associated costs of data collection.
 - M. R. Saulson Research Fund #191-408, March 2000 – September 2002; \$2,000.
 - Senior personnel on NSF #SES-9986379, with Dale Stahl; February 2000-January 2001; \$45,000.
 - Research grant: B.T.S Academic Lectureship in Industrial Engineering and Management, #7700213, January, 2000; \$800.

Professional and University Citizenship

Former doctoral students under my supervision

Professor Cesar Zamudio, 2013, Virginia Commonwealth University
 Professor Bo Ram Lim, 2019, University of Kansas
 Dr. Zhongwen (Owen) Ma, Verizon, 2019

Referee work

Editor: *Review of Marketing Science*

Associate Editor: *Management Science (2019-Present), Journal of Behavioral and Experimental Economics (2017-Present)*

Senior Editor: *Production and Operations Management (2011-Present)*

Editorial Boards: Marketing Science, International Journal of Research in Marketing

Guest Editor: Symposium issue on Virtual Worlds in *Southern Economic Journal*

Cross-disciplinary: Science, Proceedings of the National Academy of Sciences

Economics: American Economic Review, Econometrica, European Economic Review, J. of Political Economy, Review of Economic Studies, Games and Economic Behavior, International J. of Game Theory, J. of Public Economics, The Economic Journal, J. of Economic Behavior and Organizations,

Economics of Governance, Economic Theory, Experimental Economics, Southern Economic Journal, Computational Economics, Economic Inquiry, J. of Economic Dynamics and Control, Economics Bulletin, Economic Theory, J. of Economic Psychology

Marketing: Management Science (Marketing track), J. of Marketing, J. of Marketing Research, Marketing Science, International J. of Research in Marketing, Rev. of Marketing Sci., J. of Business Research, J. of Interactive Marketing

Finance: Journal of Finance, Review of Finance, Journal of Behavioral Finance, J. of Banking and Finance

OM, OR, and IS: Operations Research, Management Science (Information Systems track), Journal of Optimization Theory and Applications, Interfaces, Production and Operations Management, Information Technology and Management, Automatica

Decision analysis and OB: Management Science (Decision Analysis, Organizational Behavior tracks)

Psychology: J. of Behavioral Decision Making, J. of Mathematical Psychology, J. of Managerial Psychology, J. of Economic Psychology

Government: National Science Foundation, United States-Israel Binational Science Foundation, Research Grants Council (RGC) of Hong Kong, Austrian Science Fund (FWF)

Other service

- Organizer, UTD-FORMS tenth annual conference, 2016
- Area Head, Academic years 2013-2014, 2014-2015.
- Member of the Provost's EPPS Dean Search Committee in 2012.
- Vice Chair, Institutional Review Board, U. of Texas at Dallas, 2008-2009
- Faculty Adviser, American Marketing Association DFW CC, 2007-2009.
- Organizer, UTD-FORMS third annual conference, 2009

- **Other teaching:** Summer 2014 *Shanghai University of Finance and Economics (SUFU)*, Shanghai, China; Winter 2016 *Shanghai Jiao Tong*, Shanghai China.
- **Depositions (U.S.) / Cross-examinations (Canada)**
 - Disher v. TAMKO., U.S. District Court for the Southern District of Illinois, Case 3:14-cv-00740-NJR-SCW, 2015-2016, Skadden, Arps, Slate, Meagher & Flom
 - Grasso et al. vs Electrolux Home Products, U.S. District Court Middle District of Florida Tampa Division, Case 8:16-cv-00911-CEH-TGW, 2016-2017, Skadden, Arps, Slate, Meagher & Flom
 - Hummel v. TAMKO Building Products, U.S. District Court Middle District of Florida Orlando Division, Case 6:15-cv-00910-PGB-GJK, 2016-2017, Skadden, Arps, Slate, Meagher & Flom
 - Flynn v. FCA, U.S. District Court for the Southern District of Illinois, 3:15-cv-855-MJR-DGW, 2018-2019, Thompson Coburn
 - Jimmy Banh et al. v. American Honda Motors, Case 2:19-cv-05984 RGK (ASx), United States District Court Central District of California Western Division, 2020, King and Spalding
 - Mildred Clemmons et al. vs. Samsung Electronics America, Civil Action No. 15-3713, United States District Court District of New Jersey, 2020, Skadden, Arps, Slate, Meagher & Flom.

- Gaby’s Bags, LLC v. Mercari, Inc. Case No. 20-cv-00734-WHA (TSH), United States District Court, Northern District of California, San Francisco Division, 2021, Shapiro, PA
- Gentec v. Nuheara, Federal Court (Canada) File No. T-379-18, 2021, Fasken Martineau DuMoulin.
- **Testimony in Court**
 - Paid Search Engine Tools v. Google Canada Corporation, Court File No. T-40-18, Aitken Klee, Federal Court, Canada.
- **Other expert Reports**
 - Tiffany Hogans vs. Johnson & Johnson, Circuit Court of St. Louis, State of Missouri, Case 1422-CC09012-01, 2016-2017, Skadden, Arps, Slate, Meagher & Flom LLP
 - Merck KGaA v. Merck Sharp & Dohme Corp., High Court of Delhi at New Delhi, CS (COMM) NO. 1673 OF 2016, Code 36017 (report), 2018-2019, Sidley Austin
 - Karmel Al Haj v. Pfizer, Case No. 1:17-cv-6730, U.S. District Court for the Northern District of Illinois, 2019, Skadden, Arps, Slate, Meagher & Flom
 - Engram v. GSK, Case 1:19-cv-02886-EK-PK, 2020, U.S. District Court, Eastern District of New York, Skadden, Arps, Slate, Meagher & Flom