

On Amir
Rady School of Management
University of California, San Diego
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- Employment** 2005 – Current; Assistant Professor of Marketing, University of California, San Diego, Rady School of Management.
2003 – 2005 Assistant Professor of Marketing, Yale University, School of Management.
1991 – 1999 Israeli Air Force
- Education** Massachusetts Institute of Technology, The Sloan School of Management, Cambridge, MA -- *Ph.D., Management Science, Marketing, June 2003*
Israeli Open University, Tel Aviv, Israel -- *B.S., Computer Science, December 1999*
- Publications** Leonard Lee, On Amir, & Dan Ariely (forthcoming). In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency, *Journal of Consumer Research*.
- Anastasiya Pocheptsova, On Amir, Ravi Dhar, & Roy Baumeister (2009). Deciding without Resources: Psychological Depletion and Choice in Context, *Journal of Marketing Research*, June.
- On Amir & Dan Ariely (2008). Resting on Laurels: The Effects of Discrete Progress Markers as SubGoals on Task Performance and Preferences, *Journal of Experimental Psychology: Learning, Memory, & Cognition*, 34 (5), 1158-1171.
- On Amir & Orly Lobel (2008). Stumble, Predict, Nudge: How Behavioral Economics Informs Law and Policy, *Columbia Law Review*, December, 2098-2138.
- Nina Mazar, On Amir, & Dan Ariely (2008). The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, November, (lead article).
 Media coverage: NY Times Science section (Nov. 20th, 2007); HBR Breakthrough Ideas for 2008.
- Nina Mazar, On Amir, & Dan Ariely (2008). More Ways to Cheat – Expanding the Scope of Dishonesty, *Journal of Marketing Research*, November.
- On Amir & Jonathan Levav (2008). Preference construction versus choice construction: The instability of preferences learned in context. *Journal of Marketing Research*, April, 145-158.

On Amir, Ziv Carmon, & Dan Ariely (2008). The Dissociation between Monetary Assessments and Predicted Utility, *Marketing Science*, 27 (6), 1055-1064.

On Amir & Dan Ariely (2007). Decisions by Rules: The Case of Unwillingness to Pay for Beneficial Delays. *Journal of Marketing Research*, February, 142-152.

On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, Jose Silva (005). Behavioral Economics, Psychology, and Public Policy. *Marketing Letters (Special Issue for the Sixth Choice Symposium)*, 16:3/4, 443-454.

Work under Review

- ✚ Liberating Limitations: Regret and Indecision in Consumer Choice (with Dan Ariely), 4th round at the Journal of Marketing Research.
- ✚ Reflexive Positivist: How Uncertainty Can Improve Promotions (with Kelly Goldsmith), 4th round at the Journal of Marketing Research.

Projects in Progress

- ✚ Motivating Discounts: Price-Motivated Consumer Reasoning (With Erica Dawson)
- ✚ The most Influential Age Hypothesis: Does the Self Cause Predictable Preferences (with Nina Mazar)
- ✚ Choosing Inside the Box
- ✚ What is No? (With Dan Ariely)
- ✚ Artificial Selfish Behavior in Economic Games: The Role of Guilt and Social Emotions in Economic Transactions (with Anastasiya Pocheptsova)

Other Publications

“Is the Mind like a Muscle?” *Scientific American, Mind*, online edition.

“Making Consumption Decisions By Following Personal Rules”, In *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*. Ratti Ratneshwar & David Mick (eds.), Routledge Press 2005. (with Dan Ariely & Orly Lobel)

Research Interests

Consumer Behavior	Marketing Management
Judgment and Decision Making	Behavioral Economics
Psychology of Money	E-Commerce
Preferences	

Honors & Awards

“Most Valuable Professor Award,” voted by the Flex MBA class of 2007
“Most Valuable Professor Award,” voted by the Fulltime MBA class of 2007
MSI Research Award: “Motivating Discounts: Price Motivated Consumer Reasoning”, #4-1273, 2004
AMA - Sheth Doctoral Consortium Fellow, 2002
MSI Research Award: “Information Aversion: Indecision, Procrastination, and Consumer Choice Online”, #4-1141, 2001
CS Holding Fellowship, 2001
Walter A Rosenblith Fellowship, 2000

Member	Association for Consumer Research Association for Consumer Psychology Society for Judgment and Decision Making American Psychological Society American Marketing Association.
Reviewer	Journal of Marketing Research Marketing Science Journal of Experimental Psychology: General Journal of Economic Psychology Journal of Consumer Research American Economic Review Journal of Consumer Psychology Psychology and Marketing Journal of Behavioral Decision Making Organizational Behavior and Human Decision Processes Psychological Science
Conferences Publications	On Amir & Ariely Dan (2001) e-Rationality: Rationality in Electronic Environments. In S.M. Broniarczyk, & K. Nakamoto, <i>Advances in Consumer Research</i> , 24. Provo, UT. On Amir (2004) Alternative Decision Processes in Consumption: Personal Rules, Rationales, and Identity Maintenance, <i>Advances in Consumer Research</i> , XXXI, 26.
Teaching Experience	Marketing Management (MBA, Executive) Consumer Behavior (MBA, Executive) Social Psychology (teaching fellow, Harvard) E-Commerce Strategy (Executive) Customized Executive Programs
Conferences Presentations & invited talks	Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency" <i>Tel Aviv University, Tel Aviv, Israel</i> (July 2008). Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Cognitive Noise and the Role of Emotion in Preference Consistency" <i>FUR, IESE, Barcelona, Spain</i> (July 2008). Nina Mazar, On Amir, & Dan Ariely: "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance." <i>UCSD Social Lunch</i> . Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." <i>BDRM, San Diego</i> (April 2008). Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." <i>Erasmus University, Rotterdam</i> (April 2008). Goldsmith Kelly & Amir On: "Reflexive Positivity: How Uncertainty can Improve Promotions." <i>SCP, New Orleans, LA</i> (February 2008). Nina Mazar, On Amir, & Dan Ariely: "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance." <i>UCSD Economics Theory Seminar</i> . Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without

- Resources: Psychological Depletion and Choice in Context". *University of Melbourne Business School* (December 2007).
- Goldsmith Kelly & Amir On: "Wishful Thinking: How Uncertainty can Improve Promotions." *ACR, Memphis, TN* (October 2007).
- Goldsmith Kelly & Amir On: "Wishful Thinking: How Uncertainty can Improve Promotions." *Hebrew University, Israel* (June 2007).
- Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *Wharton, Philadelphia PA* (March 2007).
- Pocheptsova Anastasiya, Amir On, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *Washington University, St. Louis* (March 2007).
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (January 2007).
- Goldsmith Kelly & Amir On: "Ignorance Can be Bliss: How Uncertainty can Improve Promotions." *JDM, Houston TX* (November 2006).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Preference Consistency, Emotions, and Cognition." *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (October 2006).
- Leonard Lee, Amir On, & Dan Ariely: "In Search of Homo Economicus: Preference Consistency, Emotions, and Cognition." *USD School of Law, CA* (October 2006).
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *ACR, Orlando, FL* (September 2006).
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *BDRM, Santa Monica, CA* (June 2006).
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *BDRM, Santa Monica, CA* (June 2006).
- Amir On & Ariely Dan: "Resting on Laurels: The Effects of Discrete Progress Markers on Task Performance and Preferences". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (February 2006)
- Amir On & Levav Jonathan: "Preference Construction vs. Choice Construction." *JDM, Toronto, CA* (November 2005).
- Amir On , Ariely Dan, & Carmon Ziv: "The Dissociation between Monetary Assessments and Predicted Utility". *Cognitive Lunch, Department of Psychology, University of California, San Diego, CA* (October 2005)
- Amir On & Dawson Erica: "Motivating Discounts: Price-Motivated Reasoning". *SCP, St. Pete's Beach, FL* (February 2005)
- Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: "Deciding Without Resources: Psychological Depletion and Choice in Context". *SCP, St. Pete's Beach, FL* (February 2005)
- Amir On & Ariely Dan: "Decisions by Rules: Disassociation between Preferences and Willingness to Act". *Marketing Seminar, Department Anderson School of Management, UCLA* (December 2004)

Amir On , Ariely Dan, & Carmon Ziv: “The Dissociation between Monetary Assessments and Predicted Utility”. *JDM, Minneapolis, MN* (November 2005)
 Amir On, Pocheptsova Anastasiya, Dhar Ravi, & Baumeister Roy: “Depletion in Context: The Effects of Ego-Depletion on Choice”. *ACR, Portland, OR* (October 2004)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *Social Lunch, Department of Psychology, Yale University* (September 2004)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *INSEAD Marketing Camp, France* (April 2004)
 Amir On , Ariely Dan, & Carmon Ziv: “Thinking about Money: The Ultimate Equalizer?”. *Society for Consumer Psychology, San Francisco, CA* (February 2004)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *Marketing in Israel III, Israel* (December 2003)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *JDM, Vancouver, CA* (November 2003)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *ACR, Toronto, CA* (October 2003)
 Amir On & Ariely Dan: “Decisions by Rules: Disassociation between Preferences and Willingness to Act”. *NEMC, Cambridge, MA* (September 2003)
 Amir On & Ariely Dan: “The Pain of Deciding: Indecision, Flexibility, and Consumer Choice Online”. *Marketing in Israel II, Israel* (December 2002)
 Amir On & Ariely Dan: “Decisions by Rules”. *BDRM, Chicago, IL* (June 2002)
 Amir On & Ariely Dan: “Closure Online: The Effect of Time Pressure and Exploding Discounts on Purchase Decisions”. *ACR, Austin, TX* (October 2001)

Consumer Emotional Reactions to Changing Gas Prices, Ch. 10 News, August 2008
 Jogging Down the Comeback Trail, San Diego Union Tribune, August 2007
 Big Business and the Consumer, Jeremy Seville Comedy Hour, WealthTV 2007
 Social Marketing, San Diego Union Tribune, May 2007
 Trends in E-commerce, San Diego Business Journal, July 2006
 Dating websites, San Diego Union Tribune, April 2006
 Database marketing, Campus Technology, November 2005
 Christmas shopping, Hartford Courant, December 2004

PhD Committee

Media Mentions

Service

Independent Study Projects Uzma Khan, Yale SOM, 2005

Independent Study Projects Michael Liersch, UCSD Psychology, 2007

Company	Industry	Topic	Participants
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Atari	Gaming	<i>New Product Development</i>	Timothy Kamiensky (Yale MBA '05)
Clariant	Medical Devices	<i>Marketing Strategy</i>	Nathalie Kelber (Rady MBA '07)
Arena Pharmaceutical	BioTech	<i>Publication Planning</i>	Rachel Retajczyk (Rady Flex MBA '06)
Spapartsdepot.com	SPA	<i>Marketing Strategy</i>	Troy Roble (Rady Flex MBA '06)
	Internet	<i>Market Research</i>	Simon Pang (Rady Flex MBA '06)
Ekahau	Defense	<i>Marketing Strategy</i>	Yung Chuan Koh (Rady MBA '07)
Uzima Bioscience	BioTech	<i>Marketing Strategy</i>	Gregory Stein (Rady MBA '06)
Muroplex	BioTech	<i>Branding</i>	Elaine Weidenhammer (Rady MBA '06) Karli Middlewood (Rady MBA '06)
Arena Pharmaceutical	BioTech	<i>Marketing Strategy</i>	Rachel Retajczyk (Rady Flex MBA '06)
Jordan Opportunities	Financial Services	<i>Marketing Strategy</i>	Hans Baumgartner (Rady Flex MBA '07) Dutch de Rijke (Rady Flex MBA '07) Laura Requena (Rady Flex MBA '07) Nathalie Kelber (Rady MBA '07)
Clay's La Jolla	Entertainment	<i>Marketing Strategy</i> <i>Market Research</i>	Forrest Wright (Rady MBA '07) Rebecca Power (Rady MBA '07) George Nagata (Rady MBA '07) Cindy Hsiang (Rady MBA '07) Duke Hong (Rady Flex MBA '07) Mike Kirkwood (Rady Flex MBA '07)
AlisTech	Pharmaceutical	<i>Marketing Strategy</i>	Nick Boyle (Rady MBA '07)
Goowy Media	Internet	<i>Marketing Strategy</i>	Aron Tremble (Rady MBA '07) Brad Glover (Rady MBA '07) Hilda Nagan (Rady MBA '07)
HP	Software	<i>Pricing</i>	Dutch de Rijke (Rady Flex MBA '07) Laura Requena (Rady Flex MBA '07) Osman Bar (Rady MBA '07) Carrie Phair (Rady MBA '07) Johann Lau (Rady MBA '07)
Parichute.com	Internet	<i>Marketing Strategy</i>	Kristin Baird (Rady Flex MBA '07) Marcos Santos-Rivera (Rady Flex MBA '07) Derek Ladd (Rady Flex MBA '07)
Wombat.com	Internet	<i>Marketing Strategy</i>	Forrest Wright (Rady MBA '07) Craig Braun (Rady MBA '07) Peter Oneppo (Rady MBA '08)
Toetl Energy Partners	Alternative Energy	<i>Marketing Strategy</i>	Ryan Leary (Rady MBA '07)
Avaak	Hi-Tech	<i>Market Research</i>	Rinat Burdo (Rady MBA '08)
Sony Online Entertainment	Internet / Gaming	<i>Market Research</i> <i>Customer Analysis</i> <i>CRM</i> <i>Marketing Strategy</i>	Clifton Bate (Rady Flex MBA '08) Clint Daniels (Rady Flex MBA '08) Melissa Foo (Rady Flex MBA '08) Jarrod Hammes (Rady MBA '08)

			Kenneth Harris (Rady Flex MBA '08) Joshua Kuss (Rady MBA '08) Do-Hyoun Lee (Rady MBA '07) Michael Myles (Rady MBA '07) Matthew Penfield (Rady Flex MBA '07) Tejaswini Ravindra (Rady MBA '08) Niket Sirisi (Rady Flex MBA '08) Nicholas Wawiluk (Rady MBA '08)
dBar	Internet	<i>Marketing Strategy</i>	David Davies (Rady MBA '07)
Campagne	Food	<i>Marketing Strategy</i> <i>Market Research</i>	Bradley Glover (Rady MBA '07) Grazzini Maren (Rady MBA '08) Zhihua Shang (Rady MBA '08)
Cross Technologies	Chemical Engineering	<i>Marketing Strategy</i>	Turner Jenkins (Rady MBA '08) Richard Vogt (Rady MBA '08) Matthew Westeboy (Rady Flex MBA '08)
Contrarian Investments	Financial Services	<i>Marketing Strategy</i>	Jason Garewel (Rady MBA '08) Leyla Larijani (Rady Flex MBA '07) Jimmy Wang (Rady MBA '07)
Friend	BI / Enterprise Software	<i>Marketing Strategy</i>	Tomasz Johannsen (Rady Flex MBA '07) Marcos Santos-Rivera (Rady Flex MBA '07) James Giolitto (Rady Flex MBA '08)
Mint	Consumer Package Goods	<i>Market Assessment</i>	Zhihua Shang (Rady MBA '08) Xiaomei Fu (Rady MBA '08) Brian Kelly (Rady MBA '08) Normi Wan-Lin Chen (Rady MBA '08)
YMCA	Nonprofit	<i>Marketing Strategy</i>	Catherine Mi (Rady Flex MBA '07)
SportsTechWorld	Internet / Media	<i>Launch Strategy</i>	Susan Payne (Rady MBA '08)
CodeStrom	Internet / Software	<i>Market Research</i>	Michael Hernton (Rady MBA '08) Wendy Lin (Rady MBA '08) Andrew Ross (Rady Flex MBA '07)
Champagne French Bakery Café	Food	<i>Market Research / Strategy</i>	Zhihua Shang (Rady MBA '08) Po-Hao Kung (Rady MBA '08)
Entropic	Telecommunications	<i>Market Research</i>	Chin-Yao Kao (Rady MBA '08) Nien-Tso Feng (Rady Flex MBA '08)
Astronix	Semiconductor / Telecommunications	<i>Market Research</i>	Carol Preisig (Rady Flex MBA '08) Niket Sirisi (Rady Flex MBA '08)
Active	Outdoors / Sports	<i>Market Research / strategy</i>	Brian Kelly (Rady MBA '08)