

Dr. Danny Shapira

Danny Shapira is a Senior Lecturer at the Department of Business Administration at Galzer and a visiting Professor at the University of Mannheim Business School. He received his Ph.D. from the Hebrew University of Jerusalem in the Racach Institute of Physics. His main research focuses on complex systems in marketing. He studies a variety of aspects that deal with the emergence of the collective behavior of markets on the basis of modeling individual-level decision making and social interactions. Danny Shapira's work involves the development of theoretical quantitative models and empirical analysis. It employs interdisciplinary ideas and methodologies inspired by the field of statistical mechanics alongside with a more traditional economic approach.