

CURRICULUM VITAE

• **Personal Details**

Rachel Barkan

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• **Education**

B.A. - 1986-1989 – The Hebrew University – Psychology

M.A. - 1989-1992 – The Hebrew University – Psychology  
Name of advisor: Professor Gary Bornstein  
Title of thesis: Collective Action in Two-Level  
Social Dilemmas: The Case of the Kibbutz

Ph.D. 1993-1997 – Technion - Israel Institute of Technology  
Faculty of Industrial Engineering and Management  
Name of advisor: Professor Dov Zohar  
Title of thesis: Learning Processes in Probabilistic  
Signal Detection Tasks - A Model for Safety Behavior

• **Employment History**

- 2016 – present – Associate Professor (Tenured), Business Administration Department, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel.
- 2006 – 2016 - Senior Lecturer (Tenured), Business Administration Department, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel.
- 2007 – 2008 - Associate Researcher, Fuqua School of Business, Duke University NC (Sabbatical year).
- 2000 – 2006 - Lecturer, Business Administration Department, Guilford Glazer School of Management, Ben-Gurion University of the Negev, Israel
- 1997 – 2000 - Post-Doctoral Researcher, at the Decision-Making Lab, the Psychology Department, Indiana University
- 1994 – 1997 - Teaching Assistant, The Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, Haifa, Israel.
- 1990 – 1994 - Instructor, Social Sciences, The Open University, Tel-Aviv, Israel.

• **Professional Activities** (in reverse chronological order)

(a) Positions in academic administration

- 2006-present – Member of BGU ethics committee for research involving human subjects
- 2003-present – Coordinator of the Behavioral Science area – Department of Business Administration
- 2000-present – Member of the Teaching Committee – Department of Business Administration
- 2012-2015 – Chair of the Teaching Committee – Department of Business Administration
- 2017-present – Chair of the Faculty Teaching Committee – Guilford Glazer Faculty of Business and Management
- 2018-present – Chair of the Department of Business Administration

(d) Editor or member of editorial board of scientific or professional journal

- 2013-present - Journal of Behavioral and Experimental Economics – Editorial Board
- 2018-present – DECISION – Editorial Board
- 2019-present – Journal of Experimental Social Psychology – Associate Editor

(e) Ad-hoc reviewer for journals

*Current Directions in Psychological Science*  
*Management Science*  
*Journal of Consumer Research*  
*Organizational Behavior and Human Decision Processes*  
*Journal of Behavioral Decision Making*  
*Journal of Economic Psychology*  
*Decision Sciences Journal*  
*Perception and Psychophysics*  
*Experimental Economics*  
*NSF – National Science Foundation*  
*GIF – Germany-Israel Foundation*  
*ISF – Israel Science Foundation*

(f) Membership in professional/scientific societies

- 1998-present – The Society of Judgment and Decision-Making

• **Educational activities**

(a) Courses taught

- Research Methods in Behavioral Science – Graduate – Ben-Gurion University of the Negev.
- Introduction to Behavioral Science – Graduate – Ben-Gurion University of the Negev.

Judgment and Decision-Making – Graduate – Ben-Gurion University of the Negev.  
Personnel Selection in Organizations – Graduate – Ben-Gurion University of the Negev.  
Building and Managing Teams – Graduate – Ben-Gurion University of the Negev.  
Personality Theories in Management – Graduate – Ben-Gurion University of the Negev.  
Introduction to Decision Analysis – Under Graduate – Ben-Gurion University of the Negev.  
Analyzing current behavioral phenomena – Graduate – Ben-Gurion University of the  
Negev.

(b) Research students

2005 – Lior Deree – M.B.A  
Ben-Gurion University of the Negev

2005 – Hadar Elraz – M.B.A  
Ben-Gurion University of the Negev

2006 – Avihu Pereg – M.A.  
Additional supervisor – Professor Joseph Zelgov  
Ben-Gurion University of the Negev

2006 – Michal Fleishman – M.B.A  
Additional supervisor – Professor Aviad Israeli  
Ben-Gurion University of the Negev

2007 – Einav Maharabanni – M.B.A  
Ben-Gurion University of the Negev

2007 – Avivit Solomonov – M.B.A  
Ben-Gurion University of the Negev

2007 – Yosef Solomonov – M.B.A  
Additional supervisor – Professor Michael Bar-Eli  
Ben-Gurion University of the Negev

2013 – Atar Sharony – M.A.  
Ben-Gurion University of the Negev

2015 – Gil Lewinger – M.B.A  
Ben-Gurion University of the Negev

2018 – Tamar Shemesh – M.B.A  
Ben-Gurion University of the Negev

2018 – Odelia Asulin – M.B.A  
Ben-Gurion University of the Negev

2019 – Hadar Vered – M.B.A  
Ben-Gurion University of the Negev

2019 – Nogah Azulai – M.B.A  
Ben-Gurion University of the Negev

Current student – Netanel Shiloh – M.B.A  
Ben-Gurion University of the Negev

- **Awards, Citations, Honors, Fellowships**

- (a) Honors, Citation Awards

- 2012 - Guilford Glazer Faculty of Business Administration and Management, Dean Award for Best Paper.

- 2009 - The Marc Rich Foundation, Award for to Women in the Academy.

- **Scientific Publications**

- (a) H-index – ISI-8, GS-13

- (b) Total number of citations of all articles – ISI-179, GS-500

- (c) Total number of citations without self-citations – ISI-162, GS-411

\* For each publication (Citations ISI, GS; Impact Factor; Journal Ranking, ABDC list 2013; Quartile)

1. Barkan, R<sup>S</sup>., Zohar, D<sup>C</sup>., & Erev, I<sup>C</sup>. (1998). Accidents and decision making under risk: A comparison of four models. *Organizational Behavior and Human Decision Processes*, 74, 118-144. (citations 78, 55; IF 2.201; 13/76 psychology applied; A\*; Q1)
2. Barkan<sup>PD</sup>, R., & Busemeyer, J.R<sup>C</sup>. (1999). Changing plans: Dynamic inconsistency and the effect of experience on the reference point. *Psychonomic Bulletin and Review*, 6, 547-554. (citations 62, 41; IF 3.369; 1/13 psychology mathematical; N/A; Q1)
3. Busemeyer, J.R<sup>PI</sup>., Weg, E.<sup>C</sup>, Barkan, R<sup>PD</sup>., Li, X.Y<sup>C</sup>., Ma, Z.P<sup>C</sup>. (2000). Dynamic and consequential consistency of choices between paths of decision trees. *Journal of Experimental Psychology: General*, 129, 530-545. (citations 69, 55; IF 5.929; 3/85 psychology experimental; A\*; Q1)
4. Barkan, R<sup>PI</sup>. (2002). Using a signal detection safety model to simulate managerial expectations and supervisory feedback. *Organizational Behavior and Human Decision Processes*, 89 (2), 1005-1031. (citations 18, 11; IF 2.021; 13/76 psychology applied; A\*; Q1)
5. Barkan R<sup>PI</sup>., & Busemeyer J.R<sup>C</sup>. (2003). Modeling dynamic inconsistency with a changing reference point. *Journal of Behavioral Decision Making*, 16(4), 235-255. (citations 104, 74; IF 2.069; 18/76 psychology applied; Q1; A)
6. Israeli, A.A<sup>PI</sup>., & Barkan, R<sup>PI</sup>. (2004). The impact of hotel social events on employee satisfaction: A case study. *International Journal of Human Resources in Hospitality and Tourism*, 2 (2), 23-39. (citations 9, 5; N/A; N/A; N/A; N/A)
7. Barkan, R<sup>PI</sup>., & Israeli, A.A<sup>PI</sup>. (2004). Testing servers' roles as experts and managers of tipping. *Service Industries Journal*, 24 (6), 1-18. (citations 49, 35 IF .832; 128/185 management; A; Q3)
8. Barkan<sup>PI</sup>, R., Erev, I<sup>C</sup>., Zinger E<sup>S</sup>., & Tzach M<sup>S</sup>. (2004). Tip policy, visibility and quality of service in cafes. *Tourism Economics*, 10 (4), 449-462. (citations 17, 9; IF .832; 236/333 economics; A; Q3)
9. Israeli A<sup>PI</sup>., & Barkan, R<sup>PI</sup>. (2004). Developing a Framework for Rewards in Combined Production/Service Businesses: The Case of Tipping in the Restaurant Industry. *International Journal of Service Industries Management*, 15(5), 444-459. (Currently named: Journal of Service Management). (citations 29, 20; IF 1.800; 52/144 management; A; Q2)
10. Israeli A<sup>PI</sup>., Barkan R<sup>PI</sup>., & Fleishman, M<sup>S</sup>. (2005). An Exploratory Approach for Evaluating Performance Measures: The Managers' Perspective. *Service Industries Journal*, 26(8), 861-872. (citations 28, 15; IF .832; 128/185 management; A; Q3)

11. Barkan, R<sup>PI</sup>., Danziger, S<sup>C</sup>., Ben-Bashat, G<sup>S</sup>., & Busemeyer, J.R<sup>C</sup>. (2005). Framing reference points: The effect of integration and segregation on dynamic inconsistency. *Journal of Behavioral Decision Making*, 18, 1-14. (citations 24, 16; IF 2.069; 18/76 psychology applied; A; Q1)
12. Busemeyer, J.R<sup>PI</sup>., Townsend, J.T<sup>C</sup>., Diederich, A<sup>C</sup>., & Barkan, R<sup>C</sup>. (2005). Contrast effects or loss aversion? Comment on M. Usher and J. L. McClelland's 'Loss aversion and inhibition in dynamical models of multi-alternative choice'. *Psychological Review*, 112 (1), 253-255. (citations 34, 30, IF 7.972; 5/129 psychology – multidisciplinary; A\*; Q1)
13. Busemeyer, J.R<sup>PI</sup>., Barkan, R<sup>PI</sup>., Shailendra, M<sup>C</sup>., & Alok, C<sup>C</sup>. (2007). Context effects and models of preferential choice: Implications for consumer research. *Marketing Theory*, 7(1), 39-58. (citations 36, 27; IF 1.531; 50/115, Business; N/A; Q1)
14. Danziger, S<sup>PI</sup>., Montal, R<sup>S</sup>., & Barkan, R<sup>PI</sup>. (2012). Idealistic Advice and Pragmatic Choice: A Psychological Distance Account. *Journal of Personality and Social Psychology*, 102(6), 1105-1117. (citations 99, 23; IF 5.031; 3/62 psychology social; A\*; Q1)
15. Barkan, R<sup>PI</sup>., Ayal, S<sup>C</sup>., Gino, F<sup>C</sup>., & Ariely, D<sup>C</sup>. (2012). The Pot Calling the Kettle Black: Distancing Response to Ethical Dissonance. *Journal of Experimental Psychology: General*, 141(4), 757-773. (citations 166, 49; IF 5.929; 3/85 psychology experimental; A\*; Q1)
16. Shalvi, S<sup>PI</sup>., Gino, F<sup>C</sup>., Barkan, R<sup>C</sup>., & Ayal, S<sup>C</sup>. (2015). Self-serving justifications: Doing wrong and feeling moral. *Current Directions in Psychological Science*, 24, 125-130. (citations 357, 23; IF 5.678; 9/121 psychology multidisciplinary; N/A; Q1)
17. Ayal, S<sup>PI</sup>., Gino, F<sup>PI</sup>., Barkan<sup>PI</sup>, R. & Ariely, D<sup>PI</sup>. (2015). Three principles to REVISE people's unethical behavior. *Perspective on Psychological Science*, 10 (6), 738-741. (citations 83, 7; IF 9.546; 4/129 psychology multidisciplinary; N/A; Q1)
18. Barkan, R<sup>PI</sup>., Ayal, S<sup>C</sup>., & Ariely, D<sup>C</sup>. (2015). Ethical Dissonance, Justifications, and Moral Behavior. *Current Opinion in Psychology*, 6, 157-161. (citations 94, 4; IF for Current Opinion 17 leading titles is 7.983; N/A; Q1)
19. Barkan, R<sup>PI</sup>., Ayal, S<sup>C</sup>., & Ariely, D<sup>C</sup>. (2016). Revisiting constructed preferences: Extrapolating preferences from relevant reminders. *DECISION*, 3(4), 281-294. (citations 4, 4; new APA Journal; N/A; N/A; N/A; N/A)
20. Rainer, R<sup>S</sup>., Schurr, A<sup>C</sup>., Barkan, R<sup>PI</sup>., & Shalvi, S<sup>PI</sup>. (2016). One-by-one or All-at-once? Self-reporting policies and dishonesty. *Frontiers in Psychology*, 7, 113. (citations 2, 2 ; IF 2.560; 23/129 psychology multidisciplinary; N/A; Q1)
21. Barkan, R<sup>PI</sup>., Shani, Y<sup>C</sup>., & Danziger S<sup>C</sup>. (2016). Do as I say, not as I do: Choice-advice differences in decisions to learn information. *Journal of Economic Behavior and Organization*, 125, 57-66. (citations 11; IF 1.297; 97/333 economics; A\*; Q2)

(e) Published scientific reports and technical papers

Busemeyer, J.R., Barkan, R., Shailendra, M., & Alok, C. 2003. Comparing Models of Preferential Choice. Technical Report 210803, Psychology Department, Indiana University.

Barkan, R. (2008). Measuring cheating with a multi-method scale. Technical Report 010308, Fuqua School of Business, Duke University.

• **Lectures and Presentations at Meetings and Invited Seminars**

(a) Invited plenary lectures at conferences/meetings

2012, Simpler than it seems: Decision Field Theory, Prospect Theory and prior outcome. The Erasmus-Technion workshop on decisions and predictions, Meridian Dead Sea, Ein Bokek, Israel

- 2014, Quantifying affect forecasting with Decision Field Theory. The Technion Society of the Netherlands workshop and winter school on learning, bounded rationality, and decisions, Dan Panoram, Haifa, Israel.
- 2014, Living with ethical dissonance: Turning wrongs into rights. The Academic Study Group, London and the IDC Herzliya DICE workshop on human, intuition, and economic behavior, IDC Herzliya.

(b) Presentation of papers at conferences/meetings (oral or poster)

- Barkan R., Vered, R., Azulai, N., 2020 – Ethical salience and justifications – A closer look at the underlying mechanism of moral reminders Poster presented at the 39th Annual Meeting of the Society for Judgment and Decision Making. On Zoom.
- Barkan R., 2018, – Pick Your Poison: Dishonesty in Politics and Business. Poster presented at the 38th Annual Meeting of the Society for Judgment and Decision Making, New Orleans, LA.
- Barkan R., 2017, – Pick Your Poison: Dishonesty in Politics and Business. Paper presented at the Bi-Annual Conference of the Society of Subjective probability, Utility and Decision Making (SPUDM), Haifa, Israel.
- Barkan R., 2016, Interesting: Is it valuable and boring or useless and fascinating? Poster presented at the 37th Annual Meeting of the Society for Judgment and Decision Making, Boston, MA.
- Barkan R., 2015, Another look at constructed references: Coherent extrapolation from reminders. Poster presented at the 36th Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Barkan, R., 2014, Understanding the Psychological Space of a Phenomenon. Poster presented at the 35th Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Barkan, R., Danziger, S., & Shani, Y., 2013, Differentiating hot-state and construal-level accounts of curiosity: Why we search for negative Information against our better judgment. Poster presented at the 34th Annual Meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- Barkan, R., 2012, Decision Field Theory reconciles conflicting effects of prior outcome. Poster presented at the 33th Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- Barkan, R., Shani, Y., & Danziger, S., 2011, Self-other differences in choice and advice: Balancing immediate curiosity with later regret". Paper presented at the International Conference on Behavioral Decision Making, The Interdisciplinary Center (IDC) Herzliya, Israel.
- Montal, R., Barkan, R., & Danziger, S., 2009, Role taking: idealistic advice and pragmatic choice. Paper presented at the Subjective Probability, Utility and Decision Making conference, Rovereto, Italy.
- Barkan, R., Shani, Y., & Danziger, S., 2008, Hot state choice vs. Impact biased advice. Paper presented at the 29th Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL.
- Shani, Y., Barkan, R., & Danziger, S., 2008, Against better judgment - Choice advice discrepancies. Paper presented at the Behavioral Decision Research in Management, San-Diego, CA.
- Barkan, R., Bar-Eli, M., Solomonov, Y., 2006, Testing the clutch player reputation in basketball. Paper presented at the International Affect, Motivation, and Decision Making conference, Ein Bokek, Dead Sea, Israel.
- Barkan, R., 2004, Can we trust advisors with our choices: Dynamic inconsistency in advice? Paper presented at the 25th Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.

- Barkan R., & Busemeyer J.R., 2003, Testing the isolation-integration explanation of dynamic inconsistency. Paper presented at the 24<sup>th</sup> Annual Meeting of the Society for Judgment and Decision Making, Vancouver, CA.
- Barkan R., & Busemeyer J.R., 2002, Modeling dynamic inconsistency with a change in the reference point. Paper presented at meeting of Behavioral Decision Making in Management, Chicago, IL.
- Barkan, R., & Roe, R.M. Modeling Payoff Effects in Function Learning Tasks with ALM. Paper presented at the 3<sup>rd</sup> International Conference on Memory, 2001 Valencia, Spain.
- Roe, R.M., Barkan, R., & Busemeyer, J.R., 2001, Extrapolation in Multiple-Cue Function Learning: Critical Tests of Associative versus Rule based Models. Paper presented at the 3<sup>rd</sup> International Conference on Memory, Valencia, Spain.
- Barkan, R., & Busemeyer, J.R., 2000, Changing Plans, Dynamic Inconsistency, Experience and the Reference Point. Paper presented at the 21<sup>st</sup> Annual Meeting of the Society for Judgment and Decision-Making, New Orleans, LA.
- Barkan, R., Roe, R.M., & Busemeyer, J.R., 2000, Modeling Payoff Effects in Function Learning Tasks with ALM. Paper presented at the 33<sup>rd</sup> Annual Meeting of the Society for Mathematical Psychology, Kingston, Canada.
- Barkan, R., 1998, Accidents as Probabilistic Penalties: The effect on Learning. Poster presented at the 31<sup>st</sup> Annual Meeting of the Society for Judgment and Decision-Making, Dallas TX.
- Barkan, R., Busemeyer, J.R., & Weg, E., 1998, The Effect of Disjunctive, Elaborated and Partial Plans on Dynamic Inconsistency. Paper presented at the 31<sup>st</sup> Annual Meeting of the Society for Mathematical Psychology, Nashville TN.
- Weg, E., Busemeyer, J.R., & Barkan, R., 1998, Dynamic Inconsistency in Simple Decision Problems. Paper presented at the 31<sup>st</sup> Annual Meeting of the Society for Mathematical Psychology, Nashville TN.
- Busemeyer, J.R., Weg, E., & Barkan, R., 1997, Empirical tests of dynamic consistency. Paper presented at the 30<sup>th</sup> Annual Meeting of the Society for Judgment and Decision Making, Philadelphia, PN.
- Barkan, R., & Zohar, D., 1996, Accidents and Decision Making Under Risk: A Comparison of Four Models. Paper presented at the 29<sup>th</sup> Annual Meeting of the Society for Mathematical Psychology, Chapel Hill NC.
- Barkan, R., & Zohar, D., 1995, Learning in Safety Situations. Poster presented at the 15<sup>th</sup> Meeting of Subjective Probability Utility and Decision Making - SPUDM 15, Jerusalem.
- Barkan, R., & Zohar, D., 1995, The Effect of Penalty on Risk Taking: Separating Information from Deterrence. Poster presented at the 3<sup>rd</sup> Scientific Meeting of Israel Association for Cognitive Psychology Conference, Ben-Gurion University in the Negev, Israel.

(d) Seminar presentations at universities and institutions

Year, department, university/institution, title of presentation

1998, Department of Psychology, Indiana University, Learning under changing incentives

1999, Department of Psychology, Indiana University, Changing plans: Dynamic inconsistency and the effect of experience on the reference point

1999, Department of Economics, University of Pittsburgh, Accidents and decision making under risk: A comparison of four models

1999, Department of Psychology, Michigan University, Changing plans: Dynamic inconsistency and the effect of experience on the reference point

- 2000, Department of Psychology, The Ohio State University, Decision Field Theory and the effect of prior outcome on risk tendencies
- 2007, Department of Psychology, Tel-Aviv University, Choice advice and psychological distance
- 2008, Fuqua School of Business, Duke University, Assessing individual differences in the shape of the utility function with the sequential gambling paradigm
- 2009, Faculty of Industrial Engineering and Management, Technion, The advice we give and the choices we make.
- 2010, Recanati School of Management, Tel-Aviv University, Winning shots and sequential equilibrium in the National Basketball Association
- 2011, Faculty of Industrial Engineering and management, Technion, Constructing preferences from relevant reminders.

#### • Research Grants

- 2006-2010 – ISF – The Israel Science Foundation  
 Barkan, R., (Principal Investigator) & Danziger, S. (Principal Investigator)  
 Comparing choice and advice in choice tasks and information search  
 3 years - Annual \$20,000 - Total \$60,000  
 \* - extension for 2 years due to injury on Jan. 2009
- 2012-2014 – ISF – The Israel Science Foundation  
 Barkan, R., (Principal Investigator) Different roads lead to different Romes:  
 Comparing constructed and extrapolated preferences  
 2 years - Annual \$20,000 - Total \$40,000

#### • Present Academic Activities

##### Research in progress

- The effect of confession on ethical behavior, with Shahar Ayal, Francesca Gino, Nina Mazar, Dan Ariely, expected date of completion, Jan. 2019.
- Quantifying affective forecasting with Decision Field Theory, expected date of completion, Jan. 2019.
- Solving Thaler & Johnson (1990) puzzle: reconciling conflicting effects of prior outcome on risk-taking, expected date of completion, Jan 2019.
- The temporal dynamics of cheating, with Amos Shurr, Shahar Ayal, expected date of completion, Sep. 2019.

#### • Additional Information

##### A founding member of the DMEP center

The DMEP Center at Ben-Gurion University of the Negev is an interdisciplinary endeavor devoted to research and teaching of normative, descriptive, and prescriptive theories of judgment, decision-making, and economic psychology.

DMEP started in 2001 as an informal group and was formally declared a university center in 2003. DMEP holds weekly seminars, and organizes workshops and conferences, hosting renowned researchers from leading universities as keynote speakers

(<http://dmepbgu.wix.com/dmepbgu#!about-us/c249i>).

##### A founding member of the BGU Human Subjects Research Committee

The BGU HSR committee was founded in 2006. As researchers from multiple disciplines became interested in conducting experiments with human subjects (e.g., machine engineering,



communication, art, history), Ben-Gurion University needed to integrate existing departmental committees (e.g., psychology, management, education). We uniformed the ethical criteria, and set standard procedures to review and approve research programs.

### Recent Media Coverage

David G. Myers. Feeling Good Before and After Doing Bad. Association of Psychological Science (APS) *Observer* Vol.28, No.5 May/June 2015.

<http://www.psychologicalscience.org/index.php/publications/observer/2015/may-june-15/teaching-current-directions-in-psychological-science-22.html#justification>

Scott Sleek, Alexandra Michel, and Anna Mikulak. Three Tactics for Tackling Unethical Behavior. Association of Psychological Science (APS) *News – Minds for Business, Psychological Science at Work*, December 1, 2015.

<http://www.psychologicalscience.org/index.php/news/minds-business/three-tactics-for-tackling-unethical-behavior.html>

### • **Synopsis of research, including references to publications and grants in above lists**

Studying behavioral decision making, I harness basic research and general models to understand real-life situations and test derived implications for daily behavior. Below, I summarize my past research, recent research, and work in progress.

#### Summary of past research

*Probabilistic Signal-Detection model for safety behavior.* In my doctoral dissertation (supervised by Prof. Dov Zohar and Prof. Ido Erev), I developed a model for safety behavior. The motivation for this work came from my involvement in a consulting project for the Israeli Airforce that focused on the analysis of aviation accidents and the design of safety policies. I interviewed many pilots, all of whom discussed accidents that had happened to other pilots, and all of whom were confident they were immune to such accidents. The model I developed showed how the basic structure of safety problems reinforces the “it-can-never-happen-to-me” belief. Specifically, repeated experience leads to underestimation of small probabilities (compared to Prospect Theory’s overestimation of small probabilities in one-shot decisions). This work resulted in two papers that were published in *OBHDP*.

*Reference-change model for preference reversal.* During my post-doc at Indiana University (mentored by Prof. Jerome R. Busemeyer), I developed a model to capture a specific case of dynamic inconsistency in which people reverse their preferences for no apparent reason. The reference-change model is based on the simple notion that people make plans from a neutral reference-point, but as they implement their plan, their experience changes their reference point and the way they perceive the original decision problem. I used both mathematical simulations and empirical studies to test and validate this model. This work and related research projects from my post-doc are summarized in four papers that were published in *Psych Bull & Rev*, *JEP: General*, *JBDM*, and *Psych Rev*.

*Consumer tipping behavior.* As a young faculty at the School of Management (which later became the Guilford Glazer Faculty of Business and Management), I was encouraged to focus on applied research of service encounters. I studied consumer tipping behavior and conducted my research in restaurants—a classic setting for service interactions that offers a relatively controlled setting for observation and measurement. This project resulted in several publications in niche journals, presenting interesting insights and practical recommendations. Importantly, I gained considerable experience and skill in conducting field studies.

*Reference points of self and other in choice and advice.* Changes in reference point can be considered a special case of the more general phenomenon of changes in psychological distance. Combining the effect of reference point with the central themes of construal level theory, I

examined the reversed decisions people make as choosers and as advisers. In collaboration with Prof. Shai Danziger, and with the generous financial support from the Israel Science Foundation (ISF), we carried out an interesting research project that resulted in a publication in the *JPSF* (an additional paper is currently under review).

### Summary of recent research

*Extrapolating preferences from relevant reminders.* I started this project during my sabbatical year at the FUQUA School of Business at Duke University. The project was done in collaboration with Prof. Dan Ariely and Dr. Shahar Ayal. Bias and error are fundamental characteristics of preferences. However, daily behavior frequently demonstrates preference coherence. In this project, I made an explicit link between the leading notions of well-defined values (Payne, Bettman, & Schkade, 1999) and coherent arbitrariness (Ariely, Loewenstein, & Prelec, 2003). I proposed that these opposites represent a continuum of a general process in which people rely on a certain starting point (valid or not) and infer their preferences for related variations. Importantly, in many daily situations, people rely on starting points that are not well defined, but are also not arbitrary. Thus, this work focused on an intermediate range in which people extrapolate preferences from relevant reminders. The findings show that inferring preferences results in linearity (rather than diminished sensitivity), reduces cognitive effort, and increases consistency. Importantly, we tested cases in which a conflict existed between an actual experience of preference and an inferred preference. We found the motivation to preserve consistency (i.e., transitivity) was so high that people favored the ordered inferences over their authentic tastes. A paper that summarizes this project was recently accepted for publication in *DECISION*.

*Behavioral ethics.* My interest in behavioral ethics dates back to my sabbatical year at Duke University. An ongoing collaboration with Prof. Dan Ariely, Prof. Francesca Gino, Dr. Shahar Ayal, and (later) Prof. Shaul Salvi has yielded several publications in leading journals.

Ethical dissonance. The term ethical dissonance captures the tension between people's aspiration to be moral and the temptation to benefit from unethical behavior. The specific case of ethical dissonance is singled out for three reasons: (1) it involves the breach of absolute criteria of right and wrong (e.g., the Ten Commandments, Aristotle, Nicomachean Ethics); (2) the threat it poses to the self goes beyond consistency to failure of self-integrity; and (3) unlike traditional dissonance, it cannot be solved by aligning the attitude with the behavior (the traditional solution implies an explicit cutback of moral standards, but such change will further threaten the self-image). Instead, we demonstrated a unique response we termed distancing. As opposed to the traditional solution to dissonance (i.e., relaxing one's moral code), distancing leads people to tighten their ethical criteria, present an ultra-honest self, and harshly judge other people. This work was published in *Journal of Experimental Psychology: General*.

Justifications before and after ethical misconduct. A related paper presents a distinction between anticipated and experienced ethical dissonance (before and after a violation, respectively) and reviews justification mechanisms that reduce each type of ethical dissonance. Unfortunately, justification mechanisms are very effective at reducing ethical dissonance, allowing people to do wrong and feel moral at the same time. This paper was recently published in *Current Directions in Psychological Science*.

Moral-regulation loop. Another paper extended the specific cleansing/licensing dynamic by presenting a general framework of a moral-regulation loop. The loop starts with a temptation to profit from dishonesty, which leads to anticipated dissonance. Using justifications reduces the threat to the moral-self and clears the way to commit an ethical violation. However, the actual violation again triggers the aversive experience of ethical dissonance, which in turn calls for additional regulation to reestablish the moral-self – bringing us back to the starting point, ready to meet a new temptation and to be pulled back into the moral-regulation loop. This paper was recently published in *Current Opinion in Psychology*.

REVISE. In a recent work, we argued that the tension of ethical dissonance can be channeled to encourage ethical behavior. Accordingly, we offered a three-principle intervention framework. The three principles include (1) markers of ethical salience, (2) cues of social influence, and (3) personal reflection procedures to affirm moral commitments. This paper is one of 14 papers that were accepted (out of 222 submissions) for a special section of *Perspectives on Psychological Science* aimed to create Memos to the President from a "Council of Psychological Science Advisers."

#### Summary of work in progress

I have two lines of work in progress.

*Further developments of the reference-change model.* In one project, I address the issue of experimental replications and conflicting findings. I offer to complement experimental replications with simulations of relevant models. To demonstrate, I examine the basic effect of prior outcomes on risk taking. Utilizing the reference-change model (e.g., Barkan & Busemeyer, 2003) I show that contradicting effects (e.g., risk aversion after gain, gambling-with-the-house-money) result from the same underlying mechanism and reside in the same psychological space. In another project, I generalize the reference-change model to quantify self-other discrepancies that are demonstrated in affective forecasting.

*Behavioral ethics.* My colleagues and I are currently working on several projects. To give an example of an early-stage project, we developed a research program to study the interplay between ethical dissonance and justifications. One goal of this program is to identify factors that determine when and why specific justification mechanisms emerge and what makes them 'better' than alternative justifications. Another goal of this research program is to examine ways to break the moral-regulation loop. To this end, we plan to test specific interventions in the lab and in the field.