

Dr. Tom Gordon-Hecker is a lecturer at the department of business administration at the Guilford Glazer faculty of management at Ben-Gurion University. Dr. Gordon-Hecker earned his Ph.D. in Psychology from Ben-Gurion University, and did his post-doc at the school of business administration at the Hebrew University.

Dr. Gordon-Hecker studies decision-making by individuals and by teams, especially decisions made in social contexts and with pro-social consequences. In his studies, he points to the personal and social contexts which enable people to make pro-social decisions, such as distributing resources in a fair manner, cooperating with others, feeling empathy for other's misfortune and help those in need. His research includes behavioral measures, as well as measures designed to tap into the psychological process of the decision maker, such as eye-tracking and mouse-tracing.

He had published in journals such as Journal of Experimental Psychology: General, Psychological Science, Journal of Business Research, Journal of Behavioral Decision Making