## Program Overview

### The Hebrew University
- **Dec 30th**
- 9:00-9:30: Coffee and gathering
- 9:30-9:45: Opening
- 9:45-10:30: **Gui Liberali** - Morphing Randomized Controlled Trial
  **Vardit Landsman** - The commercial consequences of collective layoffs: close the plant, lose the brand?
- 10:30-11:15: **Margaret Campbell** - If at First You Don’t Succeed, Try a Different Strategy: How Regulatory Focus and the Progress Bias Impact Means Switching
  **Shiri Melumad** - The pleasure of liking (and disliking)
- Short break
- 11:30-12:15: Inyoung Chae - Paywall Suspensions and Digital News Subscriptions
  **Peter Ebbes** - Gremlins in the data: Identifying the information content of research subjects
- Short break
- 12:30-1:30: **Doctoral Students Blitz**
  - **Ruti Zwick**, Ben Gurion University - Perception of Innovation
  - **Liav Alter / Yuval Friedmann**, The Hebrew University - Narrowband influencers and Global Icons, Universality and Media Compatibility in the Communication Patterns of Political Leaders Worldwide
  - **Dena Yadin**, Bar Ilan University - The Effects of Reviews on Secondhand Consumer Experiences
  - **Dana Turjeman**, University of Michigan - Information Avoidance on Information Collection
  - **Natalia Kononov**, Tel Aviv University, Looking Good – Doing Good: The Effect of Physical Appearance Improvements on Prosocial Behavior
- Lunch + Blitz feedback in round Tables
- **Elinor Amit** - Outsourcing moral judgments
- **Practitioners’ corner**
- **Manoj Thomas** - The malleable morality of conspicuous consumption
- Short break
- 2:30-3:15: **Gal Zauberman** - Taxes and motivation: Lessons from the lab
- **Social event** - Renana’s place in Mevasseret Zion

### Tel Aviv University
- **Dec 31st**
- 9:00-9:30: Coffee and gathering
- 9:30-9:45: Opening
- 9:45-10:30: **Vardit Landsman** - The commercial consequences of collective layoffs: close the plant, lose the brand?
- 10:30-11:15: **Shiri Melumad** - The pleasure of liking (and disliking)
- Short break
- 11:30-12:15: **Inyoung Chae** - Paywall Suspensions and Digital News Subscriptions
  **Peter Ebbes** - Gremlins in the data: Identifying the information content of research subjects
- Short break
- 12:30-1:30: **Practitioners’ corner**
  - **Kathleen Vohs** - How happiness is like the experimental advantage
- 2:30-3:15: **Gal Zauberman** - Taxes and motivation: Lessons from the lab
  **Manoj Thomas** - The malleable morality of conspicuous consumption
- Short break
- **Social event** - Renana’s place in Mevasseret Zion