The Coller School of Management at Tel Aviv University invites you to join the Doctoral Program in Behavioral Marketing.

The program aims to prepare Doctoral students to conduct research on topics related to consumer behavior, managerial decision-making in order to influence consumers correctly, and the process of consumer decision-making at the stage of 1-2 years.

- **Pre-Track Examinations**
- **Track Approval Proposal**

**Compulsory Cross-Disciplinary Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Behavioral Seminar</td>
<td>Seminars in behavioral research</td>
</tr>
<tr>
<td>Core Qualitative Seminar</td>
<td>Seminars in qualitative research</td>
</tr>
</tbody>
</table>

**Methodological Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Research Methods in Management</td>
<td>Skills and methods in behavioral research and applications (R)</td>
</tr>
<tr>
<td>Introduction to Data Applications (R)</td>
<td></td>
</tr>
</tbody>
</table>

**Theory-driven Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core marketing – BDT</td>
<td>Seminars in behavioral research and applications (B)</td>
</tr>
<tr>
<td>Core marketing – CB</td>
<td>Seminars in behavioral research and applications (C)</td>
</tr>
</tbody>
</table>

**Compulsory Courses for Students without an MBA**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>Core marketing</td>
</tr>
<tr>
<td>Consumer Insight and strategic marketing</td>
<td>Core marketing</td>
</tr>
</tbody>
</table>

**Stage B: 5-3 Years**

- Submission and writing of the Doctoral dissertation
- Presentation of the Doctoral dissertation in the seminar

**Methodological Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The art of review seminar</td>
<td>REVIEW</td>
</tr>
<tr>
<td>Mediation moderation seminar</td>
<td>SWARM</td>
</tr>
</tbody>
</table>

**Theory-driven Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing and behavioral economics journals</td>
<td>Seminars in behavioral research and applications (MBA)</td>
</tr>
<tr>
<td>Core marketing – BDT</td>
<td>Seminars in behavioral research and applications (B)</td>
</tr>
<tr>
<td>Core marketing – CB</td>
<td>Seminars in behavioral research and applications (C)</td>
</tr>
</tbody>
</table>

**Acceptance Criteria**

- Minimum GPA 85 in the second degree
- Minimum GPA 85 in the thesis
- Minimum GMAT 45-131
- 2-3 referee recommendations

**Grants**

We offer grants to outstanding Doctoral students until 4 years.

**Eligibility Criteria**

- Minimum GPA 85 in the second degree
- Minimum GPA 85 in the thesis
- Minimum GMAT 45-131
- Two referee recommendations

The grant is not guaranteed and depends on the advisor, the university budget, and community contributions.

The program is offered in both regular and direct tracks.

For further information, please contact the program coordinator.
Dr. Amit Elinor  
elingoramit@tauex.tau.ac.il
- Cognitive and emotional processes that underlie consumer behavior
- Visual and verbal processing and their effect on prospection
- Mental travel
- Moral decision-making

Prof. Danziger Shai  
shaid@tau.ac.il
- Consumer information processing in first and second languages
- Prosocial consumer behavior (donation behavior)
- Anti-social consumer behavior (cheating behavior)
- Intrinsic and extrinsic motivational drivers of consumer gift-giving
- How visual versus verbal information influence consumer information processing

Dr. Ein-Gar Danit  
danite@tauex.tau.ac.il
- Do social networks encourage donations in crowdfunding platforms?
- How do donors choose who to help from several donation requests?
- Should people promote on their social accounts that they donate?

Dr. Hadar Liat  
lhadar@tauex.tau.ac.il
- In which contexts and how do consumer perceptions regarding their level of product knowledge influence their judgments and choices regarding the product? How do they influence them independently from actual (or objective) knowledge level?
- Behavioral (cognitive, emotional, motivational) aspects of financial decisions.
- The effect of aging on consumer judgment and decision making
- What makes consumers judge a choice set as more varied, and what makes them prefer or avoid variety?

Dr. Shani Yaniv  
shaniyya@tau.ac.il
My research focuses on how counterfactual emotions, anticipated or experienced, influence and bias behavioral choices. Further, I am interested in clarifying the psychological principles underpinning consumers’ economic behaviors, and examine the repercussions of inserting an economic transaction mindset into a social relationship (i.e., mixing money and friendship). Last, my research seeks to unravel the link between self-deception proclivities and consumers’ choices and explain how consumers justify a difficult decision.

Prof. Steinhart Yael  
ysteinhart@tauex.tau.ac.il
- Consumer behavior in the crowdfunding platforms
- Consumer behavior and moral dilemmas
- Consumers inferences of online reviews
- Consumers’ perceptions of numbers (accuracy vs. roundness)

לפרטים נוספים על התמחות בשיווק ועל המסלול של דוקטורט בשיווק התנהגותי, ינו לפון
לפרטים נוספים על מסלול הדוקטורט בפקולטה ל身旁ו ופלקז (עננים, פטישים, נטפים)仪נו לפון
לפרטים נוספים על הסגל התמחויות בשיווק, ינו לפון
לפרטים נוספים על המסגרת זמנים, ינו לפון
לפרטים נוספים על המסגרת בניה ומציעים, ינו לפון