



Darren Dahl- Special seminar

Wednesday, October 5, 2016 | Room 430

9:00-9:30	Coffee and gathering
9:30-11:00	<p>Darren Dahl, UBC Sauder: Darren Dahl, UBC Sauder: "Only One Left – I'll Fight you for It!": Scarcity Promotion Advertising and Aggressive Behavior.</p> <p>Marketers frequently use scarcity promotions, where a product or service is limited in either quantity or is promoted for a limited time. The present research shows that the mere exposure to scarcity promotion advertising can activate actual aggression even outside the consumption domain, when the scarce item is not even attainable. Further, exposure to scarcity promotion advertising prompts consumers to perceive other consumers (even if not physically present) as potential threats to obtaining a desired product. This threat, in turn, is shown to drive aggression towards others. Four studies using violent video game behavior to measure aggression demonstrate that firearm shooting behavior (number of shots fired), punching behavior (punches thrown), and consumer preferences for violent experiences are higher in response to such advertising.</p>
11:00-11:10	Coffee break
11:10- 11:50	Shai Danziger, Tel-Aviv University: The Consequences of Wanting versus Having to Give a Gift at a Social Event
11:50-12:30	Liat Hadar, Interdisciplinary Center Herzliya: Narrow vs. Broad Framing in Retailer Choice under Price Uncertainty
12:30-13:50	Lunch
13:50:14:30	Nira Munichor, The Hebrew University of Jerusalem, Bar Ilan University: TBA
14:30-15:00	Personal meetings



Thursday, October 6, 2016 | room 430

9:00-9:30	Coffee and gathering
9:30-10:15	Eyal Peer, Bar Ilan University: Extreme Malleability of Consumer Preferences: Absolute Preference Sign Changes under Uncertainty
10:15-11:00	Liat Levontin, Technion: Blame, Attributions, and Prosocial Behavior: The Darker Side of an incremental self-theory
11:00- 11:10	Coffee break
PHD talks	
11:10-11:30	Meyrav Shoham, Technion: Positively Useless: Irrelevant Negative Information Enhances Positive Impressions
11:30-11:50	Inbal Stockheim, Tel-Aviv University: How Power Influences Generation of Online Recommendations
11:50-12:10	Gil Peleg, Ben-Gurion University: Donation of Tears: The Economic Value of Self-Sacrifice and the Role of Social Image in Prosocial Behavior
12:10-13:10	Lunch
13:10-14:00	Darren Dahl- Meet the editor
14:00- 15:30	Personal meetings