

TEL AVIV UNIVERSITY  
Yaniv Shani, Ph.D.

**CURRICULUM VITAE**  
**Yaniv Shani**  
**Nov 2016**

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**EDUCATION**

- 1997 - 2000 B.A. in Behavioral Sciences, Ben-Gurion University
- 2001 - 2002 M.A. in Social Psychology, Ben-Gurion University. Advisor: Prof. Orit Tykocinski  
Title of thesis: Why Do People Want to Know: Emotional and Situational Determinants of Post- Decision Information Search.
- 9/2004 - 9/2007 Ph.D in Economic & Social Psychology Department, Tilburg University, The Netherlands. Advisor: Professor Marcel Zeelenberg  
Title: Searching for Negative Information. The pains of “Suspecting the Worst” Versus the Comforts of “Knowing the Worst” (Date Awarded – 14.09.2007).

**ACADEMIC AND PROFESSIONAL EXPERIENCE**

- 2000 - 2004 Adjunct Lecturer, Ben-Gurion University, Israel.
- 2004 Business (statistics) analyst.
- 2004 - 2007 Research Practicum Supervisor, Tilburg University, NL.
- 2004 - 2007 Doctoral Researcher, Tilburg University, NL.
- 2007 - 2008 Lecturer, The Management School, Ben-Gurion University, Israel.
- 2008 - 2009 Visiting Scholar, INSEAD, Asia Campus, Singapore.
- 2009 – present Lecturer in Marketing, Tel Aviv University

**Professional Service**

Ad hoc review for: *Applied Economic Letters; Biology Letters; Emotion; European Journal of Marketing; Health Psychology Review; Incentives and Behavioral Change (Organizing Committee); International Journal of Research in Marketing; Journal of Behavioral Decision Making; Journal of Economic Psychology; Journal of Behavioral and Experimental Economics; Journal of Experimental Social Psychology; Judgment and Decision Making; Marketing in Israel (Organizing Committee); Organizational Behavior and Human Decision Processes; Social Cognition; Social Influence; Association of Consumer Research Conference; Society for Consumer Psychology.*

Editorial Board: *Journal of Behavioral and Experimental Economics*

**Courses Taught**

Research Methods in Behavioral Science; Research Methods in Marketing; Statistics for Behavioral Sciences, Multivariate Analysis: Multiple Regression, Judgment and Decision Making (MBA); Marketing Research (MBA); Marketing Principles; Consumer Behavior

### **ACTIVE PARTICIPATION IN PROFESSIONAL MEETINGS**

Subjective, Utility, Probability, and Decision Making Conference, Stockholm, Sweden. (August 2005).  
International Association for Research in Economic Psychology, Paris, France. (July 2006). (Lecture)  
International Conference on Affect, Motivation, and Decision Making, Dead Sea, Israel. (December 2006). (Lecture)  
Subjective, Utility, Probability, and Decision Making Conference, Warsaw, Poland. (August 2007). (Lecture)  
Behavioral Decision Research in Management Conference, San-Diego, California. (April 2008). (Lecture)  
The Society for Consumer Psychology Conference, St. Pete Beach, FL. (February 2010). (Lecture)  
Marketing in Israel (MI) Conference, Tel Aviv (December 2010) (Lecture & Organizing Committee).  
Society for Consumer Psychology Conference, Atlanta. (February 2011) (Lecture)  
Subjectivity, Utility, Probability, and Decision-Making Conference, Kingston, UK. (August 2011) (Lecture)  
Utility, Probability, and Decision-Making Conference, IESE, Barcelona. (August 2013) (Lecture)  
Decision Making and Economic Psychology. (May 2014) (Lecture)  
Society for Consumer Psychology Conference, Arizona. (February 2015) (Lecture)  
Association for Consumer Research Conference, Hong-Kong. (June 2015) (Lecture)  
Academy of Marketing Science World Marketing Congress, Italy. (July 2015) (Lecture)  
Marketing in Israel (MI) Conference, Tel Aviv (December 2015) (Organizing Committee).  
The Experimental Methods in Policy Conference. Ixtapa, Mexico. (February 2016). (Lecture)

### **ACADEMIC AND PROFESSIONAL AWARDS**

#### **External Grants**

2005 - 2007 PhD Studies Fellowship Ben-Gurion University, Israel - \$60000 (Sole PI)  
2007 - Award for Early Completion of Doctoral Dissertation, Tilburg University (Sole PI)  
2012 - 2014 Israel Foundations Trustees (IFT) - \$23000 (Sole PI)  
2014 – 2016 Israel Science Foundation (ISF) - \$53,000 (Sole PI)

### **MEMBERSHIP IN PROFESSIONAL SOCIETIES**

SABE (The Society for the Advancement of Behavioral Economics)  
SJDM (The Society of Judgment and Decision-Making)  
ASPO (Dutch Organization of Social Psychology Researchers)  
TIBER (Tilburg Institute for Behavioral Economics Research)  
ACR (Association for Consumer Research)  
AMS (Academy of Marketing Science)

## PUBLICATIONS

### A BOOKS

#### *Published*

1. Shani, Y. (2007). Searching for Negative Information. The pains of “Suspecting the Worst” Versus the Comforts of “Knowing the Worst”. Tilburg Publishers, pp. 118, 2007

### B. ARTICLES

#### *Published*

1. Shani, Y., Tykocinski, O., & Zeelenberg, M. (2008). When Ignorance is Not Bliss: How Distressing Uncertainty Drives the Search of Negative Information. *Journal of Economic Psychology*, 29, 643-653.
2. Shani, Y., & Zeelenberg, M. (2007). When and Why do We Want to Know? How Experienced Regret Promotes Post-Decision Information Search. *Journal of Behavioral Decision Making*, 20, 207-222. (lead article)
3. Shani, Y., Igou, E., & Zeelenberg, M. (2009). Different perspectives on unpleasant truths: How construal levels influence information search. *Organizational Behavior and Human Decision Processes*, 110, 36-44.
4. Shavit, T., Giorgetta, C., Shani, Y., & Ferlazzo, F. (2010). Using an eye tracker to examine behavioral biases in investment tasks: An experimental study. *Journal of Behavioral Finance*, 11, 185-194.
5. Shani, Y., Cepicka, M.C., & Shashar, N. (2011). Keeping up with the Joneses: Dolphins' search knowledge for knowledge's sake. *Journal of Economic Psychology*, 32, 418 – 424.
6. Shani, Y., van de Ven, N. & Zeelenberg, M. (2012). Delaying information search. *Judgment and Decision Making*, 7, 750-760.
7. Shani, Y., & Zeelenberg, M. (2012). Post-decisional information search: The pains of suspecting the worst versus the comforts of knowing the worst. *Social Influence*, 7, 193 - 210
8. Shavit, T., Rosenboim, M. & Shani, Y. (2013). What is more important, The outcome or the probability? *Applied Economics Letters*, 20, 127 - 130
9. Shavit, T., Rosenboim, M., & Shani, Y. (2014). Time preference and optimism bias before and after a risky activity: A field experiment, *Journal of Economic Psychology*, 43, 30-36.
10. Breugelmans, S. M., Zeelenberg, M., Gilovich, T., Huang, W. H., & Shani, Y. (2014) Generality and cultural variation in the experience of regret *Emotion*, 6, 1037 - 1048.
11. Shani, Y., Danziger, S., Zeelenberg, M. (2015) Choosing between options associated with past and future regret. (2015). *Organizational Behavior and Human Decision Processes*, 126, 107-114.
12. Barkan, R., Danziger S., & Shani, Y. Do as I say not as I do. Choice-advice differences in decisions to learn information. *Journal of Economic Behavior & Organization*, forthcoming.

13. Shani, Y. When Sharing Is Not Caring: Does uncertainty about bill payment method lead diners to consume more and spend more money? *Journal of Behavioral Decision Making*, forthcoming.

### ***Submitted***

1. Amir, O., Dawson, M., & Shani, Y. Motivating Discounts: Price-Motivated Reasoning.
2. Shani, Y., Danziger, S., Zeelenberg, M., & Disatnik, D. The Dark Side of Giving Monetary Gifts.
3. Disatnik, D., Danziger, S., & Shani, Y. Remembering Friends as Foes in Competitive and Bargaining Social Interactions.
4. Shani, Y., Shachar, R., Appel, G., & Danziger, S. Accidentally on purpose: How consumers manage to detach from owned products.

### ***Select Work in Progress***

1. Bloch, Z., Shani, Y., Tykocinski, O., & Ganzach, Y. Strategic optimism.
2. Vainapel, S., Shani, Y., & Shalvi, S. Was that a lie? Motivated interpretations of potentially deceptive information.

### **PAPERS PRESENTED AT SCIENTIFIC MEETINGS**

1. Shani, Y. & Zeelenberg, M. "Do People want to know? Using counterfactual information as a strategy to reduce regret". International Association for Research in Economic Psychology, Paris. (July 2006). (Lecture)
2. Shani, Y., Tykocinski, O., & Zeelenberg, M. When Ignorance is Not Bliss: How Distressing Uncertainty Drives the Search of Negative Information. International Conference on Affect, Motivation, and Decision-Making, Dead Sea, Israel. (December 2006). (Lecture)
3. Shani, Y., Tykocinski, O., & Zeelenberg, M. "When ignorance is not bliss: How distressing uncertainty drives the search of negative information". Subjective, Utility, Probability, and Decision-Making Conference, Warsaw. (August 2007). (Lecture)
4. Shani, Y., Barkan, R., & Danziger, S. "Against better judgment: Choice-advice discrepancies in the search for negative information". Behavioral Decision Research in Management Conference, San Diego, CA. (April 2008). (Lecture)
5. Shani, Y., Igou, E., & Zeelenberg, M. "Different perspectives on unpleasant truths: How construal levels influence information search". The Society for Consumer Psychology Conference, St. Pete Beach, FL. (February 2010). (Lecture)
6. Shani, Y. & Shachar, R. "Escaping the ownership trap". Marketing in Israel (MI) Conference, Tel Aviv. (December 2010). (Lecture & Organizing committee)
7. Shani, Y., van de Ven, N., & Zeelenberg, M. "Delaying information search". Society for Consumer Psychology Conference, Atlanta. (February 2011). (Lecture)
8. Shani, Y., van de Ven, N., & Zeelenberg, M. "Delaying information search". Subjectivity, Utility, Probability, and Decision-Making Conference, Kingston, UK. (August 2011). (Lecture)

9. Shavit, T., Rosenboim, M., & Shani, Y. "Time preference and optimism bias before and after a risky activity: A field experiment". Economic Science Association, Zurich. (July 2013). (Lecture)
10. Shani, Y., Danziger, S., & Zeelenberg, M. "Choosing between two regretful options: When (upcoming) purchase opportunities backfire". Utility, Probability, and Decision-Making Conference, IESE, Barcelona. (August 2013). (Lecture)
11. Bloch, Z., Shani, Y., Tykocinski, O., & Ganzach, Y. "Strategic optimism". Utility, Probability, and Decision-Making Conference, IESE, Barcelona. (August 2013). (Lecture)
12. Shani, Y., Danziger, S., Zeelenberg, M., & Disatnik D. "The Dark Side of Giving Monetary Gifts". Decision Making and Economic Psychology, Hebrew University (May 2014). (Lecture)
13. Bloch, Z., Shani, Y., Tykocinski, O., & Ganzach, Y. "Strategic optimism". Decision, Intuition, Choice and Evaluation, IDC, Israel. (June 2014). (Lecture)
14. On, A., Dawson, M., & Shani, Y. "Motivating Discounts: Price-Motivated Reasoning". Society for Consumer Psychology Conference, Arizona. (February 2015). (Lecture)
15. Shani, Y., Danziger, S., Zeelenberg, M., & Disatnik David. "The Dark Side of Giving Monetary Gifts". Association for Consumer Research Conference Asia-Pacific Conference, Hong-Kong. (June 2015). (Lecture)
16. Shani, Y., Danziger, S., Zeelenberg, M., & Disatnik, D. "The Dark Side of Giving Monetary Gifts". Academy of Marketing Science World Marketing Congress, Bari, Italy. (July 2015). (Lecture)
17. Shani, Y., Danziger, S., Zeelenberg, M., & Disatnik, D. "The Dark Side of Giving Monetary Gifts". The Experimental Methods in Policy Conference. Ixtapa, Mexico. (February 2016). (Lecture)
18. Disatnik, D., Danziger, S., & Shani, Y. "Remembering Friends as Foes in Competitive and Bargaining Social Interactions". The Experimental Methods in Policy Conference. Ixtapa, Mexico. (February 2016). (Lecture).

## **INVITED SEMINAR PRESENTATIONS**

1. When and why do we want to know? How experienced regret promotes post-decision information search. Department of Technology Management, Eindhoven University. (2005)
2. When and why do we want to know? How experienced regret promotes post-decision information search. Economics & Social Psychology Dept., Tilburg University. ( 2006)
3. When ignorance is not bliss: How distressing uncertainty drives the search of negative information. Cognitive Psychology Department, University of Rome (2007).
4. Searching for negative information: The pains of suspecting the worst versus the comforts of knowing the worst". School of Management, Ben-Gurion University (2007).
5. Searching for negative information: The pains of suspecting the worst versus the comforts of knowing the worst. Faculty of Management, Tel Aviv University. (2008).
6. Searching for negative information: The pains of suspecting the worst versus the comforts of knowing the worst. Faculty of Industrial Engineering & Management, Technion, Israel (2008).
7. Different perspectives on unpleasant truths: How construal levels influence information search. Psychology Department, Nijmegen University (2007).

8. Different perspectives on unpleasant truths: How construal levels influence information search. INSEAD, Singapore (2009)
9. When do People delay the search of negative information? Looking for the right moment to receive an unpleasant truth. Psychology Department, Tel Aviv University. (2010).
10. Escaping the ownership trap. Faculty of Social Science, Bar-Ilan University. (2011).
11. Accidentally on purpose. Rady School of Management, UC San Diego. (2011).
12. Accidentally on purpose. Yale University. (2011)
13. Choosing between two regretful options: When (upcoming) purchase opportunities backfire. Ben-Gurion University. (2013).
14. Choosing between two regretful options: When (upcoming) purchase opportunities backfire. Bar Ilan University. (2014).
15. The Dark Side of Giving Monetary Gifts. College of Management. (2014)
15. The Dark Side of Giving Monetary Gifts. IDC. (2015)
16. The Dark Side of Giving Monetary Gifts. Bocconi. Italy (April 2016)
17. The Dark Side of Giving Monetary Gifts. Ben-Gurion University. (May, 2016).