

Yefim Roth

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Academic Positions

2018-present Lecturer, (Tenure Track), University of Haifa – Israel
2017-2018 Lecturer, University of Haifa – Israel
2017 Post-Doc, Technion, with Dr. Kinneret Teodorescu
2016 Post-Doc, University of Texas at Dallas with Prof. Ernan Haruvy

Education

2013-2016 PhD, Decision Making & Marketing, Technion Israel Institute of Technology
2010-2012 MSc, Economics (honors), Technion, Israel Institute of Technology
2006-2009 BSc, Economics and Management Technion, Israel Institute of Technology

Papers

Shavit, Y., Roth, Y., Busemeyer J., Teodorescu, K. (2021), “Intertemporal choices in decisions from experience”, *forthcoming in Decisions*

Shavit, Y., Roth, Y., & Teodorescu, K. (2021), “Promoting Healthy Eating Behaviors by Incentivizing Exploration of Healthy Alternatives”, **Frontiers in Nutrition**, 8, 277.

Plonsky O., Roth, Y., & Erev, I. (2021), “Underweighting of rare events in social interactions and its implications to the design of voluntary health applications”, **Judgment and Decision Making**, 16(2), 267-289.

Doron S, Lahav Y, Roth, Y. (2021), “Reaching for Returns in Retail Structured Investment”, **Management Science**, *in press*

Roth, Y., Plonsky O., Shalev, E., & Erev, I. (2020), “On the value of alert systems and gentle rule enforcement in addressing pandemics”, **Frontiers in Psychology**, 11, 3252.

Roth, Y., (2020), “The Decision to Check in Multi-Alternative Choices and Limiter Sensitivity to Default”. **Journal of Behavioral Decision Making**, <https://doi.org/10.1002/bdm.2181>

Erev, I., Plonsky, O. & Roth, Y. (2020), “Complacency, panic, and the value of gentle rule enforcement in addressing pandemics”, **Nature Human Behavior**, <https://doi.org/10.1038/s41562-020-00939-z>

Chebat, E., Roth, Y., & Chebat, J. C. (2020), “How Culture Moderates the Effects of Justice in Service Recovery”, **Review of Marketing Science**, 1.

Erev, I., Gilboa Freedman, G., & Roth, Y. (2019), “The Impact of Rewarding Medium Effort and the Role of Sample Size”, **Journal of Behavioral Decision Making**, 32(5), 507-520.

Roth, Y. (2016), “Do Brands Serve as a Reliable Signal of Nutritional Quality? The Case of Ready to Eat Cereals”, **Journal of Food Products Marketing**, 23(1), 1-23. DOI: 10.1080/10454446.2017.1244787.

Roth, Y, Waenke M, & Erev I, (2016), “Click or Skip: The Role of Experience in Easy Click Checking decisions”, **Journal of Consumer Research**, 43(3), 583-597.
DOI: <http://dx.doi.org/10.1093/jcr/ucw053>.

Chebat, JC, Chebat CG, Erraday O, & Roth Y, (2015), “A Sensory Approach to Brand Confusion”, **Journal of Brand Strategy**, 5(1), 101-115.

Book Chapters

Doron S, Lahav Y, & Roth, Y. (2021) “Stated Risk Preference Predicts Risk Appetite in Structured Investment”, *Handbook of Experimental Finance, forthcoming*

Roth Y, & Yakobi, O. (2021), "Under and over reaction to information: The paradox of checking", Handbook of Experimental Finance, *forthcoming*

Working Papers

Erev, I, Roth, Y & Sonsino D, "Decisions from Valuations of Unknown Payoff Distributions", *Conditionally Accepted*

Erev, I, Ert, E, Plonsky, O, & Roth Y, "Contradictory Deviations from Maximization: Environment-Specific Biases, or Reflections of Basic Properties of Human Learning?", *Submitted*

Erev, I, Hiller, M, Klößner, S, Lifshitz G, Mertins V, & Roth Y., "On the potential of promoting healthy behavior with repeated deposit contracts", *Submitted*

Aharonov Majar E, Roth Y, & Erev I, "The impact of learning about unsuccessful choices", *Submitted*

Yakobi O & Roth Y, "Decision from Experience Behavior Modeling (DEBM): an open-source Python package for developing, evaluating, and visualizing behavioral models.

Roth Y & Yakobi O, "On the relation between attention test, conscientiousness and checking"

Haruvy E, & Roth, Y, "The role of intermediary agents in bargaining for others"

Haruvy E, & Roth, Y, "The Coexistence of "Shrink Ray" and 20% Free Packaging"

Waldman MG, Roth Y, & Erev I, "The Impact of Experience on Default Effectiveness"

Work in Progress

On the role of Forecast-Confidence and Forecast-Extremity (with Doron Sonsino)

Enter too quickly, exit too early: How the description–experience gap deludes entrepreneurs (with Dorian Boncoeur and Sheen Levine).

Do you like me? The role of gender in network experiments (with Edith Shalev and Ido Erev).

Action and reaction: Underweighting of rare events in 2-player games (with Ori Plonsky).

To search or not to search? Exploring consumer's sensitivity to task importance (with Kinneret Teodorescu).

On possible interventions to enhance checking and the impact of the "big eyes effect" (with Ido Erev).

Bottasso A, Duchene S, Erev I, Guerci E, Roth Y, "The impact of financial expertise on decisions from experience"

Grants

- The Moshe Sanbar Institute for Applied Economic Research 20,000 NIS
- Part of leading researchers in Technion-University of Haifa Consortium on Artificial Intelligence and Humanities 3,000,000 NIS

Seminar and Conference Talks

Invited

- 2017 Warwick Business School – Marketing Department
- 2021 On the role of attention in online checking experiments Innovations in Online Research,
Complacency, panic, and the value of gentle rule enforcement in addressing pandemics (French Association of Experimental Economics),
Addressing pandemics using gentle rules (French Association of Experimental Economics),
Addressing pandemics using gentle rules (SPUDM),
On the potential of promoting healthy behavior with repeated deposit contracts (Tiber, virtual),
Economic Science Association (ESA, virtual),
Behavioral Science and Policy Association (BSPA), virtual conference;
Behavioral Economics Experiments & Insights on Covid-19 (virtual);
Maastricht Behavioral and Experimental Economics Symposium (virtual);
Western Economic Association International (virtual);
- 2020 Judgment and Decision Making (JDM), virtual conference;
Russian Economic Congress (virtual);
INFORMS (virtual conference);
Economic Science Association (ESA), virtual conference;
Society for the Advancement of Behavioral Economics (SABE), Moscow Russian (virtual conference);
Economics Department, University of Haifa
- 2019 Subjective Probability, Utility and Decision Making Conference (SPUDM), Amsterdam Netherlands;
Economic Science Association (ESA), Dijon France;
Psychology Department at the University of Waterloo, Toronto Canada;
The Center of Organizational Research, University of Haifa; Behavioral Economics Workshop, Technion Haifa
- 2018 Decision Making and Economic Psychology – BGU;
Decision Science Conference – Konstanz;
Academic Center – Kiryat Ono
- 2017 Empirical Center of Decision Making – Ritrit;
Subjective Probability, Utility and Decision Making Conference (SPUDM);
Operations Research Society of Israel (ORSIS);
Warwick Business School, Warwick, England;
Department of Human Services, Haifa University
- 2016 Laboratory for behavioural economics and operations UT Dallas;
ESA World Meeting – Hebrew University, Jerusalem, Israel; Empirical Center of Decision Making - Ritrit, Kibbutz Tzuba, Israel; Digital Behavior Conference, IDC, Herzliya - Israel
- 2015 Subjective Probability, Utility and Decision Making Conference (SPUDM);
Corvinus University of Budapest, Hungary; Minerva Seminar, Technion, Haifa – Israel; Economic Department, Emek Yizrael Israel.
- 2014 Behavioral Science Seminar, Technion, Haifa – Israel; Social Psychology Seminar, Haifa University - Israel.
- 2013 Cognitive Seminar, Technion, Haifa - Israel.
- 2012 Behavioral Science Seminar, Technion, Haifa – Israel; Marketing Summer, IDC, Herzliya – Israel.

Service

Summer School on Decisions, Laws, and Big Data Revolution organizing committee
The Decisions, Experience and Behavior Seminar (DEB) organizing committee
BA Department committee
MA Department committee

Reviewer in

Management Science, Journal of Brand Management, Journal of Economic Psychology, Journal of Food Product Marketing, Journal of Service Business,

Journal of Retailing and Consumer Service, Journal of Experimental Psychology:
Learning, Memory, and Cognition, PLOS ONE, Frontiers in Psychology,
Transactions on Spatial Algorithms and Systems, Preventive Medicine Reports

Advisory

Yael Shavit – MA Co advisor with Dr. Kinneret Teodorescu
Shani Shalem – MA Co advisor with Prof. Doron Kliger
Gal Lifshitz – MA Co advisor with Prof. Ido Erev

Teaching

Service Marketing, Introduction to Finance, Introduction to Economics,
Introduction to Marketing, Organizational Behavior,
Judgment and Decision Making, Research Seminar, Research Methods

Awards

2015 Continued excellence in teaching award, Technion
2014 Excellence in teaching award, Technion
2012 Master of Science Cum Laude
2009 Bachelor Degree Final project with excellence

Memberships

ESA, SPUDM, JDM, INFORMS, SABE, WEAI