

ZUR SHAPIRA

New York University
Stern School of Business
Department of Management
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PERSONAL

Born in Tel Aviv, lived and educated in Jerusalem. Married, (to Gila Dayan). Two children: Ittai and Romy.

EDUCATION

- 1972-76 Ph.D., Psychology and Management, *University of Rochester*
- 1970-72 MSc., Psychology and Business Administration (with honors), *Hebrew University, Jerusalem*
- 1967-70 B.Sc., Psychology and Mathematics, *Hebrew University, Jerusalem*
- 1966-67 Psychology and Philosophy, *Tel Aviv University*

ACADEMIC APPOINTMENTS

- 1988 - *New York University - Leonard N. Stern School of Business*
Visiting Professor (1988-1990); Professor (1990-); Research Professor (1996- 2001);
William Berkley Professor of Entrepreneurship (2001-); Chair Department of
Management and Organizations (2008-).
- 1989-1990 *Russell Sage Foundation*
Visiting Scholar
- 1987 *University of Chicago: Graduate School of Business*
Visiting Professor
- 1984 *University of California, Berkeley: Department of Psychology*
Visiting Professor
- 1982-83 *University of California, Berkeley: Psychology and School of Business*
Visiting Associate Professor
- 1978-79 *Carnegie Mellon University: Graduate School of Industrial Administration*
Visiting Assistant Professor
- 1976-88 *Hebrew University of Jerusalem: School of Business*

PUBLICATIONS

Books

- Risk Taking: A Managerial Perspective*. New York: Russell Sage Foundation, (1995); Paperback edition (1997); Hebrew Edition: Tel Aviv, Tcherikover Publishers, (2000).
- Organizational Decision Making*. (Ed.), New York: Cambridge University Press. (1997); Paperback edition (2002).
- Technological Learning: Oversights and Foresights*. (Ed. with R. Garud and P. Nayyar), New York: Cambridge University Press. (1997); Paperback edition (2008).
- Organizational Cognition: Computation and interpretation*. (Ed. With T. Lant), Mahwah, NJ: Lawrence Erlbaum (2000).
- The Evolution of a new Industry: A Genealogical Approach*. (With I. Drori and S. Ellis), Stanford University Press (Forthcoming).

Edited Volumes

- Learning from rare events: How organizations learn (or fail to learn) from unusual experiences. 2009. Special issue of *Organization Science*, Vol. 20, No. 5. (with J. Lampel and J. Shamsie).

Articles and Chapters

- Shapira, Z. & Bass, B.M. 1975. "Settling strikes in real life and simulations in North America and different regions of Europe," *Journal of Applied Psychology*, 60, 466-471.
- Shapira, Z. 1975. "Measuring subjective probabilities by the magnitude production method," *Organizational Behavior and Human Performance*, 14, 314-321.
- Shapira, Z. 1976. "A facet analysis of leadership styles," *Journal of Applied Psychology*, 61, 136-139.
- Shapira, Z. 1976. "Expectancy determinants of intrinsically motivated behavior," *Journal of Personality and Social Psychology*, 34, 1235-1244. Reprinted in Vroom, V. & Deci, E. (1992) *Management and Motivation*, London: Penguin Books.
- Bass, B.M., Bass, R. & Shapira, Z. 1977. "Environmentalists' and business executives' attitudes and information about the nuclear power controversy," *International Journal of Environmental Studies*, 10, 79-83.
- Shapira and Venezia, I. 1977. "On the aggregation across subjects in analyzing individual choice behavior," *Journal of Mathematical Psychology*, 16, 60-67.
- Venezia, I. & Shapira, Z. 1978. "The effects of type of forecasting model and aggregation procedure on the accuracy of managerial manpower predictions," *Behavioral Science*, 23, 187-194.
- Shapira, Z. & Zevulun, E. 1979. "On the use of facet analysis in organizational behavior research: Some conceptual considerations and an example," *Organizational Behavior and Human Performance*, 23, 411-428.
- Shapira, Z. & Dunbar, R. 1980. "Testing Mintzberg's managerial role classification using an in-basket simulation," *Journal of Applied Psychology*, 1980, 65, 87-95.
- Shapira, Z. & Shirom, A. 1980. "New issues in the use of behaviorally anchored rating scales: Level of analysis, the effects of incident frequency and external validation," *Journal of Applied Psychology*, 65, 517-523.
- Fischhoff, B., Goitein, B. & Shapira, Z. 1981. "Subjective expected utility: A model of decision making," *Journal of the American Society for Information Science*, 32, 391-399. Based on a paper by the

- same authors listed below. Reprinted in *Advances in Psychology*, Vol. 16: Decision Making under Uncertainty, New York: North Holland, 1983, 183-207. Reprinted in *Procedures for evaluating multi-attribute objects*, Institute for Systems Studies, Moscow: 1984 (in Russian).
- Shapira, Z. & Venezia, I. 1981. "Optional stopping on non-stationary series," *Organizational Behavior and Human Performance*, 27, 32-49.
- Shapira, Z. 1981. "Making tradeoffs between job attributes," *Organizational Behavior and Human Performance*, 28, 331-355.
- March, J.G. & Shapira, Z. 1982. "Behavioral decision theory and organizational decision theory." In G. Ungson and D. Braunstein (Eds.), *New Directions in Decision Making*, Boston, Mass.: Kent Publishing Co. Reprinted in M. Zey (1992) *Decision Making: Alternatives to rational choice models*, Newbury Park, CA: Sage Publications.
- Shapira, Z. 1982. "Response to commentaries." In G. Ungson and D. Braunstein (Eds.), *New Directions in Decision Making*, Boston, Mass.: Kent Publishing Co.
- Fischhoff, B., Goitein, B. & Shapira, Z. 1982. "The experienced utility of expected utility approaches. In N.T. Feather (Ed.), *Expectations and Actions*, Hillsdale, N.J.: Earlbaum.
- Bass, R., Bass, B.M. & Shapira, Z. 1982. *Nuclear Site Negotiation*. San Diego, CA: University Associates.
- Shapira, Z. 1982. "Professional Use of the Stadium at the University," *Kol-Haer*, Jerusalem, (In Hebrew).
- Brenner, M. & Shapira, Z. 1983. "Environmental uncertainty as determining merger activity." In W. Goldberg (Ed.), *Mergers: Motives, Modes, Methods*, New York: Nichols.
- Lanir, Z. & Shapira, Z. 1984. "Analysis of decisions concerning the defense of rear areas in Israel: A case study in defense decision-making." In Z. Lanir (Ed.), *Israel Security Planning in the 1980s*. New York: Praeger.
- Givon, M. & Shapira, Z. 1984. "Response to rating scales: a theoretical model and its application to the number of categories problem," *Journal of Marketing Research*, 21, 410-419.
- Shapira, Z., Cnaan, R. & Cnaan, A. 1985. "Reactions to job characteristics: evidence concerning mentally retarded workers," *American Journal of Mental Deficiency*, 90, 160-166.
- Ilan, Y. & Shapira, Z. 1986. "The introduction and use of microcomputers by professionals in an industrial corporation." *Technological Forecasting and Social Change*, 29, 183-194.
- Shapira, Z. 1986. "On the Value of Life," *Haaretz* (Israeli Daily Newspaper), October 21, (In Hebrew).
- Shapira, Z. 1986. "The implications of behavioral decision theory to economics." In A.J. MacFadyen & H. MacFadyen (Eds.) *Handbook of Economic Psychology*, New York: North-Holland.
- Shapira, Z. 1987. "Preference for job attributes: Analysis of tradeoffs from present position," *Industrial Relations*, 26, 146-157.
- March, J.G. & Shapira, Z. 1987. "Managerial perspectives on risk and risk taking," *Management Science*, 33, 1404-1418. Reprinted in J. March (Ed.). *Decisions and Organizations*, New York: Basil Blackwell, 1988.
- Friedman, A. & Shapira, Z. 1988. "Expert and amateur inflation expectations." In S. Maital (Ed.) *Applied Behavioral Economics*. New York: New York University Press.
- Shapira, Z. & Zevulun, E. 1989. "Performance rating in organizations: a facet analysis interpretation of the multitrait-multirater approach," *Multivariate Behavioral Research*, 24, 209-232. Reprinted in *Megamot Journal of Behavioral Science*, 1991, 33, 477-491.
- Shapira, Z. 1989. "Task choice and assigned goals as determinants of task motivation and performance," *Organizational Behavior and Human Decision Processes*, 44, 141-165.
- Shapira, Z. & Griffith, T. 1990. "Comparing the work values of engineers with managers, production and clerical workers: A multivariate analysis," *Journal of Organizational Behavior*, 11, 281-292.

- Shapira, Z. 1990. "Decision making by Bell, Raiffa, and Tversky," *Administrative Science Quarterly*, 35, 406-410 (a book review).
- Shapira, Z. 1991. "Research shows whistle-blowers often blow their careers," *Stern Business Report*, Vol. 7, No. 2.
- March, J. & Shapira, Z. 1992. "Variable risk preferences and the focus of attention," *Psychological Review*, 99, 172-183. Reprinted in J. March (Ed) *The pursuit of intelligence in organizations*, Cambridge, Mass.: Blackwell, 1999.
- Shapira Z. & Venezia, I. 1992. "Size and frequency of prizes as determinants of the demand for lotteries." *Organizational Behavior and Human Decision Processes*, 52, 307-318.
- Shapira, Z. 1993. "Risk sharing incentive contracts: On setting compensation policy for expatriate professionals in a foreign operation." In Y. Aharoni (Ed.) *Coalitions and Competition: Globalization of Professional Services*. London, Routledge.
- Shapira, Z. & Venezia, I. 1993. "The structure of prizes in lotteries and their effect on demand: Theory and empirical evidence from Israel's state lotteries. *Economics Quarterly*, 40, 215-227, (in Hebrew).
- Shapira, Z. 1993. "Ambiguity and risk taking in organizations." *Journal of Risk and Uncertainty*, 7, 89-94. Reprinted in C. Camerer & H. Kunreuther (Eds.) *Making Decisions about Liability and Insurance* Boston: Kluwer.
- Shapira, Z. 1994. "Externalities, selection processes and managerial risk taking," In J. Baum and J. Singh (Eds.) *Evolutionary Dynamics of Organizations*. New York: Oxford University Press.
- Lampel, J. & Shapira, Z. 1995. "Data scarcity and the limits of falsification in strategic management," *Advances in Strategic Management*, 11A, 113-150.
- Shapira, Z. 1996. "Introduction and Overview." In Z. Shapira (Ed.) *Organizational Decision Making*. New York: Cambridge University Press.
- Garud, R. and Shapira, Z. 1996. "Aligning the residuals: Risk, return, responsibility and authority." In Z. Shapira (Ed.) *Organizational Decision Making*. New York: Cambridge University Press.
- Shapira, Z. 1996. "The Power of the old lady." *Haaretz* (Israel Daily Newspaper), July 30. (In Hebrew).
- Garud, R., Nayyar, P., and Shapira, Z. 1997. "Technological innovation, oversights, and foresights: An overview". In R. Garud, P. Nayyar, and Z. Shapira (Eds.) *Technological Innovation: Oversights, and Foresights*. New York: Cambridge University Press.
- Garud, R., Nayyar, P., and Shapira, Z. 1997. "Technological choices and the inevitability of errors." In R. Garud, P. Nayyar, and Z. Shapira (Eds.) *Technological Innovation: Oversights, and Foresights*. New York: Cambridge University Press.
- Garud, R., Nayyar, P., and Shapira, Z. 1997. "Beating the odds: Toward a theory of technological innovation." In R. Garud, P. Nayyar, and Z. Shapira (Eds.) *Technological Innovation: Oversights, and Foresights*. New York: Cambridge University Press.
- Shapira, Z. & Berndt, D. 1997. "Managing grand scale engineering projects: A risk taking perspective." *Research in Organizational Behavior*, 19, 303-360.
- Shapira, Z. 1997. "Madness and decision making," *Sefarim*, October 19, (In Hebrew).
- Shapira, Z. 1997. "Strategic risk: A longitudinal-ordinal analysis." *Journal of Behavioral Decision Making*, 10, 361-363. (a book review).
- Shapira, Z. 1998. "Prescriptive models in organizational decision making." In J. Halpern & R. Stern (eds.) *Debating Rationality: Nonrational Elements in Organizational Decision Making*. Cornell University: ILR Press,
- Venezia, I., Galai, D. & Shapira, Z. 1999. "Exclusive vs. independent agents: A separating equilibrium approach." *Journal of Economic Behavior and Organization*, 40, 443-456.

- Shapira, Z. & Venezia, I. 1999 "Experimental tests of self selection and screening in insurance decisions." *Geneva Papers on Risk and Insurance Theory*, 24, 139-158.
- Lant, T. & Shapira, Z. 2000. "Foundations of research on organizational cognition". In T. Lant & Z. Shapira (Eds.). *Organizational Cognition: Computation and interpretation*. Mahwah, NJ. Lawrence Erlbaum.
- Lant, T. & Shapira, Z. 2000. "New research directions on organizational cognition". In T. Lant & Z. Shapira (Eds.). *Organizational Cognition: Computation and interpretation*. Mahwah, NJ. Lawrence Erlbaum.
- Garud, R., Nayyar, P., and Shapira, Z. 2000. "Technological choices, new products and the inevitability of errors." In A. Bloch et D. Manceau (Eds.) *De L'idee Au Marche: Processus d'innovation et lancement de produits nouveaux*. Paris: Vuibert.
- Shapira, Z. 2000 "Governance in organizations; A cognitive perspective". *Journal of Management and Governance*, 4, 53-67.
- Seshadri, S. & Shapira, Z. 2001. "Managerial allocation of time and effort: The effects of interruptions." *Management Science*, 47, 647-662.
- Shapira, Z. & Venezia, I. 2001. "Patterns of behavior of professionally managed and independent investors." *Journal of Banking and Finance*, 25, 1573-1587.
- Lampel, J. & Shapira, Z. 2001. "Judgmental errors, interactive norms and the difficulty of detecting strategic surprises." *Organization Science*, 12, 599-611.
- Porac, J. & Shapira, Z. 2001. "On minds, environments, and the scissors of rational behavior." *Journal of Management and Governance*, 5, 206-212.
- Lampel, J. & Shapira, Z. 2002. "Sneak attacks: Guarding against strategic surprises." *Stern Business Spring/Summer*, 6-13.
- Venezia, I. & Shapira, Z. 2002, "Comparative exploration of behavior and profitability of professionally managed and independent investors." *Economics Quarterly*, 49, 266-283. (In Hebrew).
- Seshadri, S. & Shapira, Z. 2002. "The role of adaptation and targets in organizational learning". In M. Augier & J. March, (eds.), *Economics of Change, Choice, and Structure: Essays in the Memory of Richard M. Cyert*. Cheltenham, UK: Edward Elgar Publishing, Ltd.
- Shapira, Z. 2003. "On rigor and relevance: Some comments on the contribution of James March to the psychology of choice." In E. Godelier (Ed.) *James March Ou L'Itineraire D'Un Esprit Libre*. Paris: Hermes.
- Seshadri, S. & Shapira, Z. 2003. "The flow of ideas and timing of evaluation as determinants of knowledge creation." *Industrial and Corporate Change*, 12, 1099-1124.
- Miller, K. & Shapira, Z. 2004. "An empirical test of heuristics and biases affecting real option valuation." *Strategic Management Journal*, 25, 269-284.
- Seshadri, S., Shapira, Z. & Tucci, C. 2004. "Venture capital investing and the Calcutta Auction." In A. Ginsberg and I. Hasan, (Eds.) *New ventures investment: Choices and consequences*. New York: Elsevier.
- Buljan, A. & Shapira, Z. 2005. "Attention to production schedule and safety as determinants of risk taking in NASA's decision to launch the Columbia Shuttle." In M. Farjoun & W. Starbuck (Eds.). *Management lessons from the Columbia Shuttle*. Cambridge, Mass: Blackwell.
- Venezia, I. & Shapira, Z. 2007. "On the behavioral differences between professional and amateur investors after the weekend." *Journal of Banking and Finance*, 31, 1417-1426.
- Lant, T. & Shapira, Z. 2008. "Managerial reasoning about aspirations and expectations." *Journal of Economic Behavior and Organizations*, 66, 60-73.
- Shapira, Z. & Venezia, I. 2008. "On the preference for Full-Coverage policies: Why do people buy too much insurance?" *Journal of Economic Psychology*, 29, 747-761.

- Shapira, Z. 2008. "Behavioral decision theory and organizational decision making." In G. Hodgkinson & W. Starbuck (eds.) *Handbook of organizational decision making*. Oxford University Press.
- Shapira, Z. & Venezia, I. 2008. "Paying a premium: Why do consumers buy too much insurance?" *Stern Business*, Spring/Summer, 36-39.
- Shapira, Z. 2008. "Understanding theories of organizational action: Introductory essay." In J. G. March (Ed.), *Understanding organizations*. Stanford, CA.: Stanford University Press.
- Denrell, J. & Z. Shapira. 2009. "Performance Sampling and Bimodal Duration Dependence." *Journal of Mathematical Sociology*, 33, 38-63.
- Lampel, J., Shamsie, J. & Shapira, Z. 2009. "Experiencing the improbable: Rare events and organizational learning." *Organization Science*, 20, 835-845.
- Dushnitsky, G. & Z. Shapira. (2010). "Entrepreneurial finance meets organizational reality: Comparing investment practices by corporate and independent venture capitalists." *Strategic Management Journal*, 31, 990-1017.
- Venezia, I., Nashikar, A. & Shapira, Z. (2011). "Firm Specific and Macro Herding by Professional and Amateur Investors and their Effects on Market Volatility." *Journal of Banking and Finance*. 35, 1599-1609.
- Fang, C., Carp, S. & Shapira, Z. (2011). "Prior divergence: Do researchers and participants share the same prior probability distributions?" *Cognitive Science*, 35, 744-762.
- Shapira, Z. (2011). "I've got a theory paper; Do you?: Conceptual, empirical and theoretical contributions to knowledge in the organizational sciences." *Organization Science*, 22, 1312-1321.
- Chakravarti, A., Fang, C. & Z. Shapira (2011). "Detecting and Reacting to Change: The Effect of Exposure to Narrow Categorizations." *Journal of Experimental Psychology: Learning, Memory and Cognition*, 37, 1563-1570.
- Shapira, Z. (2011). "The Atlantic divide: American and European Approaches to Strategy Research." *Organization Science*, 22, 1653-1654.
- Boyle, M. & Z. Shapira. (2012). "The peril of betting to win: Aspiration and survival in *Jeopardy!* Tournament of champions." *Organization Science*, in press.

Papers under review

- Cattani, G., Dunbar, R. & Z. Shapira. "Value creation and knowledge loss: The case of Cremonese stringed instruments." 2nd R&R in *Organization Science*.
- Chinander, K., Eggers, J. & Z. Shapira. "Organizational learning under turbulent and recurring conditions: Effects of cost of anticipated consequences on Hurricane evacuation decisions." 1st R&R in *Organization Science*.

Cases

- Shapira, Z. Maini, A. & May, C. 1997 (revised 2006). "*MAWACS-The deal of the century*." Daimler Benz Publishing.
- Shapira, Z. 1999, "*Talia Technology and the Retinal Thickness Analyzer*." New York University: Berkley Center for Entrepreneurial Studies.

Working Papers

- Galai, D. & Z. Shapira (July 2010). "The effect of possible litigation and potential bonuses on the behavior of corporate directors: A conceptual analysis."

Shapira, Z. & M. Shaver (November, 2010). Confounding changes in averages with marginal effects: Anchoring within strategic investment assessments.

Seshadri, S., Shapira, Z. & C. Tucci (July 2010). "Are flatter organizations more innovative? Hierarchical depth and the importance of R&D ideas."

Conley, C. & Z. Shapira (March 2010). "Perception of price movement and prediction of future stock prices: An experimental analysis."

PROFESSIONAL ACTIVITIES

Honors and Awards

Visiting Professor, University of Lille 1, France, Summer 2009.

Distinguished Paper Award, Business and Policy Division, Academy of Management, Anaheim, CA., August 2008.

Best paper award, Israel Strategy Conference, December 2007.

Hong Kong University of Science and Technology, Visiting Scholar, September 2006.

Executive programs, Stern School of Business: Excellence in teaching award, June 2006.

Executive programs, Stern School of Business: Excellence in teaching award, June 2004.

William Berkley Professor of Entrepreneurship, Stern School of Business, New York Univ., Sept. 2001-

Rockefeller Foundation's Study Center (Bellagio, Italy), Visiting Scholar, Summer 2000.

American Psychological Society, Fellow, (Elected 1998).

Russell Sage Foundation, visiting scholar, 1989-90.

International Institute of Management, Berlin, Research Fellow: 1976 and 1977.

Harry Truman Institute, Jerusalem. Research Fellow: 1977-1980.

Levy Eshkol Institute of Economics, Social and Political Research, Jerusalem, Research Fellow, 1976-78.

American Psychological Association, Division of Industrial/Organizational Psychology, Best Dissertation Award Competition (Runner up) 1976.

Center of Creative Leadership, Greensboro, North Carolina, Summer Fellow, 1974.

Grants

Kauffman Foundation: "Harnessing the entrepreneurial spirit: Investment in technology-based entrepreneurial ventures and subsequent corporate performance." With G. Dushnitsky. 2008-2009.

Kauffman Foundation: "Assessing the economic impact of social ventures." With A. Prado and J. Robinson, 2005-06.

Kauffman Foundation: "Entrepreneurial spin-offs: A comparative analysis of firm evolution within a high-tech industry," 2005-06.

Citicorp Behavioral Research Council: "Decision targets in organizations," 1995-96.

Salomon Center, NYU: "Targets and traders' behavior," 1993-94.

Giblin Fellowship, NYU: "Risk taking and responsibility in organizational decision making," 1992-93.

Center for Japan - US Business and Economics studies: NEC Faculty Fellowship: "The effects of incentives on innovative technology," 1991-92.

Center for Entrepreneurial Studies: "Technological foresights and oversights," 1990-91.

Israel's Authority on Research and Development: "The diffusion of microcomputers," 1986-88.

Russell Sage Foundation, New York: "Managerial risk taking," 1984-86.

Harry Truman Institute: "Cross-cultural differences in work attitudes and behavior," 1982-84.

Boards and Committees

Chair of the Search Committee for the new Editor in Chief of *Organization Science*. March 2009.
 Center for Experimental Social Science, NYU, member of the board of directors, 2001-
 Bezalel Academy of Arts, Jerusalem, Member of the Board of Governors, 1988-1992.
 Swedish School of Economics in Helsinki, Member of the International Committee for Selecting the
 Director of the Research Institute, February 1988.
 Israel Management Center, Member of the Committee on Human Resources, 1987-89.
 Foreign Ministry, State of Israel, Jerusalem: Member, committee for selecting the Labor Relations
 Attaché to the U. S., 1982.
 Council of Academic Manpower, State of Israel, Member, 1977.
 Work and Welfare Research Institute, Jerusalem, Member of the Board of Governors, 1976-1988.

Editorial Boards

2007-	Organization Science, Senior Editor
1992-08	Journal of Behavioral Decision Making
2001-07	Organizational Behavior and Human Decision Processes
2000-06	Journal of Management and Governance
1990-02	Multivariate Behavioral Research
1987-97	Human Performance

Colloquia (multiple presentations at several of these universities):

University of Arizona; British Columbia; California at Berkeley; UCLA; Carnegie-Mellon; City
 University of London, England; Chicago; Colorado at Boulder; Cornell; Dartmouth College; Duke; ESCP
 (Paris); Luigi Bocconi, Milano; Harvard; Hebrew University; Hong Kong University of Science and
 Technology; INSEAD (in both Fontainebleau and in Singapore), Maryland, Michigan; MIT; McGill;
 Northwestern; Rutgers; RPI, Stockholm School of Economics; SUNY at Binghamton; SUNY at Stony
 Brook; Swedish School of Economics in Helsinki; Oregon; Pennsylvania; Poitiers (France); Princeton;
 Rochester; Technion; Tel Aviv; Texas at Dallas; Toronto; Tulane; University of Washington at Seattle,
 Washington University at St. Louis, Yale university.

Keynote addresses (Recent)

April 2010: Conference Board of Canada, Toronto.
 March 2008: Young Lions association of New York.
 December 2007: First Israel Strategy Conference.
 April 2002: CNH Capital, Chicago.
 Oct 2001: University of Poitiers, France.
 Nov 2000: Conference Board of Canada, Featured speaker. Ottawa, Ontario
 May 2000: AON Insurance Company, New York.
 Jan 2000: Center for the study of Financial Innovation, London, England
 Sept 1998: The CIGNA Corporation: New Dimensions of Business Risk, Colorado Springs.
 May 1998: Arthur Andersen, Annual Partners Meeting, Orlando, FL.

Media appearances and quotations

Huffington Post: "liability of leading and risk taking." October 13, 2011.
Wall Street Journal: "Don't buy too much insurance!" October 8, 2011.
TheMarker: "The growing income gaps can lead to Israel's decline." January 2, 2011.
TheMarker Magazine: "Hierarchy is not always bad (for innovation)." October 2010.
Seattle Times: "Staying calm when the market gets anxious." March 27, 2007.
Realtor Magazine: "Calculated risk." August 1, 2006.
National Public Radio, Day to Day: "Risk taking," March 3, 2006.
NBC Today Show: "Lessons learned from Game Show Contestants," March 10, 2006.
KLO Radio, Salt Lake City: "Risk taking in business today." January 24, 2006.
Wall Street Journal, January 12, 2006. "'Why game shows have economists glued to their TVs.'" *Inc. Magazine*, May 2003. "Risk Management for Risky Times."
Haaretz, July 2002. "Investor behavior."
 CNBC, May 1998. "Psychology and the market"
BBC worldwide TV. March 1998. "The Dow at 10,000."
 Several appearances on *Kol Israel*, Israel National Radio
 Various citations in the press including in the *Institutional Investor*, *Haaretz*, *Maariv*, *Yediot Achronot* and more.

Miscellaneous Professional Activities

Member of the Organizing Committee, Medici Summer School, Firenze, Italy, 2010-
 Lecturer, Risk Management project in developing countries, IFC, World Bank, 2010.
 Member of the Strategy Development Advisory Council, Mckinsey & Company, October 2008.
 Chairperson, Department of Management and Organizations, Stern School of Business, New York University, July 2008-
 Member of the Advisory committee, Israel Strategy Conference, 2007-
 Panelist, Forum on Risk, Young Lions Club of the New York Public Library, Nov. 28, 2007.
 Member of the International Scientific Committee, 11th and 12th International Conference on the *Foundations and Applications of Utility, Risk and Decision Theory* (FUR), 2004, 2006.
 Member of the review board of the *National Research Council* report on "Assessing behavioral and social science research on aging." Summer 2006.
 Member of the organizing committee, *Organization Science Winter Conference*, February 2006.
 Visiting Scholar, *Center for Interactive Decision Theory*, Hebrew University, Fall 2006, Summer 2005, Spring 2003, Fall 2000.
 Lecturer, Summer School on Economic Theory, Institute for Advanced Study, Hebrew University, June 2003.
 Visiting Professor, Ecole Supérieur Commercial de Paris. 1998-1999.
 Cluster session coordinator for the *College on Organizations, INFORMS*, Tel Aviv, June 1998.
 Academic Co-Coordinator, conference on *Managerial Cognition*, New York University, May 1998.
 Visiting Professor, Dept. of Labor Studies, Tel Aviv University, and School of Business Hebrew University 1995-6.
 Academic Co-Coordinator, conference on *Technological Oversights and Foresights*, New York, 1994.
 Member of the task group on "managerial time horizons," Russell Sage Foundation, 1990-1995.
 Academic Director, Senior Executive Development Program, Hebrew University, 1985-1987.
 Stanford University, Graduate School of Business, Visiting Scholar, summers, 1980 and 1985.
 Academic Director, Management course for senior engineers, Israel Aviation Industry, 1981-1982.

Academic Coordinator, Conference on *Hazardous Technologies and Technological Risks*, Jerusalem, December 1981.

Head, Program in Organizational Behavior, Hebrew University, 1983-1988.

Academic Director, Management course for senior officers, College of Command, Israel Defense Forces, 1980.

Decision Research, Eugene, Oregon, Visiting Research Associate, 1979.

Regional Representative, Division of Organizational Psychology, International Association of Applied Psychology, 1977-1979.

Professor, Central Institute of Management, Civil Service Commission, State of Israel, 1977-1988.

Instructor, New York State School of Industrial and Labor Relations, Cornell University Extension Program, Rochester, New York, 1974-1975.

Assistant Director, Jerusalem "Khan" Theater, 1968-1969.

Assistant Director, Jerusalem "Hapoel" Sport Association, 1967-1968.

UNIVERSITY SERVICE

New York University: Chairperson of the department of Management and Organizations (2007-). Alternate Senator, University Senate (1997-1999). Member of the host committee for the evaluation of the Dean (1999). Coordinator of the Doctoral Program of the Management Department (January 1999-August 2002; January 2005-August 2005). Member of the department tenure and promotion committee, member of the school's committee on the behavioral lab, member of the department's Ph.D. committee; Chair, departmental recruitment committee (July 1991- January 1992, Fall 2003). Member of the Stern School Faculty Council (1993 - 1994). Member of the Stern School's Promotion and Tenure committee (1994-1999). Chair of the Stern School's promotion and tenure committee (1997-1999). Member of the Stern School's Ph.D. admissions review board (1997-2008). Member of the Dean's advisory committee (2000-2001). Member of the Senior Faculty Peer Review Committee (2001-2004). Member of the advisory committee of the Developmental Center for Evaluation and Research in Patient Safety (2002-2004), NYU's School of Education

Doctoral dissertations: Amy Hurley (chair), Bhatt Vadlamani (committee member), Maxine Garvey (committee member), Patrice Murphy (committee member), Andreas Garcia (Co-chair), Patrizia Porini (committee member), Sari Carp (Co-Chair), Gary Dushnitsky (Co-Chair), Rene Feuerbach (committee member), Shellwyn Weston (Chair), Jason Kim (Chair), Galia Schwarz (Technion, chair).

Post doctoral and non NYU doctoral students: Dr. Corrado Gatti (University of Roma La Sapienza), Angela Buljan (University of Zagreb), Javier Perez-Freije (University of St. Gallen, Switzerland).

Hebrew University: Member of the faculty senate (1976 - 1978); Head, Program in Organizational Behavior (1982 - 1988), served on several doctoral and master's theses committees in the social sciences. Served on several university wide committees.

CONSULTING:

Various business firms, governmental agencies, and non-profit organizations including: Arthur Andersen, Electronics Corporation of Israel, El Al, Bank of Israel, Bank Leumi, Intel, Teva Pharmaceutical Co., Center for Strategic Studies (Tel Aviv), The National Institute of Defense (Israel), Daimler-Benz Aerospace Company, Thomas Register Company, and the World Bank.

EXECUTIVE TEACHING:

University of California, Bocconi University (Milan), University of Chicago, Hebrew University, New York University, Tel Aviv University, Israel Management Center, Israel High Institute of Command, Paris School of Management (ESCP) Paris, France. World bank, several locations.