

Department of Marketing



Research Seminars Series

Ran Kivetz, Columbia University (US)

June 20, 2024 | 12:00 - 14:00 | TC.0.58 TC Hall

Change

Abstract: This research talk is about change. Some thoughts about how attention can help people understand change will be shared. These musings on change build on the philosophy of the Dao, on cognitive behavioral theory (CBT), and on behavioral economics. The majority of the talk will focus on empirical evidence from two different research projects, the first about ephemerality and the second about self-rewards.