

On Amir

Professor of Marketing at UC San Diego

La Jolla, CA, US

On Amir's research focuses on using psychological and economic principles to identify successful strategies in different market settings.

Biography

Amir's research focuses on using psychological and economic principles to identify successful strategies in different market settings. He investigates different customer decision-making mechanisms and their influences on pricing and promotion strategies, on decision making under risk and uncertainty, and on preference dynamics. He also writes about how insights from research on decision making and behavioral economics may be used to improve business practices and policy making. Amir has received several research awards from the Marketing Science Institute and from the Robert Wood Johnson Foundation. Prior to coming to UC San Diego, he was an assistant professor of marketing at Yale University. Amir received his Ph.D. in management science and marketing from MIT's Sloan School of Management in 2003.

Areas of Expertise

Business Analytics, Judgment and Decision Making, Marketing Strategy, Consumer Behavior, Behavioral Economics

Education

MIT's Sloan School of Management

Ph.D. Management science and Marketing from

Israeli Open University in Tel Aviv, Israel

B.S. Computer Science

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)