

Aner Sela

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Aner Sela is an expert on how people make choices and form preferences.

Biography

Aner Sela is an expert on how people make choices and form preferences. His work highlights how everyday decisions are shaped by people's momentary experiences and intuitions, the technologies they use, and seemingly unimportant features of the decision context.

Industry Expertise

Consumer Services, Consumer Goods, Business Services

Areas of Expertise

Value Perception, Technology and Consumer Choice, Choice Difficulty, Inferences and Attributions, Decision Making, Consumer Choice and Decision Making, Consumer Choice, Metacognition, Multi-attribute Choice, Financial Decisions

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