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## **PROFESSIONAL EXPERIENCE:**

July 2010-present: Professor, University of California, Berkeley  
June 2006-June 2010: Associate Professor, University of California, Berkeley  
July 2000-June 2006: Assistant Professor, University of California, Berkeley  
September 2002-May 2003: Visiting Assistant Professor, Massachusetts Institute of Technology

## **EDUCATION:**

1996-2000: Massachusetts Institute of Technology. Ph.D. in Economics: “Essays in Behavioral Economics”  
1992-1996: Harvard University. Magna Cum Laude in Mathematics  
1988-1992: Fazekas Mihály Gyakorló Gimnázium, Budapest, Hungary

## **HONORS AND GRANTS:**

Best Mentor Award, UC Berkeley, 2010  
Finalist for Best Mentor Award, UC Berkeley, 2009  
Hicks-Tinbergen Medal 2008, for the best paper published in the Journal of the European Economic Association in the years 2006/2007  
UC Berkeley Intramural Soccer champion (as member of team Slutsky), Fall 2007  
NSF Grant “Economic Models and Applications of Reference-Dependent Utility,” SES-0648659, 2007-2010 (joint with Matthew Rabin)  
Hellman Family Faculty Fund, 2003-2004  
Sloan Dissertation Fellowship, 1999  
NBER Aging Fellowship, 1998-1999  
MIT Economics Fellowship, 1996-1998  
Bok Center Award for Excellence in Teaching, Harvard University, 1996

## **TEACHING EXPERIENCE:**

Fall 2003, 2004, 2008, Spring 2006, 2007, 2008, 2010: Undergraduate Psychology and Economics

Spring 2003, Fall 2004: Graduate Psychology and Economics

Spring 2001, 2002, 2004, 2006, 2007, 2008, 2010, 2011: Graduate Microeconomic Theory

Fall 2000, Spring 2002: Undergraduate Public Economics

## **REFEREED PUBLICATIONS & FORTHCOMING PAPERS:**

*Exploiting Naivete about Self-Control in the Credit Market* (joint with Paul Heidhues), *American Economic Review* (2010), 100(5), pp. 2279-2303.

*Utility from Anticipation and Personal Equilibrium*, *Economic Theory* (2010), 44(3), pp. 415-444.

*Reference-Dependent Consumption Plans* (joint with Matthew Rabin), *American Economic Review* (2009), 99(3), pp. 909-936.

*Futile Attempts at Self-Control* (joint with Paul Heidhues), *Journal of the European Economic Association* (2009), 7(2-3), 423-434.

*Choices, Situations, and Happiness* (joint with Matthew Rabin), *Journal of Public Economics* (2008), 92, pp. 1821-1832.

*Competition and Price Variation when Consumers are Loss Averse* (joint with Paul Heidhues), *American Economic Review* (2008), 98(4), pp. 1245-1268.

*Drive and Talent* (joint with Wei Li), *Journal of the European Economic Association* (2008), 6(1), pp. 210-236.

*Reference-Dependent Risk Attitudes* (joint with Matthew Rabin), *American Economic Review* (2007), 97(4), pp. 1047-1073. [Lead article.]

*A Model of Reference-Dependent Preferences* (joint with Matthew Rabin), *Quarterly Journal of Economics* (2006), 121(4), pp. 1133-1166. [Lead article.]

*Emotional Agency*, *Quarterly Journal of Economics* (2006), 121(1), pp. 121-156.

*Ego Utility, Overconfidence, and Task Choice*, *Journal of the European Economic Association* (2006), 4(4), pp. 673-707. [Lead article, winner of the 2008 Hicks-Tinbergen Medal for the best paper published in the *Journal of the European Economic Association* in the years 2006/2007.]

*Tax Incidence When Individuals are Time Inconsistent: The Case of Cigarette Excise Taxes* (joint with Jonathan Gruber), *Journal of Public Economics* (2004), 88, pp. 1959-1987.

*Health Anxiety and Patient Behavior*, *Journal of Health Economics* (2003), 22, pp. 1073-1084.

*Quasi-hyperbolic Discounting and Retirement* (joint with Peter Diamond), *Journal of Public Economics* (2003), 87, pp. 1839-1872. [Lead article.]

*Is Addiction 'Rational?' Theory and Evidence* (joint with Jonathan Gruber), *Quarterly Journal of Economics* (2001), 116(4), pp. 1261-1305.

*Comparison of Magnetocaloric Properties from Magnetic and Thermal Measurements* (with M. Foldeaki, W. Schnelle, E. Gmelin, P. Benard, A. Giguere, R. Chahine, and T. K. Bose); *Journal of Applied Physics* (1997), 82(1), pp. 309-316.

#### **OTHER PUBLICATIONS & FORTHCOMING PAPERS:**

*Revealed Mistakes and Revealed Preferences* (with Matthew Rabin), in *The Foundations of Positive and Normative Economics*, Andrew Caplin and Andrew Schotter (editors), Oxford University Press (2008), Chapter 8, pp. 193-209.

*Mistakes in Choice-Based Welfare Analysis* (with Matthew Rabin), *American Economic Review* (2007), 97(2), pp. 477-481

*On the Feasibility of Market Solutions to Self-Control Problems*, *Swedish Economic Policy Review* (2005), 12(2), pp. 71-94.

*Behavioral Economics, Psychology, and Public Policy* (joint with On Amir, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva), *Marketing Letters* (Special Issue for the Sixth Choice Symposium, 2005), 16:3/4, 443-454.

*Discussion of "Behavioral Economics and Health Economics" by Richard Frank*, *Economic Institutions and Behavioral Economics*, Peter Diamond and Hannu Vertainen (editors), Princeton: Princeton University Press.

#### **SUBMITTED PAPERS:**

*The Impact of Consumer Loss Aversion on Pricing* (joint with Paul Heidhues); *Journal of Economic Theory*.

**WORKING PAPERS:**

*Price-Sensitive Preferences* (joint with Dan Ariely and Nina Mazar)

*A Failure of the No-Arbitrage Principle* (joint with Máté Matolcsi and Kristóf Madarász).

**WORK IN PROGRESS:**

*Consumption Management* (joint with Matthew Rabin)

*Reference-Dependent Thinking and Deciding* (joint with Matthew Rabin)

*Regular Prices and Sales* (joint with Paul Heidhues)

*Targeted Marketing of Credit Offers and Borrower Welfare* (joint with Paul Heidhues)

**PROFESSIONAL SERVICE:**

Board Editor, American Economic Review, 2008-present.

Associate Editor, Journal of the European Economic Association, 2007-present.

**PERSONAL INFORMATION:**

Citizenship: Hungary, USA

Languages: Fluent in Hungarian and German