

### Greg Barron

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### Education

- 2003 Ph.D., Industrial and Organizational Psychology, Technion, Israel Institute of Technology  
Dissertation: "On the Effect of Repeated Experience on Judgment and Decision Making"  
Committee: Ido Erev  
Zur Shapira  
Anat Rafaeli  
Uri Gneezy
- 2000 M.A., Industrial and Organizational Psychology, Technion, Israel Institute of Technology
- 1998 Certification, Group Facilitator. Carmel Center for Groups. Haifa, Israel.
- 1995 B.A., University of Haifa, Israel, Psychology.

### Appointments

- 2010-Present Director, Lax Sebenius, LLC.
- 2004-2010 Assistant Professor of Business Administration, [Negotiation, Organizations & Markets Unit]  
Harvard Business School
- 2009/2010 Lecturer, Faculty of Arts and Sciences, Harvard.
- 2003-2004 Research Fellow, Computer Lab for Experimental Research, Harvard Business School.

### Teaching Experience

- 2009/2010 Undergraduate: Decision Making & Negotiation (Harvard FAS), Spring.
- 2009/2010 Doctoral: Markets & Management (HBS), Fall.
- 2006-2008 Executive Education: Changing the Game (Decision Making & Neg) (9/06, 11/07, 8/07, 4/07).
- 2004-2009 MBA: Negotiations (Required Curriculum), Spring.
- 2005 MBA: Negotiation and Dispute Resolution (HBS/HLS), Fall.
- 2004 Doctoral: Behavioral Approaches to Decision Making and Negotiation (HBS/Dept. of Psychology)
- 2002-2003 Doctoral: Quantitative Models in the Behavioral Sciences. Developed Curriculum Technion, Israel Institute of Technology

## Awards and Honors

- 2008 Academy of Management, OB Division, *Making Connections Award*.  
2003 Bruno deFinetti Prize, European Association for Decision Making. Best post-graduate paper.  
2001 Prize for excellence in teaching, Technion, Israel Institute of Technology.

## Fellowships and Grants

- 2004 The Israel National Institute for Health Policy and Health Services Research for research in decision sciences

## Publications

### Books, Chapters, Articles (peer reviewed):

- Barron, G., and Yechiam, E. (2009). The Coexistence of Overestimation and Underweighting of Rare Events, and the Contingent Recency Effect. Judgment and Decision Making. (Forthcoming).
- Barron, Greg and Stephen George Leider. (2009). The Role of Experience in the Gambler's Fallacy. Journal of Behavioral Decision Making Special Issue on Experience-Based Decisions (Forthcoming).
- Barron, Greg, Stephen George Leider, and Jennifer N. Stack. "The Effect of Safe Experience on a Warnings' Impact: Sex, Drugs, and Rock-n-Roll." Organizational Behavior and Human Decision Processes 106, no. 2 (July 2008): 125-142.
- Milkman, K., Burns, J., Parkes, D., Barron, G. and Tumer, K. (2008). Testing a Purportedly More Learnable Auction Mechanism. Applied Economic Research Bulletin.
- Erev, I., Roth, A. E., Slonim, R., and Barron, G. (2007) "Learning and Equilibrium as Useful Approximations: Accuracy of Prediction on Randomly Selected Constant Sum Games." Special Issue on Behavioral Game Theory. Economic Theory. 33(1). 29-51.
- Hertwig, R., Barron, G., Weber, E.U., and Erev, I. "The Role of Information Sampling in Risky Choice." Chap. 4 in Information Sampling and Adaptive Cognition, edited by Klaus Fiedler and Peter Juslin, 72-91. N.Y.: Cambridge University Press, 2006.
- Yechiam, Eldad, Ido Erev, and Greg Barron. "The Effect of Experience on Using a Safety Device." Safety Science. 44, no. 6 (July 2006): 515-522.
- Erev, I. and Barron, G. (2005). On adaptation, maximization, and reinforcement learning cognitive strategies. Psychological Review. 112 (4). 912-931.
- Barron, G., and Felix V. (2005). The Internal Job Market of the IMF's Economist Program. IMF Staff Papers. 52, 3. 410.
- Yechiam, E., Barron, G., and Erev, I. (2005). The role of personal experience in contributing to different patterns of response to rare terrorist attacks. Journal of Conflict Resolution. 49(3). 430-439.
- Hertwig, R., Barron, G., Weber, E., and Erev, I. (2004). Decisions from experience and the effect of rare events in risky choices. Psychological Science. 15. 534-539.

Erev, I., Barron, G., and Remington, R. (2004). Right of way in the sky: Two problems in aircraft self separation and the auction-based solution. Human Factors. 46(2). 277-287.

Yechiam, Eldad, and Barron, G. (2003). Learning to ignore online help requests. Computational and Mathematical Organization Theory. 9(4). 327-339.

Barron, G., and Erev, I. (2003). Small feedback-based decisions and their limited correspondence to description-based decisions. Journal of Behavioral Decision Making. 16(3). 215-233.

Erev, I., Roth, A., Slonim, R., and Barron, G. (2002). Predictive value and the usefulness of game theoretic models. International Journal of Forecasting, Vol. 18 (3) pp. 359.

Rafaeli, A., Barron, G. and Haber, K. (2002). The effects of queue structure on attitudes. Journal of Service Research. 5(2). 125-139.

Yechiam, E., Barron, G., Erev, I., and Erez, M. (2002). On the Robustness and the Direction of the Effect of Cause-Related Marketing. Journal of Consumer Behavior. 2(4). 320-332.

Barron, G., and Yechiam, E. (2002). Private E-mail Requests and the Diffusion of Responsibility. Computers in Human Behavior. 18(5). 507-520.

### **Letters, Opinion and Other Such Works:**

“Negotiating Under A Blue Moon” Dear Negotiation Coach. Negotiation Newsletter (June, 2009).

“Perceived Risk.” Letters to the Editor. New Scientist (10/01/2008).

"Why They Went to Tabba Despite the Warning." Letters to the Editor. Jerusalem Post (10/11/2004).

### **Cases, Notes, Teaching Notes**

Barron, Gregory M., and Michael A. Wheeler. "Negotiation Strategy: Pattern Recognition Game." Harvard Business School Case 908-015 (2007).

Wheeler, Michael A., and Gregory M. Barron. "Negotiation Strategy Simulation." Harvard Business School Tutorial 908-701 (2007).

Wheeler, Michael A., and Gregory M. Barron. "Negotiation Strategy Simulation." Harvard Business School Teaching Note 908-013 (2007).

Barron, Gregory M. "The Flaxil Label (A)." Harvard Business School Case 909-001 (2008).

Barron, Gregory M. "The Flaxil Label (B)." Harvard Business School Case 909-002 (2008).

Barron, Gregory M. "The Flaxil Label (C): Debrief and Endnotes." Harvard Business School Case 909-003 (2008).

Barron, Gregory M. "The Flaxil Label." Harvard Business School Teaching Note 909-004 (2008).

## Working Papers

Miron-Shatz, T., Barron, G., Gummerum, M., and Hanoch, Y. (2009). Experienced parents less compliant with Food & Drug Administration warning. Available upon request.

Martin, J., Barron, G., and Norton, M. (2009). Choosing and rejecting uncertainty: Preferences for variance in positive (and aversion to variance in negative) experiences. HBS Working Paper, 08-070. Submitted to Journal of Consumer Research.

Barron, G. and Leider, S. (2009) The potential effect of consumer's safe experience on recall effectiveness. HBS Working Paper, 08-076.

Barron, G. Ursino, G. and Yechiam, E. (2009). Underweighting rare events in experience-based decisions: Beyond sample error. HBS Working Paper, 08-077 (Academy of Management, OB Division, *Making Connections Award*).

Barron, G., Erev, I. and Yechiam, E. (2007). The judgment-decision paradox in experience-based decisions and the contingent recency effect. HBS Working Paper, 07-003.

Rafaeli, A., Kedmi, E., Vashdi, D., and Barron, G. (2007). The implicit effect of artifact-driven inferences on perceived procedural justice. HBS Working Paper, 07-002.

## Presentations

"Underweighting rare events in experience-based decisions: Beyond sample error," Academy of Management, part of symposium, "Beyond biases: The influence of experience on managerial decision making," (Winner, Academy of Management, OB Division, *Making Connections Award*). (August, 2008)

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," International Consumer Product Health & Safety Organization, Washington DC. (February 2008)

"Underweighting rare events in experience-based decisions: Beyond sample error," Workshop on experience based decisions, London (2008).

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," SPUDM 21, Warsaw, August (2nd workshop on experience based decisions) (August 2007).

"Choosing and rejecting uncertainty", Presented by co-author at: SJDM annual conference, Long Beach, CA (November 2007)

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," Economic Science Association, Tucson (October 2007).

"Choosing and rejecting uncertainty," SJDM annual conference, Houston (November 2006).

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," Carnegie Mellon University. Social and Decision Sciences Department seminar (2006).

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," SPUDM 20, Stockholm, August (convened workshop on experience based decisions) (August 2005).

"The effect of experience on a warnings' impact: Sex, Drugs, and Rock-n-Roll," SJDM annual conference, Toronto (November 2005).

“The effect of experience on a warnings’ impact: Sex, Drugs, and Rock-n-Roll,” Harvard. Negotiations, Organizations and Markets seminar, Boston (2005).

“Decisions from experience: The Underweighting of small probabilities.” Presented at: University of Arizona. Dept. of Management and Policy (2004).

“Small feedback-based decisions and their limited correspondence to description-based decisions.” Presented at: MIT. Marketing seminar (2004).

“Small feedback-based decisions and their limited correspondence to description-based decisions,” Harvard. Negotiations, Organizations and Markets seminar. Boston (2004).

“Small feedback-based decisions and their limited correspondence to description-based decisions,” Harvard. Department of Economics. Behavioral and Experimental Economics Workshop. Boston (2003).

“Small feedback-based decisions and their limited correspondence to description-based decisions,” Conference on Subjective Probability, Utility and Decision Making, Zurich (2003).

“Small feedback-based decisions and their limited correspondence to description-based decisions,” Fourth Advisory Council Meeting of Max Wertheimer Minerva Center for Cognitive Processes and Human Performance, Haifa (2002).

“On adaptation, maximization and the value of a cognitive interpretation of the Law of Effect,” Presented at: The Economic Science Association Meeting, Cambridge, Mass (2002).

“Toward a general descriptive model of one-shot and repeated decision making under risk and uncertainty,” Presented at: The Economic Science Association Meeting, Cambridge, Mass (2002).

“Queues, Waiting, Attitudes and Emotions,” Presented at: Frontiers in Services Conference, Maastricht. Presented by co-author (2002).

“On adaptation, maximization and the value of a cognitive interpretation of the Law of Effect,” 34th Annual Meeting of the Society for Mathematical Psychology, Providence. Presented by co-author (2001).

“Toward a general descriptive model of one-shot and repeated decision making under risk and uncertainty,” 7th Behavioral Decision Research in Management Conference (2000).

“Toward a general descriptive model of one-shot and repeated decision making under risk and uncertainty,” Arne Ryde Symposium - Experimental Economics, Lund, Sweden (2000).

“Equilibrium and Learning in Economic Environments: the Predictive Value of Approximations,” Presented at: Psychology After the Year 2000, Haifa, Israel (2000).

“Toward a general descriptive model of one-shot and repeated decision making under risk and uncertainty,” Biennial Conference on Subjective Probability, Utility and Decision Making, Mannheim, Germany (1999).

“Equilibrium and Learning in Economic Environments: the Predictive Value of Approximations,” First Asian Conference on Experimental Business Research, Hong Kong. Presented by co-author (1999).

“Equilibrium and Learning in Economic Environments: the Predictive Value of Approximations,” 32nd Annual Meeting of the Society for Mathematical Psychology, Santa Cruz, Presented by co-author (1999).

"Video Games and the Effect of Framing " Presented at:  
10<sup>th</sup> Congress of the European Society for Cognitive Psychology, Jerusalem, Israel (1998).

## Professional Activities

- Ad Hoc Referee: Organizational Behavior and Human Decision Processes, National Science Foundation, Israel Science Foundation, Journal of Behavioral Decision Making, Journal of Evolutionary Economics, Cognition, Journal of Experimental Psychology: Learning, Memory, & Cognition, Games and Economic Behavior, Journal of Risk and Uncertainty, Journal of Economic Psychology, Psychological Science, Cognitive Science. Negotiation Journal, Journal of Neuroscience, Psychology, and Economics.
- 2008/2009 Senior Advisor at Lax Sebenius LLC, a negotiation strategy and capability-building firm.
- 2004 Consultant, International Monetary Fund. Barron. Barron, G., and Felix Vardy. “A new design for the fund’s internal job market for EPs.” IMF working paper.
- 2001 BEaST - Summer School for Experimental Economics at Barcelona (2000) European Science Days
- 1998 Organizational Consultant, Shiloh Association for Carmel Center for Groups, Haifa, Israel.
- 1996-1998 Group Facilitator, Seminar: Interpersonal Communication, University of Haifa, Israel.
- 1996-1998 Coordinator, Human Resource Development, Elbit Ltd., Haifa, Israel.

## Graduate Students

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|---------------------------------------|--|
| Giovanni Ursino (Advisee)             | Economics, Harvard Business School and Universitat Pompeu Fabra  |
| Ben Shenoy (Dissertation Committee)   | Organizational Behavior, Harvard Business School and Harvard Graduate School of Arts & Sciences            |
| Scott Akalis (Dissertation Committee) | Psychology, Harvard Graduate School of Arts & Sciences   |
| Stephen Leider (Co-Author)            | Business and Economics, Harvard Graduate School of Arts & Sciences and Harvard Business School             |
| Jennifer Stack (Co-Author)            | Economics, Harvard Graduate School of Arts & Sciences  |
| Katy Milkman (Co-Author)              | Science, Technology and Management, Harvard Graduate School of Arts & Sciences and Harvard Business School |

## Other

### Publicity

Hertwig, R., Barron, G., Elke, W., and Erev, I. (2004). Decisions from Experience and the Effect of Rare Events in Risky Choices. Covered in Experience vs. Information, Part 2. (2008). <http://freakonomics.blogs.nytimes.com/tag/greg-barron/>.

Barron, G., and Leider, S. (2008). The potential effect of consumer's safe experience on recall effectiveness. Televised live on CSPAN.

Barron, G., and Erev, I., (2004). Small feedback-based decisions and their limited correspondence to description-based decisions. Covered in: EADM Bulletin. August.

Hertwig, R., Barron, G., Elke, W., and Erev, I. (2004). Decisions from experience and the effect of rare events in risky choices. Covered in Editors Pick, Science, 23 July 2004. Vol. 305.

Barron, G., and Yechiam, E. (2002). Private e-mail requests and the diffusion of responsibility. Covered in: New Scientist, Marketing News, The Volunteer Management Report, CNN.com, HBS Working Knowledge and Readers Digest.

### Patents

Front, Y., Avni-Barron, O. and Barron, G. (2002). "Targeted Marketing". PPA 60/436,454.

### Personal

Date of Birth: 9 Oct. 1968

Marital Status: Married to Dr. Orit Avni-Barron M.D., Son-Tohm and Daughter- Zoe.

Citizenship: USA, ISRAEL

Military Service: IDF- Navy, Missile Ships, Fire Control. (1987-1990)