Workshop on Behavioral Biases and Tariff Choice at HU Berlin

Monday June 24, 2019
About the Workshop

The workshop is intended as a forum for researchers to share and discuss current research related to behavioral biases and tariff choice. The event benefits from a diverse set of researchers with vast expertise and different backgrounds. The German Research Foundation (DFG) supports the workshop through the Collaborative Research Center Transregio “Rationality and Competition” (CRC TRR 190). We are pleased to welcome you in Berlin.

Co-Organizers

Daniel Guhl (HU) and Lucas Stich (LMU)

Participants

Michaela Draganska (Drexel)
Skander Essegaier (ESADE)
Alina Ferecatu (Erasmus University Rotterdam)
Daniel Guhl (HU)
Ozge Sahin (Johns Hopkins Carey Business School)
Lucas Stich (LMU)
Maria Ana Vitorino (INSEAD)
### Program

**Monday June 24, 2019**

Humboldt-Universität zu Berlin  
Spandauer Straße 1, **Room 112**  
10178 Berlin

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<td><strong>Registration</strong></td>
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<td>9:50</td>
<td><strong>Welcome</strong></td>
<td>DANIEL KLAPPER (DEAN, SCHOOL OF BUSINESS AND ECONOMICS AT HU)</td>
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| 10:00 | **Presentation 1**             | OZGE SAHIN  
Sequential Decision Making Heuristics and Biases in Retailing                   |
| 11:00 | **Coffee Break**               |                                                                                |
| 11:15 | **Presentation 2**             | SKANDER ESSEGAIER  
TBA                                                                              |
| 12:15 | **Lunch (by invitation only)** |                                                                                |
| 13:45 | **Presentation 3**             | MARIA ANA VITORINO  
Drip Pricing When Consumers Have Limited Foresight:  
Evidence from Driving School Fees                                                |
| 14:45 | **Presentation 4**             | MICHAELA DRAGANSKA  
À La Carte or All You Can Eat: Investigating Pricing Strategies for Digital Content |
| 15:45 | **Coffee Break**               |                                                                                |
| 16:15 | **Presentation 5**             | ALINA FEREÇATU  
Understanding Managers’ Tradeoffs Between Exploration and Exploitation          |
| 17:15 | **Closing Remarks**            | DANIEL GUHL AND LUCAS STICH                                                      |
| 19:00 | **Dinner (by invitation only)** | @ Chén Chè                                                                     |
Program

Tuesday June 25, 2019 (optional day)

City Tour Berlin (10:00 – 15:00)

Meeting Point: In front of the main building of the school of business and economics at HU Berlin, Spandauer Straße 1, 10178 Berlin

We plan a ≈5km walking tour through the city center of Berlin, including stops at some famous places such as the Museum Island, the government district, Brandenburg Gate, the Memorial to the Murdered Jews of Europe, Potsdamer Platz with remains of the Berlin Wall, and Checkpoint Charlie. Our tour ends with a tasty “Currywurst” (vegan Currywurst also available) at Konnopke’s Imbiss in the early afternoon.
Locations

Workshop Venue

Humboldt-Universität zu Berlin
School of Business and Economics
Spandauer Straße 1, Room 112
10178 Berlin
Contact

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Registration

Please register by sending an email to: mktg@wiwi.hu-berlin.de.
Deadline for the registration is June 21st, 2019.