

# 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

**9:15 Registration**

**9:50 Welcome**

DANIEL KLAPPER (DEAN, SCHOOL OF BUSINESS AND ECONOMICS AT HU)

**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 FERECATU

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)**

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**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](#)

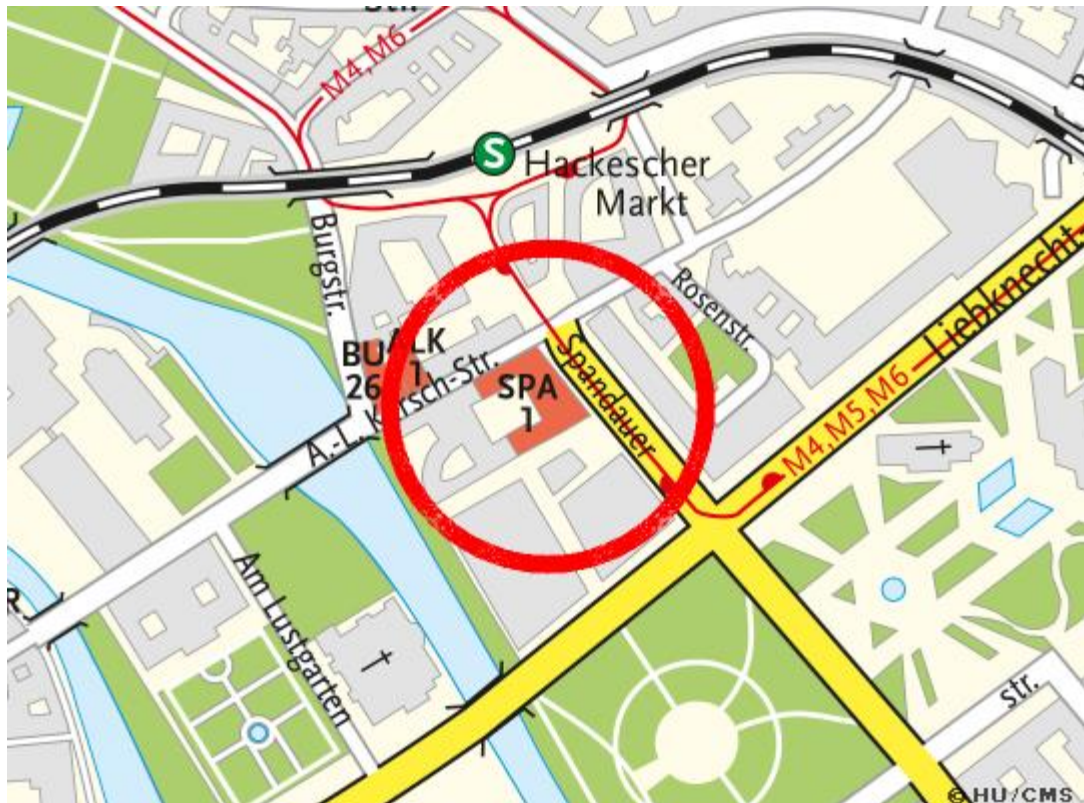
We plan a ≈5km walking tour through the city center of Berlin, including stops at some famous places such as the [Museum Island](#), the [government district](#), [Brandenburg Gate](#), the [Memorial to the Murdered Jews of Europe](#), [Potsdamer Platz](#) with remains of the Berlin Wall, and [Checkpoint 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](#)

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## Contact

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## Registration

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