Tom Gordon-Hecker June 10, 2025

CURRICULUM VITAE

- **Personal details**

Tom Gordon-Hecker
Born December 27th 1986, Givatayim, Israel
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Be'er-Sheva, Israel
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- **Education**

B.A *(Cum laude)*- 2010-2013, Ben-Gurion University of the Negev, Psychology and Cognitive Sciences

M.A *(Cum laude)*- 2013-2015, Ben-Gurion University of the Negev, Social Psychology
Advisors: Prof. Shaul Shalvi and Prof. Yoella Bereby-Meyer

Ph.D. 2015-2020, Ben-Gurion University of the Negev, Psychology
Advisors: Prof. Shaul Shalvi and Prof. Yoella Bereby-Meyer
Title of thesis: Discarding a resource to avoid inequity

Visiting Ph.D. student, University of Cologne, affiliated with the Center for Social and Economic Behavior, 2017

- **Employment history**

2021-present: Lecturer, Guilford Glazer Faculty of management, Ben-Gurion University
2021-present: The Gabriel and Angel Tamman Career Development Chair in Management, Ben-Gurion University
2020-2021: Postdoctoral fellow, Jerusalem School of Business Administration, The Hebrew University
2019-2020: Postdoctoral fellow, Ben-Gurion University of the Negev

- **Professional activities**

Ad-hoc reviewer for academic journals

Journal of Personality and Social Psychology, Journal of Experimental Psychology: General, Management Science, Journal of Experimental Social Psychology, *Social Psychology and Personality Science, Journal of Behavioral Decision Making, Memory & Cognition, Collabra: Psychology, Journal of Business Ethics, Scientific Reports, Quarterly Journal of Experimental Psychology, Journal of Experimental Psychology: Applied, Social Development, Journal of Experimental Child Psychology, Plos ONE*

Reviewer for conferences
Society for Judgement and Decision Making (SJDM)

Reviewer for scientific foundations
ISF (Israel Science Foundation)

Membership in professional/scientific societies
Association for Psychological Science (APS)
Society for Judgment and Decision Making (SJDM)
European Association for Decision Making (EADM)
Academy of Management (AoM)

Positions in academic administration

2025-present:	Departmental marketing committee, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.
2024-present:	Member of the teaching committee, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.
2024-present:	Head of the Behavioral Analysis and Shaping area, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.
2023:	Conference organizing committee: Emotional, Cognitive and Normative Determinants of Decisions. *International conference jointly organized by BGU's Decision Making and Economic Psychology (DMEP) center and HU's Center for the Study of Rationality*
2020:	Conference organizing committee: Judgment and decision making in social settings: From dyads to large crowds. *International conference jointly organized by BGU's Decision Making and Economic Psychology (DMEP) center and HU's Center for the Study of Rationality*
2015-2019:	Decision Making and Economic Psychology seminar coordinator, Ben-Gurion University of the Negev

- **Educational activities**
  Courses taught

  Men and Women in the workplace, MBA- Ben-Gurion University

  Pro-social behavior in organizations, MBA- Ben-Gurion University

  Fairness and morality in organizations, BA- Ben-Gurion University

  Introduction to Judgement and Decision Making, BA- Ben-Gurion University

  Work motivation, MBA- Ben-Gurion University,

  Introduction to Behavioral Sciences in Management, MBA- Ben-Gurion University

Research methods for business administration, BA- The Hebrew University of Jerusalem

Introduction to decision making, BA- Achva Academic College,

Introduction to organizational psychology, BA- Ben Gurion University

Equity, fairness and efficiency in resource allocation, BA- Ben Gurion University

Introduction to Statistics for Management, BA- The Academic Program for the IAF flight Course, Ben-Gurion University

Research students

2024-current: Udi Gavish, PhD candidate in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. (Co-advisor: Dina van Dijk, BGU)

2023-current: Michael Rinsky, PhD candidate in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. (Co-advisor: David Brock, BGU)

2022-current: Odelia Asulin, PhD candidate in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. (Co-advisor: Racheli Barkan, BGU)

2025-current: Amit Vaintropov, MA student in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2024-current: Galia Kaplun-Agami, MA student in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. (Co-advisor: Dorit Efrat-Treister)

2024-current: Bar Alterovich, MA student in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2022-2025: Sapir Mor, MA student in management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

- **Awards, Honors, Fellowships**

Awards

2024: Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. **Research excellence award**

2017: International Association for Research in Economic Psychology, IAREP / ELSEVIER **best student paper award**

2014: Ben-Gurion University of the Negev, Psychology Department **academic achievements award**

2012: Ben-Gurion University of the Negev, Head of the Psychology Department **academic achievements award**

2010: Ben-Gurion University of the Negev, Suzanne Zlotowski **excellent new students award**

Scholarships

2021: Ben-Gurion university of the Negev, The Gabriel and Angel Tamman Career Development Chair in Management

2019-2020: Ben-Gurion university of the Negev, Kreitman post-doctoral scholarship

2016-2019: Ben-Gurion University of the Negev, Negev scholarship for Ph.D. students

2016: German Federal Ministry for Education and Research and the Israeli Ministry of Science and Technology (MOST), Minerva Research Grant

2015: Society for Judgement and Decision Making, Jane Beattie Scholarship

2013-2015: Ben-Gurion University of the Negev, Psychology department M.A. scholarship

- **Scientific publications**

Peer-reviewed articles

1. Pittarello, A., Leib, M., **Gordon-Hecker, T**., & Shalvi, S. (2015). Justification create ethical blind spots and increase dishonesty. *Psychological science. 26(6)*, 794-804.
2. **Gordon-Hecker, T**., Rosensaft-Eshel, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. (2017). Not Taking Responsibility: Equity trumps efficiency in allocation decisions. *Journal of Experimental Psychology: General 146(6),* 771-775.
3. Leib, M., Pittarello, A., **Gordon-Hecker, T.**, Shalvi, S., & Roskes, M. (2019). Loss framing increases self-serving mistakes (but does not alter attention). *Journal of Experimental Social Psychology*, *85*, 103880.
4. **Gordon-Hecker, T.**, Pittarello, A., Shalvi, S., & Roskes, M. (2020). Buy-One-Get-One-Free Deals Attract More Attention than Percentage Deals. *Journal of Business Research, 111,* 128-134.
5. **Gordon-Hecker, T.,** Schneider, I., Shalvi, S., & Bereby-Meyer, Y. (2021). When Do People Experience an Equity-Efficiency Conflict?. *Journal of Behavioral Decision Making, 34,* 213-227.
6. **Gordon-Hecker, T.**, Shaw, A., & Choshen-Hillel, S. (2022). One for me, two for you: Agency increases children's satisfaction with disadvantageous inequity. *Journal of Experimental Social Psychology, 100*, 104286.

7. Moche, H., **Gordon-Hecker, T.**, Kogut, T., & Västfjäll, D. (2022). Thinking, good and bad? Deliberative thinking and the singularity effect in charitable giving. *Judgment and Decision Making, 17*, 14-30.
8. Choshen-Hillel, S.*, Sedres, I.*, **Gordon-Hecker, T.***, … Perry, A. & Gileles-Hillel, A. (2022). Physicians prescribe fewer analgesics during night shifts than day shifts. *Proceedings of the National Academy of Sciences, 119*, e2200047119.
   * denotes equal first authorship
9. **Gordon-Hecker, T.**, & Kogut, T. (2023). Think of what really matters: Structured analysis of personal criteria can save lives. *Social Psychological and Personality Science, 14,* 891-899.
10. **Gordon-Hecker, T.**, Yaniv, I., Perry, A., & Choshen-Hillel, S. (2024). Empathy for the pain of others: Sensitivity to the individual, not to the collective. *Journal of Experimental Social Psychology*, *110*, 104561.
11. **Gordon-Hecker, T.**, Shalvi, S., Uzefovsky, F., & Bereby-Meyer, Y. (2024). Cognitive empathy boosts honesty in children and young adolescents. *Journal of Experimental Child Psychology, 241*, 105869.
12. Guzikevitch, M.*, **Gordon-Hecker, T.***, Rechtman, D., Israel, S., Shayo, M., Perry, A., Gileles-Hillel, A. & Choshen-Hillel, S. (2024). Sex Bias in Pain Management Decisions. *Proceedings of the National Academy of Sciences*, *121*(33), e2401331121.
    * denotes equal first authorship
13. **Gordon-Hecker, T.***, Choshen-Hillel, S.*, Ben-Simon, E. Walker, M., Perry, A. & Gileles-Hillel, A. (2025). Restless nights, cold hearts: Poor sleep causally blunts empathy. *International Journal of Clinical and Health Psychology*, *25*(1), 100548
    * denotes equal first authorship

Book Chapters

1. **Gordon-Hecker, T.**, Choshen-Hillel, S., Shalvi, S., & Bereby-Meyer, Y. Resource Allocation Decisions: When do we sacrifice efficiency in the name of equity?. In Li, M., & Tracer, D. (Eds.), *Interdisciplinary Perspectives on Fairness, Equity and Justice* (pp. 93-105). New York. NY: Springer

- **Lectures and Presentations at Meetings and Invited Seminars**

  Presentation of papers at conferences/meetings

  Chaired symposium: Choshen-Hillel, S., **Gordon-Hecker, T**. Resource allocation decisions: Equity-Efficiency Tradeoffs. Presentation at the *meeting of the European Association of Decision Making (SPUDM-26)*, Israel Institute of Technology (Technion), August 2017.

  Morvinsky, C. & **Gordon-Hecker, T.** Charitable donations theories in the wild. *The 20th. International conference on social dilemmas (ICSD)*. Leiden University, Netherlands, July 2024.

Gordon-Hecker, T. & Kogut, T. Structured analysis of personal criteria can save lives in joint (but not separate) evaluation. *Meeting of the European Association of Decision Making (SPUDM-28)*. Vienna University of Economics and Business, Austria, August 2023.

Morvinsky, C. & **Gordon-Hecker, T.** Identifiability theories in the wild. *Meeting of the European Association of Decision Making (SPUDM-28)*. Vienna University of Economics and Business, Austria, August 2023.

Pittarello, A., **Gordon-Hecker, T.**, & Bereby-Meyer, Y. Personality requires time to shape prosocial behavior. *International Association for Research in Economic Psychology conference*. University of Agder, Norway, June 2022.

Gordon-Hecker, T., Perry, A., & Choshen-Hillel, S. Empathy for Many: Empathy for groups is routed through the self. *Meeting of the European Association of Decision Making (SPUDM-28)*, August 2021

Gordon-Hecker, T., Olivola, C. Y. Randomizing the tracks: A robust preference for randomization over inaction and directed-action in moral dilemmas. *Israel Organizational Behavior Conference (IOBC),* Tel-Aviv, January 2020

Gordon-Hecker, T., Schneider, I., Shalvi, S., & Bereby-Meyer, Y. Leaving with something: When do people experience an equity-efficiency conflict? *Society for Judgement and Decision Making Conference,* Montreal, November 2019

Gordon-Hecker, T., Shalvi, S., & Bereby-Meyer, Y. It Wasn't Me: Having a default increases efficient (albeit inequitable) allocations. *Meeting of the European Association of Decision Making (SPUDM-27)*, Amsterdam, Netherlands, August 2019.

Gordon-Hecker, T., Schneider, I., Shalvi, S., & Bereby-Meyer, Y. Limited Supply Leads to Less Equity and Greater Conflict in Allocation Decisions. *The 38th meeting of the European Group of Process Tracing Studies in Judgment and Decision Making*. Dresden, Germany, June 2019.

Gordon-Hecker, T., Schneider, I., Shalvi, S., & Bereby-Meyer, Y. Equity for the rich, efficiency for the poor: Scarcity leads to less equity and greater conflict in allocation decisions. *International Association for Research in Economic Psychology and Society for Advancements in Behavioral Economics conference*. Middlesex University, London, July 2018.

Gordon-Hecker, T., Shalvi, S., & Bereby-Meyer, Y. Give me a reason to be unfair: The role of justifications in the preference for efficiency over equity. *Society for Judgement and Decision Making Conference*, Vancouver, November 2017.

Gordon-Hecker, T., Rosensaft-Eshel, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. Not Taking Responsibility: Equity trumps efficiency in allocation decisions. *International Association for Research in Economic Psychology conference*. The College of Management Academic Studies, September, 2017.

Gordon-Hecker, T., Rosensaft-Eshel, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. Not Taking Responsibility: Equity trumps efficiency in allocation decisions. *Meeting of the European Association of Decision Making (SPUDM-26)*. Israel Institute of Technology (Technion), August, 2017.

Gordon-Hecker, T., Rosensaft, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions. *18th General meeting of the European Association for Social Psychology*. Granada, July, 2017.

Gordon-Hecker, T., Rosensaft-Eshel, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. Not Taking Responsibility: Equity trumps efficiency in allocation decisions. *Deliberative vs. Non-Deliberative Choice and Public Policy Conference*. Bar-Ilan University, December, 2016.

Gordon-Hecker, T., Rosensaft, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. Preferring Equity Over Efficiency in Allocation Decisions- The Role of Personal Responsibility. *Is sin original?" Symposium*, University of Amsterdam, May, 2016.

Gordon-Hecker, T., Rosensaft, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions**.** *Israel Organizational Behavior Conference*. Tel-Aviv University, January, 2016.

Gordon-Hecker, T., Rosensaft, D., Pittarello, A., Shalvi, S., & Bereby-Meyer, Y. When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions. *Society for Judgement and Decision Making Conference*, Chicago, Illinois, November, 2015

Gordon-Hecker, T., Rosensaft, D., Pittarello, A., Shamir, T., Shalvi, S., & Bereby-Meyer, Y. When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions. *Subjective Probability, Utility and Decision Making Conference*. Corvinus university of Budapest, August, 2015

Gordon-Hecker, T., Shalvi, S., & Bereby-Meyer, Y., When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions. *Inequality, Trust and Ethics: Insights from Economics and Behavioral Ethics Conference*. Mendoza college of business, University of Notre Dame, May, 2015

Gordon-Hecker, T., Shalvi, S., & Bereby-Meyer, Y., When Less is Better Than More: Preferring Equity Over Efficiency in Allocation Decisions. *Workshop on Cooperation: Cultural aspects and norms,* Hebrew University, May, 2015

Invited presentations

2025, Tel-Aviv University, Faculty of Management, Marketing group seminar
2025, Ben-Gurion University, Faculty of Management, Yearly research seminar
2024, Ben-Gurion University, psychology department, social psychology seminar

2022, Prague university of Business and Economics, Applied Ethics and Morality Research Group Seminar
2021, Ben-Gurion University of the Negev, Decision Making and Economic Psychology seminar
2021, Andreson School of Management UCLA, Behavioral Decision Making group
2021, The Hebrew University, Organizational behavior seminar
2020, Bar-Ilan university, the Psychology department seminar
2018, Meeting of the Center for the Study of Rationality at the Hebrew University and Center for Economic Psychology and Decision Making at Ben-Gurion University. Jerusalem, Israel.

- **Research grants**
  2025: The Goldman Sonnenfeldt School of Sustainability and Climate Change at Ben-Gurion University. Seed money for behavioral research on sustainability (4,000 ILS, ~$1,100)
  2023: Israel Science Foundation (ISF). Tom Gordon-Hecker. "Are Groups More Efficient than Individuals?". (3-years; annual amount: $43,000; total amount: $129,000)

- **Present Academic Activities**
  Manuscripts submitted for publication
  Rinsky, M., **Gordon-Hecker, T.** & Brock, D. *Cross-Cultural Negotiation Research: A Systematic Literature Review*. Submitted
  Pittarello, A., **Gordon-Hecker, T.**, & Bereby-Meyer, Y. *Individual differences may require time to shape prosocial behavior.* Revision submitted.

  Manuscripts in preparation
  Gordon-Hecker, T., Shalvi, S., & Bereby-Meyer, Y., *Providing a default promotes efficient allocations.*
  Gordon-Hecker, T., & Olivola, C. Y. *Randomizing the tracks: A robust preference for randomization over inaction and directed-action in moral dilemmas.*
  Morvinsky, C & **Gordon-Hecker, T**. *Identifiability Theories in the Wild*: *Evidence from Large-scale Real-world and Context-dependent Donation Appeals*.
  Gordon-Hecker, T. & Kogut, T. *Structured analysis of personal criteria in joint and separate evaluations.*