

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike, September 14, 15 and 22, 20017:

Welcome to the Midterm Evaluations of Eisa Tabrizi

September 22, Campus Ringerike, room E215

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Program Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Program Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

Program Midterm Evaluation of Eisa Tabrizi

Time	Program/Presentation
09:00	Welcome and short introduction Håvard Ness , Professor and Director of the PhD program
09:10	<i>Self vs. Other Discrepancy in Estimation and Valuation of Time as Input Resource</i> Eisa Tabrizi , PhD candidate
09:45	Discussant Bob M Fennis , Professor at University of Groningen
10:15	Break
10:30	Discussant Page Moreau , Professor at University of Wisconsin School of Business
11:00	Q&A from the audience, chaired by Håvard Ness
11:15	Break and the audience leaves
11:25	The evaluation group discuss with candidate, supervisors and director of the program

About the PhD-Candidates and the Evaluation Groups:



Eisa Tabrizi is a PhD-student in the Marketing Management programme at USN. His research focuses on time perception and consumers' emotions and decision-making processes when it comes to temporal evaluation of products and services

About his research:

“Time as a resource is conceptualized to have value on its own independent of its content. In this research, I intend to develop

a framework for understanding how people make estimation and valuation judgements of time when it is exchanged. In particular, I propose that people may have a general tendency to underestimate and undervalue the time that they receive and overestimate and overvalue the time that they give. Lower awareness of others' opportunity cost is conceptualized as the proposed underlying mechanism for this discrepancy. Relevant theoretical frameworks, potential moderators, and implications for marketing are discussed.”



Bob M Fennis is a Professor at University of Groningen. His main research interest is what you could label "Hidden Persuasion" and focuses on how subtle (and not so subtle) marketing cues influence consumers in their emotions, thoughts and behavior, frequently without them being aware of this influence. The results of this research can aid in empowering consumers and foster health and wellbeing.



Page Moreau is Professor at University of Wisconsin School of Business and professor II at USN. She received a Ph.D. in marketing from Columbia University in 1998, and her research focuses on creativity, consumer learning, and innovation. Professor Moreau's work has been published in the Journal of Marketing Research, the Journal of Consumer Research, the Journal of Marketing, and the Journal of Consumer Psychology. She is currently an Associate Editor at the Journal of Consumer Research and serves on the editorial review boards of the Journal of Marketing Research, the Journal of Consumer Psychology, the Journal of Product Innovation Management, and the International Journal of Research in Marketing.

Professor Moreau was recognized as a Marketing Science Young Scholar in 2003 for her contributions to the field of Marketing.