



We are happy to announce the following Information Systems seminar at the Graduate School of Business Administration

Speaker:

Dr. Lior Fink

Ben-Gurion University

Title:

Is Software Really Different? Behavioral Biases in Software Development and Consumption

Abstract:

The argument that software has unique qualities is frequently invoked to explain the high rates of failure in software development projects and the idiosyncratic characteristics of demand for software. In a series of experiments, we study whether behavioral biases observed for other products can explain biases in software development decision making and in the willingness to pay (WTP) for software. Our findings show that behavioral biases associated with planning, endowment, construction, and design can explain problems plaguing software development projects, such as time-underestimation, over-scoping, and over-requirement. The findings also show that these behavioral biases affect the WTP for mobile apps differently than has been observed for other products. In the seminar, the theoretical and empirical aspects of these experiments will be discussed, as well as the need to rely more heavily on behavioral economics in information systems research.

**Tuesday, January 26 2016, 14:00, Building (504)
room (301), Economics and Business School Building (504)**