

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

Speaker:

**Mrs. Einat Tenenboim**  
Technion

Title:

**Subjective travel time estimates:**

**Behavioral findings and route choice modeling**

Abstract:

Travel time is considered one of the main determinants of travel behavior and a key factor in travel demand modeling. Many efforts are constantly made to estimate useful models for forecasting travel behavior, yet recent reviews of forecasting outcomes reveal poor estimation quality. Given that people base their travel decisions on their perceptions rather than objective attributes, the motivation of the present research was to challenge the common practice of employing travel time in its objective form. Focusing on pre-trip time estimates, we employed fundamental and recent psychological theories for promoting the understanding of subjective time estimation, towards its sensible integration within the modeling process. In two experiments, we examined the contribution of psychological theories like the return trip effect, price-quality relation and post-purchase bias, to the prediction of travelers' shopping destination choice and toll route choice.

**Tuesday, November 7 2017, 14:00**

**Seminar room (11), Ground Floor, Economics and Business School Building (504)**