Aner Sela

Biography
Aner Sela is an Assistant Professor of Marketing at the University of Florida Warrington College of Business, where he teaches courses on new product development. He received his Ph.D. in Marketing from Stanford University.

Professor Sela’s research focuses on how people make decisions and form evaluations. His work highlights how everyday decisions both shape and are shaped by people’s subjective experiences of difficulty, their lay-theories and intuitions, and their spontaneous inference-making processes.

Interests
Consumer Behavior, Decision Making, Choice, Attribution and Metacognition, Value Perceptions

Education
Ph.D., Stanford University, 2010; M.A., The Hebrew University of Jerusalem, 2004

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