

Jeff Galak

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(updated Feb 2018)

EMPLOYMENT

- 2014 – present: Associate Professor (without tenure) of Marketing, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA.
- 2009 – 2014: Assistant Professor of Marketing, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA.
- 2003-2005: Financial Analyst for General Motors Asset Management, NY, NY.

EDUCATION

- New York University, Leonard N. Stern School of Business
Ph.D., *Marketing*, 2009. Thesis title: “Predicting, Experiencing and Reducing Hedonic Adaptation”
M. Phil, *Marketing* 2008
B.S., *Marketing and Economic Theory*, 2005

HONORS AND AWARDS

- 2018 Society for Consumer Psychology Early Career Contribution Award
- 2017 Association for Consumer Research Early Career Award
- 2016 Finalist for George Leland Bach Award for MBA Teaching Excellence
- 2013 American Marketing Association: DocSIG Top 50 Marketing Faculty List (based on productivity in 2009-2013)
- 2013 Finalist for 2012 Paul E. Green Award at the Journal of Marketing Research for: Stephen, Andrew T., and Jeff Galak (2012), “The effects of Traditional and Social Earned Media on Sales: An Application to a Microlending Marketplace,” *Journal of Marketing Research*, 49, 624-639.
- 2013 Selected to be part of MSI Young Scholar Conference
- 2012 Runner up JCR Paper of the Year 2009 for: Nelson, Leif D., Tom Meyvis, and Jeff Galak (2009), “Enhancing the Television Viewing Experience through Commercial Interruptions,” *Journal of Consumer Research*, 36 (August), 160-172.
- 2011 Junior Faculty Giving Chair
- 2010 Recipient of CMU Berkman Faculty Development Grant
- 2010 BP Junior Faculty Chair
- 2009 Herman E. Krooss Award For Distinction and Presentation of an Outstanding Doctoral Dissertation
- 2008 Summer Institute on Bounded Rationality in Psychology and Economics - 2nd Place Poster Award: “Complexity is Good: When Disfluent Communication Signals Author Erudition” Galak, Jeff and Leif D. Nelson.
- 2008 AMA Sheth Foundation Doctoral Consortium Fellow.
- 2007 2nd Annual Judgment and Decision Making Pre-Conference (at SPSP) Travel Award.
- 2006 Society for Judgment and Decision Making– Best Student Poster Award.

- “Complexity is Good: When Disfluent Communication Signals Author Erudition”
Galak, Jeff and Leif D. Nelson.
2001-05 Dean John Guilfoil Scholarship.
2001-05 Daniel E. Diamond Scholarship.
2001-05 Stern Trustee Scholarship.

PUBLICATIONS

1. Givi, Julian and Jeff Galak. Sentimental Gifts Are Seldom Given: Gift Recipients Prefer Sentimentally Valuable Gifts, but Are Unlikely to Receive Them. Forthcoming at *Journal of Consumer Psychology*
2. Galak, Jeff & Joseph P. Redden (2017). The Properties and Antecedents of Hedonic Decline. Forthcoming at the *Annual Review of Psychology*.
3. Perfecto, Hannah, Jeff Galak, Leif D. Nelson and Joseph P. Simmons (2016). “Rejecting a Bad Option Feels like Choosing a Good One”. Forthcoming at the *Journal of Personality and Social Psychology*
4. Yang, Yang, Yangjie Gu and Jeff Galak (2016). “When It Could Have Been Worse, It Gets Better: How the Mere Possibility of a Negative Experience Influences Hedonic Adaptation,” *Journal of Consumer Research*, 3 (5), 747-768.
5. Galak, Jeff, Julian Givi & Elanor F. Williams (2016). Why Certain Gifts Are Great to Give But Not to Get: A Framework for Understanding Errors in Gift Giving, *Current Directions in Psychological Science*, 25(6), 380-385.
6. Galak, Jeff, Kurt Gray, Nina Stohminger, and Igor Elbert (2016). Trickle-down preferences: Preferential conformity to high status peers in fashion choices. *PLoS ONE* 11(5): e0153448. doi: 10.1371/journal.pone.0153448
7. Jacoby, Jacob and Jeff Galak. The Influence of Contextual Cues in Judgment Formation: An Ecologically Valid Test (2016). *PLoS ONE* 11(4): e0154383. doi: 10.1371/journal.pone.015438
8. Yang, Yang, and Jeff Galak (2015), “Sentimental Value and Its Influence on Hedonic Adaptation,” *Journal of Personality and Social Psychology*, 109 (5), 767-790
9. Open Science Collaboration. (2015). Estimating the reproducibility of psychological science. *Science*, 349, 943
The Open Science Collaboration is a large group of scientists working together to assess the replicability of psychological science. More information can be found here:
<http://openscienceframework.org/>
10. Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2014), “How Perceptions of Temporal Distance Influence Satiation.” *Journal of Experimental Social Psychology* 52, 118-123.
11. Galak, Jeff, Justin Kruger, and George Loewenstein, (2013) “Slow Down! Insensitivity to Rate of Consumption Leads to Avoidable Satiation”, *Journal of Consumer Research*, 39 (5), 993-1009.

12. Redden, Joseph and Jeff Galak (2013), "The Subjective Sense of Feeling Satiated," *Journal of Experimental Psychology: General*, 142 (1), 209-217.
13. Open Science Collaboration (2012), "An Open, Large-Scale, Collaborative Effort to Estimate the Reproducibility of Psychological Science", *Perspectives on Psychological Science*, 7, 652-655.
The Open Science Collaboration is a large group of scientists working together to assess the replicability of psychological science. More information can be found here:
<http://openscienceframework.org/>
14. Galak, Jeff, Robyn A. LeBoeuf, Leif D. Nelson, & Joseph P. Simmons (2012), "Correcting the Past: Failures to Replicate Psi", *Journal of Personality and Social Psychology*, 103 (6), 993-948.
15. Chow, Rosalind & Jeff Galak (2012), "The Effect of Inequality Frames on Redistributive Income Policy Support", *Psychological Science*, 22, 1467-1469.
16. Stephen, Andrew T., and Jeff Galak (2012), "The effects of Traditional and Social Earned Media on Sales: An Application to a Microlending Marketplace," *Journal of Marketing Research*, 49, 624-639.

Finalist for 2012 Paul E. Green Award.

17. Galak, Jeff, Deborah Small, and Andrew Stephen (2011), "Micro-Finance Decision Making: A Field Study of Prosocial Lending," *Journal of Marketing Research*, 48, S130-137.
18. Galak, Jeff, Justin Kruger, and George Loewenstein (2011), "Is Variety The Spice of Life? It All Depends On the Rate of Consumption." *Judgment and Decision Making*, 6 (3), 230-238
19. Simmons, Joseph P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2011), "Intuitive Biases in Choice vs. Estimation: Implications for the Wisdom of Crowds," *Journal of Consumer Research*, 36, (1), 1-15.
20. Galak, Jeff and Tom Meyvis (2011), "The Pain Was Greater If It Will Happen Again: The Effect of Continuation on Retrospective Discomfort," *Journal of Experimental Psychology: General*, 140 (1), 63-75.
21. Galak, Jeff and Leif D. Nelson (2010), "The Virtues of Opaque Prose: How Lay Beliefs About Fluency Influence Perceptions of Quality." *Journal of Experimental Social Psychology*, 47 (1), 250-253.
22. Galak, Jeff, Joseph Redden, and Justin Kruger (2009), "Variety Amnesia: Recalling Past Variety Can Accelerate Recovery From Satiation," *Journal of Consumer Research*, 36 (December), 575-584.
23. Nelson, Leif D., Tom Meyvis, and Jeff Galak, (2009) "Enhancing the Television Viewing Experience through Commercial Interruptions," *Journal of Consumer Research*, 36 (August), 160-172.

Runner up for JCR Paper of the Year – 2009

24. Kruger, Justin, Jeff Galak, and Jeremy Burrus (2007), "When Consumers' Self-image Motives Fail," *Journal of Consumer Psychology*, 17 (4), 250-253.

MANUSCRIPTS UNDER REVIEW AND REVISION .

1. Galak, Jeff and Rosalind Chow. Compensate a little, but punish a lot: Asymmetric routes to restoring justice, under review at *Management Science*.
2. Yang, Yang, Carey Morewedge, & Jeff Galak, "When Good Things Come to an End: The Trajectory of Desire for Consummatory Stimuli When Access is Lost," being revised for invited resubmission to the *Journal of Marketing Research*.

WORKING PAPERS (IN DESCENDING ORDER OF COMPLETION)

1. Givi, Julian and Jeff Galak. When Gift Giving is Selfish: A Motivation to be Unique.
2. Givi, Julian and Jeff Galak. I have an iPhone 6, so you aren't getting an iPhone 7: Envy's influence on gift giving behavior
3. Givi, Julian, Chris Olivola, and Jeff Galak. Two's Company, Three's a Crowd: Givers' Oversensitivity to Other Givers' Gifts.
4. Galak, Jeff, Justin Kruger, and Paul Rozin, Not In My Backyard: The Influence of Symbolic Boundaries on Consumer Choice.

RESEARCH IN PROGRESS

1. Galak, Jeff and Julian Givi. "Social Norms in Gift Giving"
2. Galak, Jeff, Jane Park, and Yang Yang, "The Transfer of Sentimental Value"
3. Galak, Jeff and Clayton Critcher, "Why Some Political Lies Can Be Justified, While Others Can Not"
4. Galak, Jeff and Talya Lazerus. "The Sentimental Value of Firsts"
5. Nelson, Leif D., Jeff Galak, and Joachim Vosgerau, "The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement in Watching Televised Sporting Events."
6. Hedgcock, William, Joseph Redden, and Jeff Galak, "The Neural Correlates of Satiation"
7. Galak, Jeff and Edith Shalev, "Watching a Timer Makes the Good Times Worse: How Expectations of Completion Impact In Experience Affect."
8. Galak, Jeff, Martijn J. van den Assem, Dennie Vandolder and Tong Wang, "The influence of near misses in lottery ticket purchases."
9. Nelson, Leif D., Joseph P. Simmons, and Jeff Galak, "The Loneliness of Taking the Lesser of Two Evils: When Decision Valence Influences Consensus Estimation."

10. Galak, Jeff Karim Kassam, and Joseph Redden, "Predicting the longevity of music"

BOOK CHAPTERS

Nelson, Leif D., Terry F. Pettijohn, and Jeff Galak (2007), "Mate Preferences in Social Cognitive Context: When Environmental and Personal Change Leads to Predictable Cross-cultural Variation," in *Body Beautiful: Evolutionary and Sociocultural Perspectives*, ed. Viren Swami and Adrian Furnham, Basingstoke: Palgrave Macmillian, 185-208.

CONFERENCE PRESENTATIONS

(PRESENTING AUTHOR IS UNDERLINED)

1. Givi, Julian and Jeff Galak (2017). "Sentimental Value and Gift Giving: A Giver-Recipient Mismatch" Paper presented at the annual meeting of the *Association for Consumer Research*, Sand Diego, CA.
2. Givi, Julian, Jeff Galak and Christopher Olivola (2017). "Two's Company, Three's a Crowd: Givers' Oversensitivity to Other Givers' Gifts" Paper presented at the annual meeting of the *Association for Consumer Research*, Sand Diego, CA.
3. Galak, Jeff, Martijn J. van den Assem, Dennie Vandolser, Tong Wang (2017). "Near Hits' Influence on Risk Taking". Paper presented at the *Summer Decision Making Symposium* in Philadelphia, PA.
4. Yang, Yang, Yangjie Gu and Jeff Galak. (2016) "When It Could Have Been Worse, It Gets Better: How the Mere Possibility of a Negative Experience Influences Hedonic Adaptation." Paper presented at the annual meeting of the *Society for Judgment and Decision Making*, Boston, MA.
5. Yang, Yang, Yangjie Gu and Jeff Galak (2016). "When It Could Have Been Worse, It Gets Better: How the Mere Possibility of a Negative Experience Influences Hedonic Adaptation." Paper presented at the 2016 Invitational Choice Symposium in Banff, Canada.
6. Galak, Jeff & Julian Givi (2015). "When Gift Giving is Selfish: A Motivation to be Unique". Paper presented at the Annual Meeting of the Society for Judgment and Decision Making in Chicago, IL.
7. Galak, Jeff and Rosalind Chow (2015). "Variations on Injustice: Explicit, Emotional, and Behavioral Responses to When Good (Bad) Things Happen to Bad (Good) People" Paper presented at the Summer Decision Making Symposium, Montreal, Canada.
8. Galak, Jeff (2014), "Sentimental Value" Research presented at the Summer Decision Making Symposium, Washington DC.
9. Yang, Yang & Jeff Galak (2014). "Love it Longer: Sentimental Value Slows Hedonic Adaptation." Paper presented at the annual meeting of the Society for Consumer Psychology, Miami, FL.
10. Yang, Yang, Carey Morewedge, & Jeff Galak (2012). "When Good Things Come to an End: Mispredicting Motivation for Unavailable Goods." Paper presented at the annual meeting of the *Association for Consumer Research*, Vancouver, Canada.

11. Redden, Joseph & Jeff Galak (2012), "The Subjective Sense of Feeling Satiated." Paper presented at the *Annual Meeting of the American Psychological Association*, Orlando, FL.
12. Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2012), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," Paper presented at the *Society for Consumer Psychology Conference*, Las Vegas, NV.
13. Simmons, Joseph P., Leif D. Nelson, and Jeff Galak (2012), "The Effect of Decision Ease and Option Valence on Preference Projection", Paper presented at the *Society for Personality and Social Psychology Conference*, San Diego, CA.
14. Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," Paper presented at the *Society for Judgment and Decision Making Conference*, Seattle, WA.
15. Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," Paper presented at the *Association for Consumer Research*, St. Louis, MO.
16. Galak, Jeff, Joseph Redden, Yang Yang, and Ellie Kyung (2011), "Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation," Paper presented at the *Summer Decision Making Symposium*, Las Vegas Nevada.
17. Galak, Jeff, and Joseph Redden (2011), "Processing Fluency and Satiation", Paper presented at the annual conference for the *Society of Consumer Psychology*, Atlanta, FL.
18. Galak, Jeff, and Joseph Redden (2010), "Processing Fluency and Satiation", Paper presented at the annual conference for the *Association for Consumer Research*, Jacksonville, F
19. Galak, Jeff, Deborah Small, and Andrew Stephen (2010), "Micro-financing Decisions", Paper presented at the annual conference for the *Association for Consumer Research*, Jacksonville, FL.
20. Galak, Jeff and Joseph Redden (2010), "Processing Fluency and Satiation", Paper presented at the *Behavioral Decision Research in Management Conference*, Pittsburgh, PA.
21. Simmons, Joseph P., Leif D. Nelson, and Jeff Galak (2010), "The Effect of Decision Ease and Option Valence on Preference Projection", Paper presented at the *Behavioral Decision Research in Management Conference*, Pittsburgh, PA.
22. Galak, Jeff, Deborah Small, and Andrew Stephen (2010), "Sub-Optimality in Micro-Financing Decisions: When Groups Receive Less Than an Individual." Paper presented at the *Society for Consumer Psychology Annual Conference*, St. Pete Beach, FL
23. Simmons, Joseph P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2009), "Are Crowds Wise or Ignorant when Predicting against Point Spreads? It Depends on How You Ask." Paper presented at the *Society for Judgment and Decision Making* conference, Boston, MA.
24. Galak, Jeff, Joseph Redden, and Justin Kruger (2009), "The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation." Paper

- presented at the *European Marketing Association Conference (EMAC)*, Nantes, France (Session chair).
25. Galak, Jeff, Justin Kruger, and George Loewenstein (2009), “Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation.” Paper presented at the *La Londe Conference on Consumer Behavior*, La Londe Les Maures, France.
 26. Galak, Jeff and Leif D. Nelson (2009), “Complexity is Good: When Disfluent Communication Signals Author Erudition.” Paper presented at the *Society for Consumer Psychology Annual Conference*, San Diego, CA. (Session chair)
 27. Galak, Jeff, Justin Kruger, and George Loewenstein (2009), “Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation.” Paper presented at the *Society for Consumer Psychology Annual Conference*, San Diego, CA.
 28. Galak, Jeff, Justin Kruger, and George Loewenstein (2008), “Too Much of a Good Thing: Insensitivity to Rate of Consumption Leads to Unintended Satiation.” Paper presented at the *Association for Consumer Research Annual Conference*, San Francisco, CA.
 29. Galak, Jeff, Justin Kruger, and Paul Rozin (2008), “Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice.” Paper presented at the *Association for Consumer Research Annual Conference*, San Francisco, CA.
 30. Galak, Jeff, Joseph Redden, and Justin Kruger (2008), “The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation.” Paper presented at the *Association for Consumer Research Annual Conference*, San Francisco, CA.
 31. Nelson, Leif. D., Joseph P. Simmons, and Jeff Galak (2008), "Intuitive Confidence and the Effect of Option Valence on Preference Projection." Paper presented at the *Association for Consumer Research Annual Conference*, San Francisco, CA.
 32. Galak, Jeff and Leif D. Nelson (2008), “Complexity is Good: When Disfluent Communication Signals Author Erudition.” Poster presented at the *Summer Institute on Bounded Rationality in Psychology and Economics* at the Max Planck Institute for Human Development, Berlin, Germany.
 - Poster Award: Second Place
 33. Galak, Jeff, Joseph Redden and Justin Kruger (2008), “The Construction of Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation,” Paper presented at the *Behavioral Decision Research in Management* conference, San Diego, CA.
 34. Simmons, Joseph. P., Leif D. Nelson, Jeff Galak, and Shane Frederick (2008), “Are Crowds Wise or Ignorant when Predicting against Point Spreads? It Depends on How You Ask.” Paper presented at the *Behavioral Decision Research in Management* conference, San Diego, CA.
 35. Galak, Jeff, Justin Kruger, and George Loewenstein (2008), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the *Society for Consumer Psychology Conference*, New Orleans, LA.
 36. Galak, Jeff, Justin Kruger, and Paul Rozin (2007), “Not In My Backyard: The Influence of Symbolic Boundaries On Consumer Choice.” Paper presented at the *Society for Judgment and Decision Making*, Long Beach, CA.

37. Nelson, Leif D., Tom Meyvis, Jeff Galak (2007), “Mispredicting Adaptation and the Consequences of Unwanted Disruptions: When Advertisements Improve Television.” Paper presented at the *Association of Consumer Research* Annual Meeting, Memphis, TN.
38. Nelson, Leif D., Jeff Galak, and Joachim Vosgerau (2007), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement in the Watching of Televised Sporting Events.” Paper presented at the *Association of Consumer Research* Annual Meeting, Memphis, TN.
39. Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the *21ST Subjective Probability, Utility, and Decision Making Conference* at Warsaw, Poland.
40. Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Paper presented at the Third Annual *Whitebox Advisors Graduate Students Conference* at Yale, New Haven, CT.
41. Nelson, Leif D., Jeff Galak, and Joachim Vosgerau (2007), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement In the Watching of Televised Sporting Events.” Paper presented at the *Society for Consumer Psychology*, Las Vegas, NV.
42. Galak, Jeff, Justin Kruger, and George Loewenstein (2007), “Rate Matters: The Effects of Inter-Consumption Intervals on Satiation and Variety Seeking Behavior.” Poster presented at the *Judgment and Decision Making Pre-conference at the Society for Personality and Social Psychology* Annual Conference, Memphis, TN.
43. Nelson, Leif. D., Jeff Galak, and Joachim Vosgerau (2006), “The Unexpected Enjoyment of Expected Events: The Ill-fated Pursuit of Excitement In the Watching of Televised Sporting Events” Paper presented at the *Society for Judgment and Decision Making*, Houston, Texas.
44. Galak, Jeff and Leif D. Nelson (2006), “Complexity is Good: When Disfluent Communication Signals Author Erudition.” Poster presented at the *Society for Judgment and Decision Making Annual Conference*, Houston, Texas.
 - Student Poster Award: First Place

GRANTS

1. 2010 - Berkman Junior Faculty Development Grant (\$7,000)
2. 2013 - PNC Center for Financial Services Innovation (\$35,000)

INVITED PRESENTATIONS

1. Yale – School of Management (2016)
2. London Business School (2016)
3. Duke University – Fuqua School of Business (2014)
4. Cornell University - Johnson School of Business (2014)

5. Carnegie Mellon University, Center for Behavioral and Decision Research (2010, 2014)
6. Georgetown University - McDonough School of Business (2013)
7. University of Minnesota - Carlson School of Business (2013)
8. SUNY Stony Brook – College of Business (2013)
9. MSI Young Scholar Conference (2013)
10. Booth School of Business, U Chicago (2012)
11. UC Berkeley, Haas School of Business (2012)
12. MARC Conference, UPitt (2012)
13. UCSD, Psychology (2012)
14. Stanford GSB (2011)
15. Harvard Psychology (2011)
16. Hong Kong University of Science and Technology (2011)
17. University of Pennsylvania, Wharton, Decision Processes Seminar (2011)
18. University of Pittsburgh, Katz (2011)
19. UCSD, Rady School of Business (2010)
20. University of Florida, Warrington (2008)
21. Carnegie Mellon University, Tepper (2008)
22. Marketing in Israel 7 (2007)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

EXTERNAL SERVICE

Co-Organizer of the 2016 *JDM Pre-Conference at SPSP*
Co-Organizer of the 2015 *JDM Pre-Conference at SPSP*
Organizer of 2013 *Summer Decision Making Symposium*
BDRM 2010 (Pittsburgh) Conference Committee Member
Ad-hoc reviewer for the *Journal of Marketing Research*
Ad-hoc reviewer for the *Journal of Consumer Research*
Ad-hoc reviewer for *Marketing Science*
Ad-hoc reviewer for the *Journal of Consumer Psychology*

Ad-hoc reviewer for *Psychological Science*
Ad-hoc reviewer for the *Journal of Personality and Social Psychology*
Ad-hoc reviewer for the *Journal of Behavioral Decision Making*
Ad-hoc reviewer for the *European Journal of Social Psychology*
Ad-hoc reviewer for the *Journal of Experimental Social Psychology*
Ad-hoc reviewer for the *Association for Consumer Research* Conference
Ad-hoc reviewer for the *Society for Consumer Psychology* Conference
Ad-hoc reviewer for the *Judgment and Decision Making* Conference
Ad-hoc reviewer for the *BDRM* Conference
Poster Judge for the *Society for Judgment and Decision Making*,
Ad-hoc reviewer for the *Israeli Science Foundation*
Ad-hoc reviewer for the *Social Sciences and Humanities Research Council of Canada*
Ad-hoc reviewer for the *Romanian Science Foundation*