CV Ursa Bernardic

1. Personal Information
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1. Education

01.01.2023 - Present	**Center for Energy Policy and Economics - ETH Zürich** Postdoctoral Researcher on Sustainability and Climate Change Projects
01.10.2017 – 31.12.2022	**Geneva School of Economics and Management (GSEM), Ph.D. in Management** **Université de Genève, Switzerland** Dissertation Title: Better Marketing Research for a Better World Supervised by Prof. Dr. Benjamin Scheibehenne and Prof. Dr. Giuseppe Ugazio
01.11.2016 - 30.09.2017	**MIT Sloan Neuroeconomics Lab, Visiting Research Associate** **Massachusetts Institute of Technology** Research Project Title: The Impact of Oath and Bayesian Truth Serum on Self-Deception Supervised by Prof. Dr. Drazen Prelec Noticeable: Amsterdam University Found Scholarship, Sinapsa Scholarship
15.09.2015 - 30.09.2017	**Master of Science: Brain and Cognitive Science (Behavioral Neuroscience)** University of Amsterdam, The Netherlands Thesis Title: The Neurobiology of Trust Supervised by Uma R. Karmarkar (Harvard University) & Jan B. Engelmann (UvA) Noticeable: Ad Futura Scholarship
01.06.2014 - 30.09.2014	**Research visit at the Department of Psychology** University of Oslo, Norway Research Project: Music chills: The eye pupil as a mirror to music's soul Supervised by Prof. Dr. Bruno Laeng Noticeable: EEA Norway Grant

01.10.2012 - **14.09.2015**	**Bachelor of Science: Biopsychology** Famnit, University of Primorska, Slovenia Thesis title: The role of sleep disorders on Health: Psychoneuroimmunology Thesis supervision: Anton Grad Noticeable: Cum Laude (*best GPA of cohort*), Start-Up winning reward: Zaspancek.si

2. Work Experience

Oct 2017 – Dec 2023	**Research and Teaching Assistant** Advisor: Prof. Dr. Benjamin Scheibehenne, Prof. Dr. Giuseppe Ugazio, Pr Schulte-Mecklenbeck
Oct 2014 – Jun 2015	**Student Brand Manager** Red Bull
2012 – 2015	**Tutor, Biopsychology, University of Primorska**
2009 – 2013	**Leader of 2 NGO's (Volunteer Work)**

3. Institutional Responsibilities

- **Workshop Co-Organization** (with Dr. Antonia Krefeld-Schwalb):
  - Recent lessons about improving our science (Prof. Dr. Daniel Lakens & Nick Brown)
- **Brownbag Seminar Organization at IoM for following speakers:**
  - Prof. Dr. Ralf Van Der Lans (HKUST Business School)
  - Prof. Dr. Drazen Prelec (MIT Sloan School of Management)
  - Prof. Rafal Polania (ETH)
- **Swiss Reproducibility Network Academy**
  - Organizing Committee
  - Member of Local Node University of Geneva
  - Journal Club Reproducibilitea Geneva

4. Supervision of Students

- Assistant to Prof. Dr. Benjamin Scheibehenne, Prof. Michael Schulte-Mecklenbeck
  - O. Jewell: Measuring Consumer Visual Attention: Top-Down and Bottom-Up Competitive Mechanisms, 2019
  - E. J. P. Ramirez: It Looks Familiar – Competitive Mechanisms on Brand Perception, In preparation
- VTIS Mentor: for Slovene students abroad

5. Teaching Activities

- TA for Consumer Behavior I at bachelor levels at GSEM (since 2017)
- TA for Consumer Behavior II at bachelor levels at GSEM (since 2017)
- TA for Food Marketing at bachelor levels at GSEM (2017-2019)
- TA for Consumer Research at master levels at GSEM (2017-2019)
- TA for Statistical (re)thinking for non-statisticians at Ph.D. level, at GSEM (2017, 2018)

6. Review Activities

- Program Co-Chair and Reviewer for EuroCogSci 2019

7. Membership in Scientific Societies

- Member of Association for Research on Nonprofit Organizations and Voluntary Action (2021-Present)
- Member of European Marketing Academy (2018 - Present)
- Member of Society For Neuroeconomics (2018 - Present)
- Member of European Association for Decision Making (2018 - Present)
- Member of Association for Consumer Research (2018 - Present)
- Member of Psychonomics (2018 - Present)
- Member of European Association for Decision Making (2018 - Present)
- Member of Neuroeconomics Society (2017-Present)
- Member of Judgment and Decision Making Society (2017- Present)
- Member of VTIS (2016-Present)

8. Organization of Conferences

- Organization of IoM Conference, 2018

9. Peer-reviewed Conferences

- SCP 2022: When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- SCP 2022: Familiarity Attracts Consumer Attention: Two Methods to Objectively Measure Consumer Brand Familiarity
- SJDM 2022: Tax incentives promote Prosocial Behavior and Charitable Giving?
- ERNOP 2021: When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- ARNOVA 2021: When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- ACR 2021: Found It! Brand Familiarity Improves Visual Search Performance
- EMAC 2021: Familiarity Attracts Consumer Attention: Two Methods to Objectively Measure Consumer Brand Familiarity

- SPUDM 2021: When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- ISMS 2021: The Role of Temporal Normalization on Value-Based Decision Making and Found It! Brand Familiarity Improves Visual Search Performance
- E-Conference Bled 2021:
- EMAC 2020: Found It! Brand Familiarity Improves Visual Search Performance
- Society for Neuroeconomics 2020: The Role of Temporal Normalization on Value-Based Decision Making
- Taxation and Philanthropy 2020: When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- Psychonomics 2019: Do We Find Familiar Stimuli More Quickly? A Visual Search Experiment with Brand Logos.
- JDM Konstanz 2018: Using the centroid paradigm: The Influence of Stimulus Familiarity on Attention
- CUSO Workshop 2018: Is Skewed Unfair? The Role of Skewness on Redistributive Behavior

10. Book Chapters
- Tudor C.M, **Bernardic, U.**, Sooter, N. & Ugazio, G. (2022). Behavioral Perspectives on B Corps. Springer International Handbook of Social Enterprises Law
- **Bernardic, U.**, Lebreton, M., Lideikyte-Huber, G., Peter, H. & Ugazio, G. (2021). Behavioural Philanthropy: Harnessing behavioural sciences to design more effective tax incentives for philanthropy. Handbook of Taxation and Philanthropy. Routledge.

11. Working Papers
- **Bernardic, U.** & Scheibehenne, B. (Under Review) Familiarity Attracts Consumer Attention: Two Methods to Objectively Measure Consumer Brand Familiarity.
- **Bernardic, U.** & Lascombes, Davy-Kim (Under Review in . British Journal of Political Science) Is skewed unfair? Influence of the structure and level of income inequalities on redistributive behavior.
- **Bernardic, U.**, Lebreton, M., Lideikyte-Huber, G., Peter, H. & Ugazio, G. (Prepared for submission in JDM) When and how do tax incentives promote Prosocial Behavior and Charitable Giving?
- **Bernardic, U.,** Lebreton, M & Ugazio, G. (In Preparation) Investigating the role of temporal normalization on preference reversals across multiple categories
- **Bernardic, U.** & Scheibehenne, B. (In Preparation) The Numeric Integration in the Field Study: Decision by sampling evidence in in-store shopping.
- **Bernardic, U.,** Savensberg J, Ugazio, G. & Fillipini, M. (Work in Progress) EVADopt: Nudging into electrical vehicle adoption

12. Awards and Grants

- Fondation Ernst et Lucie Schmidheiny Grant for Research, 2022
- Society for Consumer Psychology Award, 2022
- Arnova Emerging Scholar and Diversity Scholarship, 2021
- Tremplin Grant, 2020
- Société Académique de Genève, Conference Grant, 2019
- Amsterdam University Fund Scholarship, 2017
- Sinapsa Scholarship, 2017
- Ad Futura Scholarship (Slovene Science Foundation), 2015 – 2017 (after the ranking in the top 1% among all Slovene Students)
- EEA Norway Grant, 2014
- Award for the best young volunteer (Reward by President of Slovenia, 2012)
- Award from the University of Primorska (For outstanding student achievement and research work, 2015)
- Award from the University of Primorska (For active extracurricular activities (2015)
- Award for Leading a Start-Up winning project: Zaspancek.si (2014)
- MIT hackathon Leader: Foreign Accents, Discrimination and Hiring Practices (2017)
- Sustainable Finance Hack: Neuro-informed fundraising with virtual reality for Humanitarian purposes (2020)

13. Personal Skills
- Techincal/Codding competencies: R, Matlab, Python, JavaSript, SQL, JAGS, JASP, SPSS
  - Designing experiments: labjs, Lioness lab, Qualtrics, Psytoolkit, Survey Monkey, Cogent, Psychtoolbox
- Methodological competencies: Eye-tracking, Pupillometry, Mouse-tracking, MIT fMRI Training, Rodent Training