

# Behavioral Analysis of Law: Markets, Institutions, and Contracts

December 8, 2009  
Room 3021, Terrace Building

9:00 *Registration and Welcoming Reception*

9:15 *Opening Remarks*

Avishalom Tor, University of Haifa Faculty of Law

Niva Elkin-Koren, Dean, University of Haifa Faculty of Law

## SESSION I: CONTRACTS

Chair: Avishalom Tor, University of Haifa Faculty of Law

9:30 Mitu Gulati, Duke University School of Law, *Three and a Half Minutes*

*Commentator: Tal Zarsky, University of Haifa Faculty of Law*

10:10 Eyal Zamir, The Hebrew University of Jerusalem Faculty of Law & Ilana Ritov, The Hebrew University of Jerusalem School of Education,  
*Notions of Fairness and Contingent Fees*

*Commentator: Ronen Perry, University of Haifa Faculty of Law*

10:50 *Coffee Break*

## SESSION II: INSTITUTIONS

Chair: Ronen Perry, University of Haifa Faculty of Law

11:10 Daphna Lewinson-Zamir, The Hebrew University of Jerusalem Faculty of Law, *Beyond the Bottom Line: The Complexity of Outcome Assessment*

*Commentator: Oren Gazal-Ayal, University of Haifa Faculty of Law*

11:50 Yuval Feldman & Shahar Lifshitz, Bar Ilan University Faculty of Law, *Legal Uncertainty as an Authenticity Enhancing Device*

*Commentator: Yehuda Adar, University of Haifa Faculty of Law*

12:30 Alon Harel, The Hebrew University of Jerusalem Faculty of Law, *Does the Probability of Being Pivotal Affect Voting Decisions?*

*Commentator: Alan Miller, University of Haifa Faculty of Law*

13:20 *Lunch*

## SESSION III: MARKETS AND FIRMS

Chair: Oren Gazal-Ayal, University of Haifa Faculty of Law

14:40 Kimberly Krawiec, Duke University School of Law, *A Woman's Worth*

*Commentator: Michal Gal, University of Haifa Faculty of Law*

15:20 Claire Hill, University of Minnesota Law School, *Why Didn't Subprime Investors Demand A (Much Larger) Lemons Premium?*

*Commentator: Adi Ayal, Bar Ilan University Faculty of Law*

16:00 Amir Licht, Interdisciplinary Center Herzliya Radziner School of Law, *Expanded Rationality: From the Preferred to the Desirable, with Some Implications for Law*

*Commentator: Omer Kimhi, University of Haifa Faculty of Law*

16:40 *Coffee Break*

## SESSION IV: SPECIAL CONTRACTS

Chair: Michal Gal, University of Haifa Faculty of Law

17:00 Yuval Feldman, Bar Ilan University Faculty of Law & Orly Lobel, University of San Diego, *The Incentives Matrix: The Comparative Effectiveness of Rewards, Liabilities, Duties, and Protections for Reporting Illegality*

*Commentator: Faina Milman-Sivan, University of Haifa Faculty of Law*

17:40 Tal Zarsky, University of Haifa Faculty of Law & Shmuel Becher, The College of Management Academic Studies School of Law, *The Law of Open Doors, or: Why Law Must, at Times, Keep Doors Closed*

*Commentator: Uri Benoliel, Academic Center of Law & Business Ramat Gan.*

18:20 *Closing Remarks, Avishalom Tor, University of Haifa Faculty of Law*