**BIO- BORIS MACIEJOVSKY:**

Boris Maciejovsky is an award-winning researcher and teacher, a TEDx speaker, and an Associate Professor of Management at the School of Business, University of California at Riverside.  
  
Boris Maciejovsky’s research interests are in the area of decision-making in economic, social, and organizational contexts. He is particularly interested in developing novel laboratory paradigms that help to isolate important aspects of real-world phenomena in order to study how such features influence decisions, processes, and outcomes.  
  
Boris Maciejovsky received his Ph.D. in marketing from the Sloan School of Management at the Massachusetts Institute of Technology (MIT) and his doctoral degree in psychology from the University of Vienna. Before joining the University of California at Riverside, Boris Maciejovsky was a faculty member at Imperial College London, the London School of Economics, the Max Planck Institute of Economics, and the Humboldt University of Berlin. 