

Invitation

Seminar

“Prospect Theory and Heterogeneity in Choice Behaviour Strategies”

Date	Thursday October 8, 2009
Time	10:00 – 18.00 h.
Chairman	Bert van Wee (Delft University of Technology, TRAIL)
Guest editors	Erel Avineri (University of the West of England) and Caspar Chorus (Delft University of Technology)
Place	Town Hall of Delft
Registration	E-mail: info@rsTRAIL.nl
Fee	Free of charge, limited seating

Contributors

Including E. Avineri, T. Schwanen, J. Rose, J. Polak, C. Chorus, H. Mahmassani, H. Timmermans and E.J. van de Kaa

Synopsis

In economics, transport sciences and other social sciences different implementations of Utility Theory are commonly used to describe and predict human choice behaviour. However, almost 30 years ago, two psychologists, Kahneman and Tversky, proposed an alternative behavioural-economic model of choice behaviour called **Prospect Theory**. In contrast to Utility Theory they assumed that a person's preference order depends on the context in which she makes a choice. The topic of this seminar is Prospect Theory and Heterogeneity in Choice Behaviour Strategies.

Provisional program

10:00 hrs. Welcome by Bert van Wee

Presentations by:

- * Tim Schwanen
- * John Polak
- * Hani Mahmassani
- * Evert Jan van de Kaa

Lunch

Presentations by:

- * John Rose
- * Erel Avineri
- * Caspar Chorus
- * Harry Timmermans
- * Discussion & conclusions by Bert van Wee

16.30 Drinks, end of program

Literature/Material

All papers will be published as TRAIL Proceedings after the seminar. In addition the papers issued in this seminar that pass the review will be published in a Special Issue of the journal [EJTIR](http://www.ejtir.tbm.tudelft.nl), guest edited by Erel Avineri and Caspar Chorus - see www.ejtir.tbm.tudelft.nl.

