

# ANDREAS HEFTI



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## EDUCATION

- 2017 - 2018 CAS of higher and professional education, Zurich University of Applied Sciences
- 2007 - 2011 Ph.D. in Economics (*Thesis title: "Attention Competition"*, summa cum laude), University of Zurich
- 2008 - 2009 Swiss Program for Doctoral Students in Economics: Econometrics and Microeconomics, Study Center Gerzensee
- 2001 - 2006 M.A. in Economics and Mathematics (summa cum laude), University of Zurich

## ACADEMIC POSITIONS

- 2020 - Professor of Economics, School of Management and Law, Zurich University of Applied Sciences
- 2020 - Senior Scientist, Department of Economics, University of Zurich
- 2019 - Seasonal Guest Professor (Spring Semester), Department of Economics, University of Basel
- 2018 - Scientific Head, Center for Economic Policy, School of Management and Law, Zurich University of Applied Sciences
- 2015 - 2018 Senior Lecturer (part-time), School of Management and Law, Zurich University of Applied Sciences
- 2014 - 2020 Senior Research Associate (part-time), Department of Economics, University of Zurich
- 2013 Visiting Scholar, Department of Economics, Harvard University (Hosts: Susan Athey and Andrei Shleifer)
- 2009 Lecturer on Statistical Methods, Institute of Tourism, Zurich
- 2007 - 2012 Research Associate, Department of Economics, University of Zurich

## POPULAR PRESS, MEDIA COVERAGE and OTHER PUBLICATIONS

- “Vom Schubsen und Stolpern” (with JM Benkert, published in Schweizer Monat, April 2019)
- “Faires Verfahren beim Zugang zu geschlossenen Märkten des Bundes”, Study by mandate of SECO (with A. Abegg, Feb 2019)
- Mental Capacities, Trading Styles and Asset Market Bubbles: Theory and Experiment. Media Coverage in
  - Wall Street Journal (online version, Sep 2016)
  - SNF Horizonte (Dez 2016)
  - SRF Tagesschau (Feb 2019)

## GRANTS AND AWARDS

2021	Innosuisse Grant for the Project “Economic Advantages of digitized medical services” (CHF 15'000)
2020	“Teacher of the Hour” Award by UZH
2020	DIZH Research Grant (Fellowship) for the project “Digital Competition and Attention”, (CHF 135'000.-)
2018	Swissuniversities Grant for the project “Gamification of lectures” (CHF 80'000.-)
2018	SECO Grant for the project “Faires Verfahren beim Zugang zu geschlossenen Märkten des Bundes” (PI: A. Abegg, CHF 55'000.-)
2017	Innosuisse grant on Behavioral Finance and Risk Attitudes (jointly with startup firm “Riskifier”, CHF 7'500.-)
2017	Innosuisse 4 years grant (jointly with several Swiss universities) on SCCER CREST ( >1 Mio CHF)
2015	Best paper Award, JEI annual meeting
2014	SNF Grant for the project “Mental Capabilities, Trading Behavior and Asset Bubbles” (joint with F. Schneider, CHF 50'000)
2014	Distinction for outstanding teaching, ZHAW
2012	SNF Grant for the project “Competition and Obfuscation”, (CHF 75'000)

## UNIVERSITY TEACHING AND PHD SUPERVISION

### Teaching Overview (Full Lectures):

- **General Microeconomics:** Extensive Lecture experience at all university levels (Assessment, Bachelor, Master and PhD)
- **Microeconomics Special Topics:** Separate Lectures on *Behavioral Economics* (Theory and Empirical Approaches), *Applied Game Theory, Mechanism Design and Contract Theory*, and *Repeated Games*
- **Mathematical Methods for Economics:** *Real Analysis for Economists (Optimization Theory)* and *Probability Theory for Economists* (PhD level), *Introductory Statistics* (Assessment level)

### PhD Supervision

As President of the Jury: Ismael Rafai (University of Nice, graduation: November 2019)

### Mentored PhD Students:

Julia Lareida (UZH, graduation: Autumn 2019), Shuo Liu (UZH, 2019), Jean-Michel Benkert (UZH, 2018)

## SCHOLARSHIPS

2013 - 2014      Visiting Scholar, Harvard University (Department of Economics)  
2020 - 2021      Fellowship (Research), Digital Initiative Center (Canton of Zurich)

## SCIENTIFIC SERVICES

**Referee service:** *Econometrica*, *Quarterly Journal of Economics*, *AEJ Micro*, *JEEA*, *RAND*, *European Economic Review*, *Economic Letters*, *Journal of Economic Behavior and Organization*, *Mathematical Social Sciences*, *Games and Economic Behavior*, *B.E. Journal in Theoretical Economics*, *German Economic Review*, *Journal of Economic Asymmetries*, *Journal of Economics*, *Statistical Review*

Reviewer for the Israel Science Foundation

Reviewer for the American Mathematical Association (2018 - )

Juror, SIAF 2014

Chief scientific adviser, FinTech startup “Riskifier” (2017 - 2019)

Scientific adviser, FinTech startup “aepsy.com” (2021 - )

## CONFERENCES AND INVITED PRESENTATIONS

- 2021 EARIE (virtual), EEA-ESEM (virtual), SSES (virtual)
- 2020 EEA-ESEM (virtual), World Congress of the Econometric Society (virtual)
- 2019 SAEe (Alicante, Dec), UECE Games (Lisbon, Nov), JEI (Madrid, Sep), EARIE (Barcelona, Aug), EEA-ESEM (Manchester, Aug), IIOC (Boston, April), SUFE (Shanghai, June), SSES (Genf, June)
- 2018 DICE (Dusseldorf, Jan), Shanghai Tech (Apr), TAU (Tel Aviv, May), Attention and Perception (Viznau, June), EEA-ESEM (Munich, Aug), EARIE (Athens, Aug), UECE (Lisbon, Oct), Nice (Nov), SEAE (Madrid, Dec)
- 2017 NYU (New York, Oct), University of Lucerne (Oct), ICMAIF (Crete, May), SSES annual meeting (Lausanne, June), Swiss Finance Days (Gerzensee, June), EAERE (Athens, June), ESEM (Lisbon, August)
- 2016 EEA (Geneva, Aug), EARIE (Lisbon, Aug), JEI (Mallorca, Sep), ICMAIF (Crete, May)
- 2015 EEA (Mannheim, Aug), EARIE (Munich, Aug), JEI (Alicante, Sep), SSES annual meeting (Basel, June), Swiss IO day (Bern, June), ICMAIF (Crete, May), University of Mainz (Feb)
- 2014 Conference on Macroeconomics (Crete, May), EEA (Toulouse, Aug), Workshop on Limited Attention (Copenhagen, Oct)
- 2013 MIT (Mar), IIOC (Boston, Mai)
- 2012 University of Memphis (Nov), Harvard University (Nov), Midwest Theory Meeting (Okt), EEA-ESEM (Malaga, Aug), IIOC (Arlington, Mar), Scottish Society of Economics Conference (Perth, Apr), Swiss IO Day (Berne, Mai), SMYE (Mannheim, Apr), World Congress of the Game Theory Society (Istanbul, Jul)
- 2011 UECE Lisbon meeting on game theory and applications (Lisbon, Okt), Invited research presentation (University of Waikato, New Zealand, Okt), Invited research presentation (University of Innsbruck, Austria, Okt), International Conference on Applied Business and Economics (Piraeus, Sep), Southwestern Society of Economists Conference (Houston, Mar)
- 2010 Midwest Theory meeting (Chicago, Jun)
- 2009 EEA-ESEM (Barcelona, Sep), Swiss IO day (Berne, Mai), 13th Conference on Macroeconomics (Crete, Jun)