

## Icek Ajzen (Aizen) Curriculum Vitae

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### Education and Degrees

1969 Ph.D., Social Psychology, University of Illinois at Urbana-Champaign  
1967 M.A., Psychology, University of Illinois at Urbana-Champaign  
1967 B.A., Psychology, Sociology, Hebrew University of Jerusalem, Israel

### Professional Career

2012- Professor Emeritus, University of Massachusetts - Amherst  
2001-12 Head, Division of Personality and Social Psychology, University of Massachusetts - Amherst  
1999 Spring: Visiting Professor, Tel Aviv University, Israel  
1997-99 Head, Division of Personality and Social Psychology, University of Massachusetts - Amherst  
1993-94 Visiting Professor, Tel Aviv University, Israel  
1987-93 Associate Chair, Department of Psychology, University of Massachusetts - Amherst  
1985-86 Visiting Professor, Hebrew University of Jerusalem, Israel  
1980-85 Head, Division of Personality and Social Psychology, University of Massachusetts - Amherst  
1978-79 Visiting Professor, Tel-Aviv University, Tel Aviv, Israel  
1978-2012 Professor of Psychology, University of Massachusetts - Amherst  
1974-78 Associate Professor of Psychology, University of Massachusetts - Amherst  
1973-74 Assistant Professor of Psychology, University of Massachusetts - Amherst  
1972-73 Senior Lecturer, Department of Psychology, Tel-Aviv University, Tel Aviv, Israel  
1971-72 Assistant Professor of Psychology, University of Massachusetts - Amherst  
1969-71 Assistant Professor of Psychology, University of Illinois at Urbana-Champaign

### Awards and Distinctions

- 2018 Recipient of the Joyce Barnes Farmer Distinguished Guest Professorship, Miami University, Oxford Ohio.
- 2017 Distinguished Professor Honoree, CENTRUM Católica Graduate Business School, Lima, Peru.
- 2016 Distinguished Lecture: “The Theory of Planned Behavior: Focus on Persuasion.” Melvin L. DeFleur Distinguished Lecture Series, Department of Mass Communication, Boston University, Boston.
- 2016 Distinguished Scientific Contribution Award, Society for Personality and Social Psychology - Attitudes & Social Influence Interest Group.
- 2013 Distinguished Scientist Award, Society of Experimental Social Psychology.
- 2012 Invited Guest Professor: Higher School of Economics, Moscow, Russian Federation.
- 2010 Identified as the social-personality psychologist with the highest cumulative impact score (Nosek et al., *Personality and Social Psychology Bulletin*, 16(10), 1283-1300).
- 2008 Visiting Fellow, Dondena Centre for Research on Social Dynamics, Bocconi University, Milan, Italy.
- 2006 Invited Guest Professor: University of Giessen, Germany.
- 2006 Listed in *Marquis Who's Who in the World*.
- 2005 Identified as a Highly Cited Researcher in ISI Web of Knowledge.
- 2005 Listed in *Marquis Who's Who in America*.
- 2004 Listed in *Who's Who in Social Sciences Higher Education*.
- 2002 Christiansen Memorial Award in Psychology, University of Bergen, Norway.
- 1997 Invited Guest Professor: Nihon University, Mishima, Japan.
- 1997 Listed in *Biographical Dictionary of Psychology*. London: Routledge.
- 1995 Fulbright Travel Award to Bulgaria.
- 1994 Invited Guest Professor: University of Salamanca, Spain.
- 1978 Listed in *American Men and Women of Science: Social and Behavioral Sciences*.

### Professional Affiliations & Activities

Fellow, Society of Experimental Social Psychology  
 Fellow, Society for Personality and Social Psychology  
 Fellow, American Psychological Society  
 Advisory Board, *Human Behavior & Emerging Technologies*, 2020 –  
 Consulting Editor, *Contemporary Economics*, 2012 –  
 Consulting Editor, *Basic and Applied Social Psychology*, 1997 – 2010  
 Consulting Editor, *Journal of Applied Social Psychology*, 1996 – 2011  
 Consulting Editor, *Journal of Personality and Social Psychology*, 2000 – 2008  
 Associate Editor, *Journal of Personality and Social Psychology*, 1994 – 1999

## Publications

### Books

- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. New York: Psychology Press.
- Ajzen, I., Albarracín, D., & Hornik, R. (Eds.) (2007). *Prediction and change of health behavior: Applying the reasoned action approach*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Ajzen, I. (2005). *Attitudes, personality, and behavior* (2<sup>nd</sup> Ed.). Milton-Keynes, England: Open University Press (McGraw-Hill).
- Ajzen, I. (1988). *Attitudes, personality, and behavior*. Milton-Keynes, England: Open University Press & Chicago, IL: Dorsey Press.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Chapter 7 reprinted in J. C. Brigham & L. S. Wrightsman (Eds.) (1982), *Contemporary issues in social psychology* (4<sup>th</sup> Ed.). Monterey, CA: Brooks/Cole.
- Translated into Chinese. Taiwan: Linking Publishing (2016).
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.

### Articles in Refereed Journals

- Hamilton, K., Phipps, D., Schmidt, P., Bamberg, S., & Ajzen, I. (2024). First test of the theory of reasoned goal pursuit: Predicting physical activity. *Psychology & Health*, 24(1), 24-41. DOI: 10.1080/08870446.2022.2026946.
- La Barbera, F., & Ajzen, I., (2022). Instrumental vs. experiential attitudes in the theory of planned behavior: Two studies on intention to perform a recommended amount of physical activity. *International Journal of Sport and Exercise Psychology*, 1-13. DOI: 10.1080/1612197x.2022.2161107.
- Schmidt, P., Gordoni, G., Ajzen, I., Steinmetz, H., Davidov, E., Beuthner, A. S., Silber, H., & Weiß, B. (2022). Twitter users' privacy behavior: A reasoned action approach. *Social Media and Society*, 8(3). DOI: 10.1177/20563051221126085.
- Seddig, D., Maskileyson, D., Davidov, E., Ajzen, I., & Schmidt, S. (2022). Correlates of COVID-19 vaccination intentions: Attitudes, institutional trust, fear, conspiracy beliefs, and vaccine skepticism. *Social Science & Medicine*, 302, 1-10. DOI: 10.1016/j.socscimed.2022.114981.

- Hagger, M. S., Cheung, M. W.-L., Ajzen, I., & Hamilton, K. (2022). Perceived behavioral control moderating effects in the theory of planned behavior: A meta-analysis. *Health Psychology, 41*(2), 155–167. DOI: 10.1037/hea0001153.
- La Barbera, F., & Ajzen, I. (2021). Moderating role of perceived behavioral control in the theory of planned behavior: A pre-registered study. *Journal of Theoretical Social Psychology, 5*(1), 35-45.
- Sok, J., Borges, J. R., Schmidt, P., & Ajzen, I. (2021). Farmer behaviour as reasoned action: A critical review of research with the theory of planned behaviour. *Journal of Agricultural Economics, 72*(2), 388-412.
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology, 16*(3), 352-356.
- La Barbera, F., & Ajzen, I. (2020). Understanding support for European integration across generations: A study guided by the theory of planned behavior. *Europe's Journal of Psychology, 16*(3), 437-457.
- La Barbera, F., & Ajzen, I. (2020). Control interactions in the theory of planned behavior: Rethinking the role of subjective norm. *Europe's Journal of Psychology, 16*(3), 401-417.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies, 2*(4), 314-324.
- Ajzen, I., & Kruglanski, A. W. (2019). Reasoned action in the service of goal pursuit. *Psychological Review, 126*(5), 774-786.
- Heiny, J., Ajzen, I., Schmidt, P., & Leonhäuser, I.-U. (2019). Intentions to enhance tourism in private households: Its explanation and mediated effects of entrepreneurial experience. *Journal of Entrepreneurship and Innovation in Emerging Economies, 5*(2), 1-21.
- Heim, E., Ajzen, I., Schmidt, P., & Seddig, D. (2018). Women's decisions to stay in or leave an abusive relationship: Results from a longitudinal study in Bolivia. *Violence Against Women, 24*(3), 1-91.
- Steinmetz, H., Knappstein, M., Ajzen, I., Schmidt, P., & Kabst, R. (2016). How effective are behavior change interventions based on the theory of planned behavior? A three-level meta-analysis. *Zeitschrift für Psychologie, 224*(3), 216-233.
- Ajzen, I. (2015). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions. *Rivista di Economia Agraria, 70*(2), 121-138.
- de Leeuw, A., Valois, P., Ajzen, I., & Schmidt, P. (2015). Using the theory of planned behavior to identify key beliefs underlying pro-environmental behavior in high-school students:

- Implications for educational interventions. *Journal of Environmental Psychology*, 42, 128-138.
- Zemore, S. E., & Ajzen, I. (2014). Predicting substance abuse treatment completion using a new scale based on the theory of planned behavior. *Journal of Substance Abuse Treatment*, 46(2), 174-182.
- Ajzen, I. (2014). The theory of planned behavior is alive and well, and not ready to retire: A commentary on Sniehotta, Priesseu, and Araújo-Soares. *Health Psychology Review*, 9(2), 131-137.
- Ajzen, I., & Klobas, J. (2013). Fertility intentions: An approach based on the theory of planned behavior. *Demographic Research*, 29(8), 203-232.
- Ajzen, I., & Sheikh, S. (2013). Action versus inaction: Anticipated affect in the theory of planned behavior. *Journal of Applied Social Psychology*, 43(1), 155-162.
- Marks, E., Manning, M., & Ajzen, I. (2012). The impact of negative campaign ads. *Journal of Applied Social Psychology*, 42(5), 1280-1292.
- Ajzen, I. (2012). Job satisfaction, effort, and performance: A reasoned action perspective. *Contemporary Economics*, 5(4), 32-43.
- Ajzen, I. (2012). Martin Fishbein's legacy: The reasoned action approach. *Annals of the American Academy of Political and Social Science*, 640(1), 11-27.
- Ajzen, I. (2011). Is the theory of planned behavior an appropriate model for human fertility? Reflections on Morgan and Bachrach's critique. *Vienna Yearbook of Population Research*, 9, 63-74.
- Fraser, R., Ajzen, I., Johnson, K., Hebert, J., & Chan, F. (2011). Understanding employers' hiring intention in relation to qualified workers with disabilities. *Journal of Vocational Rehabilitation*, 35 (1), 1-11.
- Ajzen, I. (2011). The theory of planned behavior: Reactions and reflections. *Psychology & Health*, 26 (9), 1113-1127.
- Reprinted in O'Connor, D., & O'Connor, R. (Eds.) (2018). *Health psychology: Critical concepts in psychology, Volume 3: Motivation and behavior*. London: Routledge.
- Ajzen, I., Joyce, N., Sheikh, S., & Gilbert Cote, N. (2011). Knowledge and the prediction of behavior: The role of information accuracy in the theory of planned behavior. *Basic and Applied Social Psychology*, 33 (2), 101-117.
- Fraser, R. T., Johnson, K., Hebert, J., Ajzen, I., Copeland, J., Brown, P., & Chan, F. (2010). Understanding employers' hiring intention in relation to qualified workers with disabilities: Preliminary findings. *Journal of Occupational Rehabilitation*, 20 (4), 420-426.

- Ajzen, I., Czasch, C., & Flood, M. G. (2009). From intentions to behavior: Implementation intention, commitment, and conscientiousness. *Journal of Applied Social Psychology*, 39(6), 1356-1372.
- Ajzen, I., & Fishbein, M. (2008). Scaling and testing multiplicative combinations in the expectancy-value model of attitudes. *Journal of Applied Social Psychology*, 38(9), 2222-2247.
- Stecker, T., Fortney, J., Hamilton, F., & Ajzen, I. (2007). An assessment of beliefs about mental health care among veterans who served in Iraq. *Psychiatric Services*, 58(10), 1358-1361.
- Fishbein, M., & Ajzen, I. (2005). Theory-based behavior change interventions: Comments on Hobbis and Sutton. *Journal of Health Psychology*, 10(1), 27-31.
- Ajzen, I., Brown, T. C., & Carvajal, F. (2004). Explaining the discrepancy between intentions and actions: The case of hypothetical bias in contingent valuation. *Personality and Social Psychology Bulletin*, 30(9), 1108-1121.
- Ajzen, I., & Fishbein, M. (2004). Questions raised by a reasoned action approach: Comments on Ogden (2003). *Health Psychology*, 23, 432-434.
- Bamberg, S., Ajzen, I., & Schmidt, P. (2003). Choice of travel mode in the theory of planned behavior: The roles of past behavior, habit, and reasoned action. *Basic and Applied Social Psychology*, 25(3), 175-188.
- Brown, T. C., Ajzen, I., & Hrubes, D. (2003). Further tests of entreaties to avoid hypothetical bias in referendum contingent valuation. *Journal of Environmental Economics and Management*, 46, 353-361.
- Davis, L. E., Ajzen, I., Saunders, J., & Williams, T. (2002). The decision of African American students to complete high school: An application of the theory of planned behavior. *Journal of Educational Psychology*, 94(4), 810-819.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665-683.
- Ajzen, I. (2002). Residual effects of past on later behavior: Habituation and reasoned action perspectives. *Personality and Social Psychology Review*, 6, 107-122.
- Daigle, J. J., Hrubes, D., & Ajzen, I. (2002). A comparative study of beliefs, attitudes, and values among hunters, wildlife viewers and other outdoor recreationists. *Human Dimensions of Wildlife*, 7, 1-19.
- Hrubes, D., Ajzen, I., & Daigle, J. J. (2001). Predicting hunting intentions and behavior: An application of the theory of planned behavior. *Leisure Sciences*, 23, 165-178.

- Ajzen, I., Rosenthal, L. H., & Brown, T. C. (2000). Effects of perceived fairness on willingness to pay. *Journal of Applied Social Psychology*, 30(12), 2439-2450.
- Ajzen, I. (1999). Dual-mode processing in the pursuit of insight is no vice. *Psychological Inquiry*, 10, 110-112.
- Ajzen, I. (1998). Models of human social behavior and their application to health psychology. *Psychology and Health*, 13, 735-739.
- Reinecke, J., Schmidt, P., & Ajzen, I. (1997). Kondom oder kein Kondom bei neuen sexuellen Kontakten? Erklärung und Vorhersage mit der Theorie geplanten Verhaltens im Längsschnitt. (Condom or no condom in new sexual contacts? Longitudinal explanation and prediction using the theory of planned behavior.) *Zeitschrift für Sozialpsychologie*, 28, 210-222.
- Reinecke, J., Schmidt, P., & Ajzen, I. (1997). Birth control versus AIDS prevention: A hierarchical model of condom use among young people. *Journal of Applied Social Psychology*, 27, 743-759.
- Reinecke, J., Schmidt, P., & Ajzen, I. (1996). Application of the theory of planned behavior to adolescents' condom use: A panel study. *Journal of Applied Social Psychology*, 26, 749-772.
- Ajzen, I., Brown, T. C., & Rosenthal, L. H. (1996). Information bias in contingent valuation: Effects of personal relevance, quality of information, and motivational orientation. *Journal of Environmental Economics and Management*, 30, 43-57.
- Ajzen, I., Driver, B. L., & Nichols, A. J., III (1995). Identifying salient beliefs about leisure activities: Frequency of elicitation versus response latency. *Journal of Applied Social Psychology*, 25, 1391-1410.
- Petkova, K. G., Ajzen, I., & Driver, B. L. (1995). Salience of anti-abortion beliefs and commitment to an attitudinal position: On the strength, structure, and predictive validity of anti-abortion attitudes. *Journal of Applied Social Psychology*, 25(6), 463-483.
- Doll, J., & Ajzen, I. (1992). Accessibility and stability of predictors in the theory of planned behavior. *Journal of Personality and Social Psychology*, 63, 754-765.
- Ajzen, I., & Driver, B. L. (1992). Contingent value measurement: On the nature and meaning of willingness to pay. *Journal of Consumer Psychology*, 1, 297-316.
- Ajzen, I., & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24, 207-224.
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, 18(1), 3-9.

- Madden, T. J., & Ajzen, I. (1991). Affective cues in persuasion: An assessment of causal mediation. *Marketing Letters*, 2, 359–366.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.  
Reprinted in H. Landström & F. T. Lohrke (Eds.) (2012). *Intellectual roots of entrepreneurship research* (pp. 184-216). Cheltenham, UK: Edward Elgar.
- Ajzen, I., & Driver, B. L. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences*, 13, 185-204.
- Doll, J., Ajzen, I., & Madden, T. J. (1991). Optimale Skalierung und Urteilsbildung in unterschiedlichen Einstellungsbereichen: Eine Reanalyse. *Zeitschrift für Sozialpsychologie*, 22, 102-111.
- Beck, L., & Ajzen, I. (1991). Predicting dishonest actions using the theory of planned behavior. *Journal of Research in Personality*, 25, 285-301.
- Ajzen, I., & Timko, C. (1986). Correspondence between health attitudes and behavior. *Basic and Applied Social Psychology*, 7(4), 259-276.
- Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22, 453-474.  
Reprinted in M. Hewstone, A. S. R. Manstead, & W. Stroebe (Eds.) (1997). *The Blackwell reader in social psychology* (pp. 245-267). Oxford, UK: Blackwell.
- Schifter, D. E., & Ajzen, I. (1985). Intention, perceived control, and weight loss: An application of the theory of planned behavior. *Journal of Personality and Social Psychology*, 49, 843-851.
- Kruglanski, A. W., & Ajzen, I. (1983). Bias and error in human judgment. *European Journal of Social Psychology*, 13, 1-44.
- Hecker, B. L., & Ajzen, I. (1983). Improving the prediction of health behavior: An approach based on the theory of reasoned action. *Academic Psychology Bulletin*, 5, 11-19.
- Vinokur, A., & Ajzen, I. (1982). Relative importance of immediate and prior events: A causal primacy effect. *Journal of Personality and Social Psychology*, 42, 820-829.
- Ajzen, I., Timko, C., & White, J. B. (1982). Self-monitoring and the attitude-behavior relation. *Journal of Personality and Social Psychology*, 42, 426-435.



- Fishbein, M., & Ajzen, I. (1981). On construct validity: A critique of Miniard and Cohen's paper. *Journal of Experimental Social Psychology*, 17, 340-350.
- Ajzen, I., Dalto, C., & Blyth, D. P. (1979). Consistency and bias in the attribution of attitudes. *Journal of Personality and Social Psychology*, 37, 1871-1876.
- Dalto, C. A., Ajzen, I., & Kaplan, K. J. (1979). Self-disclosure and attraction: Effects of intimacy and desirability of beliefs and attitudes. *Journal of Research in Personality*, 13, 127-138.
- Ajzen, I., & Fishbein, M. (1978). Use and misuse of Bayes' theorem in causal attribution: Don't attribute it to Ajzen & Fishbein either. *Psychological Bulletin*, 85, 244-246.
- Ajzen, I. (1977). Intuitive theories of events and the effects of base-rate information on prediction. *Journal of Personality and Social Psychology*, 35, 303-314.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84, 888-918.
- Portions reprinted in T. F. Pettijohn (Ed.) (1998). *Sources: Notable selections in social psychology* (2<sup>nd</sup> ed., pp. 101-106). Guilford, CT: Dushkin/McGraw-Hill.
- Reprinted in G. Haddock & G. R. Maio (Eds.) (2012). *Psychology of attitudes* (Vol 1). Thousand Oaks, CA: Sage Publications.
- Fishbein, M., & Ajzen, I. (1976). Misconceptions revisited: A final comment. *Journal of Experimental Social Psychology*, 12, 591-593.
- Fishbein, M., & Ajzen, I. (1976). Misconceptions about the Fishbein model: Reflections on a study by Songer-Nocks. *Journal of Experimental Social Psychology*, 12, 579-584.
- Ajzen, I., & Holmes, W. H. (1976). Uniqueness of behavioral effects in causal attribution. *Journal of Personality*, 44, 98-108.
- Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, 82, 261-277.
- Fishbein, M., & Ajzen, I. (1974). Attitudes toward objects as predictors of single and multiple behavioral criteria. *Psychological Review*, 81, 59-74.
- Reprinted in H. T. Reis (Ed.) (2014). *Methodological innovations in social psychology* (Vol. 1). Los Angeles, CA: Sage Publications.
- Ajzen, I., & Fishbein, M. (1974). Factors influencing intentions and the intention-behavior relation. *Human Relations*, 27, 1-15.

Ajzen, I. (1974). Effects of information on interpersonal attraction: Similarity versus affective value. *Journal of Personality and Social Psychology*, 29, 374-380.

Reprinted in S. Duck (Ed.) (1977), *Theory and practice in interpersonal attraction*. London: Academic Press.

Fishbein, M., & Ajzen, I. (1973). Attribution of responsibility: A theoretical note. *Journal of Experimental Social Psychology*, 9, 148-153.

Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behaviors. *Journal of Personality and Social Psychology*, 27, 41-59.

Reprinted in (1) R. H. Fazio & R. E. Petty (Eds.) (2007). *Attitudes: Their structure, function, and consequences*. New York: Psychology Press. (2) Translated into German and reprinted under the title, "Einstellungs- und normative Variablen als Prädikatoren für spezifische Verhaltensweisen." In W. Stroebe (Ed.) (1978). *Sozialpsychologie*. Darmstadt, Germany: Wissenschaftliche Buchgesellschaft.

Ajzen, I., & Fishbein, M. (1972). Attitudes and normative beliefs as factors influencing behavioral intentions. *Journal of Personality and Social Psychology*, 21, 1-9.

Ajzen, I. (1971). Attribution of dispositions to an actor: Effects of perceived decision freedom and behavioral utilities. *Journal of Personality and Social Psychology*, 18, 144-156.

Ajzen, I. (1971). Attitudinal vs. normative messages: An investigation of the differential effects of persuasive communications on behavior. *Sociometry*, 34, 263-280.

Reprinted in (1) K. Thomas (Ed.) (1971). *Attitudes and behavior*. Harmondsworth, England: Penguin; (2) C. D. Mortensen & K. K. Sereno (Eds.) (1973). *Advances in communication research*. New York: Harper & Row; (3) Translated into German and reprinted under the title, "Einstellungsbezogene versus normative Botschaften: Eine Untersuchung der unterschiedlichen Effekte persuasiver Mitteilungen auf das Verhalten." In S. E. Hormuth (Ed.) (1979). *Sozialpsychologie der Einstellungsänderung*. Königstein, Germany: Anton Hein.

Devries, D. L., & Ajzen, I. (1971). The relationship of attitudes and normative beliefs to cheating in college. *Journal of Social Psychology*, 83, 199-207.

Ajzen, I., Darroch, R. K., Fishbein, M., & Hornik, J. A. (1970). Looking backward revisited: A reply to Deutscher. *The American Sociologist*, 5(3), 267-273.

Reprinted in I. Deutscher (Ed.) (1973). *What we say/what we do: Sentiments and acts*. Glenview, IL: Scott Foresman.

Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology*, 6, 466-487.

Reprinted in:

- (1) C. D. Mortensen & K. K. Sereno (Eds.) (1973). *Advances in communication research*. New York: Harper & Row.
- (2) A. E. Liska (Ed.) (1975). *The consistency controversy*. New York: Wiley.
- (3) E. T. Higgins & A. W. Kruglanski (Eds.) (2000). *Motivational science: Social-personality perspectives*. Philadelphia, PA: Psychology Press.

Ajzen, I., & Fishbein, M. (1969). The prediction of behavioral intentions in a choice situation. *Journal of Experimental Social Psychology*, 5, 400-416.

Reprinted in K. Thomas (Ed.), *Attitudes and behavior*. Harmondsworth, England: Penguin, 1971.

### Handbook Chapters

Ajzen, I., & Schmidt, P. (2020). Changing behavior using the theory of planned behavior. In M. S. Hagger, L. Cameron, K. Hamilton, N. Hankoren, & T. Lintunen (Eds.), *The handbook of behavior change* (pp. 17-31). Cambridge, UK: Cambridge University Press.

Ajzen, I., Fishbein, M., Lohmann, S., & Albarracín, D. (2019). The influence of attitudes on behavior. In D. Albarracín, & B. T. Johnson (Eds.), *The handbook of attitudes: Volume 1: Basic principles* (2<sup>nd</sup> Ed., pp. 197-255). New York: Routledge.

Ajzen, I. (2012). Attitudes and persuasion. In K. Deaux and M. Snyder (Eds.), *The Oxford handbook of personality and social psychology* (pp. 367-393). New York: Oxford University Press.

Ajzen, I. (2012). The theory of planned behavior. In P. A. M. van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of theories of social psychology* (pp. 438-459). London, UK: Sage Publications.

Ajzen, I. (2008). Consumer attitudes and behavior. In C. P. Haugtvedt, P. M. Herr, & F. R. Cardes (Eds.), *Handbook of consumer psychology* (pp. 525-548). New York: Lawrence Erlbaum Associates.

Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior. In D. Albarracín, B. T. Johnson, & M. P. Zanna (Eds.), *The handbook of attitudes* (pp. 173-221). Mahwah, NJ: Lawrence Erlbaum Associates.

Ajzen, I. (1996). The social psychology of decision making. In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (pp. 297-325). New York: Guilford Press.

### Chapters in Edited Volumes

- Ajzen, I., & Dasgupta, N. (2015). Explicit and implicit beliefs, attitudes, and intentions: The role of conscious and unconscious processes in human behavior. In P. Haggard & B. Eitam (Eds.), *The sense of agency* (pp. 115-144). New York: Oxford University Press.
- Klobas, J. E., & Ajzen, I. (2015). Making the decision to have a child. In D. Philipov, A. C. Liefbroer, & J. E. Klobas (Eds.), *Reproductive decision-making in a macro-micro perspective* (pp. 41-78). Amsterdam: Springer.
- Liefbroer, A. C., Klobas, J., Philipov, D., & Ajzen, I. (2015) Reproductive decision-making in a macro-micro perspective: A conceptual framework. In D. Philipov, A. C. Liefbroer, & J. E. Klobas (Eds.), *Reproductive decision-making in a macro-micro perspective* (pp. 1-16). Amsterdam: Springer.
- Ajzen, I. (2012). Values, attitudes, and behavior. In S. Salzborn, E. Davidov, & J. Reinecke (Eds.), *Methods, theories, and empirical applications in the social sciences: Festschrift for Peter Schmidt* (pp. 33-38). Wiesbaden, Germany: Springer VS Verlag für Sozialwissenschaften.
- Ajzen, I. (2011). Is attitude research incompatible with the compatibility principle? In R. Arkin (Ed.), *Most underappreciated: 50 prominent social psychologists describe their most unloved work* (pp.151-154). New York: Oxford University Press.
- Ajzen, I. (2011). Behavioral interventions: Design and evaluation guided by the theory of planned behavior. In M. M. Mark, S. I. Donaldson, & B. C. Campbell (Eds.), *Social psychology and evaluation* (pp. 74-100). New York: Guilford.
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## Workshops

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Ajzen, I., & Schmidt, P. *The Theory of Planned Behavior Meets Structural Equation Modeling*. University of Trier, Germany 2018.

Ajzen, I. *Working with the Theory of Planned Behavior*. College of Education, Health and Society, Miami University, Oxford, Ohio, 2018.

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Ajzen, I., & Schmidt, P. *Structural Equation Modeling (SEM) with the Theory of Planned Behavior (TPB)*. University of Napoli, Italy, 2015.

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Ajzen, I. *The Theory of Planned Behavior as a Framework for Predicting and Changing Behavior*. Zhejiang University, Hangzhou, China, 2009.

Ajzen, I. *The Theory of Planned Behavior in Fertility Research*. Dondena Centre for Research on Social Dynamics, Università Bocconi, Milan, Italy, 2008 and 2010.

Ajzen, I., & Fishbein, M. *Application of the Theory of Planned Behavior to Health Behavior*. University of Utrecht, The Netherlands, 2003.

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### Keynote Addresses

Adverse Traffic-Related Practices: A Reasoned Action Perspective. *7th International Conference on Traffic and Transport Psychology*. Gothenburg, Sweden, 2022.

Doing the Same Thing Over and Over Again and Expecting Different Results: Replication in the Theory of Planned Behavior. *Identifying the Determinants of (Non-) Replicability: The Theory of Planned Behavior*. Leibniz Institute for Psychology Information (ZPID), Trier, Germany, 2018.

Entrepreneurship and the Theory of Planned Behavior. *Cognitive Perspective in Entrepreneurship Research: Past, Present, and Future*. IPAG Business School, Paris, France, 2018.

Consumer Attitudes and Behavior: The Reasoned Action Approach. *143rd JOINT EAAE/AAEA Seminar on Consumer Behavior in a Changing World: Food, Culture and Society*. Naples, Italy, 2015.

Why Interventions Fail: The Reasoned Action Approach to Changing Human Behavior. *International Conference on Public Human Resource Management and Innovation*. Zhejiang University, Hangzhou, China, 2013.

Fertility Intentions and the Theory of Planned Behavior. *From Intentions to Behavior: Reproductive Decision-Making in a Macro-Micro Perspective*. Vienna Institute of Demography, Vienna, Austria, 2010.

Environmental Protection and the Theory of Planned Behavior. *Theory of Planned Behavior: Recent Developments and Applications to Pro-Environmental Behavior*. Environmental Center, Charles University, Prague, Czech Republic, 2010.

Does Sensible Behavior Depend on Accurate Information? The Role of Knowledge in the Theory of Planned Behavior. *International Conference on Small and Medium-sized Enterprises' (SMEs) Organizational Behavior and Social Responsibility*. Zhejiang University, Hangzhou, China, 2009.

Alcohol, Drugs, and Addictions: A Reasoned Action Approach. *Addiction and Addictive Behaviors: Perspectives, Explanations and Interventions*. Department of Psychology, University of Oslo, Norway, 2007.

Understanding Health-Related Lifestyle Behaviors. *The International Forum for Social Sciences and Health: World Congress*. Istanbul, Turkey, 2005.

Conceptual and Literal Inconsistencies between Attitudes and Behavior. *43rd Congress of the German Psychological Society*. Berlin, Germany, 2002.

The Theory of Planned Behavior: From Intentions to Actions. *Congress of Experimental Psychologists*, Chemnitz, Germany, 2002.

Automatic Processes and Reasoned Action: The Theory of Planned Behavior. *Centenary Annual Conference of the British Psychological Society*, Glasgow, Scotland, 2001.

From Attitudes to Behavior: A Progress Report. *Israeli Psychological Association*, Bar-Ilan University, Israel, 1993.

### **Invited Talks**

Behavior-Change Interventions: Implications Derived from the Theory of Planned Behavior. Department of Psychology, University of Illinois, Urbana-Champaign, Illinois, 2019.

The Theory of Planned Behavior: A Uniform Framework for the Prediction and Explanation of Behavior. Miami University, Oxford, Ohio, 2018.

Attitudes, Job Performance, and Consumer Decisions. CENTRUM Católica Graduate Business School, Lima, Peru 2017.

The Theory of Planned Behavior: Focus on Entrepreneurship. Technological Institute of Monterrey, Monterrey, Mexico, 2016.

Perceptions of Road Safety: A Projective Test. Technion Institute of Technology, Israel, 2015.

The Theory of Planned Behavior: A Uniform Framework to Predict Behavior. Max Planck Institute for Demographic Research. Rostock, Germany, 2015.

Critiques of the Theory of Planned Behavior: Legitimate Concerns or Recurring Misconceptions? Colloquium. Department of Psychology, University of Zurich, Zurich, Switzerland, 2015.

Why Interventions Fail: The Reasoned Action Approach to Changing Human Behavior. Department of Psychology, University of Göttingen, Germany, 2014.

The Theory of Planned Behavior: Issues and Challenges. University of Melbourne, Melbourne, Australia, 2013.

Why Interventions Fail: The Reasoned Action Approach to Changing Human Behavior. Monash University, Sydney, Australia, 2013.

The Theory of Planned Behavior: Ver. 2.1 (Quantum Leap). Colloquium. Department of Psychology, University of Michigan, Ann Arbor, 2012.

Martin Fishbein's Legacy: The Reasoned Action Approach. Annenberg School for Communication, University of Pennsylvania, 2010.

From Intentions to Behavior: Reproductive Decision-Making in a Macro-Micro Perspective. Vienna Institute of Demography, Vienna, Austria, 2010.

Is Accurate Information a Good Thing? The Role of Knowledge in the Theory of Planned Behavior. Dondena Centre for Research on Social Dynamics, Bocconi University, Milan, Italy, and La Sapienza University, Rome, Italy, 2008.

Is Accurate Information Good for You? The Role of Knowledge in the Theory of Planned Behavior. Department of Psychology, University of Giessen, Germany, 2008.

Is Accurate Information Good for Your Health? The Role of Knowledge in the Theory of Planned Behavior. Department of Psychology, University of Bergen, Norway, 2007.

The Theory of Planned Behavior: Selected Issues. Department of Psychology, University of Marburg, Germany, 2006.

Laws of Human Behavior: Symmetry, Compatibility, and Attitude-Behavior Correspondence. Symposium in Honor of Werner W. Wittman. University of Mannheim, Germany, 2004.

Explaining the Discrepancy between Intentions and Actions. University of Utrecht, The Netherlands, 2003.

Explaining the Discrepancy between Intentions and Actions: Hypothetical Bias in Contingent Valuation. Department of Psychology, University of Florida, 2003.

Attitude-Behavior Discrepancies: Then, Now, and in the Future. Symposium on Attitudinal Incongruence. Amsterdam, The Netherlands, 2003.

The Attitude-Behavior Relation and the Theory of Planned Behavior. Bjørn Christiansen Memorial Lecture in Psychology. Bergen, Norway, 2002.

Influencing Health-related Behavior: A Reasoned Action Perspective. Conference on Promoting Public Health. Social Psychology Laboratory, Grenoble-Chambéry, France, 2001.

The Theory of Planned Behavior: Habit, Perceived Control, and Reasoned Action. Department of Psychology, University of Mannheim, Germany, 2000.

Past Behavior, Habit, and Reasoned Action: Choice of Travel Mode in the Theory of Planned Behavior. School of Management, Hebrew University of Jerusalem, Israel, 1999.

The Theory of Planned Behavior: Automatic Responses, Habits, and Reasoned Action. Department of Psychology, University of Pennsylvania, 1998.

Stability of Attitudes and the Attitude-Behavior Relation. Department of Psychology, Ohio State University and Department of Psychology, University of Michigan, 1998.

Modeling Organizational and Consumer Behavior: A Simple Theory and Its Complications. School of Management, Tel-Aviv University and School of Management, Technion Institute of Technology, Israel, 1998.

Accessibility of Beliefs and the Attitude-Behavior Relation: Some Implications for Economic Behavior. School of Management, Hebrew University of Jerusalem, Israel, 1998.

Racial Prejudice and Discrimination: A Social Psychological Analysis. Nihon University, Mishima, Japan, 1997.

Attitude-Behavior Correspondence: The Principle of Compatibility Revisited. Department of Psychology, University of Leiden, The Netherlands, 1997.

Cognition and Affect: On the Prediction of Behavior in Organizations. Groupe Ecole Supérieure de Commerce de Paris, Paris, France, 1996.

Attitudes, Prejudice, and Discrimination. Department of Psychology, University of Salamanca, Salamanca, Spain, 1994.

Persuasive Communication Effects in Contingent Valuation. Department of Psychology, Hebrew University of Jerusalem, Israel, 1993.

Contingent Valuation and the Measurement of Attitudes. Department of Psychology, Tel-Aviv University, Tel-Aviv, Israel, 1993.

Recent Developments in Research on the Attitude–Behavior Relation. Departments of Psychology, University of Utrecht, University of Amsterdam, and University of Limburg, Netherlands, 1993.

The Directive Influence of Attitudes on Behavior. Ringberg Conference on Motivation and Action, Ringberg, Germany, 1993.

Accessibility and Stability of Variables in the Theory of Planned Behavior. Social & Personality Program, New York University, 1992.

The Theory of Planned Behavior: Issues and Applications. Institute for Social Research, University of Michigan, Ann Arbor, Michigan, 1991.

Attitude Theory and the Attitude-Behavior Relation. Bad Homburg, Germany, 1990.

On the Limits of Reasoned Action. Social & Personality Psychology Program, New York University, 1989.

Health Attitudes and Behavior. Department of Psychiatry, Bay State Medical Center, Springfield, Massachusetts, 1989.

A Theory of Planned Behavior: Some Initial Tests. Social Psychology Program, Harvard University, 1988.

Psychological Aspects of Contingent Valuation. Workshop Integrating Psychology and Economics in Valuation of Amenity Resources. Estes Park, Colorado, 1986.

From Dispositions to Behavior. London School of Economics, London, England, 1986.

Dispositional Prediction of Behavior in Personality and Social Psychology. British Psychological Society, Sheffield, England, 1986.

Attitudes, Traits, and the Prediction of Behavior. Israeli Association of Experimental Social Psychologists, Ben Gurion University of the Negev, Israel, 1985.

Attitudes and Behavior. Emerson College, School of Communication, Boston, 1984.

Attitudes, Intentions, and Behavior. Workshop on "Health Behavior in Childhood and Adolescence." Berlin, Germany, 1983.

From Plans to Actions: On the Formation and Stability of Behavioral Intentions. Schwerpunktprogramm "Attitudes and Behavior." Reimlingen, Germany, 1982.

From Plans to Actions: Attitudes, Intentions, and Behavior. Department of Psychology, University of Connecticut, 1982.

Consumer Attitudes and Behavior: A Theory of Reasoned Action. Eleventh Paul D. Converse Marketing Symposium, University of Illinois, 1981.

On Behaving in Accordance with One's Attitudes. Variability and Consistency in Social Behavior: The Ontario Symposium. University of Waterloo, Canada, 1979.

Processes of Persuasion: A Theory of Reasoned Action. Department of Psychology, Hebrew University of Jerusalem, Israel, 1979.

Attitudes and Behavior: A Theory of Reasoned Action. Department of Psychology, Tel-Aviv University, Israel, 1979.

On the Correspondence between Attitudes and Behavior. Social-Developmental-Personality Programs, University of Michigan, 1978.

Attitudes and Behavior: Toward a Resolution of the Consistency Controversy. Department of Psychology, Vanderbilt University, 1976.

Attitude-Behavior Consistency. Social Psychology Program, Brandeis University, 1976.

Attitudes and Behavior: Toward a Resolution of the Consistency Controversy. Social Psychology Program, Boston University, 1975.

Processes of Persuasion: A Cognitive Approach. Department of Psychology, Hebrew University of Jerusalem, Israel, 1973.

Choosing a Behavioral Criterion: Some Comments on Attitude-Behavior Inconsistency. Social Psychology Program, Yale University, 1971.

Attitudinal and Normative Variables as Predictors of Specific Behaviors: A review of Research Generated by a Theoretical Model. University of Illinois Workshop on Consumer Behavior, 1970.