

# 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

- 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.
- 2015 Keynote Address. "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.
- 2013 Distinguished Scientist Award, Society of Experimental Social Psychology.
- 2013 Keynote Address. "Why Interventions Fail: The Reasoned Action Approach to Changing Human Behavior." International Conference on Public Human Resource Management and Innovation. Zhejiang University, Hangzhou, China.
- 2012 Invited Guest Professor: Higher School of Economics, Moscow, Russian Federation.
- 2010 Keynote Address. Symposium: "From Intentions to Behavior: Reproductive Decision-Making in a Macro-Micro Perspective." Vienna Institute of Demography, Vienna, Austria.
- 2010 Keynote Address. Symposium: "Theory of Planned Behavior: Recent developments and applications to pro-environmental behavior." Environmental Center, Charles University, Prague, Czech Republic.
- 2009 Keynote Address. International Conference on Small and Medium-sized Enterprises' (SMEs) Organizational Behavior and Social Responsibility. Zhejiang University, Hangzhou, China.
- 2008 Visiting Fellow, Dondena Centre for Research on Social Dynamics, Bocconi University, Milan, Italy.
- 2006 Invited Guest Professor: University of Giessen, Germany.
- 2005 Keynote Address. International Forum of Social Psychology and Health, Istanbul, Turkey.
- 2005 Identified as a Highly Cited Researcher in ISI Web of Knowledge (<http://isihighlycited.com/>)
- 2005 Listed in *Marquis Who's Who in America*.
- 2004 Listed in *Who's Who in Social Sciences Higher Education*.
- 2002 Keynote Address. Congress of the German Psychological Society, Berlin, Germany.
- 2002 Keynote Address. Congress of Experimental Psychologists, Chemnitz, Germany.
- 2002 Christiansen Memorial Award in Psychology, University of Bergen, Norway.
- 2001 Keynote Address: Centenary Conference of the British Psychological Society, Glasgow, UK.
- 1997 Listed in *Biographical Dictionary of Psychology*. London: Routledge.
- 1995 Fulbright Travel Award to Bulgaria.
- 1993 Keynote Address. Israeli Psychological Association, Bar-Ilan University, Israel.

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  
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* (2nd 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*, 4th 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**

- Heim, E., Ajzen, I., Schmidt, P., & Seddig, D. (in press). Women's decisions to stay in or leave an abusive relationship: Results from a longitudinal study in Bolivia. *Violence Against Women*.
- 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, Pesseau, and Araújo-Soares. *Health Psychology Review*, DOI: 10.1080/17437199.2014.883474.
- 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.
- 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*. 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. (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 for program and policy evaluation* (pp. 74-100). New York: Guilford.

Ajzen, I., & Gilbert Cote, N. (2008). Attitudes and the prediction of behavior. In W. D. Crano & R. Prislin (Eds.), *Attitudes and persuasion* (pp. 289-311). New York: Psychology Press.

Ajzen, I., & Albarracín, D. (2007). Predicting and changing behavior: A reasoned action approach. In I. Ajzen, D. Albarracín, D., & R. Hornik, (Eds.), *Prediction and change of health behavior: Applying the reasoned action approach* (pp. 3-21). Mahwah, NJ: Lawrence Erlbaum Associates.

- Ajzen, I., & Manstead, A. S. R. (2007). Changing health-related behaviors: An approach based on the theory of planned behavior. In M. Hewstone, J. B. F. de Wit, K. van den Bos, H. Schut, & M. Stroebe (Eds.), *The scope of social psychology: Theory and applications* (pp. 43-63). New York: Psychology Press.
- Ajzen, I. (2005). Understanding health-related lifestyle behaviors. In A. Gürsoy (Ed.), *World Congress: Health Challenges of the Third Millennium* (pp. 203-213). Istanbul, Turkey: Yeditepe University.
- Ajzen, I. (2005). Laws of human behavior: Symmetry, compatibility, and attitude-behavior correspondence. In A. Beauducel, B. Biehl, M. Bosniak, W. Conrad, G. Schönberger, & D. Wagener (Eds.), *Multivariate research strategies* (pp. 3-19). Aachen, Germany: Shaker Verlag.
- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52, 27-58.
- Ajzen, I., & Fishbein, M. (2000). Attitudes and the attitude-behavior relation: Reasoned and automatic processes. In W. Stroebe & M. Hewstone (Eds.), *European review of social psychology* (Vol. 11, pp. 1-33). Chichester, England: Wiley.
- Ajzen, I., & Sexton, J. (1999). Depth of processing, belief congruence, and attitude-behavior correspondence. In S. Chaiken & Y. Trope (Eds.), *Dual process theories in social psychology* (pp. 117-138). New York: Guilford.
- Driver, B. L., & Ajzen, I. (1996). Research needed on the hard-to-define nature-based human experiences. In B. L. Driver, D. Dustin, T. Baltic, G. Elsner, & G. Peterson (Eds.), *Nature and the human spirit: Toward an expanded land management ethic* (pp. 431-439). College Park, PA: Venture Publishing.
- Ajzen, I. (1996). The directive influence of attitudes on behavior. In P. M. Gollwitzer & J. A. Bargh (Eds.), *The psychology of action: Linking motivation and cognition to behavior* (pp. 385-403). New York: Guilford Press.
- Stroebe, W., Eagly, A.H., & Ajzen, I. (1995). Individuelle Unterschiede im Verhalten: Das sozialpsychologische Forschungsprogramm. In M. Amelang & K. Pawlik (Eds.), *Enzyklopädie der Psychologie: Grundlagen und Methoden der Differentiellen Psychologie* (Vol. 1, 241-267). Göttingen, Germany: Hogrefe.
- Ajzen, I., & Krebs, D. (1994). Attitude theory and measurement: Implications for survey research. In I. Borg & P. Ph. Mohler (Eds.), *Trends and perspectives in empirical social research* (pp. 250-265). New York: DeGruyter.
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- Explaining the Discrepancy between Intentions and Actions. University of Utrecht, The Netherlands, 2003.
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- 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.

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