Honorary Doctorates for John Hauser and Dan Ariely

On the occasion of the **103rd anniversary** of Erasmus University Rotterdam on **8 November 2016**, two eminent scholars will receive an honorary doctorate awarded by the EUR Doctorate Board:

**John Hauser**, the Kirin Professor of Marketing at M.I.T.'s Sloan School of Management because of his research contributions to the field of marketing and his pivotal role in the consolidation of marketing science as a scientific field; **Dan Ariely**, James B. Duke professor of Psychology and Behavioral Economics at Duke University because of the impact and valorisation of his innovative research on consumer decision making. As such, his work has generated many insights and implications for managerial and consumer decision making.

The Executive Board of Erasmus University Rotterdam and the deans of Erasmus School of Economics and Rotterdam School of Management, Erasmus University (RSM) cordially invite you to attend the University’s 103rd anniversary. The theme is ‘Consumer Behaviour in the Digital Economy’.

Detailed information can be found on the [website](http://www.eur.nl/eur/universitaireplechtigheden/diesnatalis/).