

CURRICULUM VITAE

• **Personal Details**

Name Ofer H. Azar

Address (work) Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, P.O.B. 653, Beer Sheva 84105, Israel

• **Education**

B.A. 1995-1998 Tel Aviv University, Economics and Accounting
Summa Cum Laude and highest GPA ever in the Eitan Berglas School of Economics' records (99 on a 0-100 scale).

M.A. 1999-2000 Northwestern University, Economics.

Ph.D. 1999-2004 Northwestern University, Economics.

Dissertation Advisors:

James D. Dana, Jr., Department of Management and Strategy, Kellogg School of Management, Northwestern University.

Robert H. Porter, Department of Economics, Northwestern University.

William P. Rogerson, Department of Economics, Northwestern University.

Title of the dissertation: "Psychological Motivations and Biases in Economic Behavior and their Effects on Markets and Firm Strategy."

• **Employment History**

2016-current Full Professor, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2012-2016 Associate Professor, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2009-2012 Senior Lecturer (tenured since 2010), Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2004-2009 Lecturer (untenured), Department of Business Administration, Guilford Glazer School of Business and Management, Ben-Gurion University of the Negev.

• **Scientific Publications**

Summary statistics

ISI

h-index: 14 Total cites: 536

Google Scholar

h-index: 24 Total cites: 1858 (1105 since 2012) i10-index: 42

With authorship discounting (counting only 1/N of the citations to a paper with N authors including me)

Discounted Google Scholar cites: 1400+

Discounted ISI cites: 390+

(a) Publications in scientific refereed journals

1. **Azar, Ofer H.** (2003), "The Implications of Tipping for Economics and Management," *International Journal of Social Economics*, 30(10), 1084-1094.
2. **Azar, Ofer H.** (2003), "Can Price Discrimination Be Bad for Firms and Good for All Consumers? A Theoretical Analysis of Cross-Market Price Constraints with Entry and Product Differentiation," *The B.E. Journal of Economic Analysis & Policy*, 3(1), Article 12.
3. **Azar, Ofer H.** (2004), "Rejections and the Importance of First Response Times," *International Journal of Social Economics*, 31(3), 259-274.
4. **Azar, Ofer H.** (2004), "What Sustains Social Norms and How They Evolve? The Case of Tipping," *Journal of Economic Behavior and Organization*, 54(1), 49-64.

Reprinted in Maital, Shlomo (Ed.), *Recent Developments in Behavioral Economics*, Cheltenham, UK: Edward Elgar, pp. 395-412.
5. **Azar, Ofer H.** (2004), "Optimal Monitoring with External Incentives: The Case of Tipping," *Southern Economic Journal*, 71(1), 170-181.
6. **Azar, Ofer H.** (2004), "The History of Tipping – from Sixteenth-Century England to United States in the 1910s," *The Journal of Socio-Economics*, 33(6), 745-764.

7. **Azar, Ofer H.** (2005), "The Social Norm of Tipping: Does it Improve Social Welfare?" *Journal of Economics*, 85(2), 141-173.
8. **Azar, Ofer H.** (2005), "Who Do We Tip and Why? An Empirical Investigation," *Applied Economics*, 37(16), 1871-1879.
9. **Azar, Ofer H.** (2005), "The Review Process in Economics: Is It Too Fast?" *Southern Economic Journal*, 72(2), 482-491.
10. **Azar, Ofer H.** (2006), "The Academic Review Process: How Can We Make it More Efficient?" *American Economist*, 50(1), 37-50.
11. **Azar, Ofer H.** (2007), "Relative Thinking Theory," *The Journal of Socio-Economics*, 36(1), 1-14.
12. **Azar, Ofer H.** (2007), "Why Pay Extra? Tipping and the Importance of Social Norms and Feelings in Economic Theory," *The Journal of Socio-Economics*, 36(2), 250-265.
13. **Azar, Ofer H.** (2007), "The Social Norm of Tipping: A Review," *Journal of Applied Social Psychology*, 37(2), 380-402.
14. **Azar, Ofer H.** (2007), "The Slowdown in First-Response Times of Economics Journals: Can it Be Beneficial?" *Economic Inquiry*, 45(1), 179-187.
15. **Azar, Ofer H.** (2007), "Behavioral Economics and Socio-Economics Journals: A Citation-Based Ranking," *The Journal of Socio-Economics*, 36(3), 451-462.
16. **Azar, Ofer H.** (2007), "Do People Tip Strategically, to Improve Future Service? Theory and Evidence," *Canadian Journal of Economics*, 40(2), 515-527.
17. Bar-Eli, Michael, **Ofer H. Azar**, Ilana Ritov, Yael Keidar-Levin^S, and Galit Schein (2007), "Action Bias among Elite Soccer Goalkeepers: The Case of Penalty Kicks," *Journal of Economic Psychology*, 28(5), 606-621.
18. **Azar, Ofer H.** (2008), "Evolution of Social Norms with Heterogeneous Preferences: A General Model and an Application to the Academic Review Process," *Journal of Economic Behavior and Organization*, 65(3-4), 420-435.
19. **Azar, Ofer H.** (2008), "The Effect of External Incentives on Profits and Firm-Provided Incentives Strategy," *The Journal of Socio-Economics*, 37(1), 149-156.
20. **Azar, Ofer H.** (2008), "The Effect of Relative Thinking on Firm Strategy and Market Outcomes: A Location Differentiation Model with Endogenous Transportation Costs," *Journal of Economic Psychology*, 29(5), 684-697.
21. **Azar, Ofer H.** and Yossi Tobol (2008), "Tipping as a Strategic Investment in Service Quality: An Optimal-Control Analysis of Repeated Interactions in the Service Industry," *Southern Economic Journal*, 75(1), 246-260.

22. **Azar, Ofer H.** (2008), "The Impact of Economics on Management," *Journal of Economic Behavior and Organization*, 68(3-4), 667-675.
23. **Azar, Ofer H.** and David M. Brock (2008), "A Citation-Based Ranking of Strategic Management Journals," *Journal of Economics and Management Strategy*, 17(3), 781-802.
24. **Azar, Ofer H.** (2008), "Strategic Behavior and Social Norms in Tipped Service Industries," *The B.E. Journal of Economic Analysis & Policy*, 8(1), Article 7.
25. Leiser, David, **Ofer H. Azar** and Liat Hadar (2008), "Psychological Construal of Economic Behavior," *Journal of Economic Psychology*, 29(5), 762-776.
26. **Azar, Ofer H.** (2008), "The Impact of Tipping on Firm Strategy and Market Outcomes," *Journal of Strategic Management Education*, 4, 3-18.
27. Bar-Eli, Michael and **Ofer H. Azar** (2009), "Penalty Kicks in Soccer: An Empirical Analysis of Shooting Strategies and Goalkeepers' Preferences," *Soccer and Society*, 10(2), 183-191.
28. **Azar, Ofer H.** (2009), "Incentives and Service Quality in the Restaurant Industry: The Tipping – Service Puzzle," *Applied Economics*, 41(15), 1917-1927.
29. **Azar, Ofer H.** (2009), "The Influence of Economics Articles on Business Research: Analysis of Journals and Time Trends," *Journal of Industrial Economics*, 57(4), 851-869.
30. **Azar, Ofer H.** (2010), "Citing Reprinted Material," *American Economist*, 55(1), 46-48.
31. **Azar, Ofer H.** (2010), "Do People Tip Because of Psychological or Strategic Motivations? An Empirical Analysis of Restaurant Tipping," *Applied Economics*, 42(23), 3039-3044.
32. **Azar, Ofer H.** (2010), "Tipping Motivations and Behavior in the US and Israel," *Journal of Applied Social Psychology*, 40(2), 421-457.
33. **Azar, Ofer H.** (2010), "Can More Consumers Lead to Lower Profits? A Model of Multi-Product Competition," *Journal of Economic Behavior and Organization*, 76(2), 184-195.
34. **Azar, Ofer H.** (2011), "Does Relative Thinking Exist in Real-World Situations? A Field Experiment with Bagels and Cream Cheese," *Economic Inquiry*, 49(2), 564-572.
35. **Azar, Ofer H.** (2011), "Do Consumers Make Too Much Effort to Save on Cheap Items and Too Little to Save on Expensive Items? Experimental Results and Implications for Business Strategy," *American Behavioral Scientist*, 55(8), 1077-1098.

36. **Azar, Ofer H.** and Michael Bar-Eli (2011), "Do Soccer Players Play the Mixed-Strategy Nash Equilibrium?" *Applied Economics*, 43(25), 3591-3601.
37. **Azar, Ofer H.** (2011), "Do People Think about Absolute or Relative Price Differences when Choosing between Substitute Goods?" *Journal of Economic Psychology*, 32(3), 450-457.
38. **Azar, Ofer H.** (2011), "Relative Thinking in Consumer Choice between Differentiated Goods and Services and its Implications for Business Strategy," *Judgment and Decision Making*, 6(2), 176-185.
39. **Azar, Ofer H.** (2011), "Business Strategy and the Social Norm of Tipping," *Journal of Economic Psychology*, 32(3), 515-525.
40. Fetchenhauer, Detlef, **Ofer H. Azar**, Gerrit Antonides, Dave Dunning, Robert H. Frank, Stephen Lea, and Folke Ölander (2012), "Monozygotic Twins or Unrelated Stepchildren? On the Relationship between Economic Psychology and Behavioral Economics," *Journal of Economic Psychology*, 33(3), 695-699.
41. **Azar, Ofer H.** (2012), "What Affects Customer Success When Bargaining for a New Car? Some Empirical Evidence," *The Journal of Socio-Economics*, 41(1), 26-30.
42. Brock, David M. and **Ofer H. Azar** (2012), "The Development of Strategy Research: Evolution of Topics and Article Characteristics," *Contemporary Management Research*, 8(1), 61-84.
43. **Azar, Ofer H.** (2012), "The Effect of the Minimum Wage for Tipped Workers on Firm Strategy, Employees and Social Welfare," *Labour Economics*, 19(5), 748-755.
- Won a prize for the best paper published in *Labour Economics* in 2012.**
44. **Azar, Ofer H.** (2013), "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," *Applied Economics*, 45(7), 901-910.
45. **Azar, Ofer H.**, Shira Yosef and Michael Bar-Eli (2013), "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," *Journal of Economic Behavior and Organization*, 93, 219-226.
46. **Azar, Ofer H.** (2013), "Competitive Strategy when Consumers Are Affected by Reference Prices" *Journal of Economic Psychology*, 39, 327-340.
47. **Azar, Ofer H.** (2014), "The Default Heuristic in Strategic Decision Making: When is it Optimal to Choose the Default without Investing in Information Search?" *Journal of Business Research*, 67, 1744-1748.
48. Morgulev, Elia, **Ofer H. Azar**, Ronnie Lidor, Eran Sabag, and Michael Bar-Eli (2014), "Deception and Decision Making in Professional Basketball: Is it Beneficial to Flop?" *Journal of Economic Behavior and Organization*, 102, 108-118.

49. Amzaleg, Yaron, **Ofer H. Azar**, Uri Ben-Zion and Ahron Rosenfeld (2014), "CEO Control, Corporate Performance and Pay-Performance Sensitivity" *Journal of Economic Behavior and Organization*, 106, 166-174.
50. **Azar, Ofer H.** (2014), "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices," *International Journal of Industrial Organization*, 37, 130-140.
51. van Damme, Eric, Kenneth G. Binmore, Alvin E. Roth, Larry Samuelson, Eyal Winter, Gary E. Bolton, Axel Ockenfels, Martin Dufwenberg, Georg Kirchsteiger, Uri Gneezy, Martin G. Kocher, Matthias Sutter, Alan G. Sanfey, Hartmut Kliemt, Reinhard Selten, Rosemarie Nagel, and **Ofer H. Azar** (2014), "How Werner Guth's Ultimatum Game Shaped our Understanding of Social Behavior," *Journal of Economic Behavior and Organization*, 108, 292-318.
52. **Azar, Ofer H.** (2015), "A Model of the Academic Review Process with Informed Authors," *The B.E. Journal of Economic Analysis & Policy*, 15(2), 865-889.
53. **Azar, Ofer H.**, Yaron Lahav and Alisa Voslinsky (2015), "Beliefs and social behavior in a multi-period ultimatum game," *Frontiers in Behavioral Neuroscience*, vol. 9 article 29, 1-11.
54. **Azar, Ofer H.** (2015), "A Linear City Model with Asymmetric Consumer Distribution," *PLOS ONE*, 10(6): e0129068.
55. **Azar, Ofer H.**, Shira Yosef and Michael Bar-Eli (2015), "Restaurant Tipping in a Field Experiment: How Do Customers Tip when They Receive too Much Change?" *Journal of Economic Psychology*, 50, 13-21.
56. Itzkin, Adi, Dina Van Dijk and **Ofer H. Azar** (2016), "At Least I Tried: The Relationship between Regulatory Focus and Regret Following Action vs. Inaction," *Frontiers in Psychology*, vol. 7 article 1684, 1-16.
57. Morgulev, Elia, **Ofer H. Azar** and Ronnie Lidor (2018), "Sports Analytics and the Big-Data Era," *International Journal of Data Science and Analytics*.
58. **Azar, Ofer H.** (2018), "Social Norms Evolve with Asymmetric Sanctions," *Nature Human Behavior*.

(b) Chapters in collective volumes

1. **Azar, Ofer H.** (2007), "What Sustains Social Norms and How They Evolve? The Case of Tipping," in Maital, Shlomo (Ed.), *Recent Developments in Behavioral Economics*, Cheltenham, UK: Edward Elgar, pp. 395-412. [Reprinted from the *Journal of Economic Behavior and Organization*, 54(1), 49-64].

2. **Azar, Ofer H.** (2008), "Tipping, Firm Strategy, and Industrial Organization," in Boskins, Arnold P. (Ed.), *Consumer Economics: New Research*, Hauppauge, NY: Nova Science Publishers, pp. 101-116.
3. **Azar, Ofer H.** (2008), "Behavioral Industrial Organization and Consumer Economics," in Boskins, Arnold P. (Ed.), *Consumer Economics: New Research*, Hauppauge, NY: Nova Science Publishers, pp. 3-4.
4. **Azar, Ofer H.** and Michael Bar-Eli (2008), "Biased Decisions of Professional Soccer Players: Do Goalkeepers Dive Too Much During Penalty Kicks?" In Andersson, Patric, Peter Ayton, and Carsten Schmidt (Editors), *Myths and Facts About Football: The Economics and Psychology of the World's Greatest Sport*, Newcastle upon Tyne, UK: Cambridge Scholars Publishing, pp. 93-111.
5. Bar-Eli, Michael, **Ofer H. Azar** and Yotam Lurie (2009), "(Ir)rationality in Action: Do Soccer Players and Goalkeepers Fail to Learn How to Best Perform during a Penalty Kick?" In Raab, Markus, Joseph G. Johnson, and Hauke R. Heekeren (Editors), *Progress in Brain Research, Vol. 174, Mind and Motion: The Bidirectional Link between Thought and Action*, The Netherlands: Elsevier, pp. 97-108.
6. **Azar, Ofer H.** and David M. Brock (2010), "The Development of Strategy Process Research and the Most Influential Articles and Authors," in Kellermanns, Franz W. and Pietro Mazzola (Editors), *Handbook of Research on Strategy Process*, Edward Elgar Publishing, pp. 3-21.
7. **Azar, Ofer H.** (2011), "Industrial Economics," in Tavidze, Albert (Editor), *Progress in Economics Research - Volume 23*, Hauppauge, NY: Nova Science Publishers, pp. 215-226.
8. Jikharev, Vladimir and **Ofer H. Azar** (2012), "Business Strategies in Family Firms and Large Organizations," in Nelson, William D. (Editor), *Advances in Business Management - Volume 5*, Hauppauge, NY: Nova Science Publishers, pp. 375-382.
9. **Azar, Ofer H.** (2014), "The Social Norm of Tipping: Implications for Business Strategy," in Neverov, A. N. (Editor), *Economic Psychology: Past, Present, Future. Issue 2*. Materials of the second research-to-practice conference 15-17 of May 2014. Saratov.: CPER SSC RAS. pp. 267-273 ISBN 978-5-906522-98-6.
10. **Azar, Ofer H.** and Amit A. Mazooz (in press), "Relative Thinking and Industrial Organization: A Survey," in Tremblay, Victor J., Roland Eisenhuth, Elizabeth Schroeder, and Carol Horton Tremblay, *The Handbook of Behavioral Industrial Organization*, Edward Elgar.

(c) Unrefereed professional articles and publications

Unrefereed items published in scientific journals

1. Leiser, David and **Ofer H. Azar** (2008), "Behavioral Economics and Decision Making: Applying Insights from Psychology to Understand How People Make Economic Decisions," *Journal of Economic Psychology*, 29(5), 613-618.
2. **Azar, Ofer H.** and Detlef Fetchenhauer (2012), "On the Relationship of Economic Psychology and Behavioral Economics," *Journal of Economic Psychology*, 33(3), 662-664.
3. **Azar, Ofer H.** (2013), "The Journal of Socio-Economics: A letter from the incoming Editor," *The Journal of Socio-Economics*, 42, 140-141.
4. **Azar, Ofer H.** (2013), "The Impact Factor and Ranking of the *Journal of Socio-Economics*," *The Journal of Socio-Economics*, 42, 142-143.
5. **Azar, Ofer H.** (2014), "The *Journal of Socio-Economics* changes its title to the *Journal of Behavioral and Experimental Economics*," *The Journal of Socio-Economics*, 48, v.
6. **Azar, Ofer H.** (2015), "Journal of Behavioral and Experimental Economics (formerly the *Journal of Socio-Economics*) in Journal Citation Reports 2014," *Journal of Behavioral and Experimental Economics*, 57, A1.
7. **Azar, Ofer H.** (2016), "The combined impact factor of the *Journal of Behavioral and Experimental Economics* and the *Journal of Socio-Economics* increased to 0.541," *Journal of Behavioral and Experimental Economics*, 63, A1-A2.
8. **Azar, Ofer H.** (2017), "Editor's report for the *Journal of Behavioral and Experimental Economics*: Impact and submissions analysis and trends," *Journal of Behavioral and Experimental Economics*, 69, A1-A3.

Book reviews

1. **Azar, Ofer H.** (2005), "Economics Lab: An Intensive Course in Experimental Economics, by Daniel Friedman and Alessandra Cassar, London and New York, Routledge, 2004," *Journal of Economic Psychology*, 26(5), 785-787.
2. **Azar, Ofer H.** (2006), "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything, by Steven D. Levitt and Stephen J. Dubner, New York, William Morrow, 2005," *Economic Journal*, 116(512), F335-336.
3. **Azar, Ofer H.** (2006), "Understanding Consumer Choice, by Gordon R. Foxall, New York, Palgrave Macmillan, 2005," *Journal of Economic Psychology*, 27(4), 600-602.

4. **Azar, Ofer H.** (2006), "*Human Instinct: How Our Primeval Impulses Shape Our Modern Lives*, by Robert Winston, Bantam Press, 2003," *Journal of Economic Psychology*, 27(6), 813-815.
5. **Azar, Ofer H.** (2008), "*Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, by W. Chan Kim and Renée Mauborgne, Harvard Business School Press, 2005," *Long Range Planning*, 41(2), 226-228.
6. **Azar, Ofer H.** (2008), "*Strategy Bites Back: It Is a Lot More, and Less, Than You Ever Imagined...*, by Henry Mintzberg, Bruce Ahlstrand, and Joseph Lampel, Financial Times Prentice Hall, 2005," *Organization Studies*, 29(2), 291-296.

Encyclopedia entries

1. **Azar, Ofer H.** (2015), "Tipping," in Altman, Morris, *Real-World Decision Making: An Encyclopedia of Behavioral Economics*, Greenwood, pp. 435-437.
2. **Azar, Ofer H.** (2015), "Relative thinking," in Altman, Morris, *Real-World Decision Making: An Encyclopedia of Behavioral Economics*, Greenwood, pp. 364-365.
3. **Azar, Ofer H.** (2015), "ICABEEP - The International Confederation for the Advancement of Behavioral Economics and Economic Psychology," in Altman, Morris, *Real-World Decision Making: An Encyclopedia of Behavioral Economics*, Greenwood, pp. 211-212.

Other publications

1. Instructor's Resource CD-ROM (including Teaching Notes, PowerPoint, and Suggested Cases) for Daniel F. Spulber, *Management Strategy* (with Daniel F. Spulber and Francisco Ruiz-Aliseda), McGraw Hill Irwin, New York, 2004.
2. Questions for Review CD-ROM for Daniel F. Spulber, *Management Strategy* (with Daniel F. Spulber and Francisco Ruiz-Aliseda), McGraw Hill Irwin, New York, 2004.

• **Professional Activities**

(a) Main positions in academic administration

- | | |
|--------------|---|
| 2016-current | Chairperson of the Research Students Committee of the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. |
| 2015-current | Vice-chairman of the Department of Business Administration, Ben-Gurion University of the Negev. |

2013-current	Member of the Supreme Academic Council, The Academic College at Wingate.
2013-current	Member of the Supreme Appointment Committee, The Academic College at Wingate.
2012-2017	Chairperson of the Teaching Committee of the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.
2010-current	Head of the Multidisciplinary Specialty, Department of Business Administration, Ben-Gurion University of the Negev.
2009-2012	Member of the Senate (one of three representatives from the Guilford Glazer Faculty of Business and Management), Ben-Gurion University of the Negev.
2009-2012	Chairperson of the Teaching Committee of the Department of Business Administration, Ben-Gurion University of the Negev.
2005-2007	Seminar organizer and Webmaster, The Decision Making and Economic Psychology (DMEP) Center at Ben-Gurion University of the Negev.

(b) Main professional functions outside universities / institutions

In conferences

2017	Member of the Scientific Committee, IAREP 2017 conference, Rishon LeZion, Israel, September 3-6, 2017.
2017	Member of the Scientific Committee, SABE 2017 conference, Newcastle, Australia, July 6-8, 2017.
2016	Member of the Scientific Committee, IAREP-SABE 2016 conference, Wageningen, The Netherlands, July 8-10, 2016.
2015	Member of the Scientific Committee, IAREP-SABE 2015 conference, Sibiu, Romania, September 3-6, 2015.
2014	Deputy Chairman of the Program Committee, II International Research-to-Practice Conference "Economic psychology: Past, Present, Future", Saratov, Russia, May 15-17, 2014.
2013	Member of the Scientific Committee, SABE-IAREP-ICABEEP 2013 conference, Atlanta, GA, USA, July 25-29, 2013.
2012	Member of the Scientific Committee, IAREP 2012 conference, Wroclaw, Poland, September 5-8, 2012.

- 2012 Member of the Scientific Committee, SABE 2012 conference, Granada, Spain, July 12-15, 2012.
- 2010 Member of the Scientific Committee, the joint IAREP/SABE/ICABEEP 2010 conference, Cologne, September 5-8, 2010.
- 2009 Member of the Organizing Committee, the 2009 Asia Pacific Meeting of the Economic Science Association, Haifa, March 25-29, 2009.
- 2008 Member of the Scientific Committee for the joint SABE – IAREP 2008 conference, Rome, September 3-6, 2008.
- 2006 Co-organizer of the Affect, Motivation and Decision Making International Conference, Ein Boqueq, The Dead Sea, Israel, December 12-15, 2006.

In academic organizations

- 2012-2014 President, Society for the Advancement of Behavioral Economics (SABE).
- 2010-2012 President-Elect, Society for the Advancement of Behavioral Economics (SABE).
- 2010-current Country Representative for Israel, the International Association for Research in Economic Psychology (IAREP).
- 2009-2015 Chairperson of the Executive Committee and Webmaster of ICABEEP (The International Confederation for the Advancement of Behavioral Economics and Economic Psychology) (also known as the IAREP-SABE Coordination Committee).
- 2009-current Country Representative for Israel, the Society for the Advancement of Behavioral Economics (SABE).
- 2008-2012 Newsletter Editor, the International Association for Research in Economic Psychology (IAREP).
- 2008-2010 Honorary Secretary, Webmaster, and Member of the Executive Committee, the International Association for Research in Economic Psychology (IAREP).
- 2008-2009 Chairperson of the Committee for Increased Cooperation between IAREP and SABE.
- 2006-current Member of the Board of the Society for the Advancement of Behavioral Economics (SABE).

(c) Editor or member of editorial board of scientific or professional journal

- 2012-current Editor of the *Journal of Behavioral and Experimental Economics* (until 2014 titled *The Journal of Socio-Economics*).
During my term as Editor the journal was accepted for inclusion in ISI.
- 2011-2016 Associate Editor of the *Journal of Economic Behavior and Organization*.
- 2010-2011 Guest Editor of a special section of the *Journal of Economic Psychology*.
- 2010-current *Behavioral and Brain Sciences* Associate.
- 2008-current Associate Editor of the *Journal of Economic Psychology*.
- 2008-2012 Editorial Board Member of *The Journal of Socio-Economics*.
- 2007-current Advisory Board Member of *SSRN Journals in Behavioral & Experimental Economics*.
- 2006-2008 Guest Editor of a special issue of the *Journal of Economic Psychology*.

(d) Ad-hoc reviewer for journals

Academy of Management Perspectives
American Economic Journal: Applied Economics
American Economic Review
American Economist
Applied Psychology: An International Review
B.E. Journals in Economic Analysis & Policy
Econometrica
Economic Inquiry
European Journal of Operational Research
International Game Theory Review
International Journal of Hospitality Management
International Studies Quarterly
Japanese Economic Review
Journal of Applied Social Psychology
Journal of Business Ethics
Journal of Consumer Affairs

Journal of Economic Behavior and Organization
Journal of Economic Psychology
Journal of Economic Surveys
Journal of Economics and Management Strategy
Journal of the European Economic Association
Journal of Industrial Economics
Journal of Institutional and Theoretical Economics
Journal of Labor Economics
Journal of Marketing Research
Journal of Public Economics
Journal of Sports Economics
Journal of the Academy of Marketing Science
Journal of Transport, Economics and Policy
Management Science
Metroeconomica
Nature Human Behaviour
PLOS ONE
PNAS (Proceedings of the National Academy of Sciences)
Psychological Science
RAND Journal of Economics
Review of Industrial Organization
Scandinavian Journal of Economics
Scientometrics
Southern Economic Journal
Strategic Management Journal
The Journal of Socio-Economics
The Manchester School
Tourism Management
World Politics

(e) Refereeing for grants

European Commission FP7 program.

Israel Science Foundation (ISF) Business Administration committee member.
Research Center of Agricultural Economics and Management, Faculty of Agriculture Food and Environment, The Hebrew University of Jerusalem, Israel.
The German-Israeli Foundation for Scientific Research and Development (GIF).
The U.S.-Israel Binational Science Foundation (BSF).

(f) Refereeing for book publishers

Cambridge Scholars Press.
MIT Press.
Wiley.

• **Educational Activities**

(a) Courses taught

At Ben-Gurion University of the Negev, Israel

Strategy and Business Administration Policy (MBA, Executive MBA)

Industrial Organization and Competitive Strategy (MBA)

Strategic Thinking (MBA, Executive MBA, Honors MBA)

Managerial Economics (MBA)

Business Policy and Industrial Organization (BA)

Principles of Strategy (BA)

Principles of Strategy and Entrepreneurship (BA)

At The Hebrew University of Jerusalem, Israel

Advanced Strategy and Marketing Management (MBA)

(b) Research students (with year of completion)

Advisor – M.B.A. / M.A. / M.Sc. / Thesis completion students

2012 Shira Yosef (M.A., BGU) [Joint with Michael Bar-Eli]

2012 Elia Morgulev (M.A., The Zinman College of Physical Education and Sport Sciences in the Wingate Institute) [Joint with Michael Bar-Eli and Ronnie Lidor]

2012	Eran Sabag (M.A., The Zinman College of Physical Education and Sport Sciences in the Wingate Institute) [Joint with Michael Bar-Eli and Ronnie Lidor]
2015	Alisa Voslinsky (M.B.A., BGU) [Joint with Yaron Lahav]
2016	Adi Itzkin (M.B.A., BGU) [Joint with Dina Van Dijk]
2016	Tanya Phrog (M.B.A., BGU)
2016	Liora Daum (M.A., BGU)
2016	Amit Mazooz (M.B.A., BGU)

Advisor – Ph.D. students

2016	Elia Morgulev (Ph.D., BGU) [Won a faculty prize for excellent Ph.D. students] [Joint with Michael Bar-Eli]
2018 (expected)	Alisa Voslinsky (Ph.D., BGU) [Won a four-year Negev Fellowship] [Joint with Yaron Lahav]
2018 (expected)	Merav Malcman (Ph.D., BGU) [Joint with Mosi Rosenboim and Tal Shavit]
2020 (expected)	Rotem Rozen (Ph.D., BGU)

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation awards

1995/6	The Education and Culture Committee of the Knesset Award.
1995/6	Tel Aviv University Rector's List.
1995/6	Faculty of Management Dean's List, Tel Aviv University.
1995/6	Faculty of Social Sciences Dean's List, Tel Aviv University.
1996/7	The Education and Culture Committee of the Knesset Award.
1996/7	Tel Aviv University Rector's List.
1996/7	Faculty of Management Dean's List, Tel Aviv University.

1996/7	Faculty of Social Sciences Dean's List, Tel Aviv University.
1997/8	Faculty of Management Dean's List, Tel Aviv University.
1996-1999	Studies in the Special Program for Outstanding Students, Tel Aviv University.
2004	Selected as one of the best three papers presented in the SABE/IAREP 2004 conference.
2004	Second place in the 2004 Elsevier/IAREP/SABE Best Student Paper Competition.
2009	The Research Excellence Toronto Prize for Young Researchers, Ben-Gurion University of the Negev.
2013	A prize for the best paper published in <i>Labour Economics</i> in 2012.

(b) Fellowships

1996-1999	Tel Aviv University: BA Honors program fellowship with full tuition waiver.
1999-2004	Northwestern University: Various fellowships (University Fellow in the Graduate School, Teaching Assistant fellowship, Summer Fellowship, Center for the Study of Industrial Organization fellowship).

- **Invited plenary lectures at conferences/meetings and special honorary lectures**

[All presentations were made solely by Ofer Azar; the names mentioned designate all the authors of the presented paper]

1. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" IMEBE 2010, Bilbao, Spain (April 8, 2010).
2. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" SABE 2012, Granada, Spain (July 13, 2012).
3. Azar, Ofer H., "Relative Thinking," II International Research-to-Practice Conference "Economic psychology: Past, Present, Future" Saratov, the Russian Federation (May 15, 2014).

4. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," II International Research-to-Practice Conference "Economic psychology: Past, Present, Future" Saratov, the Russian Federation (May 15, 2014).
5. Azar, Ofer H., "Relative Thinking," Keynote Speech at the 2014 International Conference on Data Science and Advanced Analytics (DSAA 2014) and 2014 International Conference on Behavioral, Economic and Socio-cultural Computing (BESC 2014), Shanghai, China (November 1, 2014).
6. Azar, Ofer H., "Relative Thinking," Herbert Simon Lecture, National Chengchi University (February 12, 2015).
7. Azar, Ofer H., "Dishonesty in Restaurants and in Professional Basketball" [based on two papers, one with Elia Morgulev, Ronnie Lidor, Eran Sabag, and Michael Bar-Eli, and the other with Shira Yosef and Michael Bar-Eli], Herbert Simon Lecture, National Chengchi University (February 13, 2015).
8. Azar, Ofer H., "Applications of Game Theory in Sport," Keynote Speech at The 7th Annual International Conference on Sport Management, The Zinman College of Physical Education and Sport Sciences at the Wingate Institute, Israel (May 28, 2015).

- **Research Grants**

- | | |
|-----------|--|
| 2003-2004 | Northwestern University Graduate Research Grant
Azar, Ofer H. (Principal Investigator)
"Do People Think about Dollars or Percentages? Experiments, Theory, and Evidence about Percentage Thinking" |
| 2003-2005 | Russell Sage Foundation
Azar, Ofer H. (Principal Investigator)
"Do People Think about Dollars or Percentages?" |
| 2004-2005 | Emerald Research Fund Awards Foundation
Azar, Ofer H. (Principal Investigator)
"Acknowledging Editors' Important Contribution to Academia: Ranking Editorial Output of Individuals and Institutions" |
| 2005 | Ministry of Immigrant Absorption
Azar, Ofer H. (Principal Investigator)
"Deviations from Rational Decision Making and Their Effects on Markets and Optimal Firm Strategy" |

- 2006-2009 Russell Sage Foundation
Azar, Ofer H. (Principal Investigator)
"Relative Thinking: Does it Exist with Real Choices?"
- 2008-2009 Sol Leshin Program for Collaboration between UCLA-BGU in Plant Sciences and Social Sciences and Humanities 2008
Ofer H. Azar and David Leiser (both Principal Investigators)
"Behavioral economics and decision making"
- 2011-2015 Marketing Science Institute
Ofer H. Azar (Principal Investigator)
"Do People Overcome Decision Making Biases in a Within-Subjects Experimental Design with Real Incentives? An Experiment on Relative Thinking between Substitute Goods"

- **Additional Information**

Selected media coverage

Mullainathan, Sendhil, "The Rich Can Learn From the Poor About How to Be Frugal," *The New York Times*, February 12, 2016.

"Cheating, but only a little," *Calcalist*, January 27, 2016 (in Hebrew).

Elsevier News, "Labour Economics article from 2012 predicts tipping replacement by restaurants," 2015.

Geoghegan, Tom, "To tip or not to tip... or should it be banned?" *BBC News Magazine*, June 13, 2013.

Malki, Eli, "In Economics as in Soccer: Sometimes the Best Decision is to Do Nothing," *The Marker*, July 12, 2009 (in Hebrew).

Varghese, Sangeeth, "When Leadership Means Doing Nothing," *Forbes*, May 11, 2009.

Haruti-Sover, Tali, "Sometimes there is no Need to Act," *The Marker*, December 22, 2008 (in Hebrew).

Siegel-Itzkovich, Judy, "Look Busy or Just Sit Tight? A Lesson in Success from Soccer," *Jerusalem Post*, December 17, 2008.

Thompson, Clive, "Goalkeeper Science," *The New York Times Magazine, Year in Ideas 2008 issue*, December 14, 2008.

Templin, Neal, "Tipping Point: What It Takes to Make Your Waiter Like You," *The Wall Street Journal*, October 23, 2008.

Wachter, Paul, "Why Tip?" *The New York Times*, October 12, 2008.

Vedantam, Shankar, "Hillary Clinton and the Action Bias," *The Washington Post*, March 31, 2008, p. A2.

Cohen, Patricia, "The Art of the Save, for Goalie and Investor," *The New York Times*, March 1, 2008.

Cohen, Patricia, "Lesson on Financial Decision-Making from the Soccer Field," *International Herald Tribune*, February 29, 2008.

Ilani, Ofri, "How Much Tip Do People Leave? A Billion Shekels a Year," *Ha'aretz*, August 28, 2007, p. 16 (in Hebrew).

Burak, Jacob, "Why Does He Jump," *The Marker*, July 2007, p. 242 (in Hebrew).

"Quick, Don't Move!" *Psychology Today*, 40(3), May/June 2007, p. 16.

Grinberg, Michal, "An Israeli Researcher: I Found the Recipe for the Perfect Penalty Kick," *Haaretz*, July 4, 2006, p. 16 (in Hebrew).

Herrmann, Sebastian, "Der Elfmeter," *Suddeutsche Zeitung – Wissen*, May 2006, p. 40 (in German).

Neuhann, Florian, "Die Lust des Forschers am Elfmeter," *Berliner Zeitung*, January 3, 2006 (in German).

Persaud, Raj, "Your Pound of Flesh, Sir," *FT.com (website of the Financial Times)*, April 8, 2005.

"A Shekel is a Shekel is a Shekel," *Haaretz – Academia*, March 2005, p. 23 (in Hebrew).

Keren, Tomer, "Spending on an Apartment, Saving on a Pen," *The Marker (Haaretz economic supplement)*, March 18, 2005, p. 8 (in Hebrew).

Stephen, Joe, "Good Service Deserves Good Tip," *Chicago Tribune (RedEye Edition)*, March 11, 2004, p. 2.

Non-academic certification

2002 Certified Public Accountant License, Colorado.
2000 Certified Public Accountant Certificate, Delaware.

Miscellaneous

Ranked 69th among authors in IDEAS/RePEc whose first publication is within the last 10 years, in a ranking that uses the average of many different rankings (in January 2011).

Ranked 151 out of 44,229 authors in IDEAS/RePEc in "Number of Abstract Views in RePEc Services over the past 12 months, Weighted by Number of Authors" (as of June 2015).

Ranked 524 out of 44,229 authors in IDEAS/RePEc in "Number of Downloads through RePEc Services over the past 12 months, Weighted by Number of Authors" (as of June 2015).

Ranked 3226 out of 293,611 authors in SSRN based on total downloads (as of November 2015).

Ranked 3049 out of 293,611 authors in SSRN based on total citations (as of November 2015).

Working papers

Avugos, Simcha, Ofer H. Azar, Nadav Gavish, Eran Sher and Michael Bar-Eli, "Goal center width, how to count sequences, and the gambler's fallacy in soccer penalty shootouts."

Azar, Ofer H., "Does relative thinking exist in mixed compensation schemes?"

Azar, Ofer H. and Mark Applebaum, "Do children cheat to be honored? A natural experiment on dishonesty in a math competition"

Morgulev, Elia, Ofer H. Azar, Ronnie Lidor, Eran Sabag, and Michael Bar-Eli, "Searching for Judgment Biases among Elite Israeli Basketball Referees"

Morgulev, Elia, Ofer H. Azar and Michael Bar-Eli, "Does a "Comeback" Create Momentum in Overtime? Perceptions and Analysis of NBA Tied Games"

Sabag, Eran, Ronnie Lidor, Elia Morgulev, Michal Arnon, Ofer H. Azar, and Michael Bar-Eli, "To Dive or not to Dive in the Penalty Area? - The Questionable Art of Deception in Soccer"

Morgulev, Elia, Ofer H. Azar and Michael Bar-Eli, "No Traces for Momentum: Analyzing Series of Three Free Throws from 14 Seasons in the NBA"