**Ofer H. Azar**



CURRICULUM VITAE

January 2026

- **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**

2024-current — Chairperson, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2021-current — Full Professor and the Nat Holman Chair in Sport Research, Department of Business Administration, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev.

2016-2020 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**

**Citations and impact measures from Google Scholar**
Overall: h-index: 38 Total cites: 4982 i10-index: 63

**With authorship discounting** (counting only 1/N of the citations to a paper with N authors including me)
Discounted citations: About 3600

(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, 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***, 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***, 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***, 5(4), 213-222. doi:10.1007/s41060-017-0093-7.

58. **Azar, Ofer H.** (2018), "Social Norms Evolve with Asymmetric Sanctions," ***Nature Human Behavior***, 2, 113-114. doi:10.1038/s41562-017-0288-x.

59. Morgulev, Elia, **Ofer H. Azar**, Ronnie Lidor, Eran Sabag, and Michael Bar-Eli (2018), "Searching for Judgment Biases among Elite Israeli Basketball Referees," ***Frontiers in Psychology***, 9:2637. doi: 10.3389/fpsyg.2018.02637.

60. **Azar, Ofer H.** (2019), "The influence of psychological game theory," ***Journal of Economic Behavior and Organization***, 167, 445-453. DOI: 10.1016/j.jebo.2018.09.009.

61. **Azar, Ofer H.** (2019), "Do fixed payments affect effort? Examining relative thinking in mixed compensation schemes," ***Journal of Economic Psychology***, 70, 52-66.

62. Avugos, Simcha, **Ofer H. Azar**, Nadav Gavish, Eran Sher, and Michael Bar-Eli (2019), "Goal center width, how to count sequences, and the gambler's fallacy in soccer penalty shootouts," ***Judgment and Decision Making***, 14(1), 98-108.

63. Morgulev, Elia, **Ofer H. Azar** and Michael Bar-Eli (2019), "Does a "Comeback" Create Momentum in Overtime? Analysis of NBA Tied Games," ***Journal of Economic Psychology***, 75, 102126. DOI: 10.1016/j.joep.2018.11.005.

64. Tobol, Yossef, Ronen Bar-El, Yuval Arbel and **Ofer H. Azar** (2019), "Gender differences in the effect of employee-manager friendships on salary dynamics in CPA firms," **Heliyon**, 5, e02658. DOI: 10.1016/j.heliyon.2019.e02658.

65. Sabag, Eran, Ronnie Lidor, Elia Morgulev, Michal Arnon, **Ofer H. Azar** and Michael Bar-Eli (2020), "To dive or not to dive in the penalty area? The questionable art of deception in soccer," ***International Journal of Sport and Exercise Psychology***, 18(3), 296-307. doi: 10.1080/1612197X.2018.1462100.

66. **Azar, Ofer H.** and Mark Applebaum (2020), "Do children cheat to be honored? A natural experiment on dishonesty in a math competition," ***Journal of Economic Behavior and Organization***, 169, 143-157.

67. Morgulev, Elia, **Ofer H. Azar** and Michael Bar-Eli (2020), "Searching for Momentum in NBA Triplets of Free Throws," ***Journal of Sports Sciences***, 38(4), 390-398.

68. **Azar, Ofer H.** (2020), "The Economics of Tipping," ***Journal of Economic Perspectives***, 34(2), 215-236.

69. Morgulev, Elia, **Ofer H. Azar**, Yair Galily and Michael Bar-Eli (2020), "The Role of Initial Success in Competition: An Analysis of Early Lead Effects in NBA Overtimes," ***Journal of Behavioral and Experimental Economics*** (special issue on "Behavioral Economics and Decision Making in Sports"), 89, Article 101547, 1-6.

70. Avugos, Simcha, **Ofer H. Azar**, Eran Sher, Nadav Gavish and Michael Bar-Eli (2020), "The Right-Oriented Bias in Soccer Penalty Shootouts," ***Journal of Behavioral and Experimental Economics*** (special issue on "Behavioral Economics and Decision Making in Sports"), 89, Article 101546, 1-7.

71. Morgulev, Elia, Alisa Voslinsky, **Ofer H. Azar**, and Michael Bar-Eli (2020), "Biased perceptions about momentum: Do comeback teams have higher chances to win in basketball overtimes?" ***Judgment and Decision Making***, 15(4), 545-560.

72. Voslinsky, Alisa and **Ofer H. Azar** (2021), "Incentives in experimental economics," ***Journal of Behavioral and Experimental Economics***, 93, Article 101706, 1-6.

73. **Azar, Ofer H.** (2021), "Risk and Prior Outcome Effects on Managerial Decision Making," ***Journal of Behavioral and Experimental Economics***, 95 Article 101775, 1-7.

74. Voslinsky, Alisa, Yaron Lahav and **Ofer H. Azar** (2021), "Does a second offer that becomes irrelevant affect fairness perceptions and willingness to accept in the ultimatum game?" ***Judgment and Decision Making***, 16(3), 743-765.

75. Kumar, Satish, **Ofer H. Azar**, Nitesh Pandey, and Weng Marc Lim (2022), "Fifty years of the *Journal of Behavioral and Experimental Economics*: A bibliometric review," ***Journal of Behavioral and Experimental Economics***, 99, Article 101819, 1-10.

76. Voslinsky, Alisa and **Ofer H. Azar** (2022), "The effect of a reference point in task difficulty: How does a task that becomes irrelevant affect effort, feelings and perceptions" ***Judgment and Decision Making***, 17(4), 797-815.

77. Avugos, Simcha, **Ofer H. Azar**, Eran Sher, Nadav Gavish and Michael Bar-Eli (2023), "Detecting patterns in the behaviour of goalkeepers and kickers in the penalty shootout: A between-gender comparison among score situations," ***International Journal of Sport and Exercise Psychology***, 21(2), 196-216. doi: 10.1080/1612197X.2022.2066704.

78. Daum-Avital, Liora and **Ofer H. Azar** (2023), "Courtesy versus efficiency: Personal gifts and monetary gifts – Preferences and norms in Israeli society," ***Journal of Behavioral and Experimental Economics***, 104, Article 102019, 1-11. doi: 10.1016/j.socec.2023.102019.

79. **Azar, Ofer H.** and Michael Bar-Eli (2023), "Penalty kicks as cross-fertilization: On the economic psychology of sports," ***Asian Journal of Sport and Exercise Psychology***, 3(1), 8-12. doi: 10.1016/j.ajsep.2022.09.008.

80. **Azar, Ofer H.** and Alisa Voslinsky (2024), "Examining relative thinking in mixed compensation schemes: A replication study," ***Journal of Economic Behavior and Organization***, 218, 568-578. doi: 10.1016/j.jebo.2024.01.001.

81. Reich, Nir and **Ofer H. Azar** (2024), "What Affects the Value of Our Time? The Case of Buying a Present vs. Buying for Ourselves and the Impact of Decision-Making Styles," ***Behavioral Sciences***, 14(9), 786. doi: 10.3390/bs14090786.

82. Malcman, Merav, **Ofer H. Azar**, Tal Shavit and Mosi Rosenboim (2024), "How Does Background Music Affect Dining Duration, Tips and Bill Amounts in Restaurants? A Field Experiment," ***Behavioral Sciences***, 14(12), 1188. doi: 10.3390/bs14121188.

83. Buttliere, B., Arvanitis, A., Białek, M., Choshen-Hillel, S., Davidai, S., Gilovich, T., … Weick, M. (2024). Kahneman in Quotes and Reflections. ***Psychological Inquiry***, *35*(1), 3–10. doi: 10.1080/1047840X.2024.2366813 (on extended online version at https://osf.io/preprints/psyarxiv/m4c7f_v1 ).

84. Reich, Nir and **Ofer H. Azar** (2025), "The Measurement-Unit Bias: People Walk or drive Less to Save a Constant Money Amount When Answering in Meters Compared to Miles," ***Behavioral Sciences***, 15(3), 369. doi: 10.3390/bs15030369.

85. Malcman, Merav, Tal Shavit, Mosi Rosenboim and **Ofer H. Azar**, (2025), "Tipping Food-Delivery Agents: A Field Study," ***Journal of Quality Assurance in Hospitality & Tourism***, in press. doi: 10.1080/1528008X.2025.2488433.

(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., ISBN 978-5-906522-98-6, pp. 267-273.

10. **Azar, Ofer H.** and Amit A. Mazooz (2018), "Relative Thinking and Industrial Organization: A Survey," in Tremblay, Victor J., Elizabeth Schroeder, and Carol Horton Tremblay (Editors), ***Handbook of Behavioral Industrial Organization***, Edward Elgar, pp. 19-39.

11. **Azar, Ofer H.**, Shira Yosef and Michael Bar-Eli (2019), "The cost of being honest: Excessive change at the restaurant," in Bucciol, Alessandro and Natalia Montinari (Editors), ***Dishonesty in Behavioral Economics***, Academic Press (An Imprint of Elsevier), pp. 267-288.

(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.

9. **Azar, Ofer H.** (2019), "Editor's report 2018 for the *Journal of Behavioral and Experimental Economics*," ***Journal of Behavioral and Experimental Economics***, 78, A1-A2.

10. **Azar, Ofer H.** (2020), "Report of the Editor 2020: *Journal of Behavioral and Experimental Economics*," ***Journal of Behavioral and Experimental Economics***, 88, Article 101583, 1-2. doi: 10.1016/j.socec.2020.101583

11. **Azar, Ofer H.** (2022), "Farewell Editor's report for the *Journal of Behavioral and Experimental Economics*," ***Journal of Behavioral and Experimental Economics***, 96, Article 101823, 1-3. doi: 10.1016/j.socec.2021.101823

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.

7. **Azar, Ofer H.** (2020), "*Phishing for Phools: The Economics of Manipulation and Deception*, George A. Akerlof, Robert J. Shiller. Princeton University Press, Princeton, NJ (2015). 288 pp." ***Journal of Economic Psychology***, 80, Article 102308.

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.

3. Tierney, W., Hardy, J. H., III., Ebersole, C., Viganola, D., Clemente, E., Gordon, M., Hoogeveen, S., Haaf, J., Dreber, A.A., Johannesson, M., Pfeiffer, T., Chapman, H., Gantman, A., Vanaman, M., DeMarree, K., Igou, E., Wylie, J., Storbeck J., Andreychik, M.R., McPhetres, J., Vaughn, L.A., Culture and Work Morality Forecasting Collaboration, & Uhlmann, E. L. (2021). A creative destruction approach to replication: Implicit work and sex morality across cultures. ***Journal of Experimental Social Psychology***, 93, 104060. [Member of Forecasting Collaboration].

4. Tierney, W., Hardy, J. H., III., Ebersole, C., Leavitt, K., Viganola, D., Clemente, E., Gordon, M., Dreber, A.A., Johannesson, M., Pfeiffer, T., Hiring Decisions Forecasting Collaboration, & Uhlmann, E.L. (2020). Creative destruction in science. ***Organizational Behavior and Human Decision Processes***, 161, 291-309. [Member of Forecasting Collaboration].

- **Professional Activities**

(a) Main positions in academic administration

2024-current Chairperson of the Department of Business Administration, Ben-Gurion University of the Negev.

2022-2024 Hiring Committee, Ben-Gurion University of the Negev.

2021-2023 Regulations Committee, Ben-Gurion University of the Negev.

| | |
|---|---|
| 2019-current | Head of the MBA Program, Eilat Campus, Ben-Gurion University of the Negev. |
| 2019-2024 | Head of the MBA Program for Executives, Ben-Gurion University of the Negev. |
| 2018-2021 | Member of the Senate Supreme Committee for Appointments, Ben-Gurion University of the Negev. |
| 2016-2018 | Chairperson of the Research Students Committee of the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. |
| 2015-2018 | Vice-chairman of the Department of Business Administration, Ben-Gurion University of the Negev. |
| 2013-2022 | Member of the Supreme Academic Council, The Academic College at Wingate. |
| 2013-2022 | Member of the Supreme Committee for Appointments, 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. |
| 2010-2021 | 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

| | |
|---|---|
| 2023 | Member of the Scientific Committee, SABE-IAREP 2023 conference, Nice, France, June 7-10, 2023. |
| 2018 | Member of the Scientific Committee, SABE-IAREP 2018 conference, London, UK, July 19-22, 2018. |
| 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 Boqeq, The Dead Sea, Israel, December 12-15, 2006.

<u>In academic organizations</u>

2024-2026 President, the International Association for Research in Economic Psychology (IAREP).

2023-2024 President-Elect, the International Association for Research in Economic Psychology (IAREP).

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

2024-current Editorial Board Member of the ***Journal of Behavioral and Experimental Economics***.

2022-current Honorary Editor of the ***Journal of Behavioral and Experimental Economics***.

2018-current Editorial Board Member of **Bitnua** (in Hebrew).

2013-2021 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 Web of Science/JCR.

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 Economic Review: Insights*

*American Economist*

*Applied Economics Letters*

*Applied Psychology: An International Review*

*B.E. Journals in Economic Analysis & Policy*

*Bitnua*

*Decision*

*Econometrica*

*Economic Inquiry*

*Economics Bulletin*

*Economics Letters*

*European Journal of Operational Research*

*Experimental Economics*

*International Game Theory Review*

*International Journal of Hospitality Management*

*International Journal of Psychology*

*International Studies Quarterly*

*Japanese Economic Review*

*Journal of Applied Social Psychology*

*Journal of Behavioral and Experimental Economics*

*Journal of Business Ethics*

*Journal of Business Research*

*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 Environmental Psychology*

*Journal of Hospitality and Tourism Management*

*Journal of the European Economic Association*

*Journal of Industrial Economics*

*Journal of Institutional and Theoretical Economics*

*Journal of Labor Economics*

*Journal of Management Inquiry*

*Journal of Marketing Management*

*Journal of Marketing Research*

*Journal of Political Economy*

*Journal of Public Economics*

*Journal of Sport & Exercise Psychology*

*Journal of Sports Economics*

*Journal of the Academy of Marketing Science*

*Journal of Transport, Economics and Policy*

*Management Science*

*Metroeconomica*

*Nature Human Behaviour*

*Personality and Social Psychology Bulletin*

*PLOS ONE*

*PNAS (Proceedings of the National Academy of Sciences)*

*Psychological Science*

*RAND Journal of Economics*

*Review of Industrial Organization*

*SAGE Open (ad-hoc Article Editor)*

*Scandinavian Journal of Economics*

*Scientometrics*

*Southern Economic Journal*

*Strategic Management Journal*

*The Journal of Socio-Economics*

*The Manchester School*

*The Review of Economics and Statistics*

*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) Main courses taught

Strategy and Business Administration Policy (MBA, Executive MBA)

Game Theory for Managers (MBA, Executive MBA, International 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)

Game Theory (BA)

(b) Research students (year indicates the year of completion)

Advisor – M.B.A. / M.A. / 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) |
| 2019 | Nir Reich (Thesis completion, BGU) |

Advisor – Ph.D. students (all at Ben-Gurion University of the Negev)

| | |
|---|---|
| 2016 | Elia Morgulev (Ph.D., BGU) [Won a faculty prize for excellent Ph.D. students] [Joint with Michael Bar-Eli] |
| 2019 | Alisa Voslinsky (Ph.D., BGU) [Won a four-year Negev Fellowship] [Joint with Yaron Lahav] |
| 2021 | Merav Malcman (Ph.D., BGU) [Joint with Mosi Rosenboim and Tal Shavit] |
| 2024 | Rotem Rozen (Ph.D., BGU) |
| 2024 | Ishay Tsur (Ph.D., BGU) |
| 2025 | Nir Reich (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 *Labour Economics* in 2012. |
| 2020 | A prize for research excellence, Ben-Gurion University of the Negev. |

(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, Taiwan (February 12, 2015).

7. Azar, Ofer H., "Dishonesty in Restaurants and in Professional Basketball," Herbert Simon Lecture, National Chengchi University, Taiwan (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"

2019-2020 Office of the Vice President and Dean for Research and Development and the Guilford Glazer Faculty of Business and Management
Ofer H. Azar (Principal Investigator)
"Experimental investigations of relative thinking"

2020-2022 The Guilford Glazer Faculty of Business and Management
Ofer H. Azar (Principal Investigator)
"Biases in Decision Making"

2022-2023 The Guilford Glazer Faculty of Business and Management
Ofer H. Azar (Principal Investigator)
"Experimental Examination of Biases in Economic Decision Making"

- **Miscellaneous**

In 2008 one of my articles was chosen by *The New York Times* as one of the important ideas of the year.

Top 2% of worldwide scientists in Elsevier-Stanford ranking in various years (2020, 2021, 2023, 2024). In 2024 with a ranking of top 0.13%.

I appear in the list of top 2% of worldwide scientists for 2020, by Baas, Boyack and Ioannidis (https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/3)

My research was covered by many newspapers and magazines, including *The New York Times*, *Harvard Business Review, BBC News Magazine, The Marker, Forbes, Jerusalem Post, The Wall Street Journal, The Washington Post, Psychology Today, The Financial Times, Haaretz, Chicago Tribune, The International Herald Tribune, Berliner Zeitung and Suddeutsche Zeitung – Wissen.*

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).