

**Ayala Arad**

Coller School of Management, Tel Aviv University  
 PO Box 39040, Ramat Aviv 6997801, Israel  
 Email: aradayal@post.tau.ac.il  
 Homepage: <http://www.tau.ac.il/~aradayal>

Current Position

**2013** - Senior Lecturer, Coller School of Management, Tel Aviv University

Education

**2011** Ph.D. in Economics, Tel-Aviv University. Advisors: Ariel Rubinstein and Ran Spiegler  
**2006** M.A. in Economics (Magna cum Laude), Tel-Aviv University. Advisor: Chaim Fershtman  
**2004** B.Sc. in Mathematics (Magna cum Laude) and Economics (Summa cum Laude), Tel-Aviv University

Research Interests

Psychology and Economics, Experimental Economics, Microeconomic Theory

Publications

- [Imprecise Datasets as a Source of Ambiguity: A Model and Experimental Evidence](#) (with Gabi Gayer)  
*Management Science*, 2012, 58 (1), 188-202.
- [The Tennis Coach Problem: A Game-Theoretic and Experimental study](#)  
*The B.E. Journal of Theoretical Economics* (Contributions), 2012, 12 (1), Article 10.
- [The 11-20 Money Request Game: A Level- \$k\$  Reasoning Study](#) (with Ariel Rubinstein)  
*American Economics Review*, 2012, 102 (7), 3561-3573.
- [Multi-Dimensional Iterative Reasoning in Action: The Case of the Colonel Blotto Game](#)  
(with Ariel Rubinstein). *Journal of Economic Behavior & Organization*, 2012, 84 (2), 571-585.
- [Strategic Tournaments](#) (with Ariel Rubinstein)  
*American Economic Journal: Microeconomics*, 2013, 5(4), 31-54.
- [Past Decisions Do Affect Future Choices: An Experimental Demonstration](#)  
*Organizational Behavior and Human Decision Processes*, 2013, 121, 267-277.
- [Avoiding Greedy Behavior in Situations of Uncertainty: The Role of Magical Thinking](#)  
*The Journal of Behavioral and Experimental Economics*, 2014, 53, 17-23.

Work in Progress

- [The People's Perspective on Libertarian-Paternalistic Policies](#) (with Ariel Rubinstein)
- [The Impact of Facebook on Social Comparison and Happiness: Evidence from a Natural Experiment](#)  
(with Ohad Brazilay & Maayan Perchik)
- [Multi-dimensional Reasoning in Games: Framework, Equilibrium and Applications](#) (with Ariel Rubinstein)
- [Multi-Dimensional Reasoning in Resource Allocation Games: Evidence from Intra-Team Communication](#)  
(with Stefan Penczynski)
- [Gamblers' Preferences over Skewed Lotteries: Dynamic Play vs. Stopping Rules](#) (with Yair Antler)
- [The Effect of Categorical Perceptions on Investment Decisions](#) (with Amnon Maltz)
- [Experimental Investigation of Context Effects in Strategic Interactions](#) (with Benjamin Bachi & Amnon Maltz)

Awards and Honors

**2017** University of Essex International Visiting Fellowship  
**2014** Alon Fellowship  
**2011** Rothschild Fellowship  
**2011** Berglas Prize for the best Paper by a Ph.D. Student  
**2010** Jaffray Lecture, RUD conference in Paris (with Gabi Gayer)  
**2010** Wolf Foundation Scholarship for Outstanding Ph.D. students  
**2010** The Social Sciences Faculty Prize for excellence in Ph.D. studies  
**2009** Best Paper by a Ph.D. Student Award, at the APESA meeting at the University of Haifa  
**2007** Berglas Prize for the best M.A. thesis  
**2006** Akirov Fellowship for outstanding M.A. students

Grants

<b>2018-2021</b>	Co-Principle Investigator, “Context Effects in Strategic Environments: An Experimental Study”, Israel Science Foundation, \$168,000
<b>2018-2020</b>	Start-up grant, “Intermittent Incentives for Encouraging Physical Activity”, United States – Israel Binational Science Foundation, \$75,000
<b>2018-2019</b>	Co-Principle Investigator, “The Method, Habibi, the Method Bothers Me”, The Edmond J. Safra Center for Ethics, \$10,000
<b>2017-2019</b>	Principle Investigator, “Strategic Cyber Reasoning in Attacker-Defender Resource Allocation Games”, The Blavatnik Interdisciplinary Cyber Research Center, \$80,000
<b>2017-2018</b>	Principle Investigator, “Strategic Decision Making in Teams: Lessons from the Analysis of Intra-Team Communication”, The Collier Foundation, \$20,000
<b>2017-2018</b>	Principle Investigator, “Improving Decision Making of Management Teams: The Delphi Communication Method”, Raya Strauss Center for Family Business Research, \$8,300
<b>2016-2017</b>	Principle Investigator, “Equilibrium with Multi-Dimensional Reasoning”, The Henry Crown Institute of Business Research in Israel, \$5,000
<b>2015-2016</b>	Principle Investigator, “Persuasion within a Team in Strategic Interactions: Experimental Study”, The Henry Crown Institute of Business Research in Israel, \$5,000
<b>2014-2015</b>	Principle Investigator, “Multi-Dimensional Reasoning in Strategic Interactions”, The Henry Crown Institute of Business Research in Israel, \$5,000
<b>2013-2014</b>	Principle Investigator, “Welfare Implications of Libertarian-Paternalistic Policies”, The Henry Crown Institute of Business Research in Israel, \$3,750
<b>2012-2014</b>	Organizing Committee, “Decision Making and Emotion Regulation in Life-Span Transitions”, National Institute on Aging R13 AG043207, \$68,044
<b>2012-2013</b>	Co-Principle Investigator, “The Development of Preferences in Uncertain Choices” Berkeley Experimental Social Science Laboratory seed grant, \$4,000; Robert Wood Johnson Program, \$4,000; Institute of Business and Economic Research, \$2,000

Previous Teaching and Research Positions

<b>2017 - 2018</b>	Lecturer of the undergraduate course “Behavioural Economics”, Warwick Summer School, London
<b>2011 - 2013</b>	Postdoctoral Fellow, UC Berkeley Experimental Social Science Laboratory (Xlab)
<b>2012 - 2013</b>	Lecturer of the undergraduate course “Advanced Microeconomic Theory”, UC Berkeley
<b>2011 - 2012</b>	Seminar: “Multidisciplinary Perspectives on the Study of Behavior Change”, UC Berkeley
<b>2010 - 2011</b>	Lecturer of the undergraduate course “Intermediate Microeconomics”, NYU in Tel-Aviv
<b>2009 - 2011</b>	Lecturer of the undergraduate course “Microeconomics”, Tel Aviv University
<b>2009 - 2010</b>	Visiting scholar at the Department of Economics, New York University (Fall)

Seminars**2016-2017**

- School of Economics, Interdisciplinary Center Herzliya
- Department of Economics, University of Haifa
- VCEE Seminar, University of Vienna
- ESSEXLab Seminar, University of Essex
- Department of Economics and Business, Pompeu Fabra University

**2015-2016**

- The Centre for Behavioural and Experimental Social Science, University of East Anglia
- Department of Economics, Warwick University
- Law and Economics Workshop, The Buchmann Faculty of Law, Tel Aviv University

**2014-2015**

- Decision Making and Economic Psychology Seminar, Ben-Gurion University of the Negev

**2012-2013**

- Department of Economics, University of California Berkeley

**2011-2012**

- Department of Economics, University of British Columbia
- Rady School of Management, University of California San Diego
- Behavior Change and Technology Seminar, University of California Berkeley

**2010-2011**

- School of Psychology, Interdisciplinary Center Herzliya
- Faculty of Industrial Engineering and Management, Technion
- Department of Economics, University of Oxford
- Department of Economics, University of Pittsburgh
- Department of Economics, University of Haifa
- Department of Economics, Ben-Gurion University of the Negev
- Faculty of Management, Tel-Aviv University
- Department of Economics, Hebrew University of Jerusalem
- Department of Economics, Bar-Ilan University

**2009-2010**

- Department of Economics, Tilburg University
- Center for Research in Experimental Economics and Political Decision Making, University of Amsterdam
- School of Economics, Utrecht University
- Department of Economics, Rutgers University
- Department of Economics, New York University

**2008-2009**

- Max Planck Institute of Economics, Jena

Presentations in Conferences

- 2017** The 2<sup>nd</sup> Collier Conference on Behavioral Economics, Tel-Aviv University  
**2017** Prosocial and Antisocial Decision-Making Across the Human Lifespan, Jerusalem  
**2016** ESA World Meeting, Jerusalem  
**2016** Israel Organizational Behavior Conference, Tel-Aviv University  
**2015** Typologies of Boundedly Rational Agents: Experimental Approach, Jerusalem  
**2015** ESA European Meeting, Heidelberg  
**2015** The 14th TIBER Symposium on Psychology and Economics, Tilburg University  
**2012** Bay Area Behavioral and Experimental Economics Workshop, Santa Clara University  
**2011** North-American ESA Conference, Tucson  
**2011** International Conference on Behavioral Decision Making, Interdisciplinary Center Herzliya  
**2010** ESA World Meeting, Copenhagen  
**2009** North-American ESA Conference, Tucson  
**2009** Individual Decision Making Conference, Tel-Aviv University  
**2009** APESA Meeting, University of Haifa  
**2007** ESA World Meeting, Rome

Conferences Organization

- 2017** The 2<sup>nd</sup> Collier Conference on Behavioral Economics (CCBE), Collier School of Management, TAU  
**2016** The 1<sup>st</sup> Collier Conference on Behavioral Economics (CCBE), Collier School of Management, TAU  
**2016** ESA World Meeting, Jerusalem  
**2015** Typologies of Boundedly Rational Agents: Experimental Approach, Jerusalem  
**2013** Decision Making and Emotion Regulation in Life-Span Transitions, UC Berkeley  
**2012** Decision Making and Emotion Regulation in Life-Span Transitions, UC Berkeley

Workshops Participation

- 2009** The XI Summer School on Economics and Philosophy, San Sebastian  
**2009** Cemmap Master Class on Structural Non-equilibrium Models of Strategic Thinking, UCL  
**2008** The Summer Institute in Behavioral Economics, Trento  
**2008** The First International Summer School in Behavioral Economics and Retirement Savings, Muenster

Refereeing

Editorial Board of the Journal of Behavioral and Experimental Economics, Reviewer for American Economics Review, Econometrica, Economic Journal, Economics Letters, Experimental Economics, Games and Economic Behavior, International Journal of Game Theory, Journal of Economic Behavior & Organization, Journal of the European Economic Association, Management Science, Quantitative Economics, Review of Economic Studies, Review of Economics and Statistics