

Ayala Arad

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Academic Positions

- 2024 -** Professor, Coller School of Management, Tel Aviv University
2019 - 2024 Associate Professor, Coller School of Management, Tel Aviv University
2013 - 2018 Senior Lecturer, Coller School of Management, Tel Aviv University

Professional Activities

- 2025 -** Vice Dean for Research, Coller School of Management, TAU
2022 - 2025 Head of the PhD program at the Coller School of Management, TAU
2020 - Head of [The Solomon Lew Center for Consumer Behavior](#), Coller School of Management, TAU
2019 - Associate Editor, Journal of Behavioral and Experimental Economics
2014 - Co-Director of the Interactive Decision-Making Lab, Coller School of Management, TAU

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

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 Economic 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.
- [The People’s Perspective on Libertarian-Paternalistic Policies](#) (with Ariel Rubinstein)
Journal of Law and Economics, 2018, 61 (2), 331-333.
- [Multi-Dimensional Reasoning in Games: Framework, Equilibrium and Applications](#) (with Ariel Rubinstein)
American Economic Journal: Microeconomics, 2019, 11 (3), 285-318.
- [Turning-on Dimensional Prominence in Decision Making: Experiments and a Model](#) (with Amnon Maltz)
Management Science, 2022, 68 (8), 6075-6099.
- [Intermittent Incentives to Encourage Exercising in the Long Run](#) (with Uri Gneezy & Eli Mograbi)
Journal of Economic Behavior and Organization, 2023, 205, 560-573.
- [On the Relevance of Irrelevant Strategies](#) (with Benjamin Bachi & Amnon Maltz), *Experimental Economics*, 2023, 26, 1142-1184.
- [Facebook, Social Comparison and Happiness: Evidence from a Quasi-Natural Experiment](#)(with Ohad Brazilay & Maayan Perchik), *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 2023, 17 (4), Article 4.
- [Does Communicating within a Team Influence Individuals’ Reasoning and Decisions?](#) (with Kevin Grubiak & Stefan Penczynski), *Experimental Economics*, 2024, 27, 109–129.
- [Multi-Dimensional Reasoning in Competitive Resource Allocation Games: Evidence from Intra-Team Communication](#) (with Stefan Penczynski), *Games and Economic Behavior*, 2024, 144, 355-377.
- [An Experimental Analysis of the Prize-Probability Tradeoff in Stopping Problems](#) (with Yair Antler)
Review of Economics and Statistics, 2025, 107 (6), 1588–1602.

Work in progress

- Is Doing Nothing an Option? An Action Bias in Consideration Set Formation (with Shai Danziger and Raanan Keren)
- Predicting Individuals’ Contributions to a Public Good from their Pre-Decision Communication (with David Hugh-Jones and Stefan Penczynski)
- Decision Making with Qualitative Likelihood
- Decision Making in General vs. Concrete Problems (with Rom Severin)

Awards and Honors

- 2022** The France-Israel Foundation Young Economist Award
- 2019** The Kadar Family Award for Outstanding Research
- 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

- 2025 – 2029** Principal Investigator, “An Experimental Study of Decision Rules in General vs. Concrete Decision Problems”, Israel Science Foundation, \$164,000
- 2025 – 2026** Principal Investigator, “Strategic Behavior under Qualitative Outcomes: An Experimental Study”, The Coller Foundation, \$25,000
- 2024 – 2025** Principal Investigator, “Decision Making in General vs. Concrete Problems: Using AI for Elicitation”, The Henry Crown Institute of Business Research in Israel, \$2,500
- 2022 - 2025** Co-Principal Investigator (with Shai Danziger), “Is Doing Nothing an Option? Omission of the Do-Nothing Option in Consideration Set Formation”, Israel Science Foundation, \$174,000
- 2023 – 2024** Principal Investigator, “Decision Making in General vs. Concrete Problems: Using AI for Elicitation”, The Solomon Lew Center for Consumer Behavior, \$4,000
- 2023 – 2024** Principal Investigator, “Predicting Individuals’ Contributions to a Public Good from their Pre-Decision Communication”, The Henry Crown Institute of Business Research in Israel, \$2,500
- 2022 - 2024** Principal Investigator, “Experimental Identification of Qualitative Decision Rules under Uncertainty”, The Coller Foundation, \$50,000
- 2022 – 2023** Principal Investigator, “Predicting Individuals’ Contributions to a Public Good from their Pre-Decision Communication”, The Solomon Lew Center for Consumer Behavior Research, \$4,000
- 2021 – 2023** Principal Investigator, “Omission of the ‘Do-Nothing’ Option in Consideration Set Formation”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2021 - 2022** Principal Investigator, “Predicting Individuals’ Contributions to a Public Good from their Pre-Decision Communication”, The Edmond, J. Safra Center for Ethics, \$10,000.
- 2021 - 2022** Principal Investigator, “Choosing between Risky Prospects: Experimental Identification of Decision Rules”, The Coller Foundation, \$20,000
- 2020 - 2023** Principal Investigator, “Individual Behaviour and Economic Performance: Methodological Challenges and Institutional Context”, European Commission - Horizon2020 Twinning Project, EUR 150,000.

- 2019 - 2020** Principal Investigator, “What Makes Teams Better than Individuals in Strategic Decision Making?”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2018 - 2021** Co-Principal Investigator (with Amnon Maltz), “Context Effects in Strategic Environments: An Experimental Study”, Israel Science Foundation, \$168,000
- 2018 - 2021** Principal Investigator, “Turning on (and off) Decision Considerations”, The Coller Foundation, \$60,000
- 2018 - 2020** Co-Principal Investigator (with Uri Gneezy), “Intermittent Incentives for Encouraging Physical Activity”, Start-up grant, United States – Israel Binational Science Foundation, \$75,000
- 2018 - 2019** Principal Investigator, “Turning on (and off) Decision Considerations”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2017 - 2019** Co-Principal Investigator (with Ariel Rubinstein), “The Method, Habibi, the Method Bothers Me”, The Edmond J. Safra Center for Ethics, \$10,000
- 2017 - 2019** Principal Investigator, “Strategic Cyber Reasoning in Attacker-Defender Resource Allocation Games”, The Blavatnik Interdisciplinary Cyber Research Center, \$80,000
- 2017 - 2018** Principal Investigator, “Improving Decision Making of Management Teams: The Delphi Communication Method”, Raya Strauss Center for Family Business Research, \$8,300
- 2017 - 2018** Principal Investigator, “Planning When to Stop Playing in Risky Situations”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2016 - 2018** Principal Investigator, “Strategic Decision Making in Teams: Lessons from the Analysis of Intra-Team Communication”, The Coller Foundation, \$40,000
- 2016 - 2017** Principal Investigator, “Equilibrium with Multi-Dimensional Reasoning”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2015 - 2016** Principal Investigator, “Persuasion within a Team in Strategic Interactions: Experimental Study”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2014 - 2015** Principal Investigator, “Multi-Dimensional Reasoning in Strategic Interactions”, The Henry Crown Institute of Business Research in Israel, \$5,000
- 2013 - 2014** Principal Investigator, “Welfare Implications of Libertarian-Paternalistic Policies”, The Henry Crown Institute of Business Research in Israel, \$3,750
- 2012 - 2014** Organizing Committee, “Decision Making and Emotion Regulation in Life-Span Transitions”, National Institute on Aging R13 AG043207, \$68,044
- 2012 - 2013** Co-Principal Investigator, “The Development of Preferences in Uncertain Choices” Berkeley Xlab seed grant, \$4,000; IBER, \$2,000; Robert Wood Johnson Program, \$4,000

Graduate Students

- 2025 -** Itai Flexer, MA thesis: “Decision Making with Qualitative Outcomes”
- 2025 -** Shaked Bonar, MA thesis: “Preferences for Redistribution under Economic Treat”

- 2023 -** Rom Severin, PhD thesis: “An Experimental Study of Decision Rules in General and Concrete Decision Problems”
- 2021 -** Raanan Keren, PhD thesis: “Is Doing Nothing an Option?” (Co-advising with Shai Danziger)
- 2020 - 2023** Rom Severin, MA thesis: “Cognitive Biases or “Rational Biases”? Subjective Perception of Cognitive Biases in Decision Making Under Uncertainty”
- 2015 - 2023** Hadar Weisman Simhony, PhD thesis: “Focusing on the Game or on the Opponent: Information Acquisition and Personality”
- 2015 - 2022** Eli Mograbi, PhD thesis: “Behavioral Biases in Natural Decision Environments”
- 2020 - 2021** Raanan Keren, MA thesis: “Is Doing Nothing an Option? Do-Nothing Options are less Salient than Do-Something Options in Decision Making under Uncertainty”
- 2018 - 2020** Neta Klein, MA thesis: “Social Preferences in Distribution of Money and Non-Monetary Stakes”
- 2016 - 2017** Hagit Labiod, MA thesis: “Magical Thinking in Others: Can We Estimate the Fear of Tempting Fate in other People?”
- 2014 - 2015** Elisheva Avitzour, MA thesis: “Depends When You Ask: Monthly Income Cycle Affects Cognitive Function and Emotional State of People with Low Income – Evidence from an Empirical Study”

PhD Dissertation Committee

- 2018 - 2022** Klareta treger, “Mind Our Own Business: Public Attitudes Towards Government Paternalism”
- 2015 - 2020** Vered kurtz, “Investigation of Economic Inconsistency & Behavior, and their Neural Mechanisms”
- 2013 - 2018** Anastasia Shuster, “The Neural Representation of Value: From Risk Preferences to Social Norms”

Conferences Organization

- 2023 - 2026** The 1st – 3rd Multidisciplinary Research on Consumer Behavior, Coller School of Management, TAU
- 2016 - 2026** The 1st - 9th Coller Conference on Behavioral Economics, Coller School of Management, TAU
- 2023** International Economics Association World Congress (Program Committee), Medellin
- 2022** Bounded Rationality: Theory and Experiments, Coller School of Management, Tel Aviv University
- 2021** Bank of Israel Mortgages Reform: Will it Increase Transparency and Competition in the Market? Coller School of Management, Tel Aviv University
- 2016** ESA World Meeting, Jerusalem
- 2015** Typologies of Boundedly Rational Agents: Experimental Approach, Jerusalem
- 2012 - 2013** The 1st and 2nd Decision Making and Emotion Regulation in Life-Span Transitions, UC Berkeley

Presentations in Conferences

- 2026 Decision Making and Bounded Rationality Workshop, Vienna (April 2026)
- 2025 Beijing BEAT, Tsinghua University, Beijing
- 2025 ESA World Meeting, Renmin University of China, Beijing
- 2025 The 2nd Annual Conference for Behavioral Economics, Ruppin Academic Center
- 2024 The 1st International Conference of the Georgian Economic Association, Tbilisi
- 2023 International Economics Association World Congress, Medellin
- 2022 Bounded Rationality: Theory and Experiments, Tel Aviv University
- 2022 Evolving Challenges in European Economies, Tallin
- 2021 Israeli Women in Business Law Forum Launch Event, Interdisciplinary Center Herzliya
- 2020 ESA Global Online Around-the-Clock Meetings
- 2019 Law and Psychology Workshop, Tel Aviv University
- 2018 Communication Workshop, University of Amsterdam
- 2018 SABE-IAREP Conference, London
- 2018 D-TEA Workshop (Decision: Theory, Experiments and Applications), HEC, Paris
- 2018 The Annual Research Conference of the Blavatnik ICRC, Tel-Aviv
- 2017 The 2nd 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

Seminars

2025 – 2026

- Alfred-Weber-Institute for Economics, Heidelberg University (April 2026)
- Department of Economics, Lisbon School of Economics and Management (May 2026)

2024 – 2025

- School of Economics and Management, The Academic College of Tel-Aviv-Yafo

2023 – 2024

- Economics Department, Bar-Ilan University
- Economics Department, Ben-Gurion University of the Negev
- MEDS Seminar, Hebrew University Business School

2022 – 2023

- Reason and Decision Retreat, Ein Gedi
- Social Psychology Seminar, Tel Aviv University

2021 – 2022

- Reason and Decision, Tel Aviv University
- Tiomkin Economics School, Reichman University
- Decision Making and Economic Psychology Seminar, Ben-Gurion University of the Negev

2020 – 2021

- Department of Economics and Finance, Tallinn University of Technology

2018 - 2019

- Organizational Behavior Seminar, Tel Aviv University
- Department of Economics, Bar-Ilan University
- The Buchmann Faculty of Law, Tel Aviv University

2017 – 2018

- School of Economics and Management, The Academic College of Tel-Aviv-Yafo
- Department of Economics, Hebrew University of Jerusalem

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

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

Previous Teaching and Research Positions

- 2016 - 2018** Lecturer of the course “Behavioural Economics”, Warwick Summer School, London
- 2011 - 2013** Postdoctoral Fellow, UC Berkeley Experimental Social Science Laboratory (Xlab)
- 2012 - 2013** Lecturer of the undergraduate course “Advanced Microeconomic Theory”, UC Berkeley
- 2011 - 2012** Seminar: “Multidisciplinary Perspectives on the Study of Behavior Change”, UC Berkeley
- 2010 - 2011** Lecturer of the undergraduate course “Intermediate Microeconomics”, NYU in Tel-Aviv
- 2009 - 2011** Lecturer of the undergraduate course “Microeconomics”, Tel Aviv University
- 2009 - 2010** Visiting scholar at the Department of Economics, New York University (Fall)

Refereeing

Reviewer for American Economics Review, Econometrica, Economic Inquiry, Economic Journal, Economics Letters, Economic Theory, Experimental Economics, Games and Economic Behavior, International Journal of Game Theory, International Game Theory Review, Israel Science Foundation, Journal of Economic Behavior & Organization, Journal of Economic Psychology, Journal of Economic Theory, Journal of the European Economic Association, Management Science, Quantitative Economics, Review of Behavioral Economics, Review of Economic Studies, Review of Economics and Statistics, US-Israel Binational Science Foundation