

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 (99/100).

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: 12      Total cites: 417

Google Scholar

h-index: 23      Total cites: 1532      i10-index: 36

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

Discounted Google Scholar cites: 1270

Discounted ISI cites: 335

(a) Articles in scientific refereed journals (see also a summary in the appendix at the end)

In brackets (when available):

JR = Journal ranking according to the Australian Business Deans Council (ABDC) 2013 ranking.

GS = The number of citations on Harzing's Publish or Perish based on Google Scholar data, including citations to the working paper version of the article.

ISI = The number of citations on ISI Web of Science.

IF = ISI (Journal Citation Reports 2014) Impact Factor.

TCR = ISI (Journal Citation Reports 2014) total cites ranking in the relevant category.

Qx = Quartile of the ISI (Journal Citation Reports 2014) total cites ranking in the relevant category.

1.      **Azar, Ofer H.** (2003), "The Implications of Tipping for Economics and Management," *International Journal of Social Economics*, 30(10), 1084-1094.  
[JR=B, GS=59]
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.  
[JR=A, GS=5, IF=0.848, TCR=173/333, Q3]
3.      **Azar, Ofer H.** (2004), "Rejections and the Importance of First Response Times," *International Journal of Social Economics*, 31(3), 259-274.  
[JR=B, GS=39]

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.  
[JR=A\*, GS=149, ISI=65, IF=1.546, TCR=28/333, Q1]  
  
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.  
[JR=A, GS=39, ISI=19, IF=0.777, TCR=98/333, Q2]
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.  
[JR=B, GS=64, IF=0.505, TCR=114/333, Q2]
7. **Azar, Ofer H.** (2005), "The Social Norm of Tipping: Does it Improve Social Welfare?" *Journal of Economics*, 85(2), 141-173.  
[JR=B, GS=40, ISI=13, IF=0.986, TCR=102/333, Q2]
8. **Azar, Ofer H.** (2005), "Who Do We Tip and Why? An Empirical Investigation," *Applied Economics*, 37(16), 1871-1879.  
[JR=A, GS=39, ISI=21, IF=0.679, TCR=36/333, Q1]
9. **Azar, Ofer H.** (2005), "The Review Process in Economics: Is It Too Fast?" *Southern Economic Journal*, 72(2), 482-491.  
[JR=A, GS=45, ISI=15, IF=0.777, TCR=98/333, Q2]
10. **Azar, Ofer H.** (2006), "The Academic Review Process: How Can We Make it More Efficient?" *American Economist*, 50(1), 37-50.  
[JR=C, GS=34]
11. **Azar, Ofer H.** (2007), "Relative Thinking Theory," *The Journal of Socio-Economics*, 36(1), 1-14.  
[JR=B, GS=36, IF=0.505, TCR=114/333, Q2]
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.  
[JR=B, GS=65, IF=0.505, TCR=114/333, Q2]
13. **Azar, Ofer H.** (2007), "The Social Norm of Tipping: A Review," *Journal of Applied Social Psychology*, 37(2), 380-402.  
[JR=B, GS=86, ISI=32, IF=1.049, TCR=9/62, Q1]
14. **Azar, Ofer H.** (2007), "The Slowdown in First-Response Times of Economics Journals: Can it Be Beneficial?" *Economic Inquiry*, 45(1), 179-187.  
[JR=A, GS=27, ISI=10, IF=1.171, TCR=66/333, Q1]

15. **Azar, Ofer H.** (2007), "Behavioral Economics and Socio-Economics Journals: A Citation-Based Ranking," *The Journal of Socio-Economics*, 36(3), 451-462.  
[JR=B, GS=22, IF=0.505, TCR=114/333, Q2]
16. **Azar, Ofer H.** (2007), "Do People Tip Strategically, to Improve Future Service? Theory and Evidence," *Canadian Journal of Economics*, 40(2), 515-527.  
[JR=A, GS=47, ISI=20, IF=0.882, TCR=95/333, Q2]
17. Bar-Eli, Michael, **Ofer H. Azar**, Ilana Ritov, Yael Keidar-Levin<sup>S</sup>, and Galit Schein (2007), "Action Bias among Elite Soccer Goalkeepers: The Case of Penalty Kicks," *Journal of Economic Psychology*, 28(5), 606-621.  
[JR=A, GS=127, ISI=40, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A\*, GS=21, ISI=14, IF=1.546, TCR=28/333, Q1]
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.  
[JR=B, GS=6, IF=0.505, TCR=114/333, Q2]
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.  
[JR=A, GS=20, ISI=8, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A, GS=25, ISI=8, IF=0.777, TCR=98/333, Q2]
22. **Azar, Ofer H.** (2008), "The Impact of Economics on Management," *Journal of Economic Behavior and Organization*, 68(3-4), 667-675.  
[JR=A\*, GS=1, ISI=1, IF=1.546, TCR=28/333, Q1]
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.  
[JR=A, GS=37, ISI=13, IF=1.769, TCR=117/333, Q2]
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.  
[JR=A, GS=9, ISI=5, IF=0.848, TCR=173/333, Q3]
25. Leiser, David, **Ofer H. Azar** and Liat Hadar (2008), "Psychological Construal of Economic Behavior," *Journal of Economic Psychology*, 29(5), 762-776.  
[JR=A, GS=26, ISI=9, IF=1.757, TCR=55/333, Q1]

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.  
[JR=C, GS=34]
28. **Azar, Ofer H.** (2009), "Incentives and Service Quality in the Restaurant Industry: The Tipping – Service Puzzle," *Applied Economics*, 41(15), 1917-1927.  
[JR=A, GS=40, ISI=15, IF=0.679, TCR=36/333, Q1]
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.  
[JR=A, GS=2, IF=1.439, TCR=73/333, Q1]
30. **Azar, Ofer H.** (2010), "Citing Reprinted Material," *American Economist*, 55(1), 46-48.  
[JR=C]
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.  
[JR=A, GS=15, ISI=3, IF=0.679, TCR=36/333, Q1]
32. **Azar, Ofer H.** (2010), "Tipping Motivations and Behavior in the US and Israel," *Journal of Applied Social Psychology*, 40(2), 421-457.  
[JR=B, GS=25, ISI=8, IF=1.049, TCR=9/62, Q1]
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.  
[JR=A\*, GS=3, ISI=1, IF=1.546, TCR=28/333, Q1]
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.  
[JR=A, GS=6, ISI=3, IF=1.171, TCR=66/333, Q1]
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.  
[JR=B, GS=16, ISI=2, IF=1.595, TCR=9/95, Q1]
36. **Azar, Ofer H.** and Michael Bar-Eli (2011), "Do Soccer Players Play the Mixed-Strategy Nash Equilibrium?" *Applied Economics*, 43(25), 3591-3601.  
[JR=A, GS=15, ISI=3, IF=0.679, TCR=36/333, Q1]

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.  
[JR=A, GS=21, ISI=8, IF=1.757, TCR=55/333, Q1]
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.  
[GS=9, ISI=11, IF=2.753, TCR=48/129, Q2]
39. **Azar, Ofer H.** (2011), "Business Strategy and the Social Norm of Tipping," *Journal of Economic Psychology*, 32(3), 515-525.  
[JR=A, GS=18, ISI=11, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A, GS=3, IF=1.757, TCR=55/333, Q1]
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.  
[JR=B, GS=2, IF=0.505, TCR=114/333, Q2]
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.  
[JR=B, GS=1]
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.  
[JR=A, GS=6, ISI=1, IF=1.415, TCR=88/333, Q2]  
**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.  
[JR=A, GS=9, ISI=2, IF=0.679, TCR=36/333, Q1]
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.  
[JR=A\*, GS=20, ISI=8, IF=1.546, TCR=28/333, Q1]
46. **Azar, Ofer H.** (2013), "Competitive Strategy when Consumers Are Affected by Reference Prices" *Journal of Economic Psychology*, 39, 327-340.  
[JR=A, GS=1, IF=1.757, TCR=55/333, Q1]

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.  
[JR=A, GS=5, ISI=1, IF=2.324, TCR=12/115, Q1]
48. Morgulev, Elia, **Ofer H. Azar**, Ronnie Lidor, Eran Sabag<sup>S</sup>, 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.  
[JR=A\*, GS=2, IF=1.546, TCR=28/333, Q1]
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.  
[JR=A\*, GS=2, ISI=1, IF=1.546, TCR=28/333, Q1]
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.  
[JR=A, GS=5, ISI=1, IF=1.355, TCR=63/333, Q1]
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.  
[JR=A\*, GS=6, ISI=2, IF=1.546, TCR=28/333, Q1]
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.  
[JR=A, IF=0.848, TCR=173/333, Q3]
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.  
[IF=3.863, TCR=36/51, Q3]
54. **Azar, Ofer H.** (2015), "A Linear City Model with Asymmetric Consumer Distribution," *PLOS ONE*, 10(6): e0129068.  
[IF=3.702, TCR=4/56, Q1]
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.  
[JR=A, IF=1.757, TCR=55/333, Q1]

56. Adi Itzkin, Dina Van Dijk and **Ofer H. Azar**, "At Least I Tried: The Relationship between Regulatory Focus and Regret Following Action vs. Inaction," *Frontiers in Psychology*, vol. 7 article 1684, 1-16.  
[IF=2.885, TCR=9/129, Q1]

(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.

(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.  
[JR=A, GS=14, ISI=8, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A, GS=2, ISI=0, IF=1.757, TCR=55/333, Q1]
3. **Azar, Ofer H.** (2013), "The Journal of Socio-Economics: A letter from the incoming Editor," *The Journal of Socio-Economics*, 42, 140-141.  
[JR=B, IF=0.505, TCR=114/333, Q2]
4. **Azar, Ofer H.** (2013), "The Impact Factor and Ranking of the *Journal of Socio-Economics*," *The Journal of Socio-Economics*, 42, 142-143.  
[JR=B, IF=0.505, TCR=114/333, Q2]
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.  
[JR=B, IF=0.505, TCR=114/333, Q2]
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.  
[JR=B, IF=0.505, TCR=114/333, Q2]

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.  
[JR=A, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A\*, IF=3.488, TCR=13/333, Q1]

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.  
[JR=A, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A, IF=1.757, TCR=55/333, Q1]
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.  
[JR=A, GS=2, IF=5.765, TCR=10/55, Q1]
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.  
[JR=A\*, IF=3.856, TCR=23/185, Q1]

#### 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-current	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.
2005-2006	Self Evaluation Committee, Department of Business Administration, Ben-Gurion University of the Negev.

(b) Main professional functions outside universities / institutions

In conferences

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.

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 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*  
*PLOS ONE*  
*PNAS (Proceedings of the National Academy of Sciences)*  
*Psychological Science*  
*RAND Journal of Economics*  
*Review of Industrial Organization*  
*Scandinavian Journal of Economics*  
*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.

(g) Membership in professional / scientific societies (in parentheses positions)

American Economic Association.

Economic Science Association.

International Association for Research in Economic Psychology (Country Representative, Board Member, Honorary Secretary, Webmaster, Newsletter Editor, Member of the Executive Committee).

Society for the Advancement of Behavioral Economics (Country Representative, Board Member, President).

The International Confederation for the Advancement of Behavioral Economics and Economic Psychology (Chairperson of the Executive Committee, Webmaster).

• **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) [Joint with Michael Bar-Eli]
2018 (expected)	Alisa Voslinsky [Won a four-year Negev Fellowship] (Ph.D., BGU) [Joint with Yaron Lahav]
2018 (expected)	Merav Malcman (Ph.D., BGU) [Joint with Mosi Rosenboim and Tal Shavit]

• **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).

• **Lectures and Presentations at Meetings and Invited Seminars**

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

(a) Invited plenary lectures at conferences/meetings and special honorary lectures

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).

(b) Presentations of papers at conferences / meetings (oral or poster)

1. Azar, Ofer H., "Can Price Discrimination be Bad for Firms and Good for Consumers? The Case of Opening Hours," Western Economic Association International 77<sup>th</sup> Annual Conference, Seattle (July 1, 2002).
2. Azar, Ofer H., "The Social Norm of Tipping: Does it Improve Social Welfare?" Western Economic Association International 77<sup>th</sup> Annual Conference, Seattle (July 2, 2002).
3. Azar, Ofer H., "The Social Norm of Tipping: Does it Improve Social Welfare?" The Behavioral Research Council, (a Division of the American Institute for Economic Research) Conference, "Behavioral Economics and Neoclassical Economics: Continuity or Discontinuity?" Great Barrington, MA (July 21, 2002).

4. Azar, Ofer H., "Can Price Discrimination be Bad for Firms and Good for Consumers? The Case of Opening Hours," International Industrial Organization Conference, Boston (April 4, 2003).
5. Azar, Ofer H., "The Effect of External Incentives on Monitoring and Firm-Provided Incentives," International Industrial Organization Conference, Boston (April 5, 2003).
6. Azar, Ofer H., "What sustains social norms and how they evolve? The case of tipping," The North American Summer Meetings of the Econometric Society, Evanston, IL (June 27, 2003).
7. Azar, Ofer H., "The Slowdown in Turnaround Times of Academic Journals: Can it be Beneficial?" 18<sup>th</sup> Annual Congress of the European Economic Association, Stockholm (August 22, 2003).
8. Azar, Ofer H., "Optimal Monitoring with External Incentives: The Case of Tipping," 30<sup>th</sup> Annual Conference of the European Association for Research in Industrial Economics (EARIE), Helsinki (August 24, 2003).
9. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," IV Winter Workshop on Economics and Philosophy, "Psychological Foundations of the Theory of Choice in Economics," Madrid (November 21, 2003).
10. Azar, Ofer H., "Do People Think about Absolute or Relative Differences? Experiments, Pricing Implications, and Market Evidence," The Society for the Advancement of Behavioral Economics and the International Association for Research in Economic Psychology joint conference (SABE/IAREP 2004), Philadelphia (July 16, 2004).
11. Azar, Ofer H., "Do People Think about Absolute or Relative Differences? Some Experimental Evidence," The Israeli Society for Cognitive Psychology Annual Conference, Bar Ilan University (October 10, 2004).
12. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences? Experiments, Pricing Implications, and Market Evidence," The 9<sup>th</sup> Econometric Society World Congress, London (August 21, 2005).
13. Azar, Ofer H., "Do Consumers Make Too Much Effort to Save on Cheap Items and Too Little to Save on Expensive Items?" The Economic Science Association European Regional Meeting 2005, Alessandria, Italy (September 16, 2005).
14. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences? Experimental Evidence and Implications," The Economic Science Association European Regional Meeting 2005, Alessandria, Italy (September 18, 2005).

15. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences? Experimental Evidence and Implications," The International Association for Research in Economic Psychology (IAREP) annual conference, Prague (September 22, 2005).
16. Azar, Ofer H., "The Perception of Absolute and Relative Price Differences and the Price Dispersion Puzzle," The International Association for Research in Economic Psychology (IAREP) annual conference, Prague (September 22, 2005).
17. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences? Experimental Evidence and Implications," The 22<sup>nd</sup> Israel Economic Association Annual Conference, Ma'ale Hachamisha, Israel (May 30, 2006).
18. Azar, Ofer H. and Yossi Tobol, "Tipping as an Investment in Service Quality," The Society for the Advancement of Behavioral Economics and the International Association for Research in Economic Psychology joint conference (IAREP/SABE 2006), Paris (July 7, 2006).
19. Bar-Eli, Michael, Ofer H. Azar, Ilana Ritov, Yael Keidar-Levin, and Galit Schein, "Action Bias among Elite Soccer Goalkeepers: The Case of Penalty Kicks," The Society for the Advancement of Behavioral Economics and the International Association for Research in Economic Psychology joint conference (IAREP/SABE 2006), Paris (July 8, 2006).
20. Azar, Ofer H., "Relative Thinking in Choices between Substitute Goods," 33<sup>rd</sup> Annual Conference of the European Association for Research in Industrial Economics (EARIE), Amsterdam (August 26, 2006).
21. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," 33<sup>rd</sup> Annual Conference of the European Association for Research in Industrial Economics (EARIE), Amsterdam (August 27, 2006).
22. Azar, Ofer H., "Does a Larger Fixed Payment Reduce the Perceived Magnitude of the Pay-For-Performance Component?" The Economic Science Association European Regional Meeting 2006, Nottingham, UK (September 8, 2006).
23. Azar, Ofer H., "Relative Thinking in Choices between Substitute Goods," The Economic Science Association European Regional Meeting 2006, Nottingham, UK (September 9, 2006).
24. Azar, Ofer H., "Relative Thinking," Affect, Motivation and Decision Making International Conference, Ein Boqueq, The Dead Sea, Israel (December 14, 2006).
25. Azar, Ofer H., "Relative Thinking in Consumer Choice between Differentiated Goods and Services," 2007 Asia-Pacific Regional Meeting of the Economic Science Association, Osaka, Japan (February 10, 2007).
26. Azar, Ofer H., "Tipping Motivations and Behavior in the US and Israel: Results of an Experimental Survey," 2007 Asia-Pacific Regional Meeting of the Economic Science Association, Osaka, Japan (February 11, 2007).

27. Azar, Ofer H., "Tipping Motivations and Behavior in the US and Israel: Results of an Experimental Survey," International Conference on Reciprocity: Theories and Facts, Verbania, Italy (February 22, 2007).
28. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," The 23<sup>rd</sup> Israel Economic Association Annual Conference, Ma'ale Hachamisha, Israel (May 30, 2007).
29. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers in the Presence of Relative Thinking," 2007 Israel Strategy Conference, Jerusalem (December 25, 2007).
30. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," The 6<sup>th</sup> Annual International Industrial Organization Conference, Washington, DC Metropolitan Area (May 17, 2008).
31. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices," The 6<sup>th</sup> Annual International Industrial Organization Conference, Washington, DC Metropolitan Area (May 17, 2008).
32. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices," The 24<sup>th</sup> Israel Economic Association Annual Conference, Ma'ale Hachamisha, Israel (June 4, 2008).
33. Azar, Ofer H., "Are Transportation and Search Costs Independent of the Good's Price? Experimental Evidence and Implications for Business Strategy," IAREP/SABE 2008, Rome (September 4, 2008).
34. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," IAREP/SABE 2008, Rome (September 6, 2008).
35. Azar, Ofer H. and Michael Bar-Eli, "Do Soccer Players Play the Mixed-Strategy Nash Equilibrium?" LABSI 2008 International Conference on Strategic Decision Making in Politics and Economics: Experiments, Theory, and Empirical Studies, Salerno, Italy (September 8, 2008).
36. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," LABSI 2008 International Conference on Strategic Decision Making in Politics and Economics: Experiments, Theory, and Empirical Studies, Salerno, Italy (September 8, 2008).
37. Azar, Ofer H., "Relative Thinking and Task Performance: Does a Larger Fixed Payment Reduce the Perceived Magnitude of the Pay-For-Performance Component?" Economic Science Association 2008 European Regional Meeting, Lyon, France (September 12, 2008).
38. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," The 2<sup>nd</sup> Israel Strategy Conference, Tel Aviv, Israel (December 30, 2008).

39. Azar, Ofer H., "Are Transportation and Search Costs Independent of the Good's Price? Experimental Evidence and Implications for Business Strategy," 2009 Asia-Pacific Regional Meeting of the Economic Science Association, Haifa, Israel (March 26, 2009).
40. Azar, Ofer H., "Relative Thinking and Task Performance: Does a Larger Fixed Payment Reduce the Perceived Magnitude of the Pay-For-Performance Component?" 2009 Asia-Pacific Regional Meeting of the Economic Science Association, Haifa, Israel (March 29, 2009).
41. Azar, Ofer H., "The Impact of Risk and the Outcome of a Previous Business Strategy on Strategic Decision Making," 2009 IAREP-SABE joint conference, Halifax, Nova Scotia, Canada (July 9, 2009).
42. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," 2009 IAREP-SABE joint conference, Halifax, Nova Scotia, Canada (July 9, 2009).
43. Azar, Ofer H., "Relative Thinking and Task Performance: Does a Larger Fixed Payment Reduce the Perceived Magnitude of the Pay-For-Performance Component?" 2009 European Regional Meeting of the Economic Science Association, Innsbruck, Austria (September 18, 2009).
44. Azar, Ofer H., "Relative thinking in consumer choice between differentiated goods and services and implications for business strategy," 2009 European Regional Meeting of the Economic Science Association, Innsbruck, Austria (September 18, 2009).
45. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" International Meeting of the Economic Science Association 2010, Copenhagen, Denmark (July 9, 2010).
46. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" International Meeting of the Economic Science Association 2010, Copenhagen, Denmark (July 10, 2010).
47. Azar, Ofer H., "The Impact of Risk and the Outcome of a Previous Business Strategy on Strategic Decision Making," IAREP/SABE/ICABEEP 2010, Cologne, Germany (September 7, 2010).
48. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" The 3<sup>rd</sup> annual conference on the psychology of investments, Rishon-Le'Zion, Israel (December 1, 2010).
49. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices," The 4th Israel Strategy Conference, Haifa, Israel (December 29, 2010).
50. Azar, Ofer H., "Relative Thinking in Consumer Choice between Differentiated Goods and Services and Implications for Business Strategy," IMEBE 2011, Barcelona, Spain (April 8, 2011).

51. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" International Conference on Behavioral Decision Making, IDC Herzliya (June 1, 2011).
52. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences when Choosing between Substitute Goods?" ICABEEP/IAREP/SABE 2011, Exeter, UK (July 14, 2011).
53. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "A Field Experiment on Dishonesty: Do Customers Return Excessive Change in a Restaurant?" Deception, Incentives and Behavior conference, San Diego, US (April 20, 2012).
54. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" Industrial Organization, Regulation and Competition Policy in Israel Conference, Tel Aviv, Israel (December 13, 2012).
55. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" The 5th Israel Strategy Conference, Tel Aviv, Israel (December 20, 2012).
56. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty" SABE-IAREP-ICABEEP 2013, Atlanta, GA, US (July 27, 2013).
57. Azar, Ofer H., "Relative Thinking," Learning, Bounded Rationality and Decisions Conference, The Dead Sea, Israel (January 27, 2014).
58. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" SABE 2014, Lake Tahoe, NV, US (July 23, 2014).
59. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" Economic Science Association European Meetings, Prague, Czech Republic (September 6, 2014).
60. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," Morality, Incentives and Unethical Behavior Conference, Rady School of Management, UCSD, San Diego, CA, US (March 14, 2015).
61. Azar, Ofer H., "Relative Thinking with Substitute Goods: Does it Exist with Real Choices?" IAREP-SABE 2015, Sibiu, Romania (September 4, 2015).
62. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," IMEBESS Conference, Rome, Italy (April 14, 2016).

63. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," FUR 2016 Conference, Coventry, UK (June 29, 2016).
64. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," ESA 2016 International Meetings, Jerusalem, Israel (July 10, 2016).
65. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Relative thinking with substitute goods: Does it exist with real choices?" ESA 2016 International Meetings, Jerusalem, Israel (July 10, 2016).

(c) Seminar presentations at universities and institutions

1. Azar, Ofer H., "Opening Hours as a Competitive Strategic Decision," Department of Economics, Northwestern University (October 24, 2001).
2. Azar, Ofer H., "The Social Norm of Tipping: Does it Improve Social Welfare?" Department of Economics, Northwestern University (April 17, 2002).
3. Azar, Ofer H., "The Slowdown in Turnaround Times of Academic Journals: Can it Be Beneficial?" Department of Economics, Bar-Ilan University (February 24, 2003).
4. Azar, Ofer H., "The Slowdown in Turnaround Times of Academic Journals: Can it Be Beneficial?" Department of Economics, Ben-Gurion University of the Negev (February 27, 2003).
5. Azar, Ofer H., "The Slowdown in Turnaround Times of Academic Journals: Can it Be Beneficial?" Department of Economics, University of Haifa (March 6, 2003).
6. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," Department of Economics, Northwestern University (October 3, 2003).
7. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," Department of Economics, The Hebrew University of Jerusalem (December 10, 2003).
8. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," The Arison School of Business, Interdisciplinary Center Herzliya (December 15, 2003).
9. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," The William Davidson Faculty of Industrial Engineering and Management, The Technion – Israel Institute of Technology (December 31, 2003).



10. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," Department of Economics, University of Haifa (January 1, 2004).
11. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," a joint seminar for the Faculty of Management - The Leon Recanati Graduate School of Business Administration, Tel Aviv University and the Israeli Strategy & Entrepreneurship Forum (ISEF) (January 6, 2004).
12. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," Department of Economics, Ben-Gurion University of the Negev (January 8, 2004).
13. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," Department of Economics, Bar-Ilan University (January 12, 2004).
14. Azar, Ofer H., "Do People Think about Dollar or Percentage Differences? Experiments, Pricing Implications, and Market Evidence," The Jerusalem School of Business Administration, The Hebrew University of Jerusalem (January 14, 2004).
15. Azar, Ofer H., "The Social Norm of Tipping: A Review of Recent Research in Economics," The Institute for Empirical Research in Economics, University of Zurich (March 19, 2004).
16. Azar, Ofer H., "Do People Think about Absolute or Relative Differences? Experiments, Pricing Implications, and Market Evidence," The Center for Decision Making and Economic Psychology, Ben-Gurion University of the Negev (October 27, 2004).
17. Azar, Ofer H., "Do People Think about Absolute or Relative Differences? Experiments, Pricing Implications, and Market Evidence," School of Management, Ben-Gurion University of the Negev (March 2, 2005).
18. Azar, Ofer H., "Do People Think about Absolute or Relative Differences? Experiments, Pricing Implications, and Market Evidence," The Eitan Berglas School of Economics, Tel Aviv University (May 2, 2005).
19. Azar, Ofer H., "Do People Think about Absolute or Relative Price Differences? Experimental Evidence and Implications," Faculty of Management - The Leon Recanati Graduate School of Business Administration, Tel Aviv University (November 8, 2005).
20. Azar, Ofer H., "Relative Thinking," Department of Economics, University of Copenhagen (April 10, 2006).
21. Azar, Ofer H., "Relative Thinking," The Arison School of Business, Interdisciplinary Center Herzliya (May 1, 2006).

22. Azar, Ofer H., "Relative Thinking in Choices between Differentiated Goods and Services and in Mixed Compensation Schemes," The Department of Agricultural Economics and Management, The Hebrew University of Jerusalem (November 12, 2006).
23. Azar, Ofer H., "Relative Thinking in Choices between Differentiated Goods and Services and in Mixed Compensation Schemes," Department of Economics, The Hebrew University of Jerusalem (November 13, 2006).
24. Azar, Ofer H. and Michael Bar-Eli, "Do Soccer Players Play the Mixed-Strategy Nash Equilibrium?" Department of Economics, Ben-Gurion University of the Negev (November 20, 2006).
25. Azar, Ofer H., "Evolution of Social Norms with Heterogeneous Preferences: A General Model and an Application to the Academic Review Process," Kyoto University (February 8, 2007).
26. Azar, Ofer H., "Relative Thinking and Task Performance: Does a Larger Fixed Payment Reduce the Perceived Magnitude of the Pay-for-Performance Component?" Osaka University (February 14, 2007).
27. Azar, Ofer H., "Are Transportation and Search Costs Independent of the Good's Price? Some Experimental Evidence," University of Tokyo (February 20, 2007).
28. Azar, Ofer H., "Firm Strategy and Biased Decision Making: The Price Dispersion Puzzle," University of Tokyo (February 20, 2007).
29. Azar, Ofer H., "Relative Thinking, Consumer Choice, Task Performance, and Firm Strategy," UCLA Anderson School of Management (April 10, 2009).
30. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices," Tel-Aviv University (May 27, 2009).
31. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" University of Valencia (March 30, 2010).
32. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" THEMA - Université de Cergy-Pontoise / ESSEC Business School (June 24, 2010).
33. Azar, Ofer H., "Do Consumers Think about Relative or Absolute Price Differences? Experimental Evidence of Relative Thinking and Business Implications," UC Riverside Anderson Graduate School of Management (April 18, 2012).
34. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty" Max Planck Institute of Economics in Jena, Strategic Interaction Group (October 10, 2012).

35. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty" University Paris 13 (February 12, 2013).
36. Azar, Ofer H., "Methods in Experimental Economics" and "Do People Think about Absolute or Relative Price Differences when Choosing between Substitute Goods?" University Paris 13 (February 19, 2013).
37. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty" University of Granada (March 22, 2013).
38. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty" Decision Making and Economic Psychology Center seminar, Ben-Gurion University of the Negev (November 19, 2013).
39. Azar, Ofer H., "Relative Thinking in Consumer Choice between Differentiated Goods and Services and Its Implications for Business Strategy," City University of Hong Kong (February 24, 2014).
40. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" Bar-Ilan University (June 17, 2014).
41. Azar, Ofer H., Shira Yosef and Michael Bar-Eli, "Do Customers Return Excessive Change in a Restaurant? A Field Experiment on Dishonesty," RWTH Aachen University (April 7, 2015).
42. Azar, Ofer H., "Does Relative Thinking Exist in Mixed Compensation Schemes?" University of Strasbourg (September 25, 2015).
43. Azar, Ofer H., "Relative Thinking," University of Salento, Lecce (April 21, 2016).
44. Azar, Ofer H., "Relative Thinking," Middlesex University, London (June 23, 2016).

- **Research Grants**

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| 2003-2004 | Northwestern University Graduate Research Grant<br>Azar, Ofer H. (Principal Investigator)<br>"Do People Think about Dollars or Percentages? Experiments, Theory, and Evidence about Percentage Thinking" |
| 2003-2005 | Russell Sage Foundation<br>Azar, Ofer H. (Principal Investigator)<br>"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**

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#### Non-academic certification

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

#### Non-academic employment

1997-1998    Itzhak Swary and Co., CPA (ISR.), Financial Consulting – Accounting Intern. Was involved in several projects in the following areas: valuations of firms, due-diligence, regulation of monopoly prices for the Ministry of Industry and Trade, strategic plans, accounting and auditing, financial and accounting research.

#### Academic visits

4/2006:      University of Copenhagen, Denmark.  
7/2010:      University of Copenhagen, Denmark.  
10/2012:    Max Planck Institute of Economics, Jena, Germany.  
2/2013:      University of Paris 13, France.  
2/2014:      City University of Hong Kong.  
2/2015:      National Chengchi University, Taipei, Taiwan.

#### Miscellaneous

Ranked 69<sup>th</sup> 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).

Elected to be a student representative of the Eitan Berglas School of Economics in Tel Aviv University's Student Union, 1996/7.