

Prof. Ofer Azar received his Ph.D. in economics from Northwestern University and is now an Associate Professor at Ben-Gurion University of the Negev.

His main research areas include behavioral economics, experimental economics, business strategy, industrial organization, and applied microeconomics.

Prof. Azar is an Associate Editor in the *[Journal of Economic Behavior & Organization](#)* and the *[Journal of Economic Psychology](#)*. He is also an Editorial Board Member in the *[Journal of Socio-Economics](#)* (where he will become the Editor in Chief in January 2013), and an Advisory Board Member in the *[SSRN Journals in Behavioral & Experimental Economics](#)*.

Prof. Azar serves as the Chairperson of the Executive Committee of [The International Confederation for the Advancement of Behavioral Economics and Economic Psychology \(ICABEEP\)](#) and as the President of the [Society for the Advancement of Behavioral Economics \(SABE\)](#). He is also the Head of the Multidisciplinary Specialty in the Department of Business Administration and the Teaching Committee Chairperson of the [Guilford Glazer Faculty of Business and Management](#) at Ben-Gurion University of the Negev.

In a [recent ranking](#) of economists whose first publication appeared in the last 10 years, Dr. Azar was ranked 69th.

In 2008 one of his articles was chosen by The New York Times as one of the important ideas of the year (see below), and in 2009 he won the Toronto Prize for Research Excellence of Young Researchers.