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Rachel's research focuses on Behavioral Decision Theory. Aiming to demonstrate behavioral aspects of decision making as well as to quantify the underlying psychological processes she studies wide range of phenomena including, safety ('it cannot happen to me'), dynamic inconsistency ('this is what I always wanted – right?!'), advice ('easier said than done'), service ('are you being served?'), ethical-dissonance ('the pot calling the kettle black.')

Her work has been published in journals such as: Psychological Review, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Psychonomic Bulletin and Review, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Service Industries Journal, International Journal of Service Industries Management.

She serves as ad-hoc reviewer for Management Science, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Decision Sciences Journal, Experimental Economics

She teaches a variety of courses including experimental methods, behavioral decision making and selected topics of organizational behavior at the graduate and undergraduate level.

Rachel has a B.A. in Psychology (1989) and M.A. in Social Psychology (1992) from the Hebrew University, Israel. She received a PhD in Industrial Engineering and Management (1997) from the Technion – Israel Institute of Technology. She spent two years as a post-doctoral researcher in the Psychology Department in Indiana University, IN. Recently she spent her Sabbatical year as a fellow researcher at FUQUA Business School at Duke University, NC.