

## Ofer H. Azar



### Curriculum Vitae and List of Publications

#### Personal Details

Address	Department of Business Administration, Guilford Glazer School of Business and Management, Ben-Gurion University of the Negev, P.O.B. 653, Beer Sheva 84105, Israel
Marital status	Married to Ronit, three children (Aviv, Alon, and Shiri)
E-mail	azar@som.bgu.ac.il
Personal website	<a href="http://www.oferazar.com">http://www.oferazar.com</a>

#### Education

B.A.	1995-1998	Tel Aviv University – Economics and Accounting, <i>Summa Cum Laude</i> and highest GPA ever in the Eitan Berglas School of Economics' records (99 on a 0-100 scale).
M.A.	1999-2000	Northwestern University – Economics.
Ph.D.	1999-2004	Northwestern University – Economics.

#### Dissertation Committee:

James D. Dana, Jr. (Chairperson), Department of Management and Strategy, Kellogg School of Management.

Robert H. Porter, Department of Economics.

William P. Rogerson, Department of Economics.

Title of the dissertation: "Psychological Motivations and Biases in Economic Behavior and their Effects on Markets and Firm Strategy."

#### Employment History

2009-current	Senior Lecturer, Department of Business Administration, Guilford Glazer School of Business and Management, Ben-Gurion University of the Negev.
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- 2004-2009      Lecturer, Department of Business Administration, Guilford Glazer School of Business and Management, Ben-Gurion University of the Negev.
- 2001-2004      Teaching Assistant, Department of Economics, Northwestern University.
- 2001              Research Assistant, Management & Strategy Department, Kellogg School of Management, Northwestern University.
- 1998-1999      Teaching Assistant and Research Assistant, The Eitan Berglas School of Economics, Tel Aviv University.

### **Research Interests**

Applied microeconomics  
 Behavioral economics  
 Business strategy  
 Experimental economics  
 Industrial organization

### **Editorial Positions in Scientific Journals**

- 2008-current      Associate Editor of the *Journal of Economic Psychology*.
- 2008-current      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*.

### **Scientific Publications**

#### (a) Articles in refereed journals

1.      Azar, Ofer H. (2003), "The Implications of Tipping for Economics and Management," *International Journal of Social Economics*, 30(10), 1084-1094.
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* (Topics), 3(1), Article 12.
3.      Azar, Ofer H. (2004), "Rejections and the Importance of First Response Times," *International Journal of Social Economics*, 31(3), 259-274.

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.  
Reprinted in Maital, Shlomo (Editor) (2007), *Recent Developments in Behavioral Economics*, Cheltenham, UK: Edward Elgar.
5. Azar, Ofer H. (2004), "Optimal Monitoring with External Incentives: The Case of Tipping," *Southern Economic Journal*, 71(1), 170-181.
6. Azar, Ofer H. (2004), "The History of Tipping – from Sixteenth-Century England to United States in the 1910s," *Journal of Socio-Economics*, 33(6), 745-764.
7. Azar, Ofer H. (2005), "The Social Norm of Tipping: Does it Improve Social Welfare?" *Journal of Economics*, 85(2), 141-173.
8. Azar, Ofer H. (2005), "Who Do We Tip and Why? An Empirical Investigation," *Applied Economics*, 37(16), 1871-1879.
9. Azar, Ofer H. (2005), "The Review Process in Economics: Is It Too Fast?" *Southern Economic Journal*, 72(2), 482-491.
10. Azar, Ofer H. (2006), "The Academic Review Process: How Can We Make it More Efficient?" *American Economist*, 50(1), 37-50.
11. Azar, Ofer H. (2007), "Relative Thinking Theory," *Journal of Socio-Economics*, 36(1), 1-14 (lead article).
12. Azar, Ofer H. (2007), "Why Pay Extra? Tipping and the Importance of Social Norms and Feelings in Economic Theory," *Journal of Socio-Economics*, 36(2), 250-265.
13. Azar, Ofer H. (2007), "The Social Norm of Tipping: A Review," *Journal of Applied Social Psychology*, 37(2), 380-402.
14. Azar, Ofer H. (2007), "The Slowdown in First-Response Times of Economics Journals: Can it Be Beneficial?" *Economic Inquiry*, 45(1), 179-187.
15. Azar, Ofer H. (2007), "Behavioral Economics and Socio-Economics Journals: A Citation-Based Ranking," *Journal of Socio-Economics*, 36(3), 451-462.
16. Azar, Ofer H. (2007), "Do People Tip Strategically, to Improve Future Service? Theory and Evidence," *Canadian Journal of Economics*, 40(2), 515-527.
17. 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.
18. Azar, Ofer H. (in press), "Citing Reprinted Material," *American Economist*.

19. Azar, Ofer H. (2009), "Incentives and Service Quality in the Restaurant Industry: The Tipping – Service Puzzle," *Applied Economics*, 41(15), 1917-1927.
20. Bar-Eli, Michael, Ofer H. Azar, Ilana Ritov, Yael Keidar-Levin, and Galit Schein (2007), "Action Bias among Elite Soccer Goalkeepers: The Case of Penalty Kicks," *Journal of Economic Psychology*, 28(5), 606-621.
21. Azar, Ofer H. (2008), "The Effect of External Incentives on Profits and Firm-Provided Incentives Strategy," *Journal of Socio-Economics*, 37(1), 149-156.
22. 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.
23. 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.
24. 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.
25. Azar, Ofer H. (2008), "The Impact of Economics on Management," *Journal of Economic Behavior and Organization*, 68(3-4), 667-675.
26. Azar, Ofer H. (in press), "Do People Tip Because of Psychological or Strategic Motivations? An Empirical Analysis of Restaurant Tipping," *Applied Economics*.
27. 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.
28. Azar, Ofer H. (2008), "Strategic Behavior and Social Norms in Tipped Service Industries," *The B.E. Journal of Economic Analysis & Policy* (Topics), 8(1), Article 7.
29. Leiser, David, Ofer H. Azar and Liat Hadar (2008), "Psychological Construal of Economic Behavior," *Journal of Economic Psychology*, 29(5), 762-776.
30. 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.
31. Azar, Ofer H. (2008), "The Impact of Tipping on Firm Strategy and Market Outcomes," *Journal of Strategic Management Education*, vol. 4.
32. Azar, Ofer H. (in press), "Does Relative Thinking Exist in Real-World Situations? A Field Experiment with Bagels and Cream Cheese," *Economic Inquiry*.

33. Azar, Ofer H. (in press), "Tipping Motivations and Behavior in the US and Israel," *Journal of Applied Social Psychology*.
34. 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.
35. Azar, Ofer H. (in press), "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*.
36. Azar, Ofer H. and Michael Bar-Eli (in press), "Do Soccer Players Play the Mixed-Strategy Nash Equilibrium?" *Applied Economics*.

(b) Revise and resubmit requests

1. Azar, Ofer H., "Optimal Strategy of Multi-Product Retailers with Relative Thinking and Reference Prices" (Revise and resubmit in *Marketing Science*).
2. Azar, Ofer H., "A Model of Spatial Competition with Asymmetric Consumer Distribution" (Revise and resubmit in the *Journal of Economics*).

(c) 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.
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.
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.
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.
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.

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.

(d) Chapters in collective volumes

1. Azar, Ofer H. (in press), "Tipping, Firm Strategy, and Industrial Organization," in Boskins, Arnold P. (Ed.), *Consumer Economics: New Research*, Hauppauge, NY: Nova Science Publishers.
2. Azar, Ofer H. (in press), "Behavioral Industrial Organization, Firm Strategy, and Consumer Economics," in Boskins, Arnold P. (Ed.), *Consumer Economics: New Research*, Hauppauge, NY: Nova Science Publishers.
3. 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.
4. 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.
5. 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 Strategy Process Research*, Edward Elgar Publishing.

(e) 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.

**Research Grants**

2003-2004     Northwestern University Graduate Research Grant  
Azar, Ofer H.

"Do People Think about Dollars or Percentages? Experiments, Theory, and Evidence about Percentage Thinking"

- 2003-2005 Russell Sage Foundation  
Azar, Ofer H.  
"Do People Think about Dollars or Percentages?"
- 2004-2005 Emerald Research Fund Awards Foundation  
Azar, Ofer H.  
"Acknowledging Editors' Important Contribution to Academia: Ranking Editorial Output of Individuals and Institutions"
- 2005 Ministry of Immigrant Absorption  
Azar, Ofer H.  
"Deviations from Rational Decision Making and Their Effects on Markets and Optimal Firm Strategy"
- 2006-2009 Russell Sage Foundation  
Azar, Ofer H.  
"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  
"Behavioral economics and decision making"

### **Awards, Honors, and Fellowships**

#### (a) Honors and 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 Toronto Prize for Research Excellence of Young Researchers, Ben-Gurion University of the Negev.

(b) Fellowships

- 1996-1999            Fellowship, Tel Aviv University.
- 1999-2001            University Fellow in the Graduate School, Northwestern University.
- 2000-2003            Summer Fellowship, Northwestern University.
- 2002-2003            Center for the Study of Industrial Organization Fellowship, Northwestern University.
- 2001-2004            Teaching Assistant Fellowship, Northwestern University.

**Professional Activities**

(a) Positions in academic administration

- 2010-current        Head of the Multidisciplinary Specialty, Department of Business Administration, Ben-Gurion University of the Negev.
- 2009-current        Member of the Senate (one of three representatives from the Guilford Glazer School of Management), Ben-Gurion University of the Negev.
- 2009-current        Chairperson of the Teaching Committee of the Department of Business Administration, Ben-Gurion University of the Negev.
- 2008-2009            Chairperson of the Library Committee of the Department of Business Administration, Ben-Gurion University of the Negev.
- 2008-2009            The School of Management representative in the committee of the Office of International Academic Affairs, Ben-Gurion University of the Negev.
- 2007-2009            Member of the Teaching Committee of the Department of Business Administration, Ben-Gurion University of the Negev.

- 2006-current      The School of Management representative in the steering committee for university websites, Ben-Gurion University of the Negev.
- 2005-2007        Seminar organizer, The Decision Making and Economic Psychology (DMEP) Center at Ben-Gurion University of the Negev.
- 2005-2007        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) Professional functions outside universities

- 2009-current      Chairperson of the Executive Committee 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 in the Society for Advancement of Behavioral Economics (SABE).
- 2010                Member of the Scientific Committee for the joint SABE – IAREP 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-current      Honorary Secretary, Webmaster and Newsletter Editor, the International Association for Research in Economic Psychology (IAREP).
- 2008-2009        Chairperson of the Committee for Increased Cooperation between IAREP and SABE.
- 2008                Organizer of a session on "Industrial Organization and Strategy" in the 24<sup>th</sup> Annual Conference of the Israel Economic Association.
- 2008                Member of the Scientific Committee for the joint SABE – IAREP conference, Rome, September 3-6, 2008.
- 2007                Organizer of a session on "Industrial Organization and Strategy" in the 23<sup>rd</sup> Annual Conference of the Israel Economic Association.
- 2006-current      Member of the Board of the Society for Advancement of Behavioral Economics (SABE).

2006 Co-organizer of the Affect, Motivation and Decision Making International Conference, Ein Boqueq, The Dead Sea, Israel, December 12-15, 2006.

(c) Refereeing for journals

*American Economist; Applied Psychology: An International Review; B.E. Journals in Economic Analysis & Policy; Economic Inquiry; International Journal of Hospitality Management; Japanese Economic Review; Journal of Applied Social Psychology; 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 Marketing Research; Journal of Socio-Economics; Journal of the Academy of Marketing Science; Journal of Transport, Economics and Policy; Metroeconomica; RAND Journal of Economics; Review of Industrial Organization; Scandinavian Journal of Economics; Southern Economic Journal; Strategic Management Journal; Tourism Management.*

(d) Refereeing for grants

The U.S.-Israel Binational Science Foundation (BSF).

(e) Refereeing for publishers

Cambridge Scholars Press; MIT Press.

**Educational Activities**

(a) Courses taught (all courses were taught at Ben-Gurion University of the Negev)

Strategy and Business Administration Policy (MBA, Executive MBA); Industrial Organization and Competitive Strategy (MBA); Strategic Thinking (MBA); Business Policy and Industrial Organization (BA); Principles of Strategy (BA); Principles of Strategy and Entrepreneurship (BA).

(b) Research students

Advisor

2004-2006 Eldad Cinman (M.Sc., Department of Industrial Engineering and Management, Ben-Gurion University of the Negev), "Experimental Field Study on Goal Commitment and Focal Point Approach."

Member of the Examination Committee – M.A. Students

2006 Yosef Ganun (M.A., Department of Economics, Ben-Gurion University of the Negev), "Do Individuals Perceive Income Taxes as Less Desirable Than Consumption Taxes?"

Member of the Examination Committee – Ph.D. Candidates Dissertation Proposals

2009 Ziva Sharp (Department of Business Administration, Ben-Gurion University of the Negev), "Strategic Planning in NPOs."

Seminar presentations

2001: Northwestern University.

2002: Northwestern University.

2003: Bar-Ilan University, Ben-Gurion University of the Negev, University of Haifa, Northwestern University, The Hebrew University of Jerusalem, Interdisciplinary Center, The Technion – Israel Institute of Technology.

2004: University of Haifa, Tel Aviv University, Ben-Gurion University of the Negev, Bar-Ilan University, The Hebrew University of Jerusalem, University of Zurich.

2005: Ben-Gurion University of the Negev, Tel Aviv University.

2006: University of Copenhagen, Interdisciplinary Center Herzliya, The Hebrew University of Jerusalem, Ben-Gurion University of the Negev.

2007: Kyoto University, Osaka University, University of Tokyo.

2009: UCLA, Tel-Aviv University.

Additional Information

(a) Selected media coverage

Varghese, Sangeeth, "When Leadership Means Doing Nothing," *Forbes*, May 11, 2009.

Haruti-Sover, Tali, "Sometimes there is no Need to Act," *The Marker*, December 22, 2008 (in Hebrew).

Siegel-Itzkovich, Judy, "Look Busy or Just Sit Tight? A Lesson in Success from Soccer," *Jerusalem Post*, December 17, 2008.

Thompson, Clive, "Goalkeeper Science," *The New York Times Magazine, Year in Ideas 2008 issue*, December 14, 2008.

Templin, Neal, "Tipping Point: What It Takes to Make Your Waiter Like You," *The Wall Street Journal*, October 23, 2008.

Wachter, Paul, "Why Tip?" *The New York Times*, October 12, 2008.

Vedantam, Shankar, "Hillary Clinton and the Action Bias," *The Washington Post*, March 31, 2008, p. A2.

Cohen, Patricia, "The Art of the Save, for Goalie and Investor," *The New York Times*, March 1, 2008.

Burak, Jacob, "Why Does He Jump," *The Marker*, July 2007, p. 242 (in Hebrew).

"Quick, Don't Move!" *Psychology Today*, 40(3), May/June 2007, p. 16.

"Das Einmaleins des Elfmeterkillers," *Badische Zeitung*, Part VII ("Wissen"), May 20, 2006 (in German).

Herrmann, Sebastian, "Der Elfmeter," *Suddeutsche Zeitung – Wissen*, May 2006, p. 40 (in German).

Neuhann, Florian, "Die Lust des Forschers am Elfmeter," *Berliner Zeitung*, January 3, 2006 (in German).

Persaud, Raj, "Your Pound of Flesh, Sir," *FT.com (website of the Financial Times)*, April 8, 2005.

Keren, Tomer, "Spending on an Apartment, Saving on a Pen," *The Marker*, March 18, 2005, p. 8 (in Hebrew).

Stephen, Joe, "Good Service Deserves Good Tip," *Chicago Tribune (RedEye Edition)*, March 11, 2004, p. 2.

(b) Non-academic certification

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

(c) 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
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Trade, strategic plans, accounting and auditing, financial and accounting research.

(d) 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 about 30 different rankings.

Ranked 114 out of 17,406 authors in IDEAS/RePEc in "Number of Abstract Views in RePEc Services over the past 12 months, Weighted by Number of Authors" (as of September 2008).

Ranked 173 out of 17,406 authors in IDEAS/RePEc in "Number of Downloads through RePEc Services over the past 12 months, Weighted by Number of Authors" (as of September 2008).

Included in SSRN Top 10,000 Authors list (ranked 1629 out of 105,000 authors in total number of downloads over the last 12 months as of December 2008).

Included in SSRN Top 3,000 Business Authors list (ranked 836 in total number of downloads over the last 12 months as of December 2008).

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

First prize in the Israeli high-school debating competition (with two other team members), 1990/1.