

URI GNEEZY

June 2026

Rady School of Management
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ACADEMIC DEGREES

1994-1997 **Ph.D.** in Economics, CentER for Economic Research, Tilburg University
1993-1994 **M.A.** in Economics, CentER for Economic Research, Tilburg University.
1990-1992 **B.A.** in Economics, Tel-Aviv University (with honor).

ACADEMIC APPOINTMENTS

2006-present Professor of Economic and Strategy and the Epstein/Atkinson Chair in Behavioral Economics, Rady School of Management, UC San Diego
2024-2028 Visiting Professor, National University of Singapore Medical School
2011-2021 Visiting Professor, CREED, University of Amsterdam
2017-2024 Visiting Scholar, NHH Bergen
2001-2006 Assistant/Associate Professor, University of Chicago GSB
1999-2003 Senior Lecturer/Associate Professor with tenure, Technion
1997-1999: Lecturer at the Department of Economics, University of Haifa

BOOKS

Gneezy, U. Pulling the Strings: Unraveling the Psychology of Negotiations. Cognella, 2025.

Gneezy, U. Mixed Signals: How Incentives Really Work. Yale University Press (March 2023). International best seller.

Gneezy, U. & List, J. The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life. PublicAffairs, October 2013. International best seller. Translated into Chinese (Mandarin and Cantonese), Dutch, Hebrew, Japanese, Korean, Portuguese, Romanian, Spanish and Thai.

PAPERS IN JOURNALS

1. Cappelen A., Charness G., Ekström M., Gneezy U. and Tungodden B. (2026). Exercise Improves Academic Performance. *Journal of Political Economy*, 131, 1, 397-434.
2. Gneezy, U. (2026). Experimental methods: Revisiting the commandments of experimental economics. *Journal of Economic Behavior and Organization*, 247.
3. Charness, G., Dimant, E., Gneezy, U. and Krupka, E. (2025). Experimental methods: Eliciting and measuring social norms. *Journal of Economic Behavior and Organization*, 237.
4. Gneezy, U; Saccardo, S and Van Veldhuizen, R. (2025). An experimental investigation of lobbying and bribes. *Experimental Economics*, 28, 455-467.
5. Gneezy, U. and M. Serra-Garcia. (2025). Why Don't People Lie More? Truth Is (Wrongly) Believed To Be More Persuasive. *Economic Journal*.
6. Gallus, J, Campbell, S and Gneezy, U. (2025). Awards: tangibility, self-signaling and signaling to others. *Experimental Economics*.
7. Andersen, S., Brandon, A., Gneezy, U. and List, JA. (2025). Towards an Understanding of Reference-Dependent Labour Supply: Theory and Evidence from a Field Experiment. *Economic Journal*.
8. Serra-Garcia, M. and Gneezy, U. (2025). Improving Human Deception Detection Using Algorithmic Feedback. *Management Science*.
9. Chapman, G, and Gneezy, U. (2024). Change Behavior, Motivation Will Follow(?): Acquired Taste and Incentives. *American Economic Association Papers and Proceedings*, 114, 660–665.
10. Gneezy, U. and Rottenstreich, Y. (2024). Failing to utilize potentially effective focal points: Prominence can stymie coordination on distinct actions. *Games and Economic Behavior*, 148, 68-81.
11. Campbell, S and Gneezy U. (2024). Smartphone use decreases trustworthiness of strangers.” *Journal of Economic Psychology*, 102.
12. Enke, B., U. Gneezy, B. Hall, D. Martin, V. Nelidov, T. Offerman and J. van de Ven (2023). “Cognitive Biases: Mistakes or Missing Stakes?” Review of Economics and Statistics, 105 (4), 818-832.
13. Arad A., Gneezy U. and Mograbi E. (2023). Intermittent Incentives to Encourage Exercising in the Long Run. *Journal of Economic Behavior and Organization*, 205, 560-573.
14. Gneezy U., Nelidov, V., Offerman T. and van de Ven J. (2023). When Opportunities Backfire: Alternatives Reduce Perseverance and Success in Task Completion. *Journal of Economic Behavior and Organization*, 208, 304-324.
15. Gneezy, U, Hoffman, M, Lane, MA, List, JA, Livingston, JA and Seiler, MJ (2023). Can wishful thinking explain evidence for overconfidence? An experiment on belief updating. *Oxford Economic Papers*, 75(1), 35-54.
16. Serra-Garcia, M. and Gneezy, U. (2021). Mistakes, Overconfidence, and the Effect of Sharing on Detecting Lies. *American Economic Review*, 111 (10), 3160-3183.

17. Smitizsky, G., W. Liu and Gneezy (2021). The Endowment Effect: Loss Aversion or a Buy-Sell Discrepancy? *Journal of Experimental Psychology-General*. 150 (9), 1890-1900.
18. Smitizsky, G., W. Liu and U. Gneezy (2021). On the Value(s) of Time–Workers’ Value of Their Time Depends on Mode of Valuation.” *Proceedings of the National Academy of Sciences*. 118 (34).
19. Charness, G., Gneezy, U and Rasocha, V (2021). Experimental methods: Eliciting beliefs. *Journal of Economic Behavior and Organization*. 189, 234-256.
20. Fries, T., Gneezy, U, Kajackaite, A. and Parra, D (2021). Observability and Lying. *Journal of Economic Behavior and Organization*. 189, 132-149.
21. Buser, T., Cappelen, A., Gneezy, U., Hoffman, M.. and Tungodden, B (2021). Competitiveness, Gender and Handedness. *Economics and Human Biology*. 43.
22. Gneezy, U., Laske, K. and Schroder, M. (2021). Teams do not outperform individuals in a simple creative task. *Applied Economics Letters*.
23. Serra-Garcia, M. and Gneezy, U. (2021). Nonreplicable publications are cited more than replicable ones. *Science Advance*. 7, 21.
24. Gneezy, U and Kajackaite, A. (2020). Externalities, stakes, and lying. *Journal of Economic Behavior and Organization*. 178, 629-643.
25. Serra Garcia, M., K. Hansen and U. Gneezy (2020). Can Short Psychological Interventions Affect Academic Performance? Revisiting the Effect of Self-Affirmation Interventions. *Psychological Science*, 31 (7), 865-872.
26. Smerdon, D., Offerman, T. and Gneezy, U. (2020). ‘Everybody’s Doing It’: On the Persistence of Bad Social Norms. *Experimental Economics*, 23 (2), 392-420.
27. Gneezy, U., S. Saccardo, M. Serra Garcia and R. van Veldhuizen. (2020). Bribing the Self. *Games and Economic Behavior*, 120, 311-324.
28. Gneezy, U., J.A. List, J.A. Livingston, X. Qin, S. Sadoff, and Y. Xu. (2019). Measuring Success in Education: The Role of Effort on the Test Itself. *American Economic Review: Insights*, 291-308.
29. Gneezy, U., S. Saccardo and R. Van Veldhuizen (2019). Bribery: Behavioral drivers of distorted decisions. *Journal of the European Economic Association*, 917-946.
30. Fishman, A., R. Fishman, R., U. Gneezy (2019). A Tale of Two Food Stands: Observational Learning in the Field. *Journal of Economic Behavior and Organization*. 101-108.
31. Andersen, S., S. Ertac, U. Gneezy, J.A. List and S. Maximiano (2018). On the Cultural Basis of Gender Differences in Negotiation. *Experimental Economics*, 757-778.
32. Flory, J., U. Gneezy, K. Leonard and J.A. List (2018). Gender, age and competition: A disappearing gap? *Journal of Economic Behavior and Organization*, 256-276.
33. Charness, G. U. Gneezy and A. Henderson (2018). Experimental methods: Measuring effort in economics experiments. *Journal of Economic Behavior and Organization*, 74-87.
34. Ariely, D., U. Gneezy and E. Haruvy (2018). Social Norms and the Price of Zero. *Journal of Consumer Psychology*, 180-191.
35. Saccardo, S., Gneezy, U. & Pietraz, A. (2018). On the size of the Gender

- Difference in Competitiveness. *Management Science*, 1541-1554.
36. Charness, G., C. Eckel, U. Gneezy and A. Kajackaite (2018). Complexity in risk elicitation may affect the conclusions: A demonstration using gender differences. *Journal of Risk and Uncertainty*, 1-17.
 37. Gneezy, U., A. Kajackaite and J. Sobel (2018). Lying aversion and the size of the lie. *American Economic Review*, 419-453.
 38. Andersen, S., U. Gneezy, A. Kajackaite and M. Julie (2018). Allowing for reflection time does not change behavior in dictator and cheating games. *Journal of Economic Behavior and Organization*, 24-33.
 39. Gneezy, U., Goette, L. Sprenger, C. & Zimmermann, F. (2017). The limits of expectations-based reference dependence. *Journal of the European Economic Association*, 15, 861-876.
 40. Kajackaite, A. & Gneezy, U. (2017). Incentives and Cheating. *Games and Economic Behavior*, 102, 518-524.
 41. Gneezy, U., C. Gravert, S. Saccardo and F. Tausch (2017). A must lie situation: Avoiding giving negative feedback. *Games and Economic Behavior*.
 42. Jung, M., L. Nelson, U. Gneezy and A. Gneezy (2017). Signaling Virtue: Charitable Behavior Under Consumer Elective Pricing. *Marketing Science*, 36, 187-194.
 43. Aleksandr, A., G. Charness and U. Gneezy (2017). Experimental methods: When and why contextual instructions are important. *Journal of Economic Behavior and Organization*, 134, 48-59.
 44. Charness, G., U. Gneezy, and B. Halladay (2016). Experimental methods: Pay on or pay all. *Journal of Economic Behavior and Organization*, 131, 141-150.
 45. Gneezy, U., Leibbrandt, A. & List, J.A. (2016). Ode of the sea: Workplace organizations and norms of cooperation. *Economic Journal*, 1856-1883.
 46. Erat, S. & Gneezy, U. (2016). Incentives for Creativity. *Experimental Economics*, 19, 269-280.
 47. Smeets, P., Bauer, R., & Gneezy, U. (2015). Giving Behavior of Millionaires. *Proceedings of the National Academy of Sciences*, 34, 10641-10644.
 48. Bracha, A., Gneezy, U., & Loewenstein, G. (2015). Relative Pay and Labor Supply. *Journal of Labor Economics*, 33, 297-315.
 49. Hoffman, M., Suetens, S., Gneezy, U. & Nowark, MA. (2015). An Experimental Investigation of Evolutionary Dynamics in the Rock-Paper-Scissors Game. *Scientific Reports*, March 6.
 50. Al-Ubaydli, O Andersen, S., Gneezy, U. & List, JA. (2015). Carrots That Look Like Sticks: Toward an Understanding of Multitasking Incentive Schemes. *Southern Economic Journal*, 81, 538-561
 51. Gneezy, U., Imas, A., & Madarasz, K. Conscience Accounting: Emotion Dynamics and Social Behavior. *Management Science*, 60, 2645-2658.
 52. Gneezy, U., E. Keenan & A. Gneezy (2014). Avoiding Overhead Aversion in Charity. *Science*, 346, 632-635.
 53. Jung, M., L. Nelson, A. Gneezy and U. Gneezy (2014). Paying More When Paying for Others. Forthcoming in *Journal of Personality and Social Psychology*.
 54. Gneezy, A., Gneezy, U. & Lauga, D. (2014). Reference-Dependent Model of the Price-Quality Heuristic. Forthcoming in *Journal of Marketing Research*.

55. Gneezy, U. & Rey-Biel, P. (2014). On the Relative Efficiency of Performance Pay and Noncontingent Incentives. *Journal of the European Economic Association*, 12, 62-72.
56. Gneezy, U. & Imas, A. (2014). Materazzi Effect and the Strategic Use of Anger in Competitive Interactions. *Proceedings of the National Academy of Sciences*, 111(4), 1334-1337.
57. Andersen, S., Ertac, S., Gneezy, U., List, J.A. & Sandra, S. (2013). Gender, Competitiveness, and Socialization at a Young Age: Evidence from a Matrilineal and a Patriarchal Society. *The Review of Economics and Statistics*, 95(4), 1438-1443.
58. Gneezy, U., Rockenbach, B. & Serra-Garcia, M. (2013) Measuring Lying Aversion. *Journal of Economic Behavior & Organization*, 93, 293-300.
59. Charness, G., Gneezy, U. & Kuhn, M (2013) Experimental Methods: Extra-Laboratory Experiments-Extending the Reach of Experimental Economics, *Journal of Economic Behavior & Organization*, 91, 93-100.
60. Leibbrandt, A., Gneezy, U. & List, J.A. (2013). Rise and Fall of Competitiveness in Individualistic and Collectivistic Societies. *Proceedings of the National Academy of Sciences*, 110(23), 9305-9308.
61. Charness, G., Gneezy, U. & Imas, A. (2013) Experimental Methods: Eliciting Risk Preferences, *Journal of Economic Behavior & Organization*, 87, 43-51.
62. Fershtman, C., Gneezy, U., & List, J.A. (2012). Equity Aversion: Social Norms and the Desire to be Ahead. *American Economic Journal - Microeconomics*, 4(4), 131-144.
63. Charness, G., & Gneezy, U. (2012). Strong Evidence for Gender Differences in Risk Taking. *Journal of Economic Behavior & Organization*, 83(1), 50-58.
64. Gneezy, A., Gneezy, U., Riener, G. & Nelson L.D. (2012). Pay-what-you-want, identity, and self-signaling in markets. *Proceedings of the National Academy of Sciences*, 109 (19), 7236-7240.
65. Erat, S., & Gneezy, U. (2012). White Lies. *Management Science*, 58(4), 723-733.
66. Charness, G., Gneezy, U. & Kuhn M (2012). Experimental Methods: Between-Subject and Within-Subject Design. *Journal of Economic Behavior & Organization*, 81, 1-8.
67. Andersen, S., Ertac, S., Gneezy, U. Hoffman, M. & List, J.A. (2011). Stakes Matter in Ultimatum Games. *American Economic Review*, 101(7), 3427-3439.
68. Hoffman, M., Gneezy, U., & List, J. A. (2011). Nurture Affects Gender Differences in Spatial Abilities. *Proceedings of the National Academy of Sciences*, 108(36), 14786-14788.
69. Gneezy, U., Meier, S., & Rey-Biel, P. (2011). When and Why Incentives (Don't) Work to Modify Behavior. *Journal of Economic Perspectives*, 25(4), 191-209.
70. Fershtman, C., Gneezy, U., & Hoffman, M. (2011). Taboos and Identity: Considering the Unthinkable. *American Economic Journal - Microeconomics*, 3(2), 139-164.
71. Fershtman, C., & Gneezy, U. (2011). The Tradeoff between Performance and Quitting in High Power Tournaments. *Journal of the European Economic Association*, 9(2), 318-336.
72. Al-Ubaydli, O., Gneezy, U., & Lee, M. (2010). Towards an Understanding of the

- Relative Strengths of Positive and Negative Reciprocity. *Judgment and Decision Making*, 5(7), 524-539.
73. Gneezy, U., Rustichini, A., & Vostroknutov, A. (2010). Experience and Insight in the Race Game. *Journal of Economic Behavior & Organization*, 75(2), 144-155.
 74. Gneezy, A., Gneezy, U., Nelson, L. D., & Brown, A. (2010). Shared Social Responsibility: A Field Experiment in Pay-What-You-Want Pricing and Charitable Giving. *Science*, 329(5989), 325-327.
 75. Blume, A., & Gneezy, U. (2010). Cognitive Forward Induction and Coordination Without Common Knowledge: An Experimental Study. *Games and Economic Behavior*, 68(2), 488-511.
 76. Charness, G., & Gneezy, U. (2010). Portfolio Choice and Risk Attitudes: An Experiment. *Economic Inquiry*, 48(1), 133-146.
 77. Gneezy, U., Leonard, K., & List, J. A. (2009). Gender Differences in Competition: Evidence from a Matrilineal and a Patriarchal Society. *Econometrica*, 77(5), 1637-1664.
 78. Croson, R., & Gneezy, U. (2009). Gender Differences in Preferences. *Journal of Economic Literature*, 47(2), 448-474.
 79. Charness, G., & Gneezy, U. (2009). Incentives to Exercise. *Econometrica*, 77(3), 909-931.
 80. Ariely, D., Gneezy, U., Loewenstein, G., & Mazar, N. (2009). Large Stakes and Big Mistakes. *Review of Economic Studies*, 76(2), 451-469.
 81. Charness, G., & Gneezy, U. (2008). What's in a Name? Anonymity and Social Distance in Dictator and Ultimatum Games. *Journal of Economic Behavior & Organization*, 68(1), 29-35.
 82. Crawford, V. P., Gneezy, U., & Rottenstreich, Y. (2008). The Power of Focal Points is Limited: Even Minute Payoff Asymmetry May Yield Large Coordination Failures. *American Economic Review*, 98(4), 1443-1458.
 83. Andersen, S., Bulte, E., Gneezy, U., & List, J. A. (2008). Do Women Supply More Public Goods than Men? Preliminary Experimental Evidence from Matrilineal and Patriarchal Societies *American Economic Review Papers & Proceedings*, 98(2), 376-381.
 84. Dufwenberg, M., Gneezy, U., Goeree, J. K., & Nagel, R. (2007). Price Floors and Competition. *Economic Theory*, 33(1), 211-224.
 85. Gneezy, U., List, J. A., & Wu, G. (2006). The Uncertainty Effect: When a Risky Prospect is Valued Less than its Worst Possible Outcome. *Quarterly Journal of Economics*, 121(4), 1283-1309.
 86. Gneezy, U., & Smorodinsky, R. (2006). All-Pay Auctions: An Experimental Study. *Journal of Economic Behavior & Organization*, 61(2), 255-275.
 87. Gneezy, U., & List, J. A. (2006). Putting Behavioral Economics to Work: Testing for Gift Exchange in Labor Markets Using Field Experiments. *Econometrica*, 74(5), 1365-1384.
 88. Gneezy, U. (2005). Step-Level Reasoning and Bidding in Auctions. *Management Science*, 51(11), 1633-1642.
 89. Fershtman, C., Gneezy, U., & Verboven, F. (2005). Discrimination and Nepotism: The Efficiency of the Anonymity Rule. *The Journal of Legal Studies*, 34(2), 371-394.

90. Gneezy, U. (2005). Deception: The Role of Consequences. *American Economic Review*, 95(1), 384-394.
91. Gneezy, U., & Rustichini, A. (2004). Gender and Competition at a Young Age. *American Economic Review Papers & Proceedings*, 94(2), 377-381.
92. Gneezy, U., Haruvy, E., & Yafe, H. (2004). The Inefficiency of Splitting the Bill. *The Economic Journal*, 114(495), 265-280.
93. Gneezy, U., Haruvy, E., & Roth, A. (2003). Bargaining Under a Deadline: Evidence from the Reverse Ultimatum Game. *Games and Economic Behavior*, 45(2), 347-368.
94. Gneezy, U., Niederle, M., & Rustichini, A. (2003). Performance in Competitive Environments: Gender Differences. *The Quarterly Journal of Economics*, 118(3), 1049-1074.
95. Gneezy, U., Kapteyn, A., & Potters, J. (2003). Evaluation Periods and Asset Prices in a Market Experiment. *The Journal of Finance*, 58(2), 821-837.
96. Bornstein, G., Gneezy, U., & Nagel, R. (2002). The Effect of Intergroup Competition on Group Coordination: An Experimental Study. *Games and Economic Behavior*, 41(1), 1-25.
97. Dufwenberg, M., & Gneezy, U. (2002). Information Disclosure in Auctions: An Experiment. *Journal of Economic Behavior & Organization*, 48(4), 431-444.
98. Bornstein, G., & Gneezy, U. (2002). Price Competition Between Teams. *Experimental Economics*, 5(1), 29-38.
99. Fershtman, C., & Gneezy, U. (2001). Strategic Delegation: An Experiment. *The RAND Journal of Economics*, 32(2), 352-368.
100. Fershtman, C., & Gneezy, U. (2001). Discrimination in a Segmented Society: An Experimental Approach. *Quarterly Journal of Economics*, 116(1), 351-377.
101. Gneezy, U., Guth, W., & Verboven, F. (2000). Presents or Investments? An Experimental Analysis. *Journal of Economic Psychology*, 21(5), 481-493.
102. Gneezy, U., & Rustichini, A. (2000). Pay Enough or Don't Pay at all. *Quarterly Journal of Economics*, 115(3), 791-810.
103. Gneezy, U., & Rustichini, A. (2000). A Fine is a Price. *The Journal of Legal Studies*, 29(1), 1-17.
104. Dufwenberg, M., & Gneezy, U. (2000). Measuring Beliefs in an Experimental Lost Wallet Game. *Games and Economic Behavior*, 30(2), 163-182.
105. Dufwenberg, M., & Gneezy, U. (2000). Price Competition and Market Concentration: An Experimental Study. *International Journal of Industrial Organization*, 18(1), 7-22.
106. Blume, A., & Gneezy, U. (2000). An Experimental Investigation of Optimal Learning in Coordination Games. *Journal of Economic Theory*, 90(1), 161-172.
107. Gneezy, U., & Potters, J. (1997). An Experiment on Risk Taking and Evaluation Periods. *The Quarterly Journal of Economics*, 112(2), 631-645.
108. Gneezy, U. (1996). Probability Judgments in Multi-stage Problems: Experimental Evidence of Systematic Biases. *Acta Psychologica*, 93(1-3), 59-68.

AWARDS AND GRANTS

1999-2001	Research fellowship award, The Yitzhak Rabin Center for Israel Studies.
2000-2003	Grant from the Israeli Ministry of Science.
2001-2002	Award from the German-Israeli Foundation, Young Scientists Program.
2001-2004	Grant from the BSF (United States-Israel Binational Science Foundation)
2001-2002	Grant from the Pinhas Sapir Center for Development.
2002-2005	Grant from the Russell Sage Foundation
2003-2004	NSF
2005	<i>CentER Society Prize</i> Winner, 2005, for the best scientific contribution of a CentER graduate in (pure) economics and econometrics.
2005-2008	Grant from the BSF (United States-Israel Binational Science Foundation)
2007-2010	NSF
2017-2019	NIH
2017-2020	NSF

Editorial Boards

2005-2007	Associate Editor, <i>Journal of Economic Behavior and Organization</i>
2005-2007	Associate Editor, <i>Journal of Economic Psychology</i>
2011-2018	Department Editor, <i>Management Science</i>
2011-2020	Associate Editor, <i>Journal of Economic Behavior and Organization</i>
2021-present	Associate Editor, <i>Games and Economic Behavior</i>