

Marta Serra-Garcia

University of California, San Diego
 Rady School of Management
 9500 Gilman Drive #0553, 92093 CA

POSITION

2026 (July 1) Full Professor, Rady School of Management, UCSD

RESEARCH

Publications:

1. Serra-Garcia, Marta. "The Attention-Information Tradeoff." *American Economic Review*, forthcoming.
2. Gneezy, U., and Serra-Garcia, M. "Why Don't People Lie More? Truth Is (Wrongly) Believed To Be More Persuasive?" *Economic Journal*, forthcoming.
3. Serra-Garcia, Marta, and Gneezy, Uri. "Improving Human Deception Detection Using Algorithmic Feedback" with Uri Gneezy. *Management Science* 72 (5), vii-x, 9869-10753.
4. Kapoor, S., Pham, H., Bail, C., Cantrell, E., Gundersen, O.E., Hofman, J., Hullman, J., Lones, M., Malik, M.M., Nanayakkara, P., Peng, K., Poldrack, R., Raji, I.D., Roberts, M., Salganik, M., Serra-Garcia, M. Steward, B., Vandewiele, G., and A. Narayanan. "REFORMS: Consensus-based Recommendations for Machine-learning-based Science." *Science Advances*, 10(18), eadk3452.
5. Saccardo, Silvia and Marta Serra-Garcia. "Enabling or Limiting Cognitive Flexibility? Evidence of Demand for Moral Commitment", *American Economic Review* 113 (2), 2023, 396-429.
6. Serra-Garcia, Marta and Nora Szech. "Incentives and Defaults Can Increase COVID-19 Vaccine Intentions and Test Demand", *Management Science*, 69 (2), 2023.
7. Serra-Garcia, Marta. "Risk Attitudes and Conflict in the Household," *Economic Journal* 132 (642), 2022, 767-795.
8. Serra-Garcia, Marta and Uri Gneezy. "Mistakes, Overconfidence and the Effect of Sharing in Detecting Lies," *American Economic Review* 11 (10), 2021, 3160-3183.
9. Serra-Garcia, Marta and Nora Szech. "The (In)Elasticity of Moral Ignorance," *Management Science* 68 (7), 2022.
10. Andreoni, Jim and Marta Serra-Garcia. "The Pledging Puzzle: How Can Revocable Promises Increase Charitable Giving?," *Management Science*, 2021, 67 (10), 5969-6627.
11. Andreoni, Jim and Marta Serra-Garcia. "Time-Inconsistent Charitable Giving," *Journal of Public Economics*, 198, 104391, 2021.

12. Serra-Garcia, Marta and Uri Gneezy. "Non-replicable Publications Are Cited More than Replicable Ones," *Science Advances* 7 (21), 2021.
13. Serra-Garcia, Marta, Hansen, Karsten and Uri Gneezy. "Can Short Psychological Interventions Affect Educational Performance? Revisiting the Effect of Self-Affirmation Interventions," *Psychological Science*, 2020, 31 (7): 865-872.
14. Gneezy, Uri, Saccardo, Silvia, Serra-Garcia, Marta and Roel van Veldhuizen. "Bribing the Self" *Games and Economic Behavior*, 2020, 120: 311-324.
15. Lührmann, Melanie, Serra-Garcia, Marta and Joachim Winter. "The Impact of Financial Education on Adolescents' Intertemporal Choices," *American Economic Journal: Economic Policy*, 2018, 10 (3): 309-332.
16. Brown, Martin and Marta Serra-Garcia. "The Threat of Exclusion and Implicit Contracting," *Management Science*, 2017, 63 (12): 4081-4100.
17. Kalayci, Kenan and Marta Serra-Garcia. "Complexity and Biases", *Experimental Economics*, 2016, 1: 31-50.
18. Lahno, Amrei, Serra-Garcia, Marta, D'Exelle, Ben and Arjan Verschoor. "Conflicting Risk Attitudes", *Journal of Economic Behavior and Organization* (2015) 118, 136-149.
19. Lahno, Amrei and Marta Serra-Garcia. "Peer Effects in Risk Taking: Envy or Conformity?", *Journal of Risk and Uncertainty*, 2015, 50: 73-95.
20. Lührmann, Melanie, Serra-Garcia, Marta and Joachim Winter. "Teaching teenagers in finance: does it work?" *Journal of Banking and Finance*, 2015, 54: 160-174.
21. Gneezy, Uri, Rockenbach, Bettina and Marta Serra-Garcia. "Measuring Lying Aversion", *Journal of Economic Behavior and Organization*, 2013, 93: 293-300.
22. Serra-Garcia, Marta, van Damme, Eric and Jan Potters. "Lying about What You Know or about What You Do?", *Journal of the European Economic Association*, 2013, 11 (5): 1204-1229.
23. Serra-Garcia, Marta, van Damme, Eric and Jan Potters. "Hiding an Inconvenient Truth: Lies and Vagueness", *Games and Economic Behavior* 2011, 73: 244-261.

Working papers:

1. Gneezy, Ayelet, Gneezy, Uri, Graff Zivin, Joshua, Khanna Gaurav, Lyons, Elizabeth, and Serra-Garcia, Marta (2026). "Gender Pay Gaps in the Social Sciences" Revisions requested at *PNAS*.
2. Zhang, Jean, Smitizsky, Gal, Serra-Garcia, Marta, and Ayelet Gneezy. "Give Enough or Not At All". Revise and resubmit, at *Journal of Economic Behavior & Organization, special issue in honor of Gary Charness*.

3. Celebi, Can, Exley, Christine, Harrs, Soeren, Kivimaki, Hannu, Serra-Garcia, Marta, and Yusof, Jeffrey (2026). "Mission Possible: Data Quality in Online Surveys".
4. Smitiszky, Gal, Liu, Wendy, Serra-Garcia, Marta and Uri Gneezy. "Measuring Loss Aversion: Time versus Money Valuations"
5. Hazra, Sanchaita, and Serra-Garcia, Marta. "Understanding Trust in LLMs as Information Sources: Cross-Country Evidence.
6. Exley, Christine, Pezzutto, John-Henry, and Serra-Garcia, Marta. "Stereotypes in Generosity."

Book chapters:

Serra-Garcia, Marta. "Lying in Economics", 2018, *The Oxford Handbook of Lying*, Oxford University Press.

Andreoni, Jim, Koessler, Ann-Kathrin and Marta Serra-Garcia. "Who Gives? The Roles of Empathy and Impulsivity" *The Economics of Philanthropy: Donations and Fundraising*, MIT Press.

Gneezy, Uri and Marta Serra-Garcia. "Lies in disguise – an experimental study on cheating (by Urs Fischbacher and Franziska Föllmi-Heusi). *The Art of Experimental Economics – Twenty Top Papers Reviewed* (eds. G. Charness and M. Pingle).

Serra-Garcia, Marta. "Measuring (Dis)honesty", 2024, forthcoming in the *Handbook of Experimental Methods in the Social Sciences* (ed. A. Rees-Jones), Edward Elgar Publishing.

Lindquist, Samuel, Saccardo, Silvia, and Marta Serra-Garcia. "Belief Management and Unethical Behavior," 2024, forthcoming in the *Research Handbook on Unethical Behavior* (eds. A. Bucciol and S. Quercia), Edward Elgar Publishing.

Other articles:

Andreoni, Jim and Marta Serra Garcia "The Key to Getting People to Donate to Charities: Don't Push It" *Wall Street Journal*, December 13, 2015, <https://www.wsj.com/articles/the-key-to-getting-people-to-donate-to-charities-dont-push-it-1450062182>.

Serra-Garcia, Marta and Szech, Nora. "10 cents can cut moral ignorance in half" *Management Science Review*, October, 2022, <https://www.informs.org/Blogs/ManSci-Blogs/Management-Science-Review/10-Cents-Can-Cut-Moral-Ignorance-in-Half>.

PROFESSIONAL ACTIVITIES

Co-Editor-in-Chief, *Experimental Economics*, 2024-2027.

Associate Editor, *Economic Journal*, 2024-2027.

Invited Guest Editor, Special Issue In Honor of Nora Szech, *European Economic Review*

Member of the Editorial Board, *Journal of Economic Psychology*.

Past activities:

Associate Editor at *Economic Letters*

Associate Editor at *Journal of Economic Behavior & Organization*

Associate Editor at *Theory and Decision*.

Board Member, Association for the Study of Generosity in Economics (ASGE).

Refereeing:

American Economic Journal: Microeconomics, American Economic Journal: Economic Policy, American Economic Review, American Economic Review: Insights, Econometrica, Economic Theory, Experimental Economics, European Economic Review, Games and Economic Behavior, International Economic Review, Journal of the European Economic Association, Journal of Economic Theory, Journal of Public Economics, Journal of Risk and Uncertainty, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Pension Economics and Finance, Management Science, NSF Review Panel Member, OBHDP, PNAS, Quarterly Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Theory and Decision, and others.

Conference organization:

Morality, Incentives and Unethical Behavior Conference, March 2015

AEA Session “Communication, Guilt and Deception”, January 2015

European Economic Association Meetings, Program Committee Member, 2016 and 2021.

AEA Session “New Evidence on the Determinants of Generosity”, organizer and chair, January 2021.

2022 ASSA Meetings Program Chair for the Association of the Study of Generosity in Economics.

Spanish Economic Association Meetings, Program Committee Member, 2022.

TEACHING

Rady School of Management, UCSD:

2013 – Managerial Economics, Core MBA class.

2022 – Behavioral Economics, PhD class.

2024 – Behavioral Economics of Social Media, PhD class.

University of Munich:

2013 Behavioral Economics: Implications for Policy Design, Undergraduate seminar

2012 Decisions under uncertainty and inter-temporal decisions, Research master in Economics

2012 Behavioral Finance, Undergraduate seminar,

2011 – 2012 Experimental Economics, Undergraduate class

2011 Behavioral and Experimental Economics, Research master in Economics

Tilburg University

2009 – 2010 International Trade, Undergraduate class

2007 – 2009 Economics of the European Union, Tutorials

Advising

PhD Theses:

Henrique Romero, Economics, UCSD, dissertation committee member, 2016, Microsoft Research.
Vincent Leah-Martin, Economics, UCSD, dissertation committee member, 2017, Microsoft Research.
Erik Lillethun, Economics, UCSD, dissertation committee member, 2017, Colgate University.
Xuan Ding, Economics, UCSD, dissertation committee member 2018, JP Morgan Chase.
Erin Giffin, Economics, UCSD, dissertation committee member, 2018, Colby College.
Weihui Wang, Economics, UCSD, dissertation committee member, 2020, Lyft.
Wanqun Zhao, Rady School of M., UCSD, dissertation committee member, 2021, Amazon Research.
Amanda Bauer, Economics, UCSD, dissertation committee member, 2024, RAND.
Evangelia Spantidaki-Kyriazi, Universitat Pompeu Fabra, dissertation committee member, 2024.
John-Henry Pezzutto, Rady School of M., UCSD, advisor, 2027 (expected).
Jay Cizeski, Economics, UCSD, dissertation committee member, 2026 (expected).
Jordi Martinez-Munoz, Economics, UCSD, dissertation committee member, 2025 (expected).
Alisher Batmanov, UCSD, dissertation committee member, 2026 (expected).
Patricio Cea Charbin, UCSD, dissertation committee member, 2027 (expected).

Master Theses:

Ashley McWhorter, School of Global Policy and Strategy, UCSD Master thesis advisor, 2020.

Undergraduate Students:

Founded the [Rady Behavioral Economics Laboratory](#).

Over 20 undergraduate students of diverse backgrounds have participated in the research activities of RBEL since 2021.

EDUCATION

PhD in Economics, Tilburg University, 2011

Master of Philosophy (MPhil) in Economics (cum laude), Tilburg University, 2007

Business Administration, Universitat Pompeu Fabra, Barcelona, 2005

PRIOR EMPLOYMENT AND OTHER POSITIONS

2013 - 2021	Assistant Professor, Rady School of Management, UCSD
2011 - 2013	Assistant Professor, University of Munich
Summer 2022, 2023	Visiting Scholar, Universitat Pompeu Fabra
Summer 2014	Visiting Scholar, Goethe University Frankfurt
Spring & Fall, 2012	Visiting Scholar, University of California at San Diego
Spring, 2011	Visiting Scholar, University of St. Gallen
Spring, 2009	Visiting Scholar, New York University

HONORS, FELLOWSHIPS AND GRANTS

2025-2027 Phyllis and Daniel Epstein Chancellor's Endowed Faculty Fellowship

2024	Excellence in Teaching MBA Award.
2024	National Science Foundation, NSF (PI, \$399,000).
2023	The Brandes Center Fellowship, Rady UCSD.
2020	Recipient of Innovation Grant for Inclusive Research Excellence
2020	Best 40 Under 40 MBA Professors, Poets & Quants
2016	Grant from the Lilly Family School of Philanthropy
2016	Hellman Fellowship Award, UCSD
2015, 2017, 2020	Faculty Career Development Program Award, UCSD
2015, 2018, 2020	Academic Senate Research Grant Award, UCSD
2012	Nominee (one of three) for the Distinguished CESifo Affiliate Award (for the top young economist) in Behavioral Economics
2012 - 2015	Grant for Project “Microinsurance and Peer Effects”, Fritz Thyssen Foundation
2012	Grant “Gleichstellung in Forschung und Lehre”, University of Munich
2006 - 2007	Excellence Scholarship, Huygens Program, Dutch Science Foundation
2005 - 2007	CentER Scholarship, Tilburg University
2004 - 2005	Research Scholarship, Spanish Ministry of Education

PRESENTATIONS

Keynote lectures:

Keynote speaker, 2026 Economic Science Association (ESA) European Meeting.

Keynote speaker, 2026 Behavioral Economics Workshop, ESADE.

Keynote speaker, Decision-Making and Bounded Rationality Workshop, University of Vienna, 2026.

Keynote speaker, Experimental and Computation Economics Workshop, 2025 Summer Forum, Barcelona School of Economics.

Keynote speaker, Bogota Experimental Economics Conference, Universidad Javeriana, 2025.

Keynote speaker, BreLAB Opening Ceremony, University of Bremen, 2021.

Keynote speaker, PhD Workshop in Behavioral and Experimental Economics, NHH Norwegian School of Economics, 2015.

Seminars:

2026 - : Washington State University, Universitat Autònoma de Barcelona, Rotman School of Management Toronto, Norms and Behavioral Change (NoBeC) series UPenn, CERGE-EI Prague, WBZ Berlin, University of Arkansas (scheduled).

2023 - 2025: UT Dallas (invited), NHH Bergen, Lund University, LMU Munich, MPI Collective Goods, Innsbruck, University of Vienna, University of Bonn, Universitat Pompeu Fabra, Cornell University, George Mason University, Economic Psychology Seminar Series (IAREP), University of Pittsburgh, University of Notre Dame, University College Dublin, Lies & Allies Conference Series.

2020-2022 UCLA, Zurich University, Dusseldorf Institute for Competition Economics, New York University, UC Berkeley-Chicago, University of Wyoming, Texas A&M, MidExLab Seminar Series, Virtual East Asia Experimental and Behavioral Economics Seminar, Cornell University, University of Maryland, Queen’s University, Monash University, UCL ReproducibiliTEA seminar, Facebook CSS Seminar, VIBES Seminar Series, University of Basel, Birmingham University, Kings College, IESE, Universitat Pompeu

- Fabra, University of Bonn, Tilburg University, MPI Bonn, University of Passau, Stanford University.
- 2019-2016: Caltech, Ohio State University, ESADE Business School, Karlsruhe Institute of Technology, WZB/DIW Berlin, UC Santa Barbara, University of Michigan, Claremont Graduate University, University of Bonn, University of Cologne.
- 2015-2012: Loyola Marymount University, NHH Bergen, University of Pennsylvania, University of Southern California, Chapman University, Frankfurt University, CREED (University of Amsterdam), Tilburg University, Rady UCSD, University of Bamberg, University of Munich, Royal Holloway, University of London, University of Pittsburgh, Simon Fraser University, Universitat Autònoma de Barcelona (Business Economics).
- 2011-2008: University of East Anglia, CESifo, Munich, Oxford University, Universitat Pompeu Fabra, Universitat Autònoma de Barcelona (UFAE), University of Munich, George Mason University, University of Pittsburgh, Rady UCSD, University of Vienna, BI Norwegian School of Management, University of Düsseldorf (DICE), Maastricht University, UCL, Tilburg University, New York University (CESS Experimental Economics Seminar), CIDE, Mexico City.

Conference Presentations:

- 2025: International Symposium in Experimental Economics (iSEE), NYU Abu Dhabi; 16th Tinbergen Institute Annual Conference.
- 2024: Zurich Psychology and Economics Workshop, Zurich University; BEAM, Cornell University; Behavioral Economics Design Initiative Conference, Pittsburgh University.
- 2023: Spring Behavioral Economics Research Conference, Philadelphia; Decepticon 2023, online; DataScience Day, HDSI and Tech San Diego.
- 2022: French Experimental Talks Series (FETS) Incentives and Morally Controversial Behaviors Workshop, Stanford-Ohio Behavioral & Experimental Economics Conference, 2022 Collier Conference in Behavioral Economics, SITE Experimental Economics.
- 2021: JHU-LSE Conference on Behavioral Insights for COVID-19; 2021 Early Behavioral Economics Researchers Conference (ECBE); MPI-UCSD Workshop; 2021 North American ESA Meeting, 2021 SAEe Meeting.
- 2020: CESifo Behavioral Economics Conference; 2020 World ESA Online Meeting; SITE Experimental Economics Workshop, Stanford; AEA Meetings (San Diego).
- 2019: CESifo Behavioral Economics Conference; 2019 Norms and Behavioral Change Workshop; North-American ESA Meeting; Science of Philanthropy Initiative, Chicago; SITE Experimental Economics Workshop and SITE Psychology and Economics Workshop, Stanford; EWEBE Meeting, Lyon; 2019 Collier Conference in Behavioral Economics; Rady Spring School in Behavioral Economics.
- 2018: AEA Meetings (Philadelphia); Rady Spring School in Behavioral Economics; Science of Philanthropy Initiative, Indianapolis; 2018 Communication Workshop, University of Amsterdam.
- 2017: Rady Spring School in Behavioral Economics; Southern California Conference in Applied Microeconomics (SoCCAM); International ESA; 1st Meeting of the Society of Economics of the Household; 2nd Collier Conference in Behavioral Economics; SITE Experimental Economics Workshop, Stanford; ARNOVA conference; European Winter Meeting of the Econometric Society.

- 2016: Rady Spring School in Behavioral Economics; Southwest Experimental and Behavioral Economics Conference, North American ESA.
- 2015: AEA Meetings (Boston); 2nd Experimental Methods for Policy Conference; Rady Spring School in Behavioral Economics; CEAR-HCEO-MOVE Workshop on Family Economics; RSF Early Behavioral Economics Researchers Conference (discussant); SITE Experimental Economics Workshop, Stanford; Econometric Society World Congress 2015, Montreal; Science of Philanthropy Initiative 2015, Chicago.
- 2014: AEA Meetings (Philadelphia), 1st Experimental Methods for Policy Conference; Rady Spring School in Behavioral Economics; Natural Experiments and Controlled Field Studies Workshop, Ohlstadt; FUR 2014, Rotterdam; SITE Experimental Economics Workshop, Stanford; North-American 2014 ESA Meetings, Florida.
- 2013: Risk Preferences and Decisions under Uncertainty, Berlin; Royal Economic Society Meeting, London; Natural Experiments and Control Field Studies Workshop, Ammersee; CESifo Behavioral Economics Area Conference; CEAR/MRIC IV Behavioral Insurance Workshop, Atlanta.
- 2012: North-American 2011 ESA Meeting, Tucson; CESifo Behavioral Economics Area Conference; Experimental Finance Conference, University of Luxembourg; Maastricht Behavioral and Experimental Economics Symposium, at Maastricht University; Deception, Incentives and Behavior, University of California at San Diego.
- 2011: XIX Finance Forum, Granada; North-American 2011 ESA Meeting, Tucson; EWEBE Meeting, Munich; 2nd European Research Conference on Microfinance, Groningen University; Workshop ‘Communication in Games’, Zurich University; 7th International Meeting on Experimental and Behavioral Economics, Barcelona.
- 2010: Econometric Society European Winter Meeting, Rome; 5th Nordic Conference on Behavioral and Experimental Economics, Helsinki; European Finance Association Meeting, Doctoral Tutorial, Frankfurt; Econometric Society World Congress, Shanghai; 1st International Conference on Theoretical and Experimental Macroeconomics, Barcelona
- 2009: Spanish Economic Association Meetings (SAEe) 2009, Valencia; EEA-ESEM 2009 Meeting, Barcelona; Stony Brook Workshop on Behavioral Game Theory, Poster Presentation; International 2009 ESA Meeting, Washington DC.
- 2008: Alhambra Experimental Workshop, Granada; 3rd Nordic Conference on Behavioral and Experimental Economics, Copenhagen; International 2008 ESA Meeting, Caltech.

MENTORING

Faculty members

- 2021 – Faculty mentor for junior faculty and LPSOE, Rady School of Management;
- 2022 – Leader of mentoring group for junior female faculty, Economic Science Association.

Graduate and undergraduate students

- 2021 – Mentor to 3 female master students applying to PhD programs in Economics
- 2021 – Mentor to over 20 undergraduate students applying to master programs in social science.
- 2013 – Faculty host to visiting graduate students (2-8 month visits at UCSD): Amrei Lahno (LMU Munich), Tingting Wu (Universitat Autònoma de Barcelona), Alexander Dzionara (University of Mainz), Juan Francisco Blazquiz (IMT Lucca), Cristina Figueroa (University of Amsterdam), Kieran Gibson (University of Queensland).