

# Vered Kurtz-David

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## ACADEMIC POSITIONS

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July 2025- **Senior Lecturer** (tenure track, eq. Assistant Professor)  
Department of Economics and the PPE Program, Hebrew University of Jerusalem

## EDUCATION & TRAINING

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2021-2025 **Postdoctoral Fellow**, Neuroscience Institute, New York University, NY, USA  
Advisor: Prof. Paul Glimcher, Chair of the Neuroscience Institute

2015-2021 **PhD**, Collier School of Management, Tel Aviv University, Israel (direct track)  
Thesis: "*Investigation of Economic Inconsistency & Behavior, and their Neural Mechanisms*"  
Advisor: Prof. Dino Levy

2009-2012 **BA**, Faculty of Social Sciences, Hebrew University of Jerusalem, Israel  
Philosophy, Political Science and Economics (*PPE Program*), graduated *magna cum laude*

## RESEARCH INTERESTS

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Neuroeconomics, behavioral economics, experimental economics, decision making.

## PUBLICATIONS

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### Published papers

1. Madar, A., **Kurtz-David V.**, Hakim A., Levy D.J. & Tavor I., *Pre-Acquired Functional Connectivity Predicts Choice Inconsistency*, Journal of Neuroscience, 44 (18), 2024.  
<https://doi.org/10.1523/JNEUROSCI.0453-23.2024>.
2. **Kurtz-David V.**, Alladi V., Brandenburger A., Bucher S. Dewan A., Louie K., Glimcher P.# & Tymula A.#, *Choosers Adapt Value Coding to the Environment, But Do Not Attain Efficiency*, Proceedings of the Annual Meeting of the Cognitive Science Society, Sydney, July, 2023.  
<https://escholarship.org/uc/item/7cp9r5hc>
3. **Kurtz-David V.**, Persitz D. Webb R. & Levy D.J., *The Neural Computation of Inconsistent Choice Behavior*, Nature Communications, 10 (1583), 2019. <https://doi.org/10.1038/s41467-019-09343-2>.  
*Media coverage:* [Science Daily](#) (28-May-2019), [The Indian Express](#) (29-May-2019), [TheMarker](#) (Hebrew, 06-Aug-2019), [Globes](#) (Hebrew, 1-Sep-2022).

### Pre-prints and submitted papers

4. **Kurtz-David V.**, Madar, A., Hakim A., & Levy D.J., *The Trembling Hand Unraveled: Motor Dynamics Affect Choice Inconsistency*, 2<sup>nd</sup> revision requested, Journal of Neuroscience.  
Preprint available at <https://doi.org/10.1101/2022.12.20.521216>
5. **Kurtz-David V.**, Brandenburger A. & Glimcher P., *The Limits of Social Cognition: Production Functions and Reasoning in Strategic Interactions*.  
Preprint available at <https://doi.org/10.31234/osf.io/sfhdk>
6. **Kurtz-David V.**, Sinha S., Alladi V., Bucher S., Brandenburger A., Louie K., Glimcher P.# & Tymula A.#, *A Tale of Two Environments: Divisive Normalization and the (In)Flexibility of Choice*. Preprint available at <https://doi.org/10.1101/2024.08.25.609561>
7. **Kurtz-David V.**, Persitz D. & Levy D.J., *Design Invariance in The Classic Consumer Choice Problem*.

### Publications in Hebrew

8. **Kurtz-David V.**, Levy D.J., & Persitz D., *Mind Boggling: The Neural Traits of Irrational Choice*, Innovations in Management, 9, 73-84 (2021).

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 WORK IN PROGRESS (\* equal contribution, # equal corresponding author)
 

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9. **Kurtz-David V.**, Brandenburger A. & Glimcher P.  
*Neural Mechanisms of Higher-Order Levels of Reasoning*
10. **Kurtz-David V.**, Howell K., Meyer M. & Glimcher P.  
*I Have Been Thinking About You: Relating Strategic Reasoning to Theory of Mind*
11. **Kurtz-David V.**, Sinha S., Alladi V., Brandenburger A., Bucher S. Dewan A., Louie K., Glimcher P.# & Tymula A.#, *The Effect of Choice Set Size on Value-Encoding Mechanisms*
12. Hakim A.\*, **Kurtz-David V.\***, Light B. & Levy D.J.,  
*The Neural Correlates of Prudent Behavior*

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 FELLOWSHIPS, SCHOLARSHIPS, AWARDS & HONORS
 

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- 2022-2024 **Israel Science Foundation's Fellowship for Postdoc Scholars** (310K NIS, ~15% acceptance rate)
- 2021 **Best Dissertation Award**, Society for Neuroeconomics  
*Awarded each year to one member of the society*
- 2021-2022 **Tel Aviv University President's Fellowship for Women Postdoctoral Scholars** (50K USD)
- 2019 **Adams Travel Award** (1,000 USD)
- 2018, 2019 **Mia Fischer Scholarship for Outstanding PhD Students** (2\*15K USD)  
*Awarded each year by the Dan David Foundation to one PhD student at the Coller School of Management. I was the first to win the scholarship twice (among ~40 PhD students).*
- 2018 **Katzir Travel Award** (1,000 USD)
- 2017 **Award for Excellence in PhD Studies**, Sigal Foundation (7,000 NIS)  
*Awarded each year to one PhD student in the Department of Marketing*
- 2015-2019 **Merit-based PhD Scholarship**, Coller School of Management, Tel Aviv University
- 2014 **PPE Award for Best Undergraduate Thesis**, Hebrew University of Jerusalem  
*Awarded each year to one student in the PPE Honors Program (among ~40 students in each cohort)*
- 2011, 2012 **Dean's Honors List**, Faculty for Social Sciences, Hebrew University of Jerusalem (twice)

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 CONFERENCE PRESENTATIONS AND SEMINARS
 

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- 2025** Hebrew University, Business; Society for Cognitive Neuroscience (poster); NYU's Neuroscience Retreat (poster).
- 2024** NYU's Neuroscience Retreat (poster); Society for Neuroscience; Bar-Ilan University, Econ; Ben Gurion University, IEM; Hebrew University, CogSci; Hebrew University, Econ; NYU, Reichman University, Business; Reichman University, Econ; Technion, DDS; Tel Aviv University, Business; Tel Aviv University, Econ; University of Haifa, Econ.
- 2023** NYU's Neuroscience Institute Retreat; Society for Cognitive Sciences (poster); Society for Neuroeconomics (poster); Society for Neuroscience; Marketing in Israel (conference canceled);
- 2022** NYU, Neuroscience Institute; Society for Neuroeconomics
- 2021** Society for Neuroeconomics; Society for Neuroscience (poster).
- 2020** Israeli Society for Neuroscience; University of Zurich, Zurich Center for Neuroeconomics (2020).  
NYU, Neuroscience Institute; University of Pennsylvania, Kable Lab; Tel Aviv University, Psychology.
- 2019** Society for Neuroeconomics (poster).
- 2018** Tel Aviv University, Business; Radi Spring School in Behavioral Economics (poster).
- 2017** Tel Aviv University, Strauss Center for Computational Neuroimaging; Society for Neuroeconomics; Israeli Society for Neuroscience (poster).
- 2016** Tel Aviv University, Business; Society for Neuroeconomics (poster); Israeli Society for Neuroscience (poster).

## WORKSHOPS

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Mar. 2018      Radi Spring School in Behavioral Economics, UCSD, San Diego, USA

## TEACHING EXPERIENCE

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### **Lecturer**

2026-            Behavioral Economics for PPE (PPE Program, HebrewU, undergrad)  
 2026-            Price Theory B [Intermediate Microeconomics] (Econ, HebrewU, undergrad)  
 2025-            Guided Reading in PPE (PPE Program, HebrewU, undergrad)

### **Instructor**

2016-2021      Statistic Models for Business (Coller, Tel Aviv U., MBA, 6 groups)

### **Teaching Assistant**

2016-2020      Principles of Business Strategy (Coller, Tel Aviv U., MBA, 12 groups)  
 2019             Introduction to Business Strategy (Coller, Tel Aviv U., undergrad, 2 groups)

## SERVICE

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*Reviewing*      **Journal reviewer:** Communications Biology (2024), Journal of Behavioral and Experimental Economics (2025), Plos Computational Biology (2023, 2025).  
**Associate journal reviewer:** Journal of Neuroscience (2020), Plos One (2023).  
**Symposia reviewer:** SPiNES series at NYU (2022-2024)

*Symposia*        Efficient Coding and Decision Making (SFN 2023) – symposium organizer  
*Outreach*        Volunteer instructor, PPE program, Hebrew University of Jerusalem (2010-2012)  
 Coordinated and taught classes in statistics, microeconomics & math for the incoming freshmen cohort (~50 students)

*Membership*    Society for Neuroeconomics (2016-2023), Israeli Society for Neuroscience (2016-2021), Society for Neuroscience (2021-2023), Economic Science Association (2016).

## MENTORSHIP

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2023-2024      Shreya Sinha (NYU, MA student in computer science, advised by Prof. Paul Glimcher)  
 2023             Kayla Howell (NYU, SURP summer internship program)  
 2021-2022      Maria Olifer (NYU, undergraduate research project, neuroscience)  
 2019-2020      Asaf Madar (TAU, undergraduate rotations, neuroscience)  
 2018-2019      Dar Hasson (TAU, undergraduate rotations, neuroscience)

## PROFESSIONAL EXPERIENCE

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2012-2015      Strategic Business Consultant, Rotem Strategies (bought by KPMG Israel)  
 2011-2012      Research assistant, Research Department, Bank of Israel  
 2010-2011      Translations Coordinator, Translation Department, Channel 2 News Company  
 2005-2008      Research Analyst, Research Department, IDF Intelligence Corps (sergeant)

## SKILLS

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Programming    MatLab, Stata, Latex  
 Experiments    PsychToolbox, PsychPy, EPrime, Qualtrics  
 Neuroimaging    SPM, BrainVoyager  
 Software        Adobe Illustrator, MS Office  
 Languages        Native in Hebrew, fluent in English, basic skills in Spanish and French