

Vered Kurtz-David

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ACADEMIC POSITIONS

Hebrew University of Jerusalem

Senior Lecturer (Asst. Prof.), The Bogen Family Department of Economics	2025-current
Senior Lecturer (Asst. Prof.), The PPE Program	2025-current
PI, The Jerusalem Neuroeconomics Lab	2025-current
Visiting Fellow, The Federmann Center for the Study of Rationality	2025-2026

New York University (NYU), Postdoctoral Fellow, Neuroscience Institute 2021-2025

EDUCATION

PhD, Collier School of Management, Tel Aviv University (direct track) 2015-2021

BA (*magna cum laude*) Philosophy, Political Science, and Economics (PPE), Hebrew University 2009-2012

RESEARCH INTERESTS

Neuroeconomics, behavioral economics, experimental economics, strategic reasoning, individual decision-making.

PUBLICATIONS

Published papers

1. **Kurtz-David V.**, Madar, A., Hakim A., & Levy D.J., *The Trembling Hand Unraveled: Motor Dynamics and Choice Inconsistency*, Journal of Neuroscience, 45 (32), 2025.
<https://doi.org/10.1523/JNEUROSCI.1312-24.2025>.
2. 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>.
3. **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>
4. **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).

Preprints and submitted papers

5. **Kurtz-David V.**, Brandenburger A. & Glimcher P., *The Limits of Social Cognition: Production Functions and Reasoning in Strategic Interactions*, under revision.
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*, under revision.
Preprint available at <https://doi.org/10.1101/2024.08.25.609561>
7. Ye Y., Fang Y., Gao X., **Kurtz-David V.**, Hula A., Zhou X., Fan C., Shen B., Long T., 2026, *MindEvolve: A workflow for large language models to predict human social interactions with interpretable symbolic models*. Submitted.
8. **Kurtz-David V.**, Persitz D. & Levy D.J., *Design Invariance in The Classic Consumer Choice Problem*.

Publications in Hebrew

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

WORK IN PROGRESS

10. **Kurtz-David V.**, Yan. D. & Glimcher P., *Neural Tradeoffs in Strategic Choice*
11. **Kurtz-David V.**, Glimcher P. & Tymula A., *Reward Expectation: Encoding the Best or Encoding the Mean?*
12. Hakim A., **Kurtz-David V.**, Light B. & Levy D.J., *The Neural Correlates of Prudent Behavior*
13. Barlam N., **Kurtz-David V.**, and Zaslaver A., *The Evolutionary Source of Risk Preferences*

AWARDS AND HONORS

2025	Golda Meir Fellowship for Outstanding New Faculty <i>Invited research presenter among the full cohort of fellows</i>
2022-2024	ISF Fellowship for Outstanding Postdoctoral Scholars (310K NIS)
2021	Best Dissertation Award , Society for Neuroeconomics
2021	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 , Dan David Foundation (2*15K USD) (won twice)
2018	Katzir Travel Award (1,000 USD)
2017	Award for Excellence in PhD Studies , Sigal Foundation (7,000 NIS)
2015-2019	Merit-Based PhD Scholarship , Collier School of Management, Tel Aviv University
2014	PPE Award for Best Undergraduate Thesis , Hebrew University of Jerusalem
2011, 2012	Dean's Honors List , Faculty for Social Sciences, Hebrew University of Jerusalem (twice)

CONFERENCES AND INVITED TALKS

2026	Hebrew University (PPE, planned); Hebrew University (Environmental Economics, planned); Israeli Society for Cognitive Psychology (Akko, Israel)
2025	Hebrew University (Business); Society for Cognitive Neuroscience (poster, Boston, MA); NYU's Neuroscience Retreat (poster, Bronx, NY); Yale (Decision Making Group); Society for Neuroeconomics (Cambridge, MA); Federmann Center for the Study of Rationality (Jerusalem, Israel)
2024	NYU's Neuroscience Retreat (poster, Brooklyn, NY); Society for Neuroscience (Chicago, IL); Bar-Ilan University (Econ); Ben-Gurion University (IEM); Hebrew University (CogSci); Hebrew University (Econ); 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 (Westchester, NY); Society for Cognitive Sciences (poster, Sydney, Australia); Society for Neuroeconomics (poster, Vancouver, CA); Society for Neuroscience (Washington, DC); Marketing in Israel (<i>conference canceled</i>)
2022	NYU (Neuroscience Institute); Society for Neuroeconomics (Washington, DC)
2021	Society for Neuroeconomics (virtual); Society for Neuroscience (poster, virtual).
2020	Israeli Society for Neuroscience (Eilat, Israel); University of Zurich (Center for Neuroeconomics); NYU (Neuroscience Institute); University of Pennsylvania (Kable Lab); Tel Aviv University (Psychology)
2019	Society for Neuroeconomics (poster, Dublin, Ireland)
2018	Tel Aviv University (Business); Radi Spring School in Behavioral Economics (poster, San Diego, CA)
2017	Tel Aviv University (Strauss Center for Computational Neuroimaging); Society for Neuroeconomics (Toronto, CA); Israeli Society for Neuroscience (poster, Eilat, Israel)
2016	Tel Aviv University (Business); Society for Neuroeconomics (poster, Berlin, Germany); Israeli Society for Neuroscience (poster, Eilat, Israel).

WORKSHOPS

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

TEACHING

Lecturer

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

ACADEMIC ACTIVITIES

Reviewer **Journal reviewer:** Brain Imaging and Behavior, Communications Biology, Journal of Behavioral and Experimental Economics, Plos Computational Biology (x2), Social Cognitive and Affective Neuroscience.
Associate journal reviewer: Journal of Neuroscience, Plos One.

Jury Member SPiNES series at NYU (2022, 2023, 2024); SNE Annual Meeting: Best Poster Award (2025).

Conferences Organization: Efficient Coding and Decision-Making Symposium (SFN 2023)
 Session moderator: ISCOF 2026.

Outreach Volunteer instructor, PPE program, Hebrew University of Jerusalem (2010-2012)

Membership Society for Neuroeconomics, Israeli Society for Neuroscience, Society for Neuroscience, Economic Science Association, Society for Cognitive Neuroscience.

MENTORSHIP

2023-2025 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

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

SKILLS

Programming MatLab, Stata, Latex
 Experiments PsychToolbox, PsychPy, EPrime, Qualtrics
 Neuroimaging SPM, BrainVoyager
 Software Adobe Illustrator
 Languages Hebrew (native), English (fluent)