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Biography

Dr. Shahar Ayal is currently a faculty member at the Baruch Ivcher School of Psychology and one of the founders of DICE@IDC research center that aims to develop psychological decision models and increase the availability of decision-research insights to academics, practitioners, and organizations. Dr. Ayal earned his PhD in social psychology from Tel Aviv University. He was a postdoctoral fellow at the Fuqua School of Business in Duke University where he initiated longstanding research projects on unethical behavior with leading international researchers in this field such as Dan Ariely (Duke University) and Francesca Gino (Harvard University).

Dr. Ayal's research in this field of behavioral ethics examines the conditions that encourage or discourage “honest people” from behaving in a dishonest manner (e.g., Gino, Ayal & Ariely, *Psych Science*, 2009) and characterizes the psychological mechanisms that people use to rationalize their dishonest behavior (Ayal & Gino, *The Social Psychology of Morality*, 2011). In a series of recent studies, he and his team proposed the term Ethical Dissonance to define the inconsistency between a person's unethical behavior and the need to maintain a moral self-image (Ayal & Gino, 2011; see also Shalvi, Gino, Barkan & Ayal, *Perspectives in Psychological Science*, 2015). Recently, Ayal's research further investigated the main adjustment strategies people use to reduce the tension induced by ethical dissonance. These include adopting a "self-serving altruism" perspective in which people focus their attention on the social utility of their wrongdoing (Gino, Ayal & Ariely, *JEBO* 2013), employing moral cleansing strategies to turn over a new leaf in their moral ledger (Ayal, Gino, Mazar & Ariely, under preparation), and adopting a strict ethical code toward the unethical failures of other people (Barkan, Ayal, Gino & Ariely, *JEP- G*, 2012). These findings have numerous direct implications for reducing unethical behavior. Currently Dr. Ayal is serving as a Guest Editor (together with Dan Ariely and Guy Hochman) for a special issue in *Frontiers in Psychology* on “Dishonest Behavior: From Theory to Practice” which focuses mainly on practical interventions to boost ethical behavior.

Dr. Ayal's collaborative research on unethical behavior has been reported in major media outlets such as *The New York Times* and *Yahoo Finance* in the US, as well as *The Marker* and *Calcalist* in Israel and has been presented in a wide range of public and international conferences on behavioral decision making to audiences from a range of fields such as psychology, economics, and public policy.