

Liran Maymoni, Ph.D.

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Links [LinkedIn](#), [Google Scholar](#), [Personal Website \(Maymoni.com\)](#)

Research Interests Behavioral Economics, Experimental Economics, Regional Development, Innovation, Cybersecurity, and Financial Frauds.

Education

2024 - Present	Postdoctoral Researcher, Bar-Ilan University Department of Law and Department of Environment, Planning and Sustainability Supervisors: Prof Yuval Feldman and Prof Anat Tchetchik	Ramat Gan, Israel
2017 - 2023	Ph.D. Ben-Gurion University of the Negev Behavioral Economics and Finance Supervisors: Prof Yaron Lahav, Dr Zvika Afik	Beer Sheva, Israel
2014 - 2017	MBA, Tel-Aviv University Dual specialization in Accounting and Finance, as well as in Business Data Analytics	Tel Aviv, Israel
2010 - 2013	B.A, Sapir Academic College Economics and Management	Sderot, Israel

Professional Experience

2023 - Present	Researcher at Evidence-Based Cybersecurity Research Group at Georgia State University I manage a team working on complex and diverse data sets for financial fraud research. My role involves overseeing project progress, analyzing intricate data to identify trends, and synthesizing our findings into comprehensive reports.
2023 - 2024	Growth Partnership Manager at Unity Technologies Leveraging data-driven insights and A/B testing to identify trends and opportunities, enhancing B2B digital marketing product performance.

2013 - 2015	Co-Founder and Director of The Center for Academic Development Offering exam support to students from all academic departments through the recruitment of highly qualified instructors and a collaborative arrangement with Sapir Academic College.
2009 - 2013	Riba Consultants Data collection and analysis for a project run by the Ministries of Defense and Transportation.

Teaching Experience

2016 - Present	Ben-Gurion University of the Negev Microeconomics, Macroeconomics, Finance and Advanced Excel (for B.A., MBA, and B.Sc.)
2013 - Present	Sapir Academic College Microeconomics, Macroeconomics, Finance, Big data for Economics, and Advanced Excel (for B.A.)
2020 - 2023	Ashkelon Academic College Corporate Finance and Advanced Financial Modeling (B.A. Accounting)

Publications

2025	Maymoni, L. , & Solodoha, E. (2025), Crowdfunding Beyond Borders: Geographic Disparities in Crowdfunding Success. <i>Journal of Business Venturing Insights</i>
2024	Bar-El, R., Hadad, S., Maymoni, L. , Ben-Malka, R., & Megidish, R. (2024), Can the Periphery Survive Innovation-led Growth? Insights from Israel. <i>Regional Studies, Resional Science</i>
2022	Bar-El, R., & Maymoni, L. (2022), Peripheral implications of national innovation: insights from the Israeli experience. <i>European Planning Studies</i> , 1-23
2022	Bar-El, R., Hadad, S., Maymoni, L. , Ben-Malka, R., & Megidish, R. (2022), Innovation as a Challenge for Peripheral Regions: An Israeli Case. In ECIE 2022 17 th European Conference on Innovation and Entrepreneurship. Academic Conferences and publishing limited.

Work In Progress

1. Startups in a peripheral region-An empirical analysis of startups in Israel, with Rephael Bar-El (currently under review in Journal of Industrial and Business Economics)
2. Dude, Where's My Check? Analysis of Cyber-intelligence Data, with Eden Kamar, and David Maimon.
3. Emotional State and Beliefs of Traders and Observers in Experimental Asset Markets, with Zvika Afik, Yaron Lahav and Charles N. Noussair
4. Exploring Regulation Spillovers: Insights from Dictator and Trust Game Experiments, with Yuval Feldamn, Tami Kricheli Katz, and Yoni Slater
5. Decoding Innovation: Analyzing Global Innovation Index Data to Uncover Key Drivers of Innovation, with Rephael Bar-El

Conference Presentation

2024	The 63rd ERSA Congress Presentation: Can the Periphery Survive Innovation-led Growth? Insights from Israel.	Terceira Island, Azores, Portugal
2024	40th Annual Conference of the Association for Israel Studies Presentation: Can the Periphery Survive Innovation-led Growth? Insights from Israel.	Prague, Czech Republic
2023	The 62nd ERSA Congress Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel.	Alicante, Spain
2023	39th Annual Conference of the Association for Israel Studies, Israel at 75: Archives, History and Society Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel.	NYU, New York
2023	Regional Science Association Workshop, British & Irish and Israeli Sections Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel.	Cambridge, UK

2023	Roundtable, Innovation as an instrument for the promotion of non-technological firms Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel.	Fortaleza, Brazil
2022	Experimental Finance Asia-Pacific Regional Meeting 2022 Presentation: Emotional State and Traders' Expectations in Asset Markets: Experimental Evidence.	Online
2022	The 17th European Conference on Innovation and Entrepreneurship Presentation: Innovation as a Challenge for Peripheral Regions: an Israeli Case.	Paphos, Cyprus
2022	The 61st ERSA Congress Presentation: Can periphery survive the high-tech led growth? Insights from the Israeli experience.	Pecs, Hungary
2021	Annual conference of the Israeli section of the Regional Science Association Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel.	Sderot, Israel
2021	Western Economic Association International, Virtual International Conference Presentation: Emotional State and Traders' Expectations in Asset Markets: Experimental Evidence.	Online
2019	RATIO-DMEP Workshop on Social Status, Inequality and Decision-Making Presentation: Intention-Based disposition effect in long horizon experimental asset markets.	Beer Sheva, Israel;
2019	The Third Israel Behavioral Finance Conference Tel Aviv, Israel Presentation: Intention-Based disposition effect in long horizon experimental asset markets	Tel Aviv, Israel
2019	The 59th ERSA Congress Presentation: Startups in a peripheral region-An empirical analysis of startups in Israel	Lyon, France

2018	ABEE Workshop – A Special issue of the Journal of Economic Dynamics & Control Presentation: Intention-Based disposition effect in long horizon experimental asset markets	Amsterdam, Netherlands
2018	The 7th Annual Winter Global Business Conference 2019 Presentation: Intention-Based disposition effect in long horizon experimental asset markets	Tinges, France

Courses and Workshops

2018	USIC Immersion Program, University of California San Diego
2018	Programming Economic Experiments with z-Tree, University of Graz
