

## Michal Shapira

### CURRICULUM VITAE AND LIST OF PUBLICATIONS

#### • Personal Details

Name: Michal Shapira

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#### • Education

- 2009 Ph.D. Department of Cognitive Psychology, Tel Aviv University.  
Dissertation: "The Influence of Observer and Stimulus Related Factors on the Attentional White Bear Effect".  
Ph.D. Supervisor: Prof. Yehoshua Tsal.
- 1994 M.Sc. Cum laude. Faculty of Management, Recanati School of Business Administration, Tel Aviv University. Thesis: "The Influence of Central and Peripheral Routes of Persuasion on The Sleeper Effect". M.A. Supervisor: Dr. Yehoshua Tsal.
- 1986 BSW, Cum laude. Bob Shapell School of Social Work, Tel Aviv University.

#### • Employment History

- 2013 - Present Senior Lecturer  
School of Business Administration  
Ono Academic College
- 2009-2010 Post-Doctoral Fellow  
Marketing Department, School of Business Administration  
Hebrew University of Jerusalem
- 2001-2013 Lecturer  
School of Business Administration  
Ono Academic College
- 2001 - Present Lecturer  
School of Business Administration  
Hebrew University of Jerusalem



member of the McCann Erikson advertising group

- Managed the firm's research and strategic planning department
- Guided the creative teams in developing media programs
- Major clients included Strauss Unilever Ice Cream, Unilever, Strauss Salads, Elite, Tambour, Reebok, Primor, Tempo, Motorola, Neviot, Tafnukim, UPS, Zoglobek, Dubek, Pilot Group (Newpan, Grundig), Bank of Industrial Development, and Dan Hotels

- 1995-1997 Director, Department of Research and Strategic Planning  
Tamir, Cohen JWT Advertising Agency  
- Major clients included Strauss Dairies, Pelephone, Israel Electric Company, Amcor, British Airways, Burger King, Ampa, Migdal, Schocken Group and Delta
- 1993-1995 Planner, Department of Research  
Tamir, Cohen JWT Advertising Agency
- 1992-1993 Director, Department of Consumer Behavior  
Hotam Consultant Group

#### • Educational Activities

(a) Courses taught

Graduate Courses (MBA )

Advanced Communication and Advertising Workshop  
Communication and Advertising Management  
Research Seminar in advertising and consumer behavior

Undergraduate Courses

Advanced Communication and Advertising Workshop  
Communication and Advertising Foundations  
Strategic Planning Workshop

(b) Research students

2013 - Asaf Tuval, Department of Industrial Engineering and Management, Ben-Gurion University. "Games between national brands and private labels", (with Gavius, A.)

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

1994 Dean's List, Tel Aviv University.

• **Lectures and Presentations at Meetings and Invited Seminars**

(a) Presentation of papers at conferences/meetings (oral or poster)

Shapira , M., Tsal, Y. & Lahav, A. 2014. Not so rigid after all: Saliency moderates the magnitude of the attentional white bear phenomenon. The Conference of the Israeli Society for Cognitive Psychology, Israel.

(b) Seminar presentations at universities and institutions

Shapira , M., Tsal, Y. & Lahav, A. 2014. Not so rigid after all: Saliency moderates the magnitude of the attentional white bear phenomenon. Ono Academic College.

Shapira , M., & Tsal, Y. 2012. Selective attention and free will - The attentional white bear phenomenon. Ono Academic College.

Shapira , M., & Tsal, Y. 2008. The influence of observer and stimulus related factors on the attentional white bear phenomenon. Ono Academic College.

Shapira , M., & Tsal, Y. 2007. The influence of observer and stimulus related factors on the attentional white bear phenomenon. Hebrew University.

Shapira , M., & Tsal, Y. 2005. The influence of central and peripheral routes of persuasion on the magnitude of the sleeper effect.

• **Present Academic Activities**

(a) Research in progress

Shapira, M., & Tsal, Y. Selective attention and free will - The case of the attentional white bear phenomenon.

Shapira, M., Tsal, Y. & Lahav, A. Not so rigid after all: Saliency moderates the magnitude of the attentional white bear effect.

Shapira, M., & Mazursky, D. 2013. White bears walk long distances - The influence of the instruction to ignore on the sleeper effect.

Gavious, A., Shapira, M. & Tuval, A., Private brand versus national brand – A signaling model.

Shapira, M., Grabelski, Z. & Amar, M. The influence of the white bear manipulation and verbal vs. nonverbal incongruency on the sleeper effect.