

CURRICULUM VITAE

• Personal Details

Name: Michal Shapira

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

• **Professional Activities**

(a) Professional academic

2020 - present Director of the Marketing and Digital School
School of Business Administration
Ono Academic College.

2019-2020 Associate dean for teaching
School of Business Administration
Ono Academic College.

2011 - Present Director of the Advertising and Communication Program
School of Business Administration
Ono Academic College.

2016 - Present Director of the MBA Marketing and Advertising Program
School of Business Administration
Ono Academic College.

2001 – 2016 Head of the Advertising Specialization
School of Business Administration
Ono Academic College.

(b) Professional functions outside Universities/institutions

- 2010 – Present Member of the Board, Council of The Second Authority for Television and Radio
(Involved in economic, commercial, media, and legal aspects of the Authority’s managerial operations)
2014- present
- Chairman of the Radio Committee.
- Member of the Television Committee
- Member of the research Committee
- Member of the Directors Appointment Committee the News Companies (channels 12, 13).
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2010-2014
- Board of Directors’ representative to the Second Authority Incentive Scholarship Program for young researchers (The Hammer Foundation).
Chairman of the research Committee
- Member of the radio Committee
- Member of the Television Committee
- Member of the audit Committee.
- 2008 – Present Judge, Israel Center of Management Service Competition.
- 2001 – Present Speaker in various professional conferences in the fields of communication, advertising, digital marketing and digital transformation.
- 2005 – 2010 Academic Director of management programs and internal organizational training programs in brand marketing, strategy, and management.

- 1997-2000 VP Strategic Planning and Media Planning, IPG Raban and Associates, a 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, MA)

Advanced Communication and Advertising Workshop
 Communication and Advertising Management
 Research Seminar in advertising and consumer behavior
 Marketing management
 Campaign management workshop

Undergraduate Courses

Advanced Communication and Advertising Workshop
 Communication and Advertising Foundations

Start- up building workshop
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.)

2023- Michael feingrot , faculty of business adminstartion , Ono academic college " the effect of marketing content disclosure on consumer attitudes" .

Awards, Citations, Honors, Fellowships

(a) Honors, Citation Awards

2022 A commedation for advancement in reserch, Ono Academic college.

2022 Excellence in teacing, The Hebrew University of Jeruzalem.

2022 Excellence in teacing, Ono Academic college.

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.

(c) Seminar presentations at universities and institutions

Shapira, M., Yaniski- Ravid , S. & Cohen Y., 2020. Ai technologies , music amd Culture. Ono Academic College.

Shapira, M., Yaniski- Ravid , S. & Cohen Y., 2020. Ai technologies , music amd Culture. Bar Ilan Unisity

Shapira, M., Tsal, Y. & Lahav, A. 2019. Not so rigid after all: Saliency moderates the magnitude of the attentional white bear phenomenon. Bar Ilan University.

Shapira, M.,. 2019. Weman presentation in the Israeli televiton. Ono Academic College.

Shapira M., Amar M. and Grebelsky-Lichtman, T. (2016). The effect of the instrucuion to ignore Verbal/Nonverbal Discrepancy on Brand Attitudes in the Short Term and the Long Term.

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. The Hebrew University.

Shapira, M., & Tsal, Y. 2005. The influence of central or peripheral routes on the Sleeper Effect . Ono Academic College

• **Present Academic Activities**

(a) Publications

Yaniski- Ravid , S., & Shapira M.,(2022) “The Digital ‘Earplug’ Streaming Music Services, Multicultural and Advanced Technology - from Segregation to integration: The Case of Arabic Music and the Israeli Playlist” in *New Technology and Intellectual Property* (Zemer, L., Grinbaum a D. & Gaon, A . Eds., Srigim Li-On, Israel: Nevo, 2022)

Shapira, M., Yaakobi, E. & Mazursky, D. (2021) White bears can walk long distances: The effects of an instruction to ignore information located in a visually differentiated location on attitude change over time. *Current psychology* 42, 11079–11100

Yaniski- Ravid , S . Shapira M. & Cohen Y. The Exclusion of Arabic Music from the Israeli Media. SSRN.

Shapira M., Amar M. and Grebelsky-Lichtman, T. (2017). The Positive Effect of Contradictory Information: The Effect of Verbal/Nonverbal Discrepancy on Brand Attitudes in the Short Term and the Long Term. *J Account Mark*, 6(253), 2.