

# **Curriculum Vitae**

## **Education**

2/ 2009- Ph.D. in Marketing -Haifa University.

1993-1996 - M.B.A - Hebrew University, Cum Lauda.

1990-1992 - B.A in Economics – Haifa University.

## **Academic Positions**

Since 2001 - Lecturer in Marketing and Economics in Ono Academic College.

1993- 2000: Lecturer in Marketing and Economics in The College of Management.

## **Professional Experience**

5/2012 – Head of Marketing Specialization, Faculty of Business Administration Ono Academic College.

2009 - 2011: Vice Director of the MBA Program, Faculty of Business Administration Ono Academic College.

2001 – 2005: Dean Assistant of the Business administration faculty in "Ono" academic college.

## **Courses Taught**

Introduction to Micro Economic

Introduction to Management of Marketing

Brand Management

## **Research Interests**

Consumer Socialization, Intergenerational Influences, Consumer Complaining Behavior.

## **Awards**

2011 – Ono Academic College Award for Teaching

2008 – Ono Academic College Award for Teaching

2007 – Ono Academic College Award for Teaching

2006 – Ono Academic College Award for Teaching

2005 – Ono Academic College Award for Teaching

2003 – Ono Academic College Award for Teaching

2001 – Ono Academic College Award for Teaching

## **Scientific Publications**

- Gavish, Y., Shoham A. & Ruvio, A. (2007), "A Qualitative Study of Mother- Adolescent Daughter – Vicarious Role Model Consumption Interactions", in Lee Y. Angela and Soman Dilip (Eds.), *Advances in Consumer Research*, 35, Association for Consumer Research, Duluth, MN, pp. 732-34. Australian Ranking: B. Cited: 2.
- Gavish, Y., Shoham, A., & Ruvio, A. (2010), "A Qualitative Study of Mother-Adolescent Daughter-Vicarious Role Model Consumption Interactions", *Journal of Consumer Marketing*, 27(1), pp. 43-56. SJR: 0.601. Australian Ranking: B. Cited: 24.
- Shoham, A., Gavish, Y., & Segev, S. (2012), "Drivers of Consumers' Reactions to Service Failures: The Israeli Experience", *International Journal of Psychological Studies*, Vol. 4(1), pp. 67-76. Cited:1.
- Shoham, A., Saker, M., & Gavish, Y. (2012), "Preventive Health Behaviors The Psycho-Marketing Approach", *International Journal of Psychological Studies*, Vol. 4 (2), pp. 56-66. Cited: 2.
- Ruvio, A., Gavish, Y., & Shoham, A. (2013), "Consumer's Doppelganger: A Role Model Perspective on International Mimicry", *Journal of Consumer Behavior*, 12(1), pp. 60-69. Impact Factor 0.714 (2014). Australian Ranking: B. Cited:1.
- Gavish, Y. (2013), "Family Consumption Decisions - Literature Review and Extension: *The Psycho-Social Case of Single-Mother Families and their Early Adolescent Daughters*", *International Journal of Psychological Studies*, Vol. 5 (4), pp. 26-37.
- Segev, S., Shoham, A., & Gavish, Y. (2015), "A Closer Look into the Materialism Construct: The Antecedents and Consequences of Materialism and its three Facets". *Journal of Consumer Marketing*, Vol. 32 (2), pp. 85-98. SJR: 0.601. Australian Ranking: B. Cited: 1
- Shoham, A., Gavish, Y., & Segev, S. (2014), "A Cross-Cultural Analysis of Impulsive and Compulsive Buying Behaviors among Israeli and USA Consumers: The Influence of Personal Traits and Cultural Values", *Journal of International Consumer Marketing*, Vol. 27 (3), pp. 187-206. SJR: 0.35. Australian Ranking: C.
- Shoham, A., Gavish, Y., & Rose M. Gregory (2016), "Consequences of Consumer Animosity: A Meta-Analytic Integration", *Journal of International Consumer Marketing* (**Forthcoming**). SJR: 0.35. Australian Ranking: C.
- Berger, R. & Gavish, Y. (2016), "A Gem in a Hostile World: An Evolutionary Analysis of the Diamonds Industry - The Case of the Israeli Diamond Industry", *International Journal of Strategic Change Management* (**Forthcoming**).

## **In Judgment**

- Shoham, A., Gavish, Y., & Segev, S. (2015), "Cultural and Personality Antecedents of Consumers' Frugality and Hoarding", *Journal of International Consumer Marketing*.

Shoham, A., Gavish, Y., (2015), “The Consequences of Authoritarianism and Empathy on Consumer Buying Behavior”, *Cogent Business and Management*.

Shoham, A., Segev, S. & Gavish, Y. (2015), “The Effect of Acculturation and Ethnic Identification on Consumer Disidentification and Consumption: An Investigation of U.S. Hispanics”, *Journal of Consumer Behavior*.

### **In Progress**

Berger, R., & Gavish, Y. (2015), “The Evolution of Managerial Strategy in B2B Family Owned Firms in light of Environmental Changes – The Case of the Diamond Industry”, *Journal of Business Strategy. Journal of Small Business*.

### **Conferences**

Shoham, Aviv, Ruvio Ayalla, Gavish Yossi (2005), “A Proposed Model of Adolescent Daughter-Mother Consumption Interactions”, “SCP 2006”.

Gavish Yossi, Shoam Aviv, Ruvio Ayalla (2007) , “A Qualitative Study of Mother-Adolescent Daughter – Vicarious Role Model Consumption Interactions”, “ACR 2007”.

Segev Sigal ,Shoham Aviv and Gavish Yossi (2012), “Materialism through A Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism”. Academy of Marketing Science (AMS) Annual Conference (New Orleans May15, 2012 through May 19, 2012).

Segev Sigal ,Shoham Aviv and Gavish Yossi (2015), “The Effect of Acculturation and Ethnic Identification on Consumer Disidentification and Consumption: An Investigation of U.S. Hispanics”. Academy of Marketing Science (AMS) Annual Conference (May, 2015).