



Yael Shani-Feinstein

Phone: +972-54-250-1743 | Email: yael.shani@ono.ac.il

ACADEMIC POSITIONS

Lecturer (faculty member) of Marketing, School of Business Administration, Ono Academic College, Israel.	2021-present
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EDUCATION

Ph.D. , Industrial Engineering and Management, Industrial Engineering and Management Department, Ben-Gurion University, Israel Thesis: "The Influence of Movement and Uncontrolled Dynamics on Decision Making" Supervisors: Prof. Arie Gavious and Prof. Jacob Goldenberg.	2021
M.Sc. , Industrial Engineering and Management, Industrial Engineering and Management Department, Ben-Gurion University, Israel	2009
B.Sc. , (<i>Summa cum laude, first in class out of 190</i>), Industrial Engineering and Management, Industrial Engineering and Management Department, Ben-Gurion University, Israel	2004
East Asian Studies (<i>Summa cum laude</i>) as part of a dual-disciplinary BA degree, The Department of East Asian Studies, Tel-Aviv University, Israel	2010

RESEARCH INTERESTS

Consumer Behavior
Judgment and Decision Making
Consumer Risk preferences
Customer monetization and profitability

PUBLICATIONS

Shani-Feinstein, Yael*, Ellie J. Kyung, * and Jacob Goldenberg. "Moving, Fast or Slow: How Perceived Speed Influences Mental Representation and Decision Making." *Journal of Consumer Research*, 49, no. 3 (2022): 520-542.

* *Denotes joint first authorship.*

Gavious, Arie, Shlomo Mizrahi, Yael Shani, and Yizhaq Minchuk. "The Costs of Industrial Accidents for the Organization: Developing Methods and Tools for Evaluation and Cost–Benefit Analysis of Investment in Safety." *Journal of Loss Prevention in the Process Industries* 22, no. 4 (2009): 434-438.

RESEARCH IN PROGRESS

Ref, Ohad., Milyavsky, Maxim., and Yael Shani-Feinstein, "Performance above aspiration and Firms' Risk Taking."

Ben Avraham, Hadas, Yael Shani-Feinstein and Sofia Amador Nelke, "Psychological Barriers to Blockchain Adoption."

Shani-Feinstein, Yael, Hadas Ben Avraham and Arie Gavious, "The Direct and Indirect Costs of Cyber-Attacks."

Shani-Feinstein, Yael, Yonat Zwebner, and Jacob Goldenberg, "The Effect of Tilted Head Position on Influencers' Perception"

Shani-Feinstein, Yael, Asael Sklar, "Consumers and Brands – Name Similarity as a Proxy for Brand's Preference."

Shani-Feinstein, Yael, Asael Sklar, and Jacob Goldenberg, "The spillover Effect of Visual Backgrounds on Perception of the Speaker."

Shani-Feinstein, Yael, Jacob Goldenberg, and Arie Gavious, "Rationality While Moving."

GRANTS AND AWARDS

- *Marketing Science Institute*: Award for proposal "The Influence of Movement on Decision Making" (2016)
- *Department Scholarship*: Awarded four years of doctoral study at Ben-Gurion University (2015-2019)
- *Department Scholarship*: Awarded two years of master's study at Ben-Gurion University (2007-2009)
- *Suzan Zalotovski Scholarship*: Awarded four years of undergraduate studies at Ben-Gurion University (2001-2004)
- *Certificate of Excellence for Exceptional Academic Achievement*: Awarded two years of undergraduate studies at Ben-Gurion University (2002-2003).

PRESENTATIONS

(*denotes presenting author)

Ben Avraham, Hadas, Yael Shani-Feinstein* and Sofia Amador Nelke (2025), "Psychological Barriers to Blockchain Adoption." Communities, industries, places: The role of technology for improving wellbeing and development. In cooperation with Horizon 2020 TRUST "digital TuRn in EUrope: Strengthening relational reliance through Technology," Osaka (Expo) Japan.

Kyung, Ellie J., Yael Shani-Feinstein,* and Jacob Goldenberg (2019), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," The Society for Judgment and Decision Making Conference, Montreal, Canada.

Kyung, Ellie J.*, Yael Shani-Feinstein, and Jacob Goldenberg (2018), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," Association for Consumer Research, Dallas, TX.

- *Role of Session-Chair in this conference.*

Kyung, Ellie J., Yael Shani-Feinstein,* and Jacob Goldenberg (2018), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," Behavioral Decision Research in Management Conference, Harvard Business School, Boston, MA.

Kyung, Ellie J., Yael Shani-Feinstein,* and Jacob Goldenberg (2018), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," Invited presentation at Dartmouth College, Tuck School of Business.

Kyung, Ellie J., Yael Shani-Feinstein,* and Jacob Goldenberg (2017), "Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making," Blitz session, 17th Marketing in Israel Conference, Tel Aviv University, Israel.

TEACHING EXPERIENCE

Courses Taught

- Statistical methods A (BA), Ono Academic College (2024-present)
- Maximizing Customer Profitability (BA), *Ono Academic College* (2022-present)
- Introduction to R (Thesis), *Ono Academic College* (2023-present)
- Customer Relationship Management and Monetization (BA courses taught in Hebrew and in English) *Runi*, (2017-present)
- Auctions in Advertising (BA), *Ono Academic College* (2017-2021)
- Introduction to Game Theory (MBA), *Ono Academic College* (2017-present)
- Production and Scheduling (BSc), *Shenkar College* (2008-2013)
- Simulation Methods (BSc), *College of Judea and Samaria* (2005-2007)

Teaching Assistant

- Systematic Creativity. Teacher: Prof. Jacob Goldenberg (MBA), *IDC*, (2020 - 2021)
- Strategic Customer Management. Teacher: Prof. Bark Libai (MBA), *IDC*, (2019 - 2020)

- Empirical Research in Marketing. Teacher: Prof. Jacob Goldenberg (PhD), *IDC*, (2017)
- Marketing Communication in the New Era (MBA). Teacher: Ms. Michal Hameiri, *IDC*, (2016-2021)
- Introduction to Game Theory. Teacher: Prof. Arie Gavious (MBA), *Ono Academic College*, (2010-2020)
- Simulation Methods. Teacher: Dr. Amir Elalouf (BSc), *Ben-Gurion University*, (2007-2009)

Research Assistant

- “Customer Equity Distribution” research project with Prof. Barak Libai (2019)
Located data sources for the purpose of measuring inequality in consumption, and conducted data analysis, *IDC*.
- European BMI (Business Model Innovation) Proposal (2014)
Organized the Marketing Department’s part of the proposal and coordinated with the European committee, *IDC*.
- Manof Project (2008-2011)
Developed a mathematical tool for assessing the actual costs of an accident in a factory, *Ben-Gurion University*.

INDUSTRY EXPERIENCE

MERCANTILE - DISCOUNT BANK, ISRAEL. Banking Securities Product Manager and IE Project Manager	2004-2006
NIRAM GITAN GROUP, ISRAEL. Consultant for CRM and Business Processes	2003-2004

SERVICE TO THE FIELD

- **Reviewer**
 - *Israel Science Foundation (ISF)*: Proposals Reviewer (2023 – present)
 - *Society for Consumer Psychology*: Conference Reviewer
 - *Journal of Consumer Research*: Trainee Reviewer program (2018)
- **Workshop Facilitator, Qualtrics Training for Researchers**, *Ono Academic College* – Led three workshops to support faculty in effective survey design and data collection using Qualtrics. (2024-present)
- **Member, AI Strategy Team, Business Administration Department**, *Ono Academic College* – Contributing to the development of the institution’s vision and strategic approach to AI integration in academia. (present)
- PhD Seminar Coordinator, *IDC* (2017)
- Undergraduate Student Advisor, *Tel-Aviv University* (2012)

PROFESSIONAL AFFILIATIONS

- The Society for Judgment and Decision Making
- Association for Consumer Research
- Association for Psychological Science