Prof. Iris Vilnai-Yavetz, Ph.d

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School of Economics and Business Administration
Ruppin Academic Center, Emek Hefer 40250, Israel

Ph.D - Technion – Israel Institute of Technology, Haifa - Management and Behavioral Sciences, Faculty of Industrial Engineering & Management.

Research interests: Design as a managerial tool, with implications for consumer behavior, organizational behavior, e-business, services management, and marketing.

List of publications

Articles in Refereed Journals


Chapters in Scientific Books


Articles in Conference Proceedings


Seger-Guttmann, T. & Vilnai-Yavetz, I. (July 2015). Nostalgic consumption: Does it also work for services? In L. Petruzzeallis & R.S. Winer (eds.), Rediscovering the essentiality...


Presentation of papers at conferences not followed by published proceedings


introduction of new training programs in the field of e-commerce. Berlin Institute of Technology, Berlin, Germany, April 2-4.


Published scientific reports


Unrefereed professional publications
Session chair in conferences:

The 12th International Conference on Quality and Productivity Research, Haifa, Israel, July 10-12, 2007.


International research/academic teams:

- 2007 - The Global Call Center (GCC) international research team.
- 2014- "TEMPUS" IV-4: Two cycle E-Commerce curricula to serve Information Society in RU, UA and IL (ECOMMIS).


Reviewer of scientific journals

- Human Relations – a reviewer.
- International Journal of Hospitality Management - a reviewer.
- Journal of Service Management - a reviewer.
- The International Review of Retail, Distribution and Consumer Research – a reviewer.
- Administration & Society - a reviewer.
- Managing Service Quality- a reviewer.
- International Review of Administrative Sciences – a reviewer.
- Marketing Intelligence and Planning – a reviewer.
- Employee Relations – a reviewer.
- Environment and Behavior – a reviewer.
- Organization Studies - a reviewer.
- Service Business – a reviewer.
- European Journal of Work and Organizational Psychology - a reviewer.
- The Service Industries Journal – a reviewer.
- Journal of Services Marketing – a reviewer.
- Electronic Commerce Research and Applications – a reviewer.