

July, 2025

CURRICULUM VITAE

A. Personal Details

Weiss-Sidi Merav, Ph.D. (ID: 036443562)

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B. Higher Education

A. Education

Oct 2001- July 2004 The College of Management Academic Studies, The School of Media Studies
Communication and Management

B.A.

Date Awarded: 2005

Mar 2008- June 2012 The College of Management Academic Studies. The School of Business
Administration

Business Administration and Marketing

M.B.A.

Date Awarded: 2013 *Thesis cum laude*

Title of Thesis: *Value Messaging through Logo, Their Characterization and
Contribution – Case study: an examination "Israeliness" as it
appears in the logos of Israeli companies*

Supervisor: Prof. Oren Kaplan

Mar 2015- Oct 2020 Ben-Gurion University of the Negev, The Guilford Glazer Faculty of Business
and Management.

Business Administration and Marketing

Ph.D.

Date Awarded: 2021

Title of *Help Others Be Happy? - Prosocial Behavior and Related*
Doctoral *Emotions across Cultures*

Dissertation:

Supervisors: Dr. Hila Riemer and Prof. Oded Lowengart

B. FURTHER STUDIES

- Jan 2021 – Dec 2021 Tel-Aviv University, Collier School of Management
Post-doctoral training
- Subject:** Prosocial behavior in organizations teams
Main Project: *Helping Types in teams work and Leadership Support*
- Hosts:** Prof. Daniel Heller and Dr. Ilanit SimanTov-Nachlieli
- Jan 2022 – Dec 2022 University of Illinois at Urbana-Champaign, Gies College of Business
Post-doctoral training
- Subject:** Prosocial behavior in emotions
Main Project: *Does Helping Make You Feel Good? The Answer Depends on Cultural Orientation*
- Host:** Prof. Sharon Shavitt

C. Academic Ranks and Tenure in Institutes of Higher Education

- Oct 2023 - Present Ruppin academic center,
The Faculty of Management and Economics, Management Department
Rank/Function: Lecturer
- Jan 2023 - Present Ben-Gurion University of the Negev,
The Guilford Glazer Faculty of Business and Management, The
Departments of Business Administration and Marketing
Rank/Function: Adjunct Lecturer
- Jun 2022 – Aug 2024 Ben-Gurion University of the Negev, The Guilford Glazer Faculty of
Business and Management
Departments of Business Administration
Rank/Function: Neuromarketing Lab Manager
- Jan 2022 – Dec 2022 University of Illinois at Urbana-Champaign,
Gies College of Business, Marketing Department
Rank/Function: Post-doctoral
- Jan 2021 – Dec 2021 Tel-Aviv University,
Collier School of Management
Rank/Function: Post-doctoral

D. Participation in Scholarly Conferences

a. Active Participation

(1) International conferences

Date	Name of Conference	Place of Conference	The subject of Lecture/Discussion	Role
Sep 18-19, 2025	Neurobusiness Conference	Dubrovnik, Croatia	Neuromarketing and advertising insights tracks	Organizing committee

			How Color Shapes Women's Perceptions of STEM Advertising	+ Oral presentation
Aug 30-Sep 4, 2025	SPUDM	Lucca, Italy	Hue Matters: How Color Shapes Women's Perceptions of STEM Advertising	Oral presentation
July 11-14, 2024	GAMMA	Milan, Italy	Gender Differences in Implicit Attitudes Toward Ads With Plus-Size Models Vs. No Models	Oral presentation
June 7-11, 2023	The ISMS Marketing Science Conference	Miami, Florida, USA	The Differences in Donation Decisions in Fundraising Competition between Low- and High-Credibility Organizations	Oral presentation
May 21-23, 2023	The 9th CERE Conference,	Haifa University, Israel (Inter. conference)	The Effect of Role Models on Implicit and Explicit Emotional Responses toward Women	Oral presentation
July 29-31, 2022	The Global Consumer an SCP boutique conference	Nanyang Technological University, Singapore	Value Fit and Satisfaction with Helping: A Cross-Cultural Examination	Oral presentation
June 16-18, 2022	The ISMS Marketing science conference	The University of Chicago Booth School of Business, USA, held by Zoom	The 'Power Recovery Effect' of Women Offending Advertising	Oral presentation
September 22-24, 2021	The 14th Annual Conference of the EuroMed Academy of Business (EMAB)	The EuroMed 2021 conference Torino, Italy - online, held by Zoom	Cross-Cultural Market Segmentation Scale. Towards a High- and Low-Context Culture Scale	Oral presentation

June 3-5, 2021	The ISMS Marketing science conference	Duke University, USA, held by Zoom	Cultural And National Values of Consumers' Perception In Logos	Oral presentation
July 26-31, 2020	The 25th International Congress of Cross-Cultural Psychology	Prague, Czech Republic, held by Zoom	The Underlying Motivations for helping Behavior: Differences in Altruism Through a Cross-Cultural Lens	Oral presentation
August 18-22, 2019	The 27th Biennial SPUDM	Amsterdam, Netherlands	Who Does Good to Feel Good? Cross-Cultural Differences in Altruistic Motivations	Oral presentation
June 20-22, 2019	The 41st Annual ISMS Marketing Science Conference	Rome, Italy	Crossing the Funding Barrier: From Seed Social Ventures to Non-profit Organizations	Oral presentation
28-31 May, 2019	The 48th Annual EMAC 2019 Conference	The University of Hamburg, Germany	It is Time to Scale it Up: From Seed Social Ventures to Non-profit Organizations	Oral presentation
January 14-16, 2017	The SPSP (Society for Personality and Social Psychology) Annual Convention	San Antonio, Texas, USA	Help Others, Be Happy! A Cross-Cultural Examination of the Effect of Prosocial Behavior on Happiness	Poster
February 25-27, 2016	The Society for Consumer Psychology Conference	St. Petersburg, FL, USA	Are people happier when giving to others? A cross-cultural examination	Poster

(2) National (Israeli) conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
3 May, 2023	Impact Conference	The Academic College of Tel Aviv-Yaffo	Exploring the impact of female role models on	Oral presentation

			implicit negative emotions toward women in STEM	
January 3-5, 2023	The Sixth Israel Organizational Behavior Conference (IOBC)	Tel-Aviv University, Israel	Strategies for High-Complexity Competition	Oral presentation
February 3-4, 2020	The 18th Marketing in Israel Conference	Israel, held by Zoom	Help Others – Be Happy? Altruism and Happiness across Cultures	Oral presentation
January 5-7, 2020	The Fifth Israel Organizational Behavior Conference (IOBC)	Tel-Aviv University, Israel	The Underlying Motivations for Ethical Behavior: Differences in Altruism through a Cross-Cultural Lens	Oral presentation
June 19-20, 2019	The 4th Collier Conference on Behavioral Economics (CCBE)	Tel Aviv University, Israel	When I Give, I Gain – Cross Cultural Altruistic Motivations Differences	Poster
December 18-19, 2018	AOM Specialized Conference – From Start-up to Scale-up	Tel Aviv, Israel	It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations	Oral presentation
December 20, 2018	The Annual Conference of the Risk and Uncertainty in the 21st Century (DMEP)	Ben-Gurion University of the Negev, Israel	Help Others, Be Happy? A Cross-cultural Examination of the Effect of Pro-social Behavior on Happiness	Poster
December 26-27, 2018	The 18th Marketing in Israel Conference	Tel Aviv University, Israel	Help Others – Be Happy? Altruism and Happiness across Cultures	Poster
February 12, 2018	The Annual Conference of the Regional Science Association International	Ben-Gurion University of the Negev, Israel	Help Others, Be Happy! A Cross-cultural Examination of the Effect of Pro-social Behavior on Happiness	Poster
January 3, 2016	The Annual Conference of The Risk and	Ben-Gurion University of the Negev, Israel	Are people happier when giving to others? A cross-cultural examination	Poster

	Uncertainty in the 21st Century (DMEP)			
December 13, 2015	The National PhD Candidates' Conference in Research Psychology	Tel-Aviv University, Israel	Are People Happier When Contributing to Others? A Cross-Cultural Examination	Poster

(3) Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
May 29, 2023	The Academic College of Tel Aviv-Yaffo	Faculty seminar	Help Others, Be Happy? A Cross-Cultural Examination
January 6, 2020	Ben-Gurion University of the Negev, Israel	Faculty seminar	Help Others, Be Happy? Prosocial Behavior and Related Emotions across Cultures
January 11, 2017	Ben-Gurion University of the Negev, Israel	Research presentation was presented to honor visiting of Vithala R. Rao (Deane Malott at Samuel Curtis Johnson Graduate School of Management, Cornell University) in a special seminar	Help Others, Be Happy? A Cross-cultural Examination of the Effect of Prosocial Behavior on Happiness
June 1, 2016	Ben-Gurion University of the Negev, Israel	Research presentation was presented to honor visiting of Kent B. Monroe (The John M. Jones Distinguished Professor of Marketing Emeritus at the University of Illinois) in a special seminar	Emotional Antecedents and Consequences of Prosocial Behavior

E. ACADEMIC AND PROFESSIONAL AWARDS

1. Grants Awarded

Year	Foundation	Title	SUM	CO-RESEARCHERS	P.I.
Jan 2022- Dec 2023	RISE Impact MTA - Grant	Promoting women's ventures: Role model use to encourage implicit approach responses among women and investors	17,000 _{NIS.}	Weiss-Sidi, M. as Project manager	Friedmann, E.
Oct 2021– Feb 2023	Partnership Foundation Paris- Dauphine- Grant	Social influences on emotional responses to STEM: Encouraging women to approach STEM through social- environmental changes	10,000 _{Euro.}	Weiss-Sidi, M. as Project manager	Friedmann, E.

2. Fellowships

2021, **Post-doctoral Fellowship**, Tel-Aviv University, Coller School of Management, 57,700 _{NIS.}

2016–2020, **Doctoral Fellowship**, Ben-Gurion University of the Negev, The Guilford Glazer Faculty of Business and Management, 44,500 _{NIS} per year.

3. Scholarships

2020, **Sawtooth Academic Grant**, Sawtooth Software, 3,000 _{USD.}

4. Prizes

2016, Ben-Gurion University of the Negev, “Third-sector research center” grant for non-profit research, ICTR Center Ben-Gurion University, 5,000_{NIS.}

2019, Ben-Gurion University of the Negev, “Third-sector research center” grant for non-profit research, ICTR Center Ben-Gurion University, 4,000_{NIS.}

2019, “ERASMUS+ ICM” for Mobility at Ca’ Foscari University, Management Department, Venice, Italy, 1,500_{Euro.}

2024, “ERASMUS+ ICM” for Mobility at The University of Dubrovnik, Business Economics Department, Dubrovnik, Croatia, 3,000_{Euro.}

F. MEMBERSHIP IN PROFESSIONAL SOCIETIES

2016– Society of Consumer Psychology

2017, 2018 – The Society for Personality and Social Psychology

2018, 2019 – The Academy of Management

2019 – The European Association for Decision Making (EADM)
 2019 – American Marketing Association
 2021 - The International Association for Cross-Cultural Psychology (IACCP)
 2021-2025 – INFORMS
 2023-2025 - Global Alliance of Marketing & Management Associations (GAMMA)
 2024-2024 - European Association for Decision Making (EADM)

G. M.A. STUDENTS SUPERVISED BY CANDIDATE

Oct 2024-present	Noy Ya'ari Implicit responses, body image, and advertisements <i>"Gender Differences in Consumer Responses to Body-Inclusive Advertising Featuring Plus-Size, Average-Size, and No Models"</i> Ben-Gurion University of the Negev
Oct 2023-present	Guy Peled Implicit emotions and advertisements <i>"Menvertise like a man" - Gender differences in implicit and explicit disgust responses toward Menvertise ads featuring slender male models versus traditional ads featuring muscular models"</i> Ben-Gurion University of the Negev
Oct 2022-Dec 2024	Lior Avieli Implicit emotions and advertisements <i>"Gender differences in implicit contempt toward blatant and subtle empowerment ads featuring muscular women"</i> Ben-Gurion University of the Negev
Oct 2022-Jan 2025	Omer Struli Implicit emotions and advertisements <i>"Explicit and Implicit Disgust : Gendered Responses to Non-Traditional Body Hair in Advertising"</i> Ben-Gurion University of the Negev
Oct 2021-Jan 2024	Noam Dagan Implicit responses and advertisements <i>"Gender Differences in Implicit (Rather than Explicit) Attitudes toward Ads with Plus-Size Models vs. No Models"</i> Ben-Gurion University of the Negev

H. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course Lecture/Seminar/Workshop/High Learn Course/ Introduction Course (Mandatory)	Degree	Number of Students
2024-2025	Global Marketing	Lecture	Undergraduate programs	30
2024-2025	Culture and Marketing	Lecture	Undergraduate programs	30
2024-2025	Excel Skills - for Beginners	Learn Course	Undergraduate programs	180

2022-2025	Management Analytics	Learn Course	Undergraduate programs & MBA programs	30-65
2021-2025	Business Sustainability in the Circular Economy	Lecture	MBA programs	20-50
2019-2025	Strategic Marketing and Communication for Social Goals	Lecture	MBA programs	20-60
2022, 2024-2025	Consumer Behavior	Introduction Course (Mandatory)	Undergraduate programs	40-80
2017-2022	Principles of Marketing	Introduction Course (Mandatory)	MBA programs + International MBA (in English) + BA for engineers	20-80
2019-2020, 2025	Services Marketing	Lecture	MBA programs	30
2016-2019	Prosocial behavior	Lecture	Undergraduate programs	40-90
2012-2019	Brand Management	Lecture	Undergraduate programs	40-90
2008-2015	Advertising and Promotion	Workshop	Undergraduate programs	20

I. Professional Experience

2008-2016

Co-Founder & Content manager

Infogan.co.il

Infogan is an internet venture that provides a unique web platform, including the largest vertical index in Israel for kindergartens and quality content about young age education (from birth to age 6) - in collaboration with the Ministry of Education.

2010-2011

Member of the steering committee of the high school curriculum in communication studies (working as a freelance consultant for the Ministry of Education).

2003–2005

Media planner and buyer

Zenith media- for the P&G account

Conducting market research and analyzing demographics, psychographics, media usage, and buying patterns. To identify the best mix of media channels to deliver effective marketing or advertising messages to the targeted audience.

SCIENTIFIC PUBLICATIONS

B. ORIGINAL ARTICLES

B.1. Articles Published

1. Fridmann, E., **Weiss- Sidi, M.** and Vescovi, T. (2022). Do Americans want to have fun while Chinese care about others' approval? Examining stereotypical utilities positioning in brand choice contexts. *Journal of Product & Brand Management*. 31(7), 1104-1124. <https://doi.org/10.1108/JPBM-07-2021-3579> (JCR: IF 5.248, Q2, 99/229, SJR: Q1, ABDC Rank: A)
2. **Weiss-Sidi, M.** and Riemer, H. (2023). "Help others – be happy? The effect of prosocial behavior on happiness across cultures", *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2023.1156661> (JCR: IF 4.232, Q1, 67/276, SJR: Q1)
3. Fridmann, E., Vescovi, T., and **Weiss-Sidi, M.** (2023). Empirical measurement of hall's communication styles theory a new marketing segmentation scale. *European Journal of International Management*. 31. <https://dx.doi.org/10.1504/EJIM.2022.10053329> (JCR: IF 2.294, Q4, 189/228, SJR: Q2)
4. Chernyak-Hai, L., Heller, D., SimanTov-Nachlieli, I., & **Weiss-Sidi, M.** (2024). Give them a fishing rod, if it is not urgent: The impact of help type on support for helpers' leadership. *Journal of Applied Psychology*. 109(4), 551–572. <https://doi.org/10.1037/apl0001155> (JCR: IF 11.802, Q1, 6/83, SJR: Q1)
5. Friedmann, E., **Weiss-Sidi, M.**, & Solodoha, E. (2024). Unveiling impact dynamics: Discriminatory brand advertisements, stress response, and the call for ethical marketing practices. *Journal of Retailing and Consumer Services*, 79, 103851. <https://doi.org/10.1016/j.jretconser.2024.103851> (JCR: IF 11.0, Q1, 19/231, SJR: Q1)

B.1. Articles Submitted

1. Stroli, O. Fridmann, E., **Weiss- Sidi, M.** Uncovering Internalized Norms: A Poststructuralist Examination of Gendered Responses to Non-Traditional Body Hair in Advertising
Status: Under review, International Journal of Advertising (JCR: IF 2.914, Q1,96/1717, SJR: Q1, ABDC: A)
2. Fridmann, E., **Weiss- Sidi, M.** and Gavius, I. Breaking or reinforcing barriers? exploring the paradoxical influence of female role models on implicit gender bias in STEM.
Status: Under review, Journal of Organizational Behavior and Human Decision Processes (JCR: IF 3.12, Q1,9/258, SJR: Q1, ABDC: A*)

3. **B.3. REVIEW ARTICLES**

B.3. Articles Accepted

Shuman, S., Berhane, T., Madden, D., Larson, R., Jacobs, A., Chiofalo, J., & Vangeepuram, N. (2024). COVID-19 Vaccine Effectiveness and Barriers to Vaccination: Comparing Perceptions Based on Vaccination Status. *Journal of Racial and Ethnic Health Disparities*, 1-10. (JCR: IF 1.55, Q1, 78/1471, SJR: Q1)

C. CHAPTERS IN BOOKS

1. Friedmann, E., Tschisik, I. and **Weiss- Sidi, M.** (2021). A case study of Leonardo hotels chain marketing strategy: from Israel to Central Europe, in Vescovi, T. *Intercultural Marketing: European Perspectives*, Edward Elgar Publishing (Book chapter)

*Authors listed in alphabetical order.

D.2. PAPERS PRESENTED AT SCIENTIFIC MEETINGS PUBLISHED AS PROCEEDINGS

Note: In the Management field, researchers often submit full-length papers for review, but after acceptance asks to publish extended abstracts only, due to copyright considerations.

1. Gutman, G., **Weiss-Sidi, M.**, Peleg, G., and Lowengart, O. (2018). It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations. *Academy of Management Global Proceedings*, (2018), 258.
2. Peleg, G., Gutman, G., **Weiss-Sidi, M.**, and Lowengart, O. (2019). Crossing the funding barrier: fundraising along with social organizations lifetime cycle. *Summer AMA Academic Proceedings*, 30, 260-264.
3. Peleg, G., Lowengart, O., Gutman, G., and **Weiss-Sidi, M.** (2019). It is Time to Scale it Up: From Seed Social Ventures to Non-profit Organizations. *Proceedings of the European Marketing Academy*, 48th, (9056). *Authors listed in alphabetical order.
4. Fridmann, E. **Weiss-Sidi, M.** and Vescovi, T. (2021). "Cross-cultural market segmentation scale towards a high- and low-context culture scale" *14th EuroMed Conference, Contemporary Business Concepts and Strategies in the New Era*, EUROMED Press, pp. 282-296, EUROMED, 22-23 September, 2021