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

BA Psychology & MBA – Hebrew University, Jerusalem.

Research interests:

Design of workspaces, servicescapes, and retail atmospherics as a managerial tool, with implications for consumer behavior, organizational behavior, e-business, services management, and marketing.

Human behavior in e-business and social media.

Recent research aims to link design issues to public, managerial, and social concerns, such as the use of retail atmospherics and servicescapes design for inclusion of consumers with disability, office design and social sustainability, biodegradable cups as a symbol of “green consumption”, biophilia at work and in retail environments as an antecedent of employees’ and consumers’ well-being, the role of animals in business, and impression management in social media as a tool for recruiters.

List of publications

Articles in Refereed Journals

Rafaeli, A. & Vilnai-Yavetz, I. (2004). Emotion as a connection of physical artifacts and organizations. *Organization Science*, 15(6), 671-686. Doi: 10.1287/orsc.1040.0083

Rafaeli A. & Vilnai-Yavetz I. (2004). Instrumentality, aesthetics, and symbolism of physical artifacts as triggers of emotions. *Theoretical Issues in Ergonomics Science*, 5 (1), 91-112. Doi: 10.1080/1463922031000086735

- Vilnai-Yavetz, I.,** Rafaeli, A. & Schneider-Yaacov, C. (2005) Instrumentality, aesthetics and symbolism of office design. *Environment and Behavior*, 37(4), 533-551. Doi: 10.1177/0013916504270695
- Vilnai-Yavetz, I. &** Rafaeli, A. (2006). Aesthetics and professionalism of virtual servicescapes. *Journal of Service Research*, 8 (3), 245-259. Doi: 10.1177/1094670505281665
- Herstein, R. & **Vilnai-Yavetz, I.** (2007). Household income and the perceived importance of discount store Image components. *International Review of Retail Distribution and Consumer Research*, 17(2), 177-202. Doi: 10.1080/09593960701189978
- Vilnai-Yavetz, I. &** Tifferet, S. (2009). Images in academic web pages as marketing tools: Meeting the challenge of service intangibility. *Journal of Relationship Marketing*, 8, 148–164. Doi: 10.1080/15332660902876893
- Vilnai-Yavetz, I. &** Gilboa, S. (2010). The effect of servicescape cleanliness on customer reactions. *Services Marketing Quarterly*, 31(2), 213-234. Doi: 10.1080/15332961003604386
- Gilboa, S. & **Vilnai-Yavetz, I.** (2010). Four generations of mall visitors in Israel: A study of mall activities, visiting patterns and products purchased. *Journal of Retailing and Consumer Services*, 17, 501–511. Doi: 10.1016/j.jretconser.2010.08.005
- Vilnai-Yavetz, I. &** Rafaeli, A. (2011). The effects of a service provider's messy appearance on customer reactions. *Services Marketing Quarterly*, 32(3), 161-180. Doi: 10.1080/15332969.2011.581890
- Gilboa, S. & **Vilnai-Yavetz, I.** (2012). Segmenting multicultural mall visitors: The Israeli case. *Marketing Intelligence and Planning*, 30(6), 608-624. Doi: 10.1108/02634501211262582
- Gilboa, S. & **Vilnai-Yavetz, I.** (2013). Shop until you drop? An exploratory analysis of mall experiences. *European Journal of Marketing*, 47(1), 239-259. Doi: 10.1108/03090561311285538
- Vilnai-Yavetz, I. &** Koren, R. (2013). Cutting through the clutter: Purchase intentions as a function of packaging instrumentality, aesthetics, and symbolism. *The International Review of Retail, Distribution and Consumer Research*, 23(4), 394-417. Doi: 10.1080/09593969.2013.792743
- Vilnai-Yavetz, I. &** Tifferet, S. (2013). Promoting service brands via the internet. *The Service Industries Journal*, 33(15-16), 1544-1563. Doi: 10.1080/02642069.2011.636423

- Seger-Guttmann, T. & **Vilnai-Yavetz, I.** (2014). "God of small things" – Service interactions roots in regulatory focus and affectivity. *Interpersona*, 8(1), 1-14.
- Vilnai-Yavetz, I.** & Gilboa, S. (2014). The cost (and the value) of customer attire: Linking dress styles to service quality and prices offered by service employees. *Service Business*, 8(2), 355-373 Doi: 10.1007/s11628-013-0199-5
- Tifferet, S. & **Vilnai-Yavetz, I.** (2014). Gender differences in Facebook self-presentation: An international randomized study. *Computers in Human Behavior*, 35 (June), 388-399 Doi: 10.1016/j.chb.2014.03.016
- Vilnai-Yavetz, I.** & Tifferet, S. (2015). A picture is worth a thousand words: Segmenting consumers by Facebook profile images. *Journal of Interactive Marketing*, 32 (November), 53-69 Doi: <https://doi.org/10.1016/j.intmar.2015.05.002>
- Levina, O. & **Vilnai-Yavetz, I.** (2015). E-visibility maturity model: A tool for assessment and comparison of Individual as well as sets of firms in e-business. *Electronic Commerce Research and Applications*, 14(6), 480-498. Doi: 10.1016/j.elerap.2015.07.004 (Both authors contributed equally to this paper).
- Gilboa, S., **Vilnai-Yavetz, I.** & Chebat, J-C. (2016). Capturing the multiple facets of mall experience: Developing and validating a scale. *Journal of Consumer Behavior*, 15(1), 48–59 Doi: 10.1002/cb.1531
- Shapira, C., **Vilnai-Yavetz, I.**, Rafaeli, A. & Druker, M. (2016). Time clock requirements for hospital physicians. *Health Policy*, 120(6), 690-697. Doi: 10.1016/j.healthpol.2016.04.013
- Vilnai-Yavetz, I.** & Gilboa, S. (2016). Relating hedonism and business context to customer appearance. *Services Marketing Quarterly*, 37(3), 141-155. Doi: 10.1080/15332969.2016.1184539
- Seger-Guttmann, T., **Vilnai-Yavetz, I.** & Rosenbaum, M. (2017). Disparate satisfaction scores? Consider your customer's country-of-origin: A case study. *The International Review of Retail, Distribution and Consumer Research*, 27(2), 189-206.
- Tifferet, S. & **Vilnai-Yavetz, I.** (2017). Phytophilia and service atmospherics: The effect of indoor plants on consumers. *Environment and Behavior*, 49(7), 814-844. Doi: 10.1177/0013916516669390
- Tifferet, S. & **Vilnai-Yavetz, I.** (2018). Self-presentation in LinkedIn portraits: Common features, gender, and occupational differences. *Computers in Human Behavior*, 80, 33-48. <https://doi.org/10.1016/j.chb.2017.10.013> (Both authors contributed equally to this paper).

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- Seger-Guttmann, T., **Vilnai-Yavetz, I.**, Wang, C., & Petruzzellis, L. (2018). Illegitimate returns as a trigger for customers' ethical dissonance. *Journal of Retailing and Consumer Services*, 45, 120-131. doi: 10.1016/j.jretconser.2018.08.014
- Vilnai-Yavetz, I.**, Rafaeli, A. & Shapira, C. (2020). Service professionals and managerial control: institutional, employment, and personal segmentations. *Services Marketing Quarterly*, 41(3), 256-272, Doi: 10.1080/15332969.2020.1786246
- Gilboa, S., **Vilnai-Yavetz, I.**, Mitchell, V., Borges, A., Belhsen, N., & Frimpong, K. (2020). Mall experiences are not universal: The moderating roles of national culture and mall industry's age. *Journal of Retailing and Consumer Services*, 57, 102210. Doi: <https://doi.org/10.1016/j.jretconser.2020.102210>
- Vilnai-Yavetz, I.**, Gilboa, S., & Mitchell, V. (2021). Experiencing atmospherics: The moderating effect of mall experiences on the impact of individual store atmospherics on spending behavior and mall loyalty. *Journal of Retailing and Consumer Services*, 63, 102704. <https://doi.org/10.1016/j.jretconser.2021.102704>
- Vilnai-Yavetz, I. & Rafaeli, A. (2021).** Workspace integration and sustainability: Linking symbolic and social affordances of the workspace to employee well-being. *Sustainability*, 13(21), 11985. <https://doi.org/10.3390/su132111985>.
- Vilnai-Yavetz, I.**, Gilboa, S. & Mitchell, V. (2022). 'There is no place like my mall': consumer reactions to the absence of mall experiences. *Journal of Services Marketing*, 36(4), 563-583. <https://doi.org/10.1108/JSM-04-2021-0118>
- Vilnai-Yavetz, I.**, Gilboa, S., & Mitchell, V. (2024). Malls designed for inclusion? Emotional experience of irritating aspects of the mallscape that distance consumers with disabilities. *Journal of Services Marketing*, 38(3), 344-368. <https://doi.org/10.1108/JSM-09-2023-0352>
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Barnett-Itzhaki, Z., Tifferet, S., Etstein, Y., Gefen, I., Ravid, O., Barokas, G., **Vilnai-Yavetz, I.**, Carasso Romano G.H. & Levi, A. (2025). A holistic approach to sustainability in higher education institutes: Social, economic, educational, and mobility perspectives. *Frontiers in Education*, 10, 1588223).
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- Vilnai-Yavetz, I.** & Rafaeli, A. (2005). Emotion in spirituality of organizational interactions. In V. Kumar, C. & K. Sreenath (Eds.), *Spirituality in the workplace* (1st ed., pp. 92-113). Hyderabad, India: ICFAI books.
- Vilnai-Yavetz, I.** & Rafaeli, A. (2006). Managing organizational artifacts to avoid artifact myopia. In A. Rafaeli & M. Pratt (Eds.), *Artifacts and Organizations: Beyond Mere Symbolism*, 9-21. Mahwah, New Jersey: Lawrence Erlbaum associates Inc.
- Vilnai-Yavetz, I.** & Rafaeli, A. (2011). Three dimensions of the tip of the iceberg: Designing the work environment. In Ashkanasy, N.M., Wilderom, C.P.M. & Peterson, M.F. (Eds.), *Handbook of Organizational Culture and Climate*, 2nd edition, 359-374. Sage publications, Thousand Oaks, CA.

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- Rafaeli, A. & **Vilnai-Yavetz, I.** (June 2000). Service environment and participant emotion. In the Proceedings of the *QUIS 7 conference - Service Quality in the New Economy: Interdisciplinary and International dimensions*, Karlstad, Sweden.
- Rafaeli, A. & **Vilnai-Yavetz, I.** (June 2001). Physical artifacts and organizational emotions. In M. Helander, G., H. Khalid, M. & M. P. Tham (Eds.), *The International Conference on Affective Human Factors Design (CAHD 2001)*, 515-523. Singapore: ASEAN Academic press. **(Best paper award winner).**

- Rafaeli, A. & **Vilnai-Yavetz, I.** (July 2001). Learning organizational boundaries through physical artifacts. In the proceedings of the *Annual meeting of the European Group of Organizational Studies (EGOS)* 17th colloquium: The Odyssey of organizing. Sub them: managing boundaries in organizations. Lyon, France.
- Vilnai-Yavetz, I.** & Rafaeli, A. (December 2001). Intentions versus results in design of organizational artifacts. In P. Lloyd & H. Christiaans (Eds.), *Design Thinking Research Symposium 5 (DTRS 5)*: Designing in context conference, 257-273. Delft, The Netherlands: DUP science press.
- Rafaeli, A. & **Vilnai-Yavetz, I.** (June 2007). Emotion in Service Delivery. In the Proceedings of the International Conference of Psychology (*ICP*), 23-35. Sibiu, Rumania.
- Vilnai-Yavetz, I.** & Tifferet, S. (Oct. 2008) Meeting the challenge of service intangibility: Images in web pages as marketing tools. In the proceedings of the 17th Annual **Frontiers in Service** Conference, October 2-5, 2008, Washington, DC, USA. 116-117.
- Vilnai-Yavetz, I.** & Gilboa, S. (July 2011). What should I wear for shopping? How should I dress for my next flight? "Customer branding": Customer attire and service provider reactions. In the proceedings of The 20th Annual **Frontiers in Service** conference. June 30 – July 3, 2011, Columbus, Ohio, USA. 46-47.
- Seger-Guttmann, T. & **Vilnai-Yavetz, I.** (Dec. 2011). Are salesmen from Mars and saleswomen from Venus? Gender differences in the link between regulatory focus, positive and negative affectivity, and service behaviors. In the proceedings of the First Israel Organizational Behavior Conference (**IOBC**): "Relational Issues in Management", 1-3. December 21-22, 2011, Tel-Aviv, Israel. TAU press.
- Vilnai-Yavetz, I.** (June 2012). Product attractiveness: Perceived instrumentality, aesthetics, and symbolism of packaging and purchase intentions. In the proceedings of the 19Th International Product Development Management (**IPDM**) Conference: "Transformative Research in Product and Service Innovation" - Creativity and design management and business performance: Strategic design, 265-266. June 17-19, 2012, Manchester, UK. EIASM Press.
- Vilnai-Yavetz, I.** & Tifferet, S. (July 2013). Facebook and evolutionary psychology: Implications for service firms. In the proceedings of the 22th Annual **Frontiers in Service** Conference. Taipei, Taiwan, p. 99, American Marketing Association.
- Seger-Guttmann, T. & **Vilnai-Yavetz, I.** (July 2013). Fear of loss or aspiration for gain? Regulatory focus and affect in service encounters. In the proceedings of the 22th Annual **Frontiers in Service** Conference. Taipei, Taiwan, p. 12, American Marketing Association.

- Levina, O. & **Vilnai-Yavetz, I.** (July 2013). The e-visibility Maturity Model: Assessing stages of visibility evolution for e-Business. In the proceedings of the 10th International Conference on e-Business (**ICE-B**). July 29-31, 2013, Reykjavík, Iceland.
- Levina, O. & **Vilnai-Yavetz, I.** (Aug 2013). Use of social software in e-business: A cross-sectional cross-country study. In the proceedings of the 19th Americas Conference on Information Systems (**AMCIS2013**): eBusiness and eCommerce. August 15-17, 2013, Chicago, Illinois, USA.
- Tifferet, S. & **Vilnai-Yavetz, I.** (March 2014). Gender differences in Facebook profile photos. In the proceedings of Cell Symposium: Evolution of Modern Humans - From Bones to Genomes. March 16-18, 2014, Sitges, Spain.
- Vilnai-Yavetz, I.**, Rafaeli, A., Druker, M. & Shapira, C. (June 2014). Clocking healthcare professionals: Institutional, employment, and personal influences. In Tsiotsou, RH. & Hajidimitriou, Y. (eds.), proceedings of the 8th AMA SERVSIG International Service Research Conference “Services Marketing in the New Economic and Social Landscape”. Conference track: Transformative/Health Services. June 13-15, 2014, Thessaloniki, Greece. American Marketing Association.
- Seger-Guttmann, T. & **Vilnai-Yavetz, I.** (June 2014). Immigrant customers – Cultural identity and service preferences. In Tsiotsou, RH. & Hajidimitriou, Y. (eds.), proceedings of the 8th AMA SERVSIG International Service Research Conference “Services Marketing in the New Economic and Social Landscape”. June 13-15, 2014, Thessaloniki, Greece. American Marketing Association.
- Tifferet, S. & **Vilnai-Yavetz, I.** (2015, May). Capturing gender differences in Facebook profile photos. In the proceedings of the 5th ISHE summer workshop of the International Society for Human Ethology. May 13-16, 2015, Athens, Greece. Hellenic Human Ethology Group.
- Vilnai-Yavetz, I.**, Levina, O. & Medzhybovska, N. (June 2015). How to become (e-) visible? Social media strategies of goods vs. service firms: A cross-cultural perspective. In Zhao, X., Zhang, J.J. & Han, H.J. (eds.), proceedings of the 14th International Research Symposium on Service Excellence in Management, QUIS14: Accelerate the Impact of Service Research, pp. 249-252, June 18-21, Shanghai, China, CEIBS press.
- Vilnai-Yavetz, I.** & McNeish, J. (June 2015). Creating tangible experiences and memories: Identifying simultaneous users of traditional and innovative services. In Zhao, X., Zhang, J.J. & Han, H.J. (eds.), proceedings of the 14th International Research

Symposium on Service Excellence in Management, QUIS14: Accelerate the Impact of Service Research, pp. 245-248, June 18-21, Shanghai, China, CEIBS press.

Vilnai-Yavetz, I., Levina, O. & Medzhybovska, N. (July 2015). Assessing Social media e-visibility: A framework to compare Goods vs. service firms. In L. Petruzzellis & R.S. Winer (eds.), *Rediscovering the essentiality of Marketing. Developments in Marketing science: Proceedings of the 2015 AMS World Marketing Congress*, track: 'Digital and social media marketing', pp. 197-201. July 14-18, Bari, Italy. Springer. DOI: 10.1007/978-3-319-29877-1_44

Seeger-Guttmann, T. & **Vilnai-Yavetz, I.** (July 2015). Nostalgic consumption: Does it also work for services? In L. Petruzzellis & R.S. Winer (eds.), *Rediscovering the essentiality of Marketing: Proceedings of the 2015 AMS World Marketing Congress*, pp. 881-886. July 14-18, Bari, Italy. Springer. DOI: 10.1007/978-3-319-29877-1_172

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- Seger-Guttmann, T., **Vilnai-Yavetz, I.**, Wang, C., Chebat, J-C. & Petruzzellis, L. (June 2017). 'Taking advantage of the system': A Cross-cultural study of customer opportunism. In the proceedings of the 15th International Research Symposium on Service Excellence in Management (QUIS15). Porto, Portugal, June 12-15, 2017.
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- Vilnai-Yavetz, I.** & Tifferet, S. (June 2019). Green consumption in services: More than a mere show-off? In Edvardsson, B., Gustafsson, A., Bitner, MJ & Verma, R. (eds.) proceedings of QUIS16: Advancing Service Research and Practice. Karlstad, Sweden, June 10-13, 2019. (pp. 251-255).
- Vilnai-Yavetz, I.** & Levina, O. (June 2020). Crowding-out effect on intrinsic motivation to share commercial content and ways to reduce its unfavorable impact. In the 27th Recent Advances in Retailing & Services Science (RARCS) Conference. Baveno, Italy (online conference), July 6-9, 2020 (p. 131).
- Vilnai-Yavetz, I.**, Gilboa, S. & Mitchell, V. (June 2022). Comparing the impacts of customers' mall experiences and their absence on mall loyalty: insights from the pandemic lockdown. In the 12th AMA SERVSIG Conference. Conference track: Customer Experience & Journeys. Glasgow, UK, 16-18, June 2022.
- Vilnai-Yavetz, I.**, Gilboa, S. & Mitchell, V. (July 2022). Setting managerial priorities among mall experiences using Importance-Performance Analysis: Integrating indicators from before and during the lockdown. In the 28th Recent Advances in Retailing & Consumer Science (RARCS) Conference. Baveno, Italy, July 23-26, 2022.
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In the 29th Recent Advances in Retailing & Consumer Science (RARCS) Conference.
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The reactions of consumers with and without disability to irritating mall atmospherics.
In the 30th Recent Advances in Retailing & Consumer Science (RARCS) Conference.
Fuerteventura, Canary Islands, Spain, June 27-30, 2024.

Gilboa, S., **Vilnai-Yavetz, I.** & Mitchell, V. (April 2025). From Shopping Centers to Town
Centers: Translating consumer insights into urban revitalization strategies. In the 6th
International Colloquium on Place Brand Management (ICPBM2025), London, UK,
April 9-10, 2025.

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Identifying attractive and irritating mall atmospherics that influence the stay decisions of
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Science (RARCS) Conference. Zagreb, Croatia, July 7-10, 2025.

Gilboa, S., **Vilnai-Yavetz, I.** & Mitchell, V. (July 2025). Is losing an experience the same as
losing a product? Applying prospect theory to the loss and regain of mall experiences. In
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Presentation of papers at conferences not followed by published proceedings

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myopia: How can we identify and manage them? Paper presented at the *1st Workshop
on Symbol Intensive Organizations*, Milan, Italy.

Vilnai-Yavetz, I. (October 2004). Human Resource Practices in Call Centers – the Israeli
situation, *Global Call Center Workshop*, NYC, USA.

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case studies, *Global Call Center conference*, Edinburgh, Scotland, Nov 14-19.

- Vilnai-Yavetz, I.** (2007). Emotion in interpersonal interactions as the foundation of service quality. **The 12th International Conference on Quality and Productivity Research (ICQPR)**, Haifa, Israel, July 10-12.
- Vilnai-Yavetz, I.** (2007). Why does dirt matter? The impact of instrumentality, aesthetics, and symbolism of cleanliness in the servicescape. **ESF Exploratory Workshop on Exploring Symbolic Value Creation in Organizations**, Milano, Italy, September 6- 8.
- Vilnai-Yavetz, I.** (2007). In search for the economic value of the Servicescape. **SERVSIG pre-conference consortium**, San Francisco, California, USA, Oct, 3-4.
- Vilnai-Yavetz, I. & Tifferet, S.** (2009). Meeting the challenge of service intangibility: Are top universities more innovative in the design of their homepages? **The Art & Science of Service V Conference**, Bentley Univ., Waltham, MA, USA, June 17-19.
- Vilnai-Yavetz, I.** (2010). Emotion in service encounters as the foundation of service quality: Can service firms' websites produce the required emotional tone? **The Art & Science of Service VI Conference: Technology-Driven Service Improvement**. IE Business School, Madrid, Spain, June 2-4.
- Vilnai-Yavetz, I.** (2012). The Israeli e-business market 2012. **The International Conference of the ECOMMIS TEMPUS Project: The use of multidisciplinary research for the introduction of new training programs in the field of e-commerce**. Berlin Institute of Technology, Berlin, Germany, April 2-4.
- Seger-Guttmann, T. & **Vilnai-Yavetz, I.** (2012). What happens to the supply chain when customers do not share the same culture with service providers? Differences between immigrant and non-immigrant customers in service provision preferences. **The Art & Science of Service Conference: "Innovations in Service Supply Chain Design": Managing Stakeholder Relationships**. Maastricht University, The Netherlands, June 27-29.
- Shapira, C., Rafaeli, A. **Vilnai-Yavetz, I.** & Druker, M. (2013). Reactions of hospital medical doctors in Israel to time clocks. **The 5th Jerusalem International Conference on Health Policy: Health policy in times of austerity - Provider perspectives, quality assurance & public acceptance**. Theme: Institutional Governance Strategies. Jerusalem, Israel, June 3-5.
- Vilnai-Yavetz, I.**, Medzhybovska, N., Levina, O., Davidavičienė, V., Makarova, M.V., Solovetskiy, A., Vermeulen, A. A.G.T.J. & Saçan, E.E. (2014). The e-business market 2013: an international comparison (Israel/ Ukraine/ Germany/ Lithuania/Russian

federation/The Netherlands). **Tempus ECOMMIS final International Conference.**
Vilnius, Lithuania, September 7-10.

Vilnai-Yavetz, I. & Tifferet, S. (Feb 2018). Self-presentation in social media profile photos.
In the IPPA annual conference: Surfing the chaotic wave. Ruppin Academic Center,
Feb5-7, 2018 (Hebrew).

Vilnai-Yavetz, I. (June 2019). Social media portraits: A double edged sword for individuals
and organizations. The International Workshop on Sociomateriality and Understanding
Affordances. Jerusalem, Israel, June 16-18, 2019.

Vilnai-Yavetz, I. (June 2022). Multiple workspaces as the next normal. In the PAI 2022
annual conference: Organizational consulting in the era of the 'next normal'. Conference
track: Breaking paradigms on the path to social and business sustainability. Tel Aviv,
Israel, May 31-June 1, 2022. (Hebrew).

Published scientific reports

Holman, D., Batt, R. & Holtgrewe, U. (eds). (May 2007). The Global Call Centre Report:
International Perspectives on Management and Employment. **A Report of the Global
Call Centre Research Network.** Signed by all network members (The Israeli team:
Rafaeli, A. & **Vilnai-Yavetz, I.**).

Rafaeli, A., Druker, M. & **Vilnai-Yavetz, I.** (2012). Physicians' attitudes toward the time
clock implementation as part of the new work agreement in the Israeli hospitals.
Consulting report submitted to the Carmel hospital management, Technion Israel
Institute of Technology / Ruppin Academic Center, Israel (Hebrew).

Unrefereed professional publications

Vilnai-Yavetz, I. & Rafaeli, A. (2004). Management Intentions versus Constituents
Perceptions in Design of Organizational Artifacts: The case of the green buses. In A. E.
Raz (Ed.), **Organizational culture**, 81-100. Tel Aviv, Israel.: Open University press.

Barnett-Itzhaki, Z., Tifferet, S., Carasso Romano, G.H., Vilnai-Yavetz, I., Arviv, T., Daya, A.,
Gefen, I., Ravid, O., Barokas, G., Berkowitc, D., Etstein, Y., Levi, A., & Fuchs, O.
(2025). Promoting Environmental and Social Sustainability in Higher Education
Institutions. Position Paper for the Ministries of Education, Environmental Protection,
Health, and Energy & Infrastructure, 11/6/2025 (Hebrew).

Roles in conferences:

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

The 16th Annual Frontiers in Services Conference, San Francisco, California, USA. October 4-7, 2007. Session chair

The 8th AMA SERVSIG International Service Research Conference. Session: Servicescapes, service encounters, service environment. Thessaloniki, Greece. June 13-15, 2014. Session chair

QUIS16, Advancing Service Research and Practice. Karlstad, Sweden, June 10-13, 2019. Session chair

The conference of the Regional Science Association International, The Israeli Section. Ruppiner Academic Center, Israel, Feb 5, 2023. A discussant of a paper presented.

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).

2016 – The international scientific committee of the 9th International Scientific Conference “Business and Management 2016”. Vilnius Gediminas Technical University (VGTU), Vilnius, Lithuania, May 12-13, 2016. A member.

2018 - A member of the program committee of Academy of Marketing Science World Marketing Congress Porto (AMSWMC21_Porto), 27-29 June 2018.

Editor or member of editorial board

Business: Theory and Practice - Member of the editorial board

Services Marketing Quarterly - Member of the editorial board

2022 - Sustainability – Guest editor of a special issue: "Sustainable atmospherics: Retail design and economic, social and environmental sustainability".

Reviewer of scientific journals

- ✓ International Journal of Service Industry Management – a reviewer.
- ✓ Human Relations – a reviewer.
- ✓ Journal of Service Management - 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.
- ✓ Organization Studies - a reviewer.
- ✓ European Journal of Work and Organizational Psychology - a reviewer.
- ✓ The Service Industries Journal – a reviewer.
- ✓ Service Business – a reviewer.
- ✓ Electronic Commerce Research and Applications – a reviewer.
- ✓ Environment and Behavior – a reviewer.
- ✓ Benchmarking: an International Journal – a reviewer.
- ✓ International Journal of Hospitality Management - a reviewer.
- ✓ Journal of Interactive Marketing – a reviewer.
- ✓ Journal of Fashion Marketing and Management – a reviewer.
- ✓ Behaviour & Information Technology - a reviewer.
- ✓ Journal of Marketing Research - a reviewer.
- ✓ Computers in Human Behavior - a reviewer.
- ✓ Journal of Marketing Education - a reviewer.
- ✓ Journal of Environmental Psychology - a reviewer.
- ✓ International Journal of Retail & Distribution Management - a reviewer.
- ✓ Internet Research – a reviewer.
- ✓ Annals of Medicine - a reviewer.
- ✓ Services Marketing Quarterly - a reviewer.
- ✓ European Journal of Marketing - a reviewer.
- ✓ International Review of Retail, Distribution & Consumer Research – a reviewer
- ✓ Journal of Services Marketing – a reviewer.