

## **CURRICULUM VITAE**

### **1. Personal Details**

Name: Shaked Gilboa

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### **2. Higher Education**

#### **A. Undergraduate and Graduate Studies**

<b>Period of Study</b>	<b>Name of Institution and Department</b>	<b>Degree</b>	<b>Year of Approval of Degree</b>
2001-2007	Tel Aviv University - Department of Geography and Human Environment.	PhD	2007
1998-2001	Technion - Israel Institute of Technology, Haifa - Management and Behavioral Sciences, Faculty of Industrial Engineering & Management.	MSc (with excellence)	2001
1995-1998	Haifa University – Departments of Human Services and History of Art	BA (with excellence)	1998

#### **B. Post-Doctoral Studies- N/A**

### **3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Name of Institution and Department</b>	<b>Rank/Position</b>
2021- present	Ruppin Academic Center - Department of Business Administration.	Associate professor (tenured)
2013-present	Ruppin Academic Center - Department of Business Administration.	Senior lecturer (tenured)
2009 – 2013	Ruppin Academic Center - Department of Business Administration	Lecturer (tenured)
2007 – 2009	Ruppin Academic Center - Department of Business Administration	Adjunct lecturer
2007-2008	Emek Yezreel Academic College - Departments of Human Services and Behavioral Sciences.	Adjunct lecturer
2005-2008	Tel Aviv University - Department of Geography and Human Environment.	Adjunct lecturer
2001-2008	The College of Management - Practical Engineering Studies.	Lecturer

#### **4. Offices in Academic Administration**

<b>Dates</b>	<b>Rank/Position</b>
2021-present	<b>Member of the senior lecturers' labor organization</b> , Ruppin Academic Center.
2021	<b>Member of the strategic team for the bi-department bachelor degree</b> , department of business administration, Ruppin Academic Center.
2018-present	<b>Head of the leadership, strategy and senior management field</b> , MBA Studies, Ruppin Academic Center.
2018-present	<b>Head of the human resource and organizational development field</b> , undergraduate studies, department of business administration, Ruppin Academic Center.
2015-2018	<b>Head of the department of business administration</b> , Ruppin Academic Center.
2015	<b>Head of the change management team</b> , department of business administration, Ruppin Academic Center.
2012-2015	<b>Head of the human resource and organizational development field</b> , undergraduate studies, department of business administration, and MBA, Ruppin Academic Center.
2012-2015	<b>Head of organizational development field</b> , MBA program, Ruppin Academic Center.
2012-present	<b>Member of the academic teaching committee</b> , MBA program, Ruppin Academic Center.
2012-2015	<b>Member of academic selection committee</b> , MBA program, department of business administration, Ruppin Academic Center.
2012-2020	<b>Member, Academic selection committee, Executive BA studies</b> , Department of business administration, Ruppin Academic Center.
2012-2013	<b>Member of the change management team</b> , department of business Administration, Ruppin Academic Center.
2010-present	<b>Ad hoc member of the academic selection committee</b> , undergraduate studies, department of business administration, Ruppin Academic Center.
2009-present	<b>Member of the academic teaching committee</b> , undergraduate studies, department of business administration, Ruppin Academic Center.

#### **5. Scholarly Positions and Activities Outside the Institution**

##### **(A) Academic committees**

2022 -2023 An ad hoc professional committee for promotion to the rank of senior lecture of a faculty member in another institution – **Head of the committee.**

##### **(B) Member of Editorial Board**

2023- **Journal of Alternative Finance**

##### **(C) Professional functions outside universities/institutions**

2001-2008- **Guiding workshops** in organizational behavior and service improvement. The College of Management.

1999-2001- **Member of the safety organizational climate project with the IDF.** Technion Research and Development Foundation Ltd.

##### **(D) Significant professional consulting**

2007- 2008- **Researcher and consultant of consumer behavior.** The research, planning and economy administration, Ministry of Industry, Trade and Labor.

## **6. Participation in Scholarly Conferences**

### **a. Active participation**

#### **Local conferences**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture</b>	<b>Role</b>
2006	Israeli Geographical Association Conference	Jerusalem	The shopping mall as a place: Central use practices as a means for community and identity construction.	Presenter
2006	Israeli Geographical Association Conference	Tel-Aviv	The shopping mall as a place in a globalized age: What are the scales of the place?	Presenter

#### **International conferences**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture</b>	<b>Role</b>
2023	RARCS	Lyon, France	'Overwhelming the senses' or 'soulless, depressing places'? - Why do some consumers avoid shopping mall experiences?	Presenter
2023	RARCS	Lyon, France	The importance of a safe service environment to anxious customers	Presenter
2022	RARCS	Baveno, Italy	Setting managerial priorities among mall experiences using importance-performance analysis: Integrating indicators from before and during the lockdown	Presenter
2022	RARCS	Baveno, Italy	Who is the loyal crowd? Identifying characteristics and behaviors of serial backers in crowdfunding	Presenter
2022	EURAM	Winterthur, Switzerland	What drives serial backers in crowdfunding? An empirical test of complimentary tests	Author
2022	SERVSIG	Glasgow, UK	Comparing the impacts of shoppers' mall experiences and their absence on mall loyalty: insights from the pandemic lockdown	Author
2021	The Annual World Finance Conference	Online conference	Crowdfunding in times of crisis? The interplay of uncertainty and backers well-being in small businesses rescue campaigns.	Author

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
2020	International Research Forum on Mittelstand	Online conference	Entrepreneurship and well-being - The case of serial crowdfunding.	Author
2020	EURAM	<i>Accepted for presentation</i> . The conference was postponed due to the COVID-19 pandemic.	Well-being as antecedent of serial crowdfunding - the entrepreneurs' Perspective.	Author
2020	Recent Advances in Retailing and Consumer Science (RARCS)	<i>Accepted for presentation</i> . The conference was cancelled due to the COVID-19 pandemic.	A true love story: The role of consumer affinity in the customer experience of IKEA.	Presenter
2019	International Conference Of Business And Management in Emerging Markets (ICBMEM)	Oslo, Norway	The Israeli crowdfunding - A reflection of its entrepreneurial culture.	Author
2019	EURAM	Lisbon, Portugal	Does crowdfunding drive well-being? Evidence from supporters of donation and reward campaigns.	Author
2019	Recent Advances in Retailing and Consumer Science (RARCS)	Tallinn, Estonia	A one-time consumption or a lasting relationship: Mapping the customer experience among crowdfunding backers.	Presenter
2019	Recent Advances in Retailing and Consumer Science (RARCS)	Tallinn, Estonia	Recalling terror: Development of the customers' reactions to terror scale.	Presenter
2018	Global Alliance of Marketing and Management	Tokyo, Japan	Customers facing terror: The case of France and Israel.	Author

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
	Association (GAMMA)			
2018	SERVSIG	Paris, France	The uniqueness role of relationship marketing in small service businesses.	Author
2018	International Place Branding Association conference	Corfu, Greek	Neighborhood versus city image: Which has more effect on residents' loyalty?	Author
2017	Consortium for International Marketing Research (CIMA R)	Florence, Italy	Mall shoppers' behavior - global or local? A cross cultural study of mall experiences.	Presenter
2017	Symposium on Service Excellence in Management (QUIS15)	Porto, Portugal	The moderating effect of mall service experience on how individual store's design impact actual buying behavior and mall loyalty.	Author
2016	International Place Branding Association conference	London, UK	What are the predictors of city and neighborhood image?	Author
2016	EURAM	Paris, France	How does the Interaction between Creators and Supporters enhance Success in Crowdfunding Projects?	Author
2016	World Marketing Congress (WMS)	Paris, France	Segmenting small business customers: The role of socially related traits.	Presenter
2016	SERVSIG	Maastricht, The Netherlands	Who is the small business fonder?	Author
2015	International Conference on Contemporary Marketing Issues	London, UK	City branding: Does one size fit all?	Author
2015	Consortium for International Marketing Research (CIMA R)	Vienna, Austria	When marketing and innovation interact: the case of born global firms.	Author
2014	International Marketing Trends Conference (ICCM I)	Venice, Italy	A summated rating scale for measuring city image.	Author. Best Paper

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
2012	Marketing & Management Development Conference	Budapest, Hungary	A study of organizational orientations, internal organizational processes, perceived organizational politics and team performance: A work in progress.	Presenter
2011	Frontiers in Services Conference	Columbus, Ohio, USA.	What should I wear for shopping? How should I dress for my next Flight? "Customer branding": Customer attire and service provider reactions.	Author
2006	IGU Commission on Monitoring Cities of Tomorrow	Santiago de Compostela, Spain	Shopping malls as 'Places' in a globalized urban space.	Presenter and Session chair

**b. Organization of Conferences or Sessions - N/A**

**7. Invited Lectures / Colloquium Talks**

Date	Place of Lecture	Name of Forum	Presentation/Comments
April 2022	Ruppin Academic Center	Faculty of economics and business administration seminar	What drives serial backers crowdfunding? An empirical test of complementary theories
March 2021	Ruppin Academic Center	Faculty of economics and business administration seminar	"I live with terror inside me": Exploring customers' instinctive reactions to terror.
October 2020	Ruppin Academic Center	Academic staff annual meeting	Shopping malls? Who needs them (and then COVID-19 took them away).
January 2016	The school of real estate, Netanya Academic College	Continuing education program about shopping centers	It's not only shopping-mall experience among Israeli shoppers and in cross cultural comparison.
June 2015	Department of behavioral sciences, Ruppin Academic Center	Department of behavioral sciences seminar	An Englishman, Frenchman, Moroccan and Ghanaian go to the mall: Developing and validating measurement of mall experience (Hebrew).
July 2007	LAHAV executive education, Faculty of management, Tel Aviv University.	Business real estate course.	The Israeli Mall: Present State. (Hebrew).

Date	Place of Lecture	Name of Forum	Presentation/Comments
June 2007	Department of human services, Haifa University.	Department of human services seminar	The Israeli new consumption spaces as a reflection of dynamics between global and local forces (Hebrew).
November 2006	Department of geography and human environment, Tel Aviv University.	Department of geography and human environment seminar	The shopping mall as a place in the late modern age (Hebrew).

## 8. Research Grants

### a. Grants Awarded

Role in Research	Co-Researchers	Topic	Amount	Funded by	Year
*PI	Iris Vilnai-Yavetz, Lital Barlev, Tali Seger-Guttman, Sivan Albagli-Kim, Mitchell Schertz	The customer journey of parents of children with disabilities regarding medical rights: setting priorities for barriers and challenges faced by different socioeconomic groups	\$39,460	The Israel National Institute for Health Policy Research	2023-2025
*PI		'Overwhelming the senses' or 'soulless, depressing places'? - Why do some consumers avoid shopping mall experiences?	\$3,500	Ruppin Academic Center	2023-2024
*PI	Tali Seger-Guttman, Iris Vilnai-Yavetz, Tamir Arviv	Factors that promote or inhibit sustainable business strategy in the Israeli mall industry	\$6,100	Ruppin Research Group in Environmental and Social Sustainability	2022-2023
*PI		Who is the loyal crowd? Identifying characteristics and behavior of serial backers in crowdfunding	\$3,500	Ruppin Academic Center	2022-2023
*PI		Crowdfunding in times of crisis: The interplay of uncertainty and backers' well-being in small businesses rescue campaigns	\$3,500	Ruppin Academic Center	2021-2022
PI		A true love story: The role of consumer affinity in the customer experience of IKEA	\$3,500	Ruppin Academic Center	2020-2021
PI		Mall glocalization: Creating global or local mall experiences?	\$4,800	Ruppin Academic Center	2019-2020

Role in Research	Co-Researchers	Topic	Amount	Funded by	Year
PI		Comparing drivers for city image between neighborhoods	\$2000	Ruppin Academic Center	2017-2019
PI		Mall experiences in a multicultural comparison	\$2000	Ruppin Academic Center	2016-2017
PI		Branding Cities: Does One Size Fit All?	\$2000	Ruppin Academic Center	2015-2016
PI		The magic of small retail businesses from customers perspective	\$2000	Ruppin Academic Center	2014-2015
PI	Iris Vilnai-Yavetz	Capturing the multiple facets of mall experience: International comparison	\$2000	Ruppin Academic Center	2013-2014
PI	Iris Vilnai-Yavetz, Jean Charles Chebat	Capturing the multiple facets of mall experience: Developing and validating a scale	\$1000	Ruppin Academic Center	2012-2013
Co-PI	Eugene Jaffee, Donata Vianelli	City image: Developing and validating a multi item measurement scale	1000\$	Ruppin Academic Center	2012-2013
Co-PI	Iris Vilnai-Yavetz	Customer dress: The salespeople and service providers perspective	500\$	Ruppin Academic Center	2012-2013
PI	Kalanit Efrat	The impact of internal factors on innovation and performance in high-tech born global firms	\$1000	Ruppin Academic Center	2011-2012
PI	Iris Vilnai-Yavetz	Customer dress for success: The impact on salespeople, service providers and other customers	\$1000	Ruppin Academic Center	2011-2012

**b. Submission of Research Proposals – Pending- N/A**

**c. Submission of Research Proposals - Not Funded**

Role in Research	Co-Researchers	Topic	Requested sum	Funded by	Year
Co-PI	Eugene Jaffe, Ayelet Gal-Tzur and Shlomo Bekhor	Smart cities and sustainability- the role of smart city characteristics in retaining residents	\$181,700	China-Israel cooperative scientific research	2017



Role in Research	Co-Researchers	Topic	Requested sum	Funded by	Year
		and attracting tourists			
Co-PI	Kalanit Efrat Galit Meisler	The impact of internal factors on high technology firms' innovativeness and performance	\$5,770	Falk Institute for Economic Research	2011

## **9. Scholarships, Awards, and Prizes (After earning PhD)**

2019-2020	<b>Excellence Award in Teaching and Research &amp; Contribution</b> to Ruppin Academic Center
2018-2019	<b>Excellence Award in Teaching and Research &amp; Contribution</b> to Ruppin Academic Center
2006	<b>Best contribution prize</b> IGU Commission on Monitoring Cities of Tomorrow, Santiago de Compostela

## **10. Teaching**

### **a. Courses Taught in Recent Years**

Year	Name of Course	Type of Course	Degree	Number of Students
2018-2020	Effective presentation	Lecture	MBA	30-35 students
2017-present	Skills in managerial communication	Lecture	Undergraduate	35-50
2015-present	Practical seminar in leadership, strategy and senior management	Practical projects within organization and research seminar	MBA	8-9 teams of two to three students
2013-present	Internship in human resource management and organizational development	Practical project in an internship organization	Undergraduate	7-13 students
2013-present	Strategy of human capital management	Lecture (mandatory)	MBA	25-50
2010-present	Seminar in managing experiences in the business world	Research seminar	Undergraduate	24-26
2009-present	Applied practicum in HRM and OD	Practical projects within organizations	Undergraduate	8-10 teams
2009-present	Organizational development	Lecture (mandatory)	Undergraduate and MBA	35-70
2008-2018	Business communication	Lecture (mandatory)	Undergraduate	35-70
2007-	Organizational behavior	Lecture	Undergraduate and	45- 100

Year	Name of Course	Type of Course	Degree	Number of Students
2019	and theories	(mandatory)	MBA	
2007-2015	Human resource management	Lecture (mandatory)	Undergraduate	45-70
2007-2009	Academic writing	Lecture (mandatory)	Undergraduate	40
2007-2008	Services' consumers behavior	Lecture	Undergraduate	50
2006-2008	The new consumption space	Lecture	Undergraduate	40
2005-2007	SPSS	Lecture + Computer lab (mandatory)	Undergraduate	50

## **11. Miscellaneous**

None

## **12. Professional Experience**

- 2007- 2008- **A researcher and consultant of consumer behavior.** The Research, planning and economy administration, Ministry of Industry, Trade and Labor.
- 2001-2008- **Guiding workshops** in organizational behavior and service improvement. The College of Management.
- 1999-2001- **Member of the safety organizational climate project with the IDF.** Technion Research and Development Foundation Ltd.

## **PUBLICATIONS**

*Note:* Articles and chapters marked with an asterisk were published after the last promotion.

### **A. PhD Dissertation**

The Shopping Mall as a Place in the Late Modern Age. (2007). Tel Aviv University.  
Advisor: Prof. Izhak Schnell. (In Hebrew)

B. Scientific Books (Refereed)- N/A

C. Other Scientific Publications -N/A

### **D. Articles in Refereed Journals**

Published before the last promotion

1. Gilboa, S. and Rafaeli, A. (2003). Store environment, emotions and approach behavior: Applying environmental aesthetics to retailing. *International Review of Retail, Distribution and Consumer Research*, 13(2), 195-211. doi: <https://doi.org/10.1080/0959396032000069568> (SJR rank, 2010: 0.16, Q3).
2. Gilboa, S. (2009). A Segmentation study of Israeli mall customers. *Journal of Retailing and Consumer Services*, 16, 135-144. doi: <https://doi.org/10.1016/j.jretconser.2008.11.001> (SJR rank, 2009: 0.567, Q1).
3. Vilnai-Yavetz, I. & Gilboa, S. (2010). The effect of servicescape cleanliness on customer reactions. *Services Marketing Quarterly*, 31(2), 213-234. doi: <https://doi.org/10.1080/15332961003604386> (SJR rank, 2010: 0.178, Q3).
4. 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: <https://doi.org/10.1016/j.jretconser.2010.08.005> (SJR rank, 2010: 0.51, Q2).
5. Gilboa, S., Herstein, R. and Gamliel, E. (2012). The potential of private labels in agricultural markets: An exploratory study. *Journal of Brand Strategy*, 1(1), 69-78.
6. Gilboa, S. and Herstein, R. (2012). Place status, place loyalty and well being: An exploratory investigation of Israeli residents. *Journal of Place Management and Development*, 5(2), 141-157. doi: <https://doi.org/10.1108/17538331211250035> (SJR rank, 2012: 0.148, Q2).
7. Gilboa, S. & Vilnai-Yavetz, I. (2012). Segmenting multicultural mall visitors: The Israeli case. *Marketing Intelligence & Planning*, 30(6), 608-624. doi: <https://doi.org/10.1108/02634501211262582> (SJR rank, 2012: 0.363, Q2).
8. Gilboa, S. & Vilnai-Yavetz, I. (2013). Shop until you drop? Exploratory study of mall experience. *European Journal of Marketing*, 47(1), 239-259. doi: <https://doi.org/10.1108/03090561311285538> (IF, 2011: 1.00; SJR rank, 2013: 1.071, Q1).
9. Herstein, R., Gilboa, S. and Gamliel, E. (2013). Private and national brand consumers'

- images of fashion stores. doi:*Journal of Product & Brand Management*, 22(5/6), 331-341. doi: <https://doi.org/10.1108/JPBM-03-2012-0110> (SJR rank, 2013: 0.379, Q2).
10. Vilnai-Yavetz, I. and 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: <https://doi.org/10.1007/s11628-013-0199-5> (IF, 2013: 1.00; SJR rank: 0.332, Q2).
  11. Herstein, R., Gilboa, S. and Gamliel, E. (2014). The effect of private brands on leveraging service quality and satisfaction. *Services Marketing Quarterly*, 35(3), 222-235. doi: <https://doi.org/10.1080/15332969.2014.916138> (SJR rank, 2014: 0.379, Q2).
  12. Gilboa, S.; Jaffe, E.D.; Vianelli, D., Pastore, A. and Herstein, R. (2015). A summated rating scale for measuring city image. *Cities*, 44, 50-59. doi: <https://doi.org/10.1016/j.cities.2015.01.002> (IF, 2014: 1.728, SJR rank, 2015: 1.493, Q1).
  13. Gilboa, S., Vilnai-Yavetz, I. and Chebat J.C. (2016). Capturing the multiple facets of mall experience: Developing and validating a scale. *Journal of Consumer Behaviour*, 15, 48-59. doi: <https://doi.org/10.1002/cb.1531> (IF 2016: 1.481, SJR rank, 2016: .0661, Q2).
  14. Vilnai-Yavetz, I. & Gilboa, S. (2016). Relating hedonism and business context to customer appearance. *Services Marketing Quarterly*, 37(3), 141-155. doi: <https://doi.org/10.1080/15332969.2016.1184539> (SJR rank, 2016: 0.296, Q2).
  15. Efrat, K.; Gilboa, S. and Yonatani, M. (2017) When marketing and innovation interact: The case of Born-Global firms. *International Business Review*, 26(2), 380-390. doi: <https://doi.org/10.1016/j.ibusrev.2016.09.006> (IF 2017: 2.754; SJR rank, 2017: 1.012, Q1).
  16. Herstein, R., Gilboa, S., Gamliel, E., Berger, R. and Ali, A. (2018). The role of private label brands in enhancing service satisfaction in the hotel industry: Comparing luxury and boutique hotels. *Services Marketing Quarterly*. 39(2), 140-155. doi:<https://doi.org/10.1080/15332969.2018.1437250> (SJR rank, 2018:0.393, Q2).
  17. Gilboa, S., Seger-Guttmann, T. and Mimran, O. (2019). The unique role of relationship marketing in small businesses' customer experience. *Journal of Retailing and Consumer Services*, 51, 152-164. doi:<https://doi.org/10.1016/j.jretconser.2019.06.004> (IF 2019: 4.219, SJR rank, 2019: 1.338, Q1).
  18. Efrat, K., Gilboa, S. and Sherman, A. (2020). The role of supporter engagement in enhancing crowdfunding success. *Baltic Journal of Management*, 15(2), 199-213. doi: <https://doi.org/10.1108/BJM-09-2018-0337> (IF 2020: 2.897; SJR rank, 2020:0.513, Q2).
  19. Gilboa, S. and Mitchell, V. (2020). The role of culture and purchasing power parity in shaping mall-shoppers' profiles. *Journal of Retailing and Consumer Services*, 52. doi: <https://doi.org/10.1016/j.jretconser.2019.101951> (IF 2020: 7.135, SJR rank, 2020: 1.568, Q1).

20. Efrat, K., Gilboa, S. & Sherman, A. (2020). Relationship approach to crowdfunding: how creators and supporters interaction enhances projects' success. *Electronic Markets*, 30, 899-911. doi: <https://doi.org/10.1007/s12525-020-00401-y> (IF 2020: 4.765, SJR rank, 2020: 0.847, Q1).
  
21. Gilboa, S., Vilnai-Yavetz, I., Mitchell, V., Borges, A., Belhsen, N. and 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. doi: <https://doi.org/10.1016/j.jretconser.2020.102210> (IF 2020: 7.135, SJR rank, 2020: 1.568, Q1)
  
22. Seger-Guttmann, T., Gilboa, S. and Partouche, J. (2021). "I live with terror inside me": Exploring customers' instinctive reactions to terror. *International Journal of Hospitality Management*, 92. doi: <https://doi.org/10.1016/j.ijhm.2020.102734> (IF 2021: 10.427, SJR rank, 2021: 2.512, Q1).
  
23. Efrat, K., Gilboa, S. and Wald, A. (2021). The emergence of well-being in crowdfunding - A study of entrepreneurs and backers of reward and donation campaigns. *International Journal of Entrepreneurial Behavior & Research*, 27(2), 397-415. doi: <https://doi.org/10.1108/IJEBR-12-2019-0685> (IF 2021: 5.995, SJR rank, 2021: 1.206, Q1).
  
24. Gilboa, S. and Jaffee, E. (2021). Can one brand fit all? Segmenting city residents for place branding. *Cities*, 116, 103287. doi: <https://doi.org/10.1016/j.cities.2021.103287> (IF 2021: 6.077, SJR rank, 2021: 1.656, Q1)
  
25. Vilnai-Yavetz, I., Gilboa, S. and 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. doi: <https://doi.org/10.1016/j.jretconser.2021.102704> (IF 2021: 10.972, SJR rank, 2021: 2.261, Q1)
  
26. Efrat, K., Wald, A. and Gilboa, S. (2022). The transition from novice to serial crowdfunders: Behavioral antecedents and well-being drivers. *Internet Research*, 32(1), 172-196. doi: <https://doi.org/10.1108/INTR-06-2020-0306>. (IF 2022: 5.90, SJR rank, 2022: 1.65, Q1)

#### Published after the last promotion

27. \* Gilboa, S., Seger-Guttmann, T. and Partouche-Sebban, J. (2022). Increasing customer loyalty and WOM in an age of terror: cross-cultural development and validation of customers' reaction to terror scale (CRTS). *Journal of Retailing and Consumer Services*, 64, 102785, doi: <https://doi.org/10.1016/j.jretconser.2021.102785>. (IF 2022: 10.40, SJR rank, 2022: 2.543, Q1)
  
- 28.\* Vilnai-Yavetz, I., Gilboa, S. and Mitchell, V. (2022). 'There is no place like my mall': consumer reactions to the absence of mall experiences during COVID-19 lockdown.

*Journal of Services Marketing*, 36(4), 563-583. doi: <https://doi.org/10.1108/JSM-04-2021-0118> (IF 2022: 3.90, SJR rank, 2022: 1.577, Q1)

- 29.\* Seger-Guttmann, T. and Gilboa, S. (2023). The role of a safe service environment in tourists' trust and behaviors – the case of terror threat. *Journal of hospitality and tourism management*, 55, 187-197. doi: <https://doi.org/10.1016/j.jhtm.2023.04.001> (IF 2022: 8.3, SJR rank, 2022: 1.773, Q1)
- 30.\* Efrat, K., Gilboa, S., Wald, A. and Shneor, R. (2023) Loyalty and well-being explain serial crowdfunding backing behavior: An empirical test of complementary theories. *Internet Research*. doi: <https://doi.org/10.1108/INTR-09-2022-0707> (IF 2022: 5.90, SJR rank, 2022: 1.65, Q1)
- 31.\* Efrat, K., Gilboa, S., Wald, A. (2023). Crowdfunding in times of crisis- The interplay of uncertainty and backers' well-being is small business rescue campaigns. *Baltic Journal of Management*, 18(5), 703-719. doi: <https://doi.org/10.1108/BJM-11-2022-0416> (IF 2022: 3.1, SJR rank, 2022: 0.661, Q2).
32. \*Vilnai-Yavetz, I., Gilboa, S. and Mitchell, V. (2024). Malls designed for inclusion? Emotional experience of irritating aspects of the mallscape that distance consumers with disability. *Journal of Services Marketing*, 38(3), 344-368. doi: <https://doi.org/10.1108/JSM-09-2023-0352> (IF 2022: 3.90, SJR rank, 2022: 1.577, Q1).
33. \*Gilboa, S., Vilnai-Yavetz, I. and Mitchell, V. (2024). Shopping mall detachment: Why do some consumers avoid malls?" *Journal of Retailing and Consumer Services*, 78, 103740. doi: <https://doi.org/10.1016/j.jretconser.2024.103740> (IF 2022: 10.40, SJR rank, 2022: 2.543, Q1).

#### E. Articles or Chapters in Scientific Books

(which are not Conference proceedings)

Published

1. Schnell, I., Denan, M. and Gilboa, S. (2007) The *Flâneur* between early-modern arcades and late-modern shopping mall. in Da Cunha and Matthey (Eds.) *La Ville et L'Urbain: des Savoirs Émergents (The City and the Urban: Emerging Knowledge)* (pp.269-290). Lausanne: Presses polytechniques et universitaires romandes.
2. Efrat, K., Gilboa, S., and Berliner, D. (2020). The Israeli crowdfunding – A reflection of its entrepreneurial culture. In Shneor, R. Zhang, L., and Flåten, B-T (eds.). *Advances in Crowdfunding: Research and Practice* (Chap. 17, pp.341-372). Basingstoke Hampshire: Palgrave MacMillan. Available at <https://link.springer.com/book/10.1007/978-3-030-46309-0>

#### F. Articles in Conference Proceedings

1. Gilboa, S., and I. Schnell. (2006). Shopping malls as 'Places' in a globalized urban space. Published in the proceedings of IGU Commission on Monitoring Cities of Tomorrow, Santiago de Compostela, Spain.
2. Gilboa, S. (2010). Typologies of mall shoppers: Products based segmentation vs.

- activities based segmentation. Published in the proceedings of EIRASS conference, Istanbul, Turkey.
3. Vilnai-Yavetz, I. and Gilboa, S. (2011). "What Should I Wear for Shopping? How Should I Dress for My Next Flight? "Customer Branding": Customer Attire and Service Provider Reactions". Published in the proceedings of Frontiers in Service, at Columbus, Ohio, USA.
  4. Gilboa, S., Efrat, K. and Meisler, G. (2012). A study of organizational orientations, internal organizational processes, perceived organizational politics and team performance: A work in progress. Published in the proceedings of Marketing & Management Development Conference, at Budapest, Hungary.
  5. Gilboa, S., Vianelli, D., Jaffe, E.D., Pastore, A. and Herstein, R. (2014). A summated rating scale for measuring city image. Published in the proceedings of International Marketing Trends Conference, at Venice, Italy. **Best Paper.**
  6. Efrat, K., Gilboa, S. and Yonatani, M. (2015) When marketing and innovation interact: The case of Born-Global firms. Published in the proceedings of Consortium for International Marketing Research (CIMaR), at Vienna, Austria.
  7. Jaffe, E.D. and Gilboa, S. (2015). City branding: Does one size fit all? Published in the proceedings of ICCMI conference, at London, UK.
  8. Seger-Guttmann, T., and Gilboa, S. (2016). Who is the small business supporter? In Proceedings of the 9th AMA SERVSIG International Service Research Conference, at Maastricht, The Netherlands, pp. 602-606.
  9. Gilboa, S. and Seger-Guttmann, T. (2016). Segmenting small business customers: The role of socially related traits. In the Proceedings of the AMS 19<sup>th</sup> World Marketing Congress, at Paris, France.
  10. Vilnai-Yavetz, I. & Gilboa, S. (2017). The moderating effect of mall service experience on how individual store's design impacts actual buying behavior and mall loyalty. The 15th International Research Symposium on Service Excellence in Management (QUIS15). Porto, Portugal, June 12-15, 2017.
  11. Gilboa, S., Vilnai-Yavetz, I., Chebat, J.C., Mitchell, V., Borges, A. and Frimpong, K. (2017) Mall shoppers' behavior – global or local? A cross-cultural study of mall experiences. The 26<sup>th</sup> annual consortium for international marketing research (CIMaR). Florence, Italy, June 20-23, 2017.
  12. Seger-Guttmann, T., Gilboa, S. and Partouche-Sebban, J. (2018) Exploring consumers' attitudinal response to terror attacks: An exploratory study conducted in France and Israel. 2018 Global Marketing Conference at Tokyo Proceedings: 730-731 (July 2018) <https://doi.org/10.15444/GMC2018.06.07.05>.

13. Seger-Guttmann, T. and Gilboa, S. (2018). The uniqueness role of relationship marketing in small service businesses. The 10<sup>th</sup> SERVSIG. Paris, June 14-16, 2018.
14. Seger-Guttmann, T., Gilboa, S. and Partouche, J. (2019). Recalling terror: development of the CFTS (customers facing terror scale). The 26th RARCS. Talinn, July 8-11, 2019.
15. Gilboa, S. and Efrat, K. (2019). One-time consumption or a lasting relationship: mapping the customer experience among crowdfunding backers. The 26th RARCS. Talinn, July 8-11, 2019.
16. Gilboa, S. (2020). A True love story: The role of consumer affinity in the customer experience of IKEA. The 27th Recent Advances in Retailing and Consumer Science. Online conference, July 6-9, 2020.
17. Vilnai-Yavetz, I., Gilboa, S. & Mitchell, V. (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.
18. Gilboa, S, Efrat, K., Wald, A. and Shneor, R. (2022). Who is the loyal crowd? Identifying characteristics and behavior of serial backers in crowdfunding. In the 28<sup>th</sup> RARCS conference. Baveno, Italy, July 23-26, 2022.
19. Vilnai-Yavetz, I., Gilboa, S. and Mitchell, V. (2022). Setting managerial priorities among mall experiences using Importance-Performance analysis: Integrating indicators from before and during the lockdown. RARCS conference. Baveno, Italy, July 23-26, 2022.
20. Gilboa, S., Vilnai-Yavetz, I. and Mitchell, V. (2023). 'Overwhelming the senses' or 'soulless, depressing places'? - Why do some consumers avoid shopping mall experiences? RARCS conference. Lyon, France, July 24-27, 2023.
21. Seger-Guttmann, T. and Gilboa, S. (2023). The Importance of a Safe Service Environment to Anxious Customers. RARCS conference. Lyon, France, July 24-27, 2023.

E. Entries in Encyclopedias- N/A

#### H. Other Scientific Publications

##### Published scientific reports and technical papers

1. Gilboa, S. (June 2007). Consumption patterns in Israeli shopping malls. The research and economic administration, Ministry of Industry, Trade and Labor (Hebrew).



2. Gilboa, S. (October 2008). Consumption patterns in Israeli shopping malls: Practices and consumers profiles. The research and economic administration, Ministry of Industry, Trade and Labor (Hebrew).

J. Other Works Connected with my Scholarly Field- N/A

#### K. Submitted Publications

1. Efrat, K., Gilboa, S., Wald, A. Loyal to the concept or to the platform? The dual loyalty complexity of crowdfunding backers.

#### L. Summary of My Research Activities and Future Plans

My research focuses on customer experience in its broader sense, which encompasses the various emotional, cognitive and behavioral reactions of customers towards services, products and brands, including reactions to physical and social aspects. I focus on different types of customers and apply both quantitative and qualitative methods of data collection, such as surveys, interviews, observations, and narratives. I routinely employ content analysis and narrative analysis in qualitative studies and structural equation modeling and cluster analysis in quantitative studies. My current research comprises five specific projects:

1. ***Shopping mall experiences***: This research project, a collaboration with Iris Vilnai-Yavetz and Vince Mitchell, aims to identify how visitors experience the mall as a place and began as a narrative analysis of mall visitors' stories collected for my PhD dissertation. The analysis yielded four different mall experiences (Gilboa and Vilnai-Yavetz, 2013), which we subsequently validated using a measurement scale (Gilboa, Vilnai-Yavetz and Chebat, 2016). These four experiences are the *seductive experience*, which reflects the tempting nature of the mall; the *social experience*, which arises from the public nature of the mall as a meeting place for the local community; the *recreational experience*, which is related to the leisure and entertainment opportunities provided by the mall; and the *functional experience*, which is derived from the convenience of the mall as a concentration of multiple stores and services. We have identified cultural differences in these four mall experiences among mall visitors from various countries (Gilboa and Mitchell, 2020; Gilboa, Vilnai-Yavetz, Mitchell, Borges, Belhsen and Frimpong, 2020). We also discovered the moderating role of the experiences on the impact of store atmospherics on customer outcomes (Vilnai-Yavetz, Gilboa and Mitchell, 2021). Most recently, we exploited the natural experiment created by the lockdowns imposed during the COVID-19 pandemic to examine how much mall visitors miss the four experiences (Vilnai-Yavetz, Gilboa and Mitchell, 2022). In summary, this research project contributes to the place marketing and retailing

literature by revealing how mall experiences are related to customer outcomes such as equity, loyalty, scope of expenditure, purchase behavior, willingness to pay and well-being in a cross-cultural context. The findings can assist mall developers and management in creating the right retail mix and marketing campaigns to draw large audiences and compete successfully with other retail channels, such as e-commerce and open-air centers or retail parks.

2. ***Non-monetary drivers and benefits among crowdfunding entrepreneurs and backers:*** This research project, a collaboration with Kalanit Efrat and Andreas Wald, explores the emotional drivers and benefits of crowdfunding participation for both entrepreneurs and backers and their impacts on behaviors and campaign success. Our first two studies showed that the emotional interaction between entrepreneurs and their backers contributes to campaign success (Efrat, Gilboa and Sherman, 2020 a/b). Next, we uncovered the role of well-being among both entrepreneurs and backers in enhancing backers' funding and promotion activity and, in turn, campaign success and both groups' sense of accomplishment (Efrat, Gilboa and Wald, 2021). Recently, we showed the role of well-being in transforming novices into serial entrepreneurs (Efrat, Wald and Gilboa, 2021). We also focused on the role of well-being in reducing uncertainty among backers of campaigns launched by small businesses affected by COVID-19 lockdowns and in transforming novice to serial backers (Efrat, Gilboa and Wald, 2023). Our current project focuses on serial backers' behavior. We showed how well-being mediates between rational intentions and actual backing behavior (Efrat, Gilboa, Wald and Shneor, 2023). This research project contributes to the fields of entrepreneurship in general and crowdfunding in particular by revealing that non-monetary drivers and benefits, specifically well-being, are strong motives for entrepreneurs to launch crowdfunding campaigns and for backers to financially support and promote them. The findings have practical implications for both crowdfunding entrepreneurs and platforms.
3. ***Customer reactions to services under the threat of terror:*** This research project, a collaboration with Tali Seger-Guttmann and Judith Partouche-Sebban, investigates the impact of lasting terror on consumer behavior in various service settings. We began this project by launching a series of in-depth interviews with customers in France and Israel about two service contexts: hospitality and public transportation. The analysis indicated that customers react emotionally, cognitively and behaviorally to the threat of terror in service settings and that these reactions differ according to elapsed time and physical proximity (Seger-Guttmann, Gilboa and Partouche, 2021). Based on these findings, we developed a scale measuring customers' reactions to terror, with a specific focus on customers' defense behaviors (Gilboa, Seger-Guttmann and Partouche, 2022). Recently, we showed the link between safe service environment and customers outcomes (Seger-Guttmann and Gilboa, 2023). This project contributes to the service

literature by revealing how customers behave under the threat of terror and by developing a scale that can be used to predict how services that allow customers to employ such behaviors can gain positive customer outcomes such as satisfaction, loyalty and word-of-mouth. The findings have practical implications for the design of service settings as well as short- and long-term actions that need to be taken to retain customer loyalty after a terror attack.

4. ***The city experience:*** This research project, a collaboration with Eugene Jaffe, began with the development of a city image scale among residents and tourists in three different cities: Rome, Trieste and Jerusalem. The scale comprises several sub-dimensions for each group of stakeholders and reveals the aspects of city image that contribute to resident and tourist outcomes such as place satisfaction and loyalty (Gilboa, Jaffe, Vianelli, Pastore and Herstein, 2015). Currently, we are examining the relationship between the city image scale and other aspects that connect residents to their places of living, namely place attachment and place involvement, and their impact on place loyalty. Recently we identified four groups of city residents who differ along the dimensions of place attachment and place involvement, resulting in varying degrees of city image and loyalty (Gilboa and Jaffee, 2021). A different direction of the city experience is a collaboration with Carol Finnigan about the considerations of marathon runners in choosing urban marathons in which to participate. This project contributes to the field of place marketing by linking marketing knowledge and urban knowledge. The findings can assist municipalities in their branding efforts as part of overall place management and development.
5. ***The customer journey of parents of children with disabilities in health system:*** Parents of children with disability need to deal with multiple agencies (public agencies of health, education, welfare, NGOs, etc.) to promote their child's progress and well-being through access to professional services and therapies. The goal of this research project is to map the customer journey of parents of children with disability in the health system, the multiple sectors and service agencies that are included in this journey, the offerings, processes and barriers they face during the journey, and how this journey can be improved. The study received a grant from the The Israeli National Institute for Health Policy Research.