

CURRICULUM VITAE**1. Personal Details**

Permanent Home Address: 8 Jo Amar, Kfar Saba

Cellular Phone: +972-54-4402777

Electronic Address: merav.malcman@gmail.com

2. Higher Education**A. Undergraduate and Graduate Studies**

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2016 - 2021	Guilford Glazer Faculty of Business & Management, Ben-Gurion University of the Negev	Ph.D.	2021
2010 - 2014	Guilford Glazer Faculty of Business & Management, Ben-Gurion University of the Negev	M.B.A. in Finance	2014
2000 – 2006	M.Sc. Tel Aviv University Graduate School of Management	M.Sc. in Operations Research and Information System	2006
1996 – 1999	Law Faculty, College of Management Academic Studies	LL.B	1999
1994 - 1997	Faculty of Business Administration, College of Management Academic Studies	B.A in Business Administration	1997

B. Post-Doctoral Studies

Period of Study	Name of Institution, Department and Host	Degree	Year of Completion
2022 - 2023	University of Southampton, Business Department, Professor Yaniv Hanoch	PostDoc	2023

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2023 - Current	Faculty of Management and Economics, Ruppin Academic Center	Lecturer
2021 - 2022	Faculty of Business Administration, College of Management	Lecturer
2013 – 2021 (Before Ph.D)	Faculty of Business Administration, College of Management	Teaching Fellow

4. Offices in Academic Administration

2024 - Current	Head field of Information Systems and Data, Faculty of Management and Economics, Ruppin Academic Center
2020 - 2022	Head of Information Technology Department, Faculty of Business Administration, College of Management
2013 - 2020	Associate Dean for Student Affairs, Faculty of Business Administration, College of Management
2013 - 2022	Member of Curriculum Committee, Faculty of Business Administration, College of Management

5. Scholarly Positions and Activities outside the Institution

Board of Directors

- 2012 External Director on the board of MobileMax Technology Inc.
2010 Director on board of Malrag Inc.

Legal consultant

- 2000-current Consulting to private customers, for negotiation or topics concerning corporate law and contracts.

Refereeing for Professional Journals

Management Science

Journal of Economic Behavior and Organization

Journal of Behavioral and Experimental Economics

International Journal of Hospitality Management

International Journal of Hospitality & Tourism Administration

Research Associate

- 1999 For a scholarly book Directory Reports – Vision or Misinformation? by Prof. Reuben Horesh, Prof. Yoram Eden and Attorney Meir Kogman.
Participating in the formulation of research questions and responsibility for statistical analysis of the data.

6. Participation in Scholarly Conferences

a. Active Participation

Active participation in international conferences

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
03/9/2025-06/9/2025	ESA 2025 - European Meetings	Brno, Czechia	Decisions on Fraudulent after consulting Source	Lecture
05/6/2025-07/6/2025	Society for the Advancement of Behavioral Economics - SABE	Trento, Italy	Dirty Money and Investors' Preferences	Lecture
05/9/2024-09/9/2024	ESA 2024 - European Meetings	Helsinki, Finland	Dirty Money and Investors' Preferences	Lecture
19/8/2024-22/8/2024	IAREP 2024 Conference	University of Dundee, Scotland	Dirty Money and Investors' Preferences	Lecture
07/6/2023-10/6/2023	IAREP 2023 Conference	Université Côte d'Azur, Nice	Young Athletes and Time preferences (after pre-test)	Lecture
09/6/2022-12/6/2022	IAREP 2022 Conference	University of Agder, Kristiansand, Norway	Tipping for Home Deliveries from Restaurants: The Effect of Free Items and Additional Factors (Paper Draft)	Lecture
10/9/2020-12/9/2020	ESA 2020 Global Online	On Line (ZOOM)	Field Experiments on Tipping in Restaurants and the Effects of Gifts (1 st Chapter of PhD dissertation)	Lecture
01/9/2019-04/9/2019	IAREP/SABE 2019 Conference	UCD Dublin	Field Experiments on Tipping in Restaurants: The Effects of Music (3 rd Chapter of PhD dissertation)	Lecture
19/6/2019-21/6/2019	ECM - Essex	University of Essex, England	PHD Interdisciplinary Conference	Lecture
19/7/2018-22/7/2018	IAREP 2018	Middlesex University, London	Effects on Restaurants and Home Delivery Tipping (2 nd Chapter of PhD dissertation)	Lecture
3/9/2017-6/9/2017	IAREP 2017 - Leveraging Behavioral Insights	College of Management Academic Studies (COMAS)	Effects on Restaurants Tipping (after pre-test)	Lecture
20/8/2017-24/8/2017	Subjective Probability, Utility and Decision Making (SPUDM)	Technion – Israel Institute of Technology	Effects on Home Delivery Tipping (after pre-test)	Poster

8/7/2016 – 10/7/2016	IAREP 2016 – Behavioral Insights in Research & Policy Making	Wageningen, Netherlands	Effects on Restaurants and Home Delivery Tipping	Poster
3/9/2015 – 6/9/2015	IAREP 2015 – Advancement of Behavioral Economics Joint International Conference	Sibiu, Romania	Does the Attachment to Money Affect Our Reciprocity Behavior?	Poster

Active participation in academic conferences in Israel

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
20/12/2018	DMEP 2018	Ben-Gurion University, Israel	Effects on Restaurants Tipping	Poster
27/12/2016	Marketing in Israel	Ben-Gurion University, Israel	Effects of gifts on Restaurants Tipping (after pre-test)	Poster
3/7/2016 – 4/7/2016	Incentives and Behavior Change	Tel Aviv University, Israel	Effects on Restaurants and Home Delivery Tipping	Poster

b. Organization of Conferences or Sessions

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
4/5/2025	DRC – Ruppin Academic Center 2025	Israel	2 nd Annual conference	Organizing committee
3/9/2017- 6/9/2017	IAREP 2017	Israel (International conference)	Leveraging Behavioral Insights	Organizing committee

7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
2/12/2021	Yeshiva University	Seminar	Effects on Restaurants and Home Delivery Tipping
20/5/2019	College of Management	Seminar	Field Experiments on Tipping in Restaurants: The Effects of Music
5/12/2018	College of Management	Seminar	Field Experiments on Tipping in Restaurants and for Home Deliveries: The Effects of Gifts

8. Research Grants

N/A

9. Scholarships, Awards and Prizes

N/A

10. 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
2021 - 2025	Seminar in Information Technology	Seminar	B.A. in information systems and management	40
2020 - 2025	Python foundations	Lecture	B.A. in business administration	70
2020 - 2025	Big Data and visualization	Lecture	M.B.A.	70
2020 - 2022	Data Analysis using SQL	Lecture	B.A. in business administration	70
2020 - 2025	Python for Business	Lecture	B.A. in business administration and Economics	70
2017 - 2025	Business intelligence	Lecture	M.B.A. B.A. in business administration and Economics Engineering	70
2014 - 2023	Corporate finance	Lecture	B.A. in business administration	40
2012 - 2025	Fundamentals in finance (to business and engineering)	Lecture	B.A. in business administration Engineering	85

2012 - 2025	Advanced software applications for Finance	Lecture	B.A. in business administration	120
2002 - 2025	Computer applications in management	Lecture	B.A. in business administration	70

11. Miscellaneous

International Activities

- May 2020 Esslingen, Germany: Head of Students Delegation to the Mobility Pioneers Program (On-Line Program)
- December 2019 Esslingen, Germany: Head of Students Delegation to the Mobility Pioneers Program
- October 2018 University of Pula, Croatia: Erasmus+ - Visiting Lecture in the Finance department
- September 2018 University of Copenhagen, Denmark: Participant in Ph.D. Course in Field Experiments
- April 2018 University of Turku Applied Science, Finland: Head of Student Delegation

12. Professional Experience

Military Service

1989-1992 – Compulsory Service, Israeli Defense Force, Officer – Squad Commander in Officer's Training Course

1992-1995 – Staff Residence Service

- Israel's President Honorary
- Served as basic-training platoon commander
- Served as commanding officer in training course commander
- Commanded female-soldier Police-service unit
- Honorable discharged at Captain rank

PUBLICATIONS

A. Dissertation and Theses

- 2021 Doctoral dissertation: Field Experiments on Tipping in Restaurants and for Home Deliveries: The Effects of Gifts and Music.
- 2014 Master's Thesis: Influence of the Amount and Timing of Payment on Trust Game Results.
- 2005 Master's Thesis: A Quantitative, Computerized, Decision-Support Model for Legal Decisions in the Field of Severance Pay.

D. Articles in Refereed Journals

Published

Malcman, M., Shavit, T., Rosenboim, M., & Azar, O. H. (2025). Tipping Food-Delivery Agents: A Field Study. *Journal of Quality Assurance in Hospitality & Tourism*, 1-17. (IF=2.3, Q2)

Malcman, M., Azar, O. H., Shavit, T., & Rosenboim, M. (2024). How Does Background Music Affect Dining Duration, Tips and Bill Amounts in Restaurants? A Field Experiment. *Behavioral Sciences*, 14(12), 1188. (IF=2.5, Q1)

Malcman, M., Rosenboim, M., & Shavit, T. (2015). Does attachment to money affect reciprocity behavior? *Applied Economics Letters*, 22(4), 251-254. (IF=1.157, Q3)

E. Articles in Refereed Journals - under review/ in preparation

Malcman, M., Rosenboim, M., Azar, O., & Shavit, T. (2025). The Impact of Gifts on Tips and Time Spent in Restaurants: A Field Experiment (in Review).

L. Summary of my Activities and Future Plans

My Ph.D. dissertation is from Guilford Glazer Faculty of Business & Management, Ben-Gurion University (BGU) in Israel, under the supervision of Prof. Ofer Azar, Prof. Tal Shavit and Prof. Mosi Roseinboim. I have teaching and administrative positions at the Faculty of Management and Economics in Ruppin Academic Center.

My research focuses on behavioral economics, decision-making, and customer behavior. Specifically, my dissertation title is Field Experiments on Tipping in Restaurants and Home Deliveries: The Effects of Gifts and Music. These studies are unique because they examine the determinants of observed tipping behavior using exceptional conditions involving gift manipulations. To the best of my knowledge, these conditions have not been studied previously.

I have plans and ideas for future research that expand on my current work and develop new field experiments in behavioral economics and finance and to use technology tools in order to analysis data. My goals are to identify economic dilemmas, anomalies, or financial decisions in business, study them and thereby contribute to the world of economics, finance decisions, or customer behavior.