

CURRICULUM VITAE**1. Personal Details**

Sigal Tifferet

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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>
1998-2005	Hebrew University of Jerusalem, Israel. Dept. of Psychology	Ph.D.	Approved 2005
1992-1995	Hebrew University of Jerusalem, Israel. Clinical and Health Psychology	MA, Cum Laude	Approved 1995
1989-1992	Tel Aviv University, Israel. Dept. of Psychology	BA, Cum Laude	Approved 1992

**B. Post-Doctoral Studies**

NA

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

<b>Dates</b>	<b>Name of Institution and Department</b>	<b>Rank/Position</b>
2010-	Ruppin Academic Center, Dept. of Business Administration	Senior Lecturer
2002-2010	Ruppin Academic Center, Dept. of Business Administration	Lecturer
1996-2002	Ruppin Academic Center, Dept. of Behavioral Sciences	Lecturer

1996-1998	Holon Institute of Technology (HIT), Dept. of Communications	Lecturer
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#### **4. Offices in Academic Administration**

<b>Dates</b>	<b>Office</b>
2018-	* Member, Student Admission Committee, Dept. of Business Administration.
2015	* Director, Alumni Committee, School of Economics & Business Administration.
2015-2021	* Director, Student Appeals Committee.
2015-	* Member, Teaching Committee, Dept. of Business Administration.
2013-2015	* Member, Academic Excellence Committee.
2012-2016	* Director, Library Committee.
2012-2015	* Member, Online Learning Committee.
2011-2013	* Member, Technological Innovations in Education Committee.
2010-2012	* Member, Quality Improvement Steering Committee.
2010-2012	* Member, Library Committee.
2010-2013	* Academic Coordinator, BA completion program, Dept. of Business Administration.
2009	Director, Teaching Evaluation Committee.
2009-2011	* Head of Methodological Studies, Dept. of Business Administration.
2008-2011	Member, Teaching Committee, Dept. of Business Administration.
2006-2008	Director, Disciplinary Committee.
2003-2005	Head of Methodological Studies, Dept. of Business Administration, Executive Program.
2003-2005	Member, Teaching Committee, Dept. of Business Administration, Executive Program.
1999	Co-Director, Democratic Academy Project.
1998	Director, Library Committee.
1996-2002	Member, Teaching Committee, Dept. of Behavioral Sciences.

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

##### **(a) Public Committees and Consultation**

<b>Dates</b>	<b>Position</b>
2018-2020	* Emek Hefer Student Grant Committee
2008-	* TED Language Coordinator
2000-2015	* Israeli Police Force: Anti-Terror Special Unit

(b) Membership in Professional/Scientific Societies

<b>Dates</b>	<b>Membership</b>
2016-2018	* American Association for the Advancement of Science
2015-2016	* Academy of Marketing
2013-	* Applied Evolutionary Psychology Society
2012-2014	* Association for Consumer Research
2009-	European Human Behaviour and Evolution Association (EHBEA)
2007-2014	Association for Psychological Science (APS)
2006-2013	Human Behavior and Evolution Society (HBES)
2003-	The International Society for Human Ethology (ISHE)

(c) Manuscript and Proposal Reviews

*Journal reviews*

Behaviour & Information Technology; Computers in Human Behavior; Cyberpsychology; Journal of Psychosocial Research on Cyberspace; Evolution, Mind, and Behaviour; Evolutionary Behavioral Sciences; Evolutionary Psychological Science; Evolutionary Psychology; Frontiers in Psychology; Human Ethology Bulletin; Information Processing and Management; International Journal of Human-Computer Interaction; Information, Communication and Society; International Journal of Contemporary Hospitality Management; Journal of Data and Information Science, International Journal of Retail and Distribution Management; International Journal of Social Psychology (Revista de Psicologia social); Internet Research; Journal of Child Health Care; Journal of Evolutionary Psychology; Journal of Marketing Theory and Practice; Journal of Personality; Journal of Product and Brand Management; Journal of Services Marketing; Music Perception; Periodicum Biologorum; Personality and Individual Differences; PLoS ONE, Review of General Psychology.

*Book reviews*

2014                      \* Review of book proposal for Elsevier: "Integrating Sibling Issues in Therapy"

*Grant reviews*

2008                      Israel Science Foundation (ISF)

## Conference reviews

2014 \* 39th Annual Macromarketing Conference 2014, July 2-5

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

### **(a) Active Participation**

<b>Date</b>	<b>Name of Conference</b>	<b>Place of Conference</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
July, 2020	* Improving University Teaching	Online	<i>How students (and teachers) can create educational videos easily</i>	Presenter
July, 2020	* International Conference on Academic Writing	Online	<i>Teaching academic writing step by step</i>	Presenter
June, 2019	* QUIS symposium	Karlstad, Sweden	<i>Green consumption in services: More than a mere show-off?</i>	Presenter
June, 2019	* International Conference on Teacher Education	Tel Aviv, Israel	<i>The effect of task framing on student engagement (D30)</i>	Presenter
July, 2018	* Global Marketing Conference	Tokyo, Japan	<i>Posing for success in USA and Israel: a comparison of portraits used to attract employers in professional social-networking-services</i>	Presenter
July 2017	* International Conference on Improving University Teaching	Tel Aviv, Israel	<i>Digital formative assessments in Introduction to Psychology</i>	Presenter
May 2015	* Summer Workshop of the International Society for Human Ethology	Athens, Greece	<i>Capturing gender differences in Facebook profile (D19)</i>	Presenter
May 2015	* Summer Workshop of the International Society for Human Ethology	Athens, Greece	<i>The attractiveness of soccer players in uniform</i>	Presenter
May 2014	* Annual meeting of the Midwestern Psychological Association	Chicago, Illinois	<i>Who is man's best friend for attracting women? (D18)</i>	Presenter

May 2014	* Annual Convention of the Association for Psychological Science	San Francisco, California	<i>Man's best friend? Friendly and aggressive dogs have different mate attraction influences (D18)</i>	Presenter
March 2014	* Cell Symposium: Evolution of modern humans - from bones to genomes	Sitges, Spain	<i>Gender differences in Facebook profile photos (D19)</i>	Presenter
July 2013	* Annual Frontiers in Service Conference. American Marketing Association	Taipei, Taiwan	<i>Facebook and evolutionary psychology: Implications for service firms</i>	Presenter
August 2012	* Biennial Conference of the International Society for Human Ethology	Vienna, Austria.	<i>Sex differences in the status consumption of coffee (D17)</i>	Presenter
August 2012	* Biennial Conference of the International Society for Human Ethology	Vienna, Austria.	<i>Cad's best friend? Dog ownership increases long-term relationship attractiveness and attenuates short-term mating perceptions (D18)</i>	Presenter
April 2012	* Annual Meeting of the Northeastern Evolutionary Psychology Society	Plymouth, New Hampshire.	<i>Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage (D25)</i>	Presenter
July 2011	* Annual conference of the Human Behavior and Evolution Society	Montpellier, France	<i>I shoulda learned to play the guitar: Guitar increases Facebook attractiveness (D15)</i>	Presenter
July 2011	* Annual conference of the Human Behavior and Evolution Society	Montpellier, France	<i>Predicting sibling investment by perceived sibling resemblance (D22)</i>	Presenter
June 2009	Art and Science of Service Conference	Waltham, Massachusetts	<i>Meeting the challenge of service intangibility: Are top universities more innovative in the implementation of images and colors in their homepages? (D4)</i>	Presenter
October, 2008	Annual Frontiers in Service conference	Maryland	<i>Meeting the challenge of service intangibility: Images</i>	Presenter

			<i>in web pages as marketing tools (D4)</i>	
July 2008	Biennial Conference of the International Society for Human Ethology	Bologna, Italy	<i>Cross-cultural recognition of alternative male mating strategies (D9)</i>	Presenter
July 2007	Summer workshop of the International Society for Human Ethology	Andechs, Germany	<i>Sex differences in caregiving, stress, and adaptation in parents of children with chronic illness (D10)</i>	Presenter
May 2007	Annual convention of the Association for Psychological Science	Washington, DC.	<i>Cross-cultural recognition of alternative male mating strategies (D9)</i>	Presenter
August 2006	Biennial Conference of the International Society for Human Ethology	Detroit, Michigan	<i>Age-related worrying in mothers of children undergoing neurosurgery (D3)</i>	Presenter

(b) Organization of Conferences or Sessions

NA

**7. Invited Lectures/Colloquium Talks**

NA

**8. Research Grants**

(a) Grants Awarded (See the resulting publications in parentheses)

<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by/ Amount</b>	<b>Year</b>
PI		*Predictors of Validating Online Information	Ruppin Academic Center, 11,000 ILS	2020
PI	With Teman, E.	* Service Learning: Recommendations for Planning, Management and Evaluation (H1)	Council for Higher Education, 12,848 ILS	2019
PI		* Online Behaviors for Minimizing Misconceptions (K1)	Ruppin Academic	2019

			Center, 11,000 ILS	
PI		* Gender Differences in Privacy on Social Network Sites: A Meta-Analysis (D27)	Ruppin Academic Center, 7,145 ILS	2018
PI	With Yassour, J.	* Incentive Differences Between Bonus and In-grade Assignments (D30)	Ruppin Academic Center, 5,675 ILS	2017
PI		* Women clean their house and men clean their car	Ruppin Academic Center, 6,900 ILS	2016
PI		* Occupational personal branding using LinkedIn profile photos	Ruppin Academic Center, 8,000 ILS	2015
PI		* The effect of opposite-sex waiters on tipping behavior	Ruppin Academic Center, 7,700 ILS	2014
PI	With Vilnai-Yavetz, I.	* The effect of indoor plants on store atmospherics (D23)	Ruppin Academic Center, 7,950 ILS	2013
PI		* Cad's best friend? Dog ownership increases long-term relationship attractiveness and attenuates short-term mating perceptions (D18)	Ruppin Academic Center, 1,000 ILS	2012
PI		* Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage (D25)	Ruppin Academic Center, 1,000 ILS	2012

(b) Submission of Research Proposals – Pending

NA

(c) Submission of Research Proposals – Not Funded

NA

## **9. Scholarships, Awards, and Prizes**

<b>Dates</b>	<b>Award</b>
2012-	* Excellence in Teaching and Research (Top 20%)
2010-2012	* Recognition for Excellence in Teaching
2008	Literati Network Award for Excellence: "An investigation of the new generic consumer" published in <i>Journal of Consumer Marketing</i> was chosen as a Highly Commended Award Winner.

## **10. Teaching**

### **(a) Courses Taught in Recent Years**

<b>Year</b>	<b>Name of Course</b>	<b>Type of Course</b>	<b>Degree</b>	<b>Number of Students</b>
2021-	* Managing Work-Life Balance	Lecture	BA	40 students
2019-	* Skills for the Future Workplace	Workshop	BA	40 students
2018-	* Statistics for Managers	Introduction Course (Mandatory)	BA	130 students
2011-2012	* Research Methods	Introduction Course (Mandatory)	BA	40 students
2010-2015	* Academic Skills	Workshop	BA	25 students
2010	* Stress and Coping	Lecture	MA	40 students
2009-	An Evolutionary Perspective on Consumer Behavior	Seminar	BA	25 students
2001-2006	Academic Writing	Introduction Course (Mandatory)	BA	40 students
2000-	Stress and Coping	Lecture	BA	40 students
2000-2002	Statistics for the Behavioral Sciences	Introduction Course (Mandatory)	BA	40 students
1996-2002	Developmental Psychology	Introduction Course (Mandatory)	BA	40 students
1996-2002	Cognitive Psychology	Introduction Course (Mandatory)	BA	40 students
1996-2002	Health Psychology	Lecture	BA	40 students



1996-	Introduction to Psychology	Introduction Course (Mandatory)	BA	40 students
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(b) Supervision of Graduate students

<b>Years</b>	<b>Name of Student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Date of Completion / in Progress</b>	<b>Student's Achievements</b>
2018-2019	Anna Keselman	<i>Self-esteem in Facebook profile photos</i> (Stage: Research plan)	MA	Discontinued 2019	Additional Supervisor: Dr. David Bodoff, Haifa University.
2014-2016	Limor Serfati	<i>Half-sibling uncertainty</i> (Stage: Research plan)	MA	Discontinued 2016	Additional supervisor: Prof. Yechiel Klar, Tel-Aviv University.

**11. Miscellaneous**

NA

**12. Professional Experience**

NA

## **PUBLICATIONS**

Note: The authors are ordered according to their relative contribution.

### **A. Ph.D. Dissertation**

**Tifferet, S.** (2005). Maternal adaptation to pediatric neurosurgical illness: A longitudinal study. Advisors: Prof. Yoel Elizur and Prof. Orly Manor, Dept. of Psychology, the Hebrew University of Jerusalem, Israel. 166 p. [Hebrew]. See D3, D5, D7, D10 and E1.

### **B. Scientific Books (Refereed)**

NA.

### **C. Other Scientific Publications**

NA

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

Undergraduate student co-authors underlined; Impact Factor (IF) for year of submission (5-year when available), SJR quartile (2019), and citations C in parentheses.

#### **Published**

1. **Tifferet, S.** (1997). Obesity: a chronic psychophysiological state. *Psychologia: Israel Journal of Psychology*, 6, 83-90 [Hebrew].
2. Herstein, R. & **Tifferet, S.** (2007). An investigation of the new generic consumer. *Journal of Consumer Marketing*, 24, 133-141. doi:10.1108/07363760710746139. (Q1, C = 29)  
Contribution: Analyzed data, wrote sections in manuscript.
3. **Tifferet, S.**, Manor, O., Constantini, S., Friedman, O., & Elizur, Y. (2007). Parental investment in children with chronic disease: The effect of child's and mother's age. *Evolutionary Psychology*, 5, 844-859. (IF = 1.2, Q1, C = 7)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
4. 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. (Q3, C = 19)  
Contribution: Analyzed data, wrote sections in manuscript.
5. **Tifferet, S.**, Elizur, Y., Constantini, S., Friedman, O., & Manor, O. (2010). Maternal Adaptation to pediatric neurosurgical diagnosis: A growth curve analysis. *Psychology*

*and Health*, 25, 213-229. doi:10.1080/08870440802245298. (IF = 2.0, Q1, C = 5)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.

6. **Tifferet, S.** & Herstein, R. (2010). The effect of individualism on private brand perception: A cross-cultural investigation. *Journal of Consumer Marketing* 27(4), 313-323. doi: 1108/07363761011052350. (Q1, C = 42)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
7. **Tifferet, S.,** Manor, O., Elizur, Y., Friedman, O., & Constantini, S. (2010). Maternal adaptation to pediatric illness: A personal vulnerability model. *Children's Health Care* 39(2), 91-107. doi: 10.1080/02739611003679840. (IF = 0.9, Q3, C = 5)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.

#### **Published Articles Since Receiving Last Rank**

8. \* **Tifferet, S.,** Jorev, S., & Nasanovitz, R. (2010). Lower parental investment in stepchildren: The case of the Israeli "Great Journey." *Journal of Social, Evolutionary, and Cultural Psychology*, 4(2), 62-67. (Presently: Evolutionary Behavioral Sciences, Q2, C = 12)  
Contribution: Planned study, analyzed data, wrote manuscript.
9. \* **Tifferet, S.,** & Kruger, D. J. (2010). The Terminal Investment Hypothesis and age-related differences in female preference for dads vs. cads. *Letters on Evolutionary Behavioral Science*, 1(2), 27-30. (C = 8)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
10. \* **Tifferet, S.,** Manor, O., Constantini, S., Friedman, O., & Elizur, Y. (2011). Sex differences in parental reaction to pediatric illness. *Journal of Child Health Care*, 15(2), 118-125. doi: 10.1177/1367493510397710. (IF = 1.3, Q1, C = 17)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
11. \* **Tifferet, S.,** Agrest, S., & Benisti-Shlomo, A. (2011). Problem gambling: An outcome of a life history strategy. *International Gambling Studies*, 11(2), 253-262. doi: 10.1080/14459795.2011.599328. (IF = 1.4, Q2, C = 8)  
Contribution: Planned study, analyzed data, wrote manuscript.
12. \* **Tifferet, S.,** Herstein, R. (2012). Need for cognition as a predictor of store brand preferences. *EuroMed Journal of Business*, 7(1), 54-65. (Q2, C = 6)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
13. \* **Tifferet, S.,** & Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product and Brand Management*, 21(3), 176-182. (Q1, C = 244)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
14. \* Herstein, R., **Tifferet, S.,** Abrantes, J. L., Lymperopulos, C., Albayrak, T., & Caber, M. (2012). The effect of personality traits on private brand consumer tendencies: A cross-cultural study of Mediterranean countries. *Cross Cultural Management: An International*

- Journal*, 19 (2), 196-214. doi:10.1108/13527601211219883. (IF = 1.2, Q1, C = 33)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
15. \* **Tifferet, S., Gaziel, O., & Baram, Y.** (2012). Guitar increases male Facebook attractiveness: Preliminary support for the sexual selection theory of music. *Letters on Evolutionary Behavioral Science*, 3(1), 4-6. (C = 18)  
Contribution: Planned study, analyzed data, wrote manuscript.
  16. \* Vilnai-Yavetz, I. & **Tifferet, S.** (2013). Promoting service brands via the internet. *Service Industries Journal*, 33 (15-16), 1544-1563. doi: 10.1080/02642069.2011.636423. (IF = 1.5, Q2, C = 6)  
Contribution: Analyzed data, wrote sections in manuscript.
  17. \* **Tifferet, S., Shani, N., & Cohen, H.** (2013). Gender differences in the status consumption of coffee. *Human Ethology Bulletin*, 3, 5-9. (C = 12)  
Contribution: Planned study, analyzed data, wrote manuscript.
  18. \* **Tifferet, S., Kruger, D. J., Bar-Lev, O., Zeler, S.** (2013). Dog ownership increases attractiveness and attenuates perceptions of short-term mating strategy in cad-like men. *Journal of Evolutionary Psychology*, 11(3) 121-129, doi: 10.1556/JEP.11.2013.3.2. (Q4, C = 11)  
Contribution: Planned study, analyzed data, wrote manuscript.
  19. \* **Tifferet, S., & Vilnai-Yavetz, I.** (2014). Gender differences in Facebook self-presentation: An international randomized study. *Computers in Human Behavior*, 35, 388-399, doi: 10.1016/j.chb.2014.03.016. (IF = 4.3, Q1, C = 138)  
Contribution: Planned study, collected and analyzed data, wrote manuscript. (See F2)
  20. \* Kruger, D. J., Fisher, M. L., De Backer, C., Kardum, I., Tetaz, M., & **Tifferet, S.** (2015). Human life history dimensions in reproductive strategies are intuitive across cultures. *Human Ethology Bulletin*, 30(1), 109-120. (C = 13)  
Contribution: Planned study, collected data.
  21. \* Vilnai-Yavetz, I., & **Tifferet, S.** (2015). A picture is worth a thousand words: Segmenting consumers by Facebook profile images. *Journal of Interactive Marketing*, 32, 53–69. <http://doi.org/10.1016/j.intmar.2015.05.002>. (IF = 7.8, Q1, C = 33)  
Contribution: Planned study, collected data, assisted in writing the manuscript.
  22. \* **Tifferet, S., Pollet, T., Bar, A., & Efrati, H.** (2016). Predicting sibling investment by perceived sibling resemblance. *Evolutionary Behavioral Sciences*, 10(1), 64-70, doi: 10.1037/ebs0000035. (Q2, C = 5)  
Contribution: Planned study, analyzed data, wrote manuscript.
  23. \* **Tifferet, S., & Vilnai-Yavetz, I.** (2017). Phytophilia and service atmospherics: The effect of indoor plants on consumers. *Environment & Behavior*, 49(7), 814-844, doi: 10.1177/0013916516669390. (2017 IF = 3.5, Q1, C = 37) (See F3)  
Contribution: Planned study, collected and analyzed data, wrote manuscript.
  24. \* **Tifferet, S., Rosenblit, N., & Shalev, M.** (2017). Promoting sustainability in a college café by opposite-sex cashiers. *International Journal of Sustainability in Higher Education*, 18(7), 1279-1290, doi: 10.1108/IJSHE-01-2016-0013. (2017 IF = 1.9, Q2, C

= 2).

Contribution: Planned study, analyzed data, wrote manuscript.

25. \* **Tifferet, S.**, Saad, G., Meiri, M., & Ido, N. (2018). Gift giving at Israeli weddings as a function of genetic relatedness and kinship certainty. *Journal of Consumer Psychology*, 28(1), 157-165. doi: 10.1002/jcpy.1006. (IF = 4.0, Q1, C = 11)

Contribution: Planned study, analyzed data, wrote manuscript. (See F1)

26. \* **Tifferet, S.**, & Vilnai-Yavetz, I. (2018). Self-presentation in LinkedIn portraits: Common features, gender, and occupational differences. *Computers in Human Behavior*, 80, 33-48. doi: 10.1016/j.chb.2017.10.013. (2017 IF = 3.5, 5-year IF = 4.4, Q1, C = 39)

Contribution: Planned study, collected and analyzed data, wrote manuscript.

27. \* **Tifferet, S.** (2019). Gender differences in privacy tendencies on social network sites: A meta-analysis. *Computers in Human Behavior*, 93, 1-12. doi: 10.1016/j.chb.2018.11.046 (2018 IF = 3.5, 5-year IF = 4.4, Q1, C = 26)

28. \* **Tifferet, S.**, Dror, S., & David, S. (2019). Age preferences for advertisement models differ by their gender. *Revista de Psicología Social / International Journal of Social Psychology*, 35 (1), 37-68. doi:10.1080/02134748.2019.1682293 (2017 IF = 0.9, Q3)

Contribution: Planned study, collected and analyzed data, wrote manuscript.

29. \* **Tifferet, S.** (2020). Gender differences in social support on Social Network Sites: A meta-analysis. *Cyberpsychology, Behavior, and Social Networking*, 23(4), 199-209. doi: 10.1089/cyber.2019.0516. (2018 IF = 2.6, Q1, C = 5)

30. \* **Tifferet, S.** (2020). The effect of grade framing on task engagement, task completion, and anticipated regret. *Instructional Science*, 48(4), 475-494. doi:10.1007/s11251-020-09516-3 (2018 IF = 1.6, 5-year IF = 2.4, Q1)

Accepted for Publication

NA

## **E. Chapters in Scientific Books**

1. **Tifferet, S.**, Elizur, Y. (2007). Maternal crisis, coping, and growth as a result of chronic pediatric illness. In E. Cohen (Ed.), *The parenting experience: Relationships, challenges, and development*. Kiryat Bialik: Ach [Hebrew].

Contribution: Planned study, collected and analyzed data, wrote manuscript.

2. \* **Tifferet, S.** (2019). The Israeli context on vegetarian and vegan diets. In C. De Backer, M. L., Fisher, J. Dare, & L. Costello (Ed.), *To eat or not to eat meat: How vegetarian dietary choices influence our social lives*. London: Rowman and Littlefield

## **F. Articles in Conference Proceedings** (undergraduate student co-authors underlined)

1. \* Saad, G., **Tifferet, S.**, Meiri, M., & Ido, N. (2012). Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage. In the *Proceedings of the 6<sup>th</sup> Annual Meeting of the Northeastern Evolutionary Psychology Society* (pp. 549-550). Plymouth, New Hampshire. (See D25)
2. \* Vilnai-Yavetz, I. & **Tifferet, S.** (2013). Facebook and evolutionary psychology: Implications for service firms. In the *Proceedings of the 22nd Annual Frontiers in Service Conference* (p. 99). Taipei, Taiwan: American Marketing Association. (See D19)
3. \* 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). (See D23)

#### **G. Entries in Encyclopedias**

1. \* **Tifferet, S.** (2018). Genetic relatedness affects aid to kin. In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.
2. \* **Tifferet, S.** (2019). Sex differences in anger-proneness. In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.
3. \* **Tifferet, S.** (2019). K-Factor (Figueredo). In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.

#### **H. Other Scientific Publications**

1. \* **Tifferet, S.** & Teman, E. (2020). Service learning: Lessons from the teachers. Research report. [Hebrew].

#### **I. Other Publications**

NA

#### **J. Other Works Connected with my Scholarly Field**

NA

#### **K. Submitted Publications**

1. \*Tifferet, S. Verifying online information: Development and validation of a self-report scale. Under review: Information Processing and Management. About 8 pages.

## **L. Summary of my Activities and Future Plans**

From the start of my academic education, I have been fascinated by the adaptive value of human behavior. This led me through the stations of Behavioral Genetics and Health Psychology (D1, D3, D5, D7, D10). After receiving my Ph.D., I dedicated most of my research to Evolutionary Psychology. I started with questions regarding family relationships (D3, D8, D9), and after transferring to the Department of Business Administration, progressed to questions about consumer behavior (D2, D4, D6, D12, D13, D14).

I have conducted studies in evolutionary consumption pursuing the adaptive nature of a wide range of behaviors such as signaling through products (D15, D17, D18, D24), gambling (D11), investing money in offspring (D8) and in kin (D25), activating biophilia in service settings (D23), and activating mating cues on advertisement evaluation (D28). Together, these studies show that consumer behavior is partially a product of psychological traits selected over evolution. The studies also show that evolutionary psychology can foster novel hypotheses and findings regarding consumer behavior.

My primary expertise is in gender differences. I have tested hypotheses regarding gender differences in brand commitment, impulse buying, and hedonic consumption (D13), conspicuous consumption (D17), and Facebook (D19) and LinkedIn (D26) self-presentation. I have published a meta-analysis on gender differences in online privacy tendencies (D27) and gender differences in online social support (D29). These studies document gender differences consistent with prehistoric labor division, thus supporting evolutionary hypotheses.

I am proficient in advanced statistical methods incorporated in my studies such as Binary Logistic Regressions (D26), Multivariate Analysis of Variance (D28), Path Analysis (D23), Structural Equation Modeling (D7, D22), Hierarchical Linear Models (D5, D18, D30), Meta-Analysis (D27, D29) and Genetic Algorithms (Tifferet, under review).

In 1999, I initiated and founded the Democratic Academy Project with the Institute for Democratic Education. Fifteen students were recruited explicitly for this multi-disciplinary project. They studied in existing courses and in uniquely tailored courses that were taught using democratic educational methods. In 2010-2013, I founded and coordinated the BA completion program, co-organized with the Wingate Institute. I have been an active member of departmental teaching committees and directed the Library, Disciplinary, and Student Appeals Committees, where I initiated new protocols and collaborations with other colleges.

For many years, I have implemented technological and advanced teaching tools (e.g., flipped classroom, Wikipedia editing, student video creation.) I advise the Unit for the Advancement of Teaching and Innovative Learning at Ruppin and regularly present technological and pedagogical advances at the Ruppin annual faculty meetings. I also conduct workshops for the faculty on these topics. Finally, in my view, my educational role is not limited

to my students. I have therefore translated and edited more than 1,300 TED talks and am one of the Hebrew language coordinators in Israel. I also post blogs and YouTube videos discussing academic skills that serve students from Ruppin and other Israeli academic institutes.