



Research Interests

My research interests are in the area of design as a managerial tool, with implications for consumer behavior, organizational behavior, e-business, services management, and marketing.

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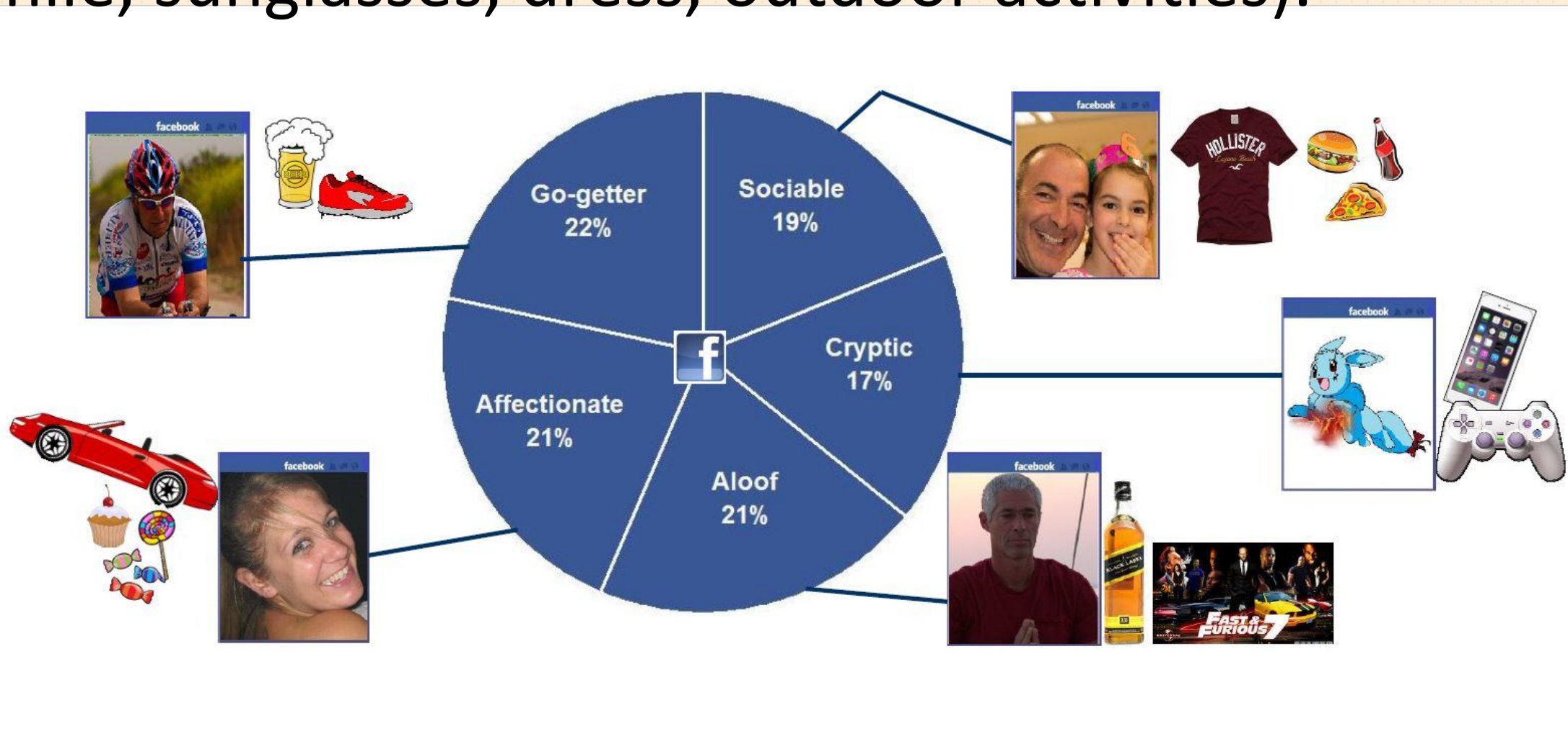


A picture is worth a thousand words: Segmenting consumers by Facebook profile images



Using a randomly selected international sample of 500 Facebook accounts, we analyze data implicit in profile photos and identify visual cues relevant to virtual impression management (e.g., smile, sunglasses, dress, outdoor activities).

Using these cues we segment users into 5 types, and relate the types to brand engagement (e.g., fashion, emotional products, electronic gadgets) as reflected in the Facebook profile.



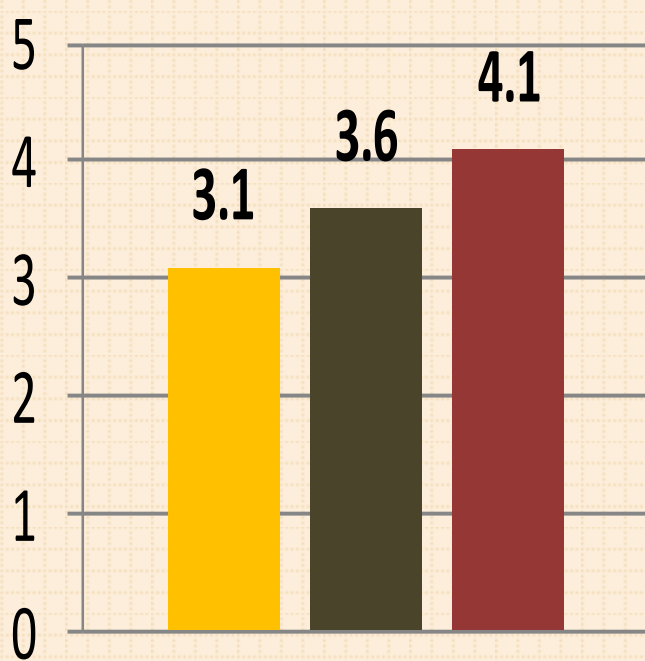
Vilnai-Yavetz, I. & Tifferet, S. (2015). A picture is worth a thousand words: Segmenting consumers by Facebook profile images. *Journal of Interactive Marketing*, 32 , 53-69

The impact of customer dress on service quality and prices offered by service employees

Mystery shoppers visited 270 stores, wearing different attire each time.

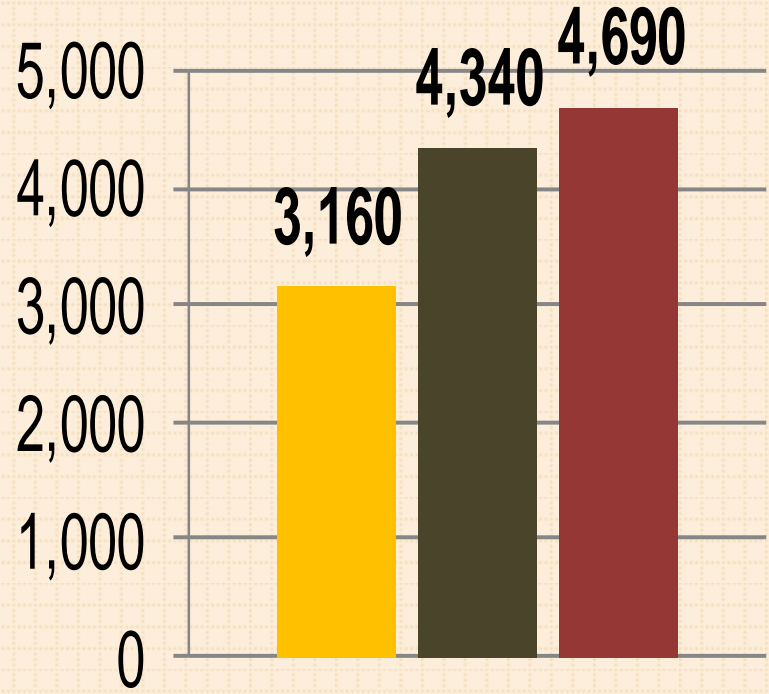
Sample findings

Service quality in sunglasses stores



Sloppy
 Casual
 Branded

Prices offered in travel agencies



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
 Vilnai-Yavetz, I. & Gilboa, S. (2016). Relating hedonism and business context to customer appearance. *Services Marketing Quarterly* , 37(3), 141-155

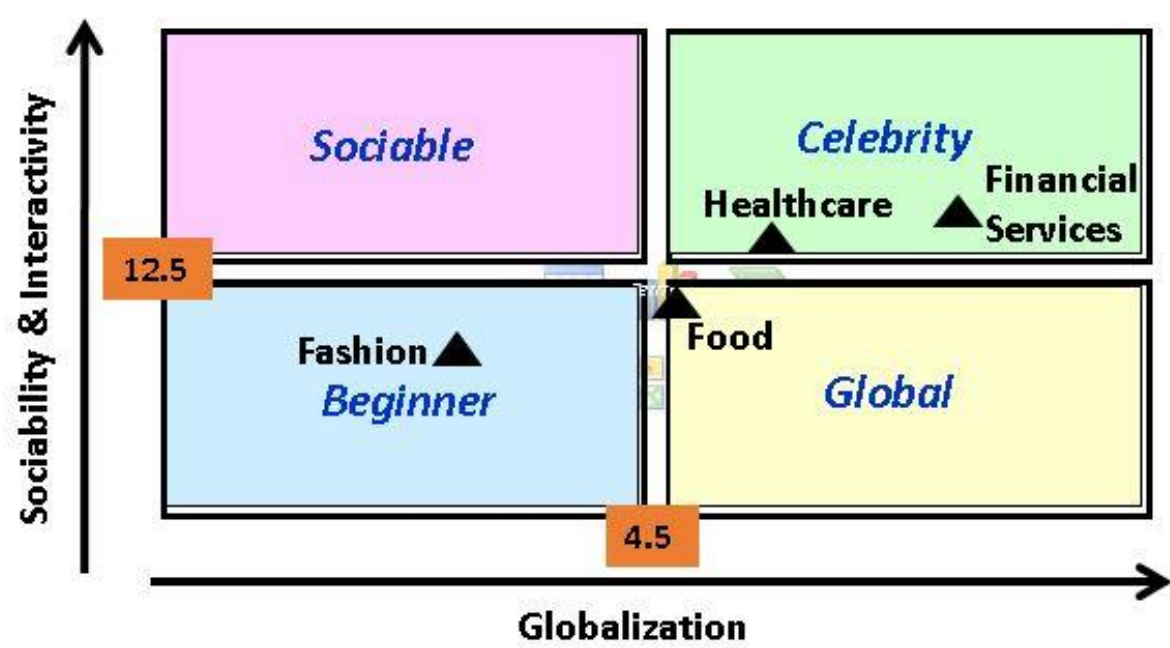
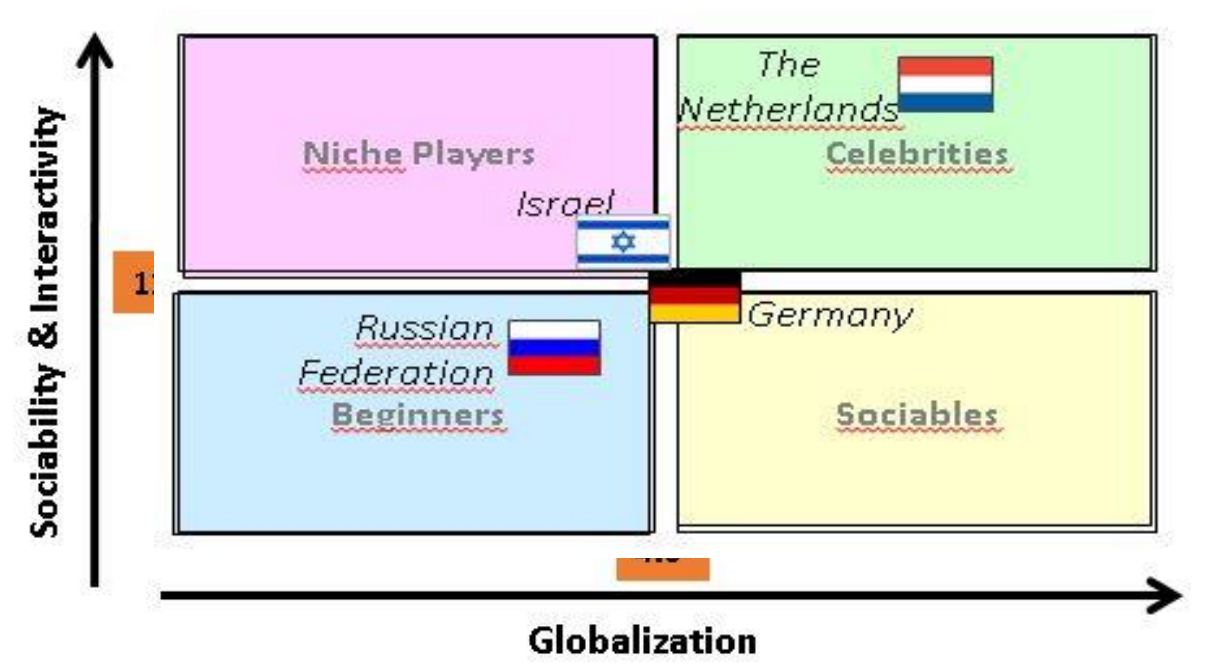
E-visibility model: A tool for assessment and comparison of individual as well as sets of firms in e-business

Electronic visibility was detected by surveying 1600 firms in 4 countries across 27 industries. E-visibility was calculated using variables representing 4 dimensions: Interactivity, Globalization, Sociability, & Security.



Sample findings

E-visibility of countries across industries



E-visibility of service vs. goods industries across countries

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