

CURRICULUM VITAE

1. Personal Details

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2. Higher Education

Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2004-2007	Sociology & Anthropology, Bar-Ilan University, Ramat Gan	Ph.D.	2008
1998-2000	Sociology & Anthropology, Bar-Ilan University, Ramat Gan	M.A. <i>Summa cum laude</i>	2001
1995-1998	Social Sciences, Bar-Ilan University, Ramat Gan	B.A. <i>Summa cum laude</i>	1999

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
2022- Present	School of Management and Economics, Academic College of Tel-Aviv-Yaffo	Associate Professor
2013-2021	School of Management and Economics, Academic College of Tel-Aviv-Yaffo	Senior Lecturer (Tenure)
2008-2012	School of Management and Economics, Academic College of Tel-Aviv-Yaffo	Lecturer
2007-2008	Department of Business Administration, Ruppiner Academic Center	Teacher Fellow
2003-2008	Communication, College of Management	Teacher Fellow
2002-2003	Business School, Tel-Aviv University	Teacher Fellow
1999-2009	Sociology & Anthropology, Bar-Ilan University	Teacher Fellow

4. Offices in Academic Administration

Year	
2026 - Present	Dean, Faculty of Management & Economics
2026	Head, Committee for Promotion of Faculty Staff to Senior Lecturer and Tenure
2025 - 2026	Member, Committee for Extracurricular/External Study Programs.
2024 - 2026	Head, Center for Learning Advancement.
2024	Member, Committee for Promotion of Two Faculty Staff to Senior Lecturer and Tenure
2024	Represents the college in the prestigious program "Leadership in the Academia" on behalf of the Council for Higher Education.

Year	
2023 - 2026	Member, academic teaching committee, Academic College of Tel-Aviv-Yaffo.
2020 - 2024	Head, MBA Programs.
2022	Member, Committee for Promotion of Faculty Staff to Senior Lecturer and Tenure
2020 - 2021	Member, Five-year strategic plan committee, Academic College of Tel- Aviv-Yaffo.
2020 - 2021	Head, Five-year strategic plan committee, School of Management and Economics.
2020 - 2021	Head, Committee for Developing New Programs in Management.
2020	Member, Ad Hoc Professional Committee for Promoting Digital Learning.
2017-2018, 2021-2026	Head, Marketing Program in MBA.
2013 - 2026	Head, Services Marketing Management Specialization.
2013 - 2026	Member, academic teaching committee, School of Management and Economics.
2011- 2024	Member, the Students' Achievement Committee (deals with students who failed courses).
2011- 2024	Head, the Students' Committee (advises students on matters pertaining to personal problems, educational and vocational objectives, and financial assistance).
2010-2015	Member, Service Forum at the Academic College of Tel-Aviv-Yaffo.

5. Scholarly Positions and Activities outside the Institution

Reviewer of scientific or professional journals

2024-Present	Journal of Retailing and Consumer Services (ScienceDirect) 5-year IF: 10.4
2020-Present	International Journal of Hospitality & Tourism Administration (TAYLOR & FRANCIS) H Index: 26
2019-Present	Journal of Services Marketing (EMERALD) 5-year IF: 3.604
2019	Management Decision (EMERALD) 5-year IF: 2.886

2018-2020	The International Journal of Human Resource Management (TAYLOR & FRANCIS) 5- Year IF: 3.04
2018	Service Science (INFORMS) 5- Year IF: 1.932
2018	AMA International Service Research Conference (SERVSIG 2018)
2018	International Conference on Tourism, Marketing & Hospitality
2014-2015	Journal of Hospitality & Tourism Research (SAGE Journals) 5- Year IF: 3.816
2014	9th Annual Meeting of the EMONET Conference
2014	AMA International Service Research Conference (SERVSIG 2014)
2013	European Journal of Work and Organizational Psychology (TAYLOR & FRANCIS) 5- Year IF: 2.866
2013	Tourism Management (ELSEVIER) 5-year IF: 7.432
2012-Present	International Journal of Hospitality Management (ELSEVIER) 5-year IF: 6.701
2012-Present	The Service Industries Journal (SIJ) (TAYLOR & FRANCIS) 5- Year IF: 2.381
Reviewer of theses and dissertations	
2018	Reviewer of dissertation. University of Haifa, Israel. Title: The effects of group bonding on the effectiveness of work groups.
2015	Reviewer of dissertation. University of Haifa, Israel. Title: The effect of resilience on project success: The contribution of high-quality relationships, access to knowledge, experiential learning, resilience & creative problem solving to project success.
2014	Reviewer of dissertation. University of Haifa, Israel. Title: Development of the compassionate leadership construct and multi-level examination of its impact on employee emotions and behavior.

Membership in professional/scientific societies

2015-Present	Academy of Marketing Science (AMS) USA –member
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2015-Present	American Marketing Association (AMA) USA–member
2007-2011	Academy of Management (AOM) USA –member

International research projects:

2021-2024	Head of an international research team from Greece, France, Taiwan and Israel. Research topic: Effects of social distance restrictions on customers’ service experiences: The moderating role of cultural distance
2021-2024	Head of an international research team from USA and Israel. Research topic: Place meaning in transformational journey experience

National projects:

2026	Head of an inter-institutional team (six members) of universities and colleges engaged in developing a platform enabling students to translate their studies into employability skills. The project was carried out with budgetary support from the Edmond de Rothschild Foundation for connecting higher education and employment
2025	Member of an inter-institutional team of universities and colleges engaged in developing a learning assistant using AI tools. The project was carried out with budgetary support from the Edmond de Rothschild Foundation for connecting higher education and employment

6. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
July 2026	32th International Conference on Recent Advances in Retailing and Consumer Science	Berlin, Germany	Building relationships through flirting with familiar vs. occasional customers	Presenter
July 2025	31th International Conference on Recent Advances in Retailing and Consumer Science	Zagreb, Croatia	Building relationships through flirting with well-acquainted customers vs. occasional customers	Accepted for presentation but was not presented
July 2024	30th International Conference on Recent Advances in Retailing and Consumer Science	Fuerteventura, Spain	Service employees’ flirting type and customers’ outcomes in luxury and non-luxury restaurants	Presenter
July 2023	29th International Conference on Recent Advances	Lyon, France	Servant leadership and stress in call centers: The mediating role of self-	Presenter

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
	in Retailing and Consumer Science		efficacy, emotional labor and mindfulness	
July 2022	28th International Conference on Recent Advances in Retailing and Consumer Science	Baveno, Italy	Service employee's flirting type and customer's outcomes: The gender role	Presenter
June 2022	SERVSIG International Research Conference of the American Marketing Association	Glasgow, Scotland	Servant Leadership, Stress, and Performance in Call Centers: The Mediating Role of Self-Efficacy and Mindfulness	Presented by the co-author
May 2022	The AMA Global Marketing SIG	Crete, Greece	Understanding Social Distance: A Cross-Cultural Perspective	Presented by the co-author
July 2021	27th Recent Advances in Retailing & Services Science Conference	Baveno, Italy	The joint effect of service employee's flirting and emotional labor on customer service-related outcomes	Accepted for presentation (<i>Conference postponed due to Covid19</i>)
July 2020	27 th Recent Advances in Retailing & Services Science Conference	Baveno, Italy	Ethical dissonance, guilt and extra role behavior among service employees	Accepted for presentation (<i>Conference postponed due to Covid19</i>)
July 2019	SERVSIG 26 th Recent Advances in Retailing & Services Science Conference	Tallinn, Estonia	Emotional labor moderates the relations between flirting motivations and perceived rapport	Presenter
July 2018	International Conference on Marketing, Tourism & Hospitality (MTC18Geneva Conference)	Geneva, Switzerland.	Customer Incivility and Tipping: The Moderating Role of Agreeableness	Presenter
July 2018	SERVSIG International Research Conference of the American Marketing Association	Paris, France	Service employee gestures as deep acting evidence	Presenter

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
July 2017	International Conference on Marketing, Tourism & Hospitality (IC17 Swiss Conference)	Zurich, Switzerland.	Hospitality Service Employees' Flirting Displays: Does Flirting represents a new Form of Emotional Labor?	Presenter
July 2016	4 th International Academic Conference on Social Sciences.	Barcelona, Spain	Flirting while serving: Is it a part of the job?	Presenter
July 2015	Academy of Marketing Science. World Marketing Congress	Bari, Italy	The emotional and professional costs of pleasing customers	Presenter
June 2015	Annual Conference of the Stress and Anxiety Research Society	Tel-Aviv, Israel	When aiming to please is exhausting: the mediating role of emotion regulation in the relationship of the need to belong with employees' burnout and customer loyalty	Presented by the co-author
May 2015	The European Association of Work and Organizational Psychology Congress	Oslo, Norway	The need to belong as a self-defeating motive: its relationship to emotional labor, exhaustion and customer disloyalty	Presented by the co-author
October 2015	The IBAM 23 annual meeting of the Institute of Behavioral and Applied Management	Orlando, USA	Customers' recognition of employees' emotional labor as mediating the relationship between customers' fitting room experience and buying	Accepted for presentation but was not presented
July 2014	28 th International Congress of Applied Psychology (ICAP)	Paris, France	Service relationships : The inter-relationships of customer emotional display, employee emotional regulation strategies and customer-related outcomes	Presenter
July 2014	9 th Annual Meeting of the EMONET Conference	Philadelphia PA, USA	Does Emotional Authenticity Always Pay Off?	Presented by the co-author
June 2014	8 th AMA SERVSIG International Service Research	Thessaloniki, Greece	Employee emotional regulation and customer emotional display, rapport and loyalty	Presenter

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
	Conference			
August 2013	ISRE (International Society of Research on Emotion)	California, USA	Interpersonal relationships at work and at home and its mediating effect on the relationship between authenticity and emotional exhaustion.	Accepted for presentation but was not presented
August 2012	Annual Meeting of the Academy of Management	Boston, USA	License to be real: The effect of authentic leadership on followers' authenticity	Presented by the co-author
July 2012	8 th Annual Meeting of the EMONET Conference	Helsinki, Finland	Service employees' trait authenticity and customer satisfaction	Presenter Acceptance speech for Best Paper Award
July 2012	8 th Annual Meeting of the EMONET Conference	Helsinki, Finland	Calling Again... Relationships between customer repeat calls, hostility and service quality	Presenter
June 2012	European Academy of Management Conference	Rotterdam, The Netherlands	To thine own leader be true: Authenticity in leader-follower relationship	Presenter
March 2011	The Asian Conference on Psychology and The Behavioral Sciences	Osaka, Japan	The relationship between service provider ingratiation, customer emotion regulation strategies, and customer-related outcomes	Accepted for presentation (Conference cancelled due to the tsunami)
August 2011	Annual Meeting of the Academy of Management	San-Antonio, USA	Emotional labor versus emotional authenticity: The influence of leaders' on followers' emotional display	Presented by the co-author
August 2010	Annual Meeting of the Academy of Management	Toronto, Canada.	The relationship between emotional labor, employee hostility and service quality. Symposium title: When things go wrong: Multiple perspectives of service failure and recovery	Presented by the co-author
August 2007	Annual Meeting of the Academy of Management	Philadelphia PA, USA	It takes three to tango: Leadership and hostility in the service encounter	Presenter
May 2007	Invited seminar. Seminar of	Technion, Haifa	It takes three to tango: Leadership and hostility in	Presenter

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
	Industrial Engineering & Management		the service encounter	
August 2006	5 th Annual Meeting of the EMONET Conference	Atlanta GA, USA	Leading with a smile: The influence of managers' leadership behavior and emotional skills on the emotional experience of employees	Presented by the co-author
June 2005	4 th International Interdisciplinary Conference of Gender, Work and Organization	Staffordshire, UK	Gender, Leadership and Emotions: A conceptual model of leaders' influence on the emotional experience of employees	Presenter
June 2005	Re-Thinking Leadership Conference of Lancaster University	Lancaster, UK	Leader's emotional skills as a source of influence on the emotional experience of employees and customers: A conceptual model	Presenter

b. Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference/ Role at Conference/ Comments	Role
2026	HI vs. AI	The Academic College of Tel-Aviv-Yaffo	How to Keep the Individual in the Loop: A Reflection Day and Deriving Insights from the Past Academic Year	Organizer
2025	Orientation Day for Newly Appointed Academic Staff	The Academic College of Tel-Aviv-Yaffo	Presentation of the college's key organizational units, highlighting the comprehensive support framework offered by the Center for Learning Advancement	Organizer
2025	To be or not to be?	The Academic College of Tel-	How to Stay Relevant in a Chaotic World? Insights and	Organizer

		Aviv-Yaffo	Practical Tools for the Academic Sphere.	
2025	"Leading in Academia" for the Academic Staff of "Seminar Hakibbutzim"	The Academic College of Tel-Aviv-Yaffo	Presentation of the college's key projects to the academic management staff of "Seminar Hakibbutzim"	Organizer
2024	Orientation Day for Newly Appointed Academic Staff	The Academic College of Tel-Aviv-Yaffo	Presentation of the college's key organizational units, highlighting the comprehensive support framework offered by the Center for Learning Advancement	Organizer
2024	Opening-of-the-Year Conference for Academic and Administrative Staff	The Academic College of Tel-Aviv-Yaffo	The conference addressed the emerging challenges posed by artificial intelligence and proposed practical tools for effectively responding to them	Organizer
2024	The Public Sector through the Lens of the War	The Academic College of Tel-Aviv-Yaffo	The conference examined the reforms and adaptations required in Israel's public sector in view of the October 7 War	Organizer

7. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation
2026	The Edmond de Rothschild Foundation for connecting higher education and employment	The Inter-Institutional Forum on Artificial Intelligence	Presentation of an Annual Project: A Platform Enabling Students to Translate Their Studies into Employability Skills
2025	The Edmond de Rothschild Foundation for connecting higher education and employment	The Inter-Institutional Forum on Artificial Intelligence	Why Is Change Difficult in the Academic Sphere? Insights from the Implementation of AI Tools

Date	Place of Lecture	Name of Forum	Presentation
2018	The Academic College of Tel-Aviv-Yaffo	Test inspectors	How can we best serve the Y generation?
2016	The Academic College of Tel-Aviv-Yaffo	Outstanding students' ceremony, chosen by the president	On service and excellence
2013-2015	The Crowne Plaza Hotel's new conference center, Tel-Aviv	Customer relations managers	Service workshop and supervision
2013	Tel-Aviv University	Librarians	Service workshop – how can student services be improved?
2013-2015	The Academic College of Tel-Aviv-Yaffo	Managers in an entrepreneurship hub	New directions in service
2013	Airport city Lod	The Israeli Conference for Customer Service	Faking emotions, ingratiation and service quality in organizations
2013	The Academic College of Tel-Aviv-Yaffo	Students coordinators	Service workshop - how can student services be improved?
2013	The Academic College of Tel-Aviv-Yaffo	Orientation day for new lecturers	Tools for new lecturers

8. Research Grants

a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/ Amount	Year
PI	Prof. Dana Yagil	Between Bureaucracy and Compassion: The Professional Identity of Administrative Employees in Hospitals	Academic College of Tel-Aviv-Yaffo/ 7000 NIS.	2019
PI	Prof. Dana Yagil	The effect of demanding and grateful customer behavior on employees' service performance	Academic College of Tel-Aviv-Yaffo/ 14500 NIS.	2015

PI	Prof. Dana Yagil	Acquaintance, employees' emotion regulation, customer entitlement and loyalty intentions: A mediation-moderation model	Academic College of Tel-Aviv-Yaffo/ 15500 NIS.	2013 See Publications Section B/14
PI	Prof. Dana Yagil	Emotions in Service: The relationship between customer emotional display, employee emotional regulation strategies and customer-related outcomes	Academic College of Tel-Aviv-Yaffo/ 20000 NIS.	2010 See Publications Section B/6
Co-PI	Prof. Ronit Kark	Leadership and Emotions: The influence of managers' leadership behavior and emotional skills on the emotional experience of employees and customers	Israel Science Foundation (ISF)/97000 NIS	2005-2007 See Publications Section A/1

9. Scholarships, Awards and Prizes

Year	Name of (award, prizes)
2026	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2026	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo.
2025	A competitive grant issued by the Edmond de Rothschild Foundation for connecting higher education and employment (350000 NIS , granted to the Academic College of Tel-Aviv-Yaffo).
2024	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2023	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2022	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo.
2022	Excellence award in Teaching, Research & Contribution to the

Year	Name of (award, prizes)
	Academic College of Tel-Aviv-Yaffo.
2021	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2020	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2019	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2019	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo.
2018	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2017	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2016	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2015	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2015	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo.
2014	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2014	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo.
2013	Excellence award in Teaching, Research & Contribution to the Academic College of Tel-Aviv-Yaffo.
2012	Best Paper Award: "Service employees' trait authenticity and customer satisfaction" - 8 th Annual Meeting of the EMONET Conference, Helsinki, Finland.
2012	Excellence award in Teaching - YNET Survey (Top Ten List of most valued lecturer out of all institutions of higher education in Israel).
2011	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo (Students' Survey).
2010	Excellence award in Teaching - The Academic College of Tel-Aviv-Yaffo (Students' Survey).
2005	Excellence award in Teaching - Tel-Aviv Magazine Survey (Top Ten

Year	Name of (award, prizes)
	List of Bar-Ilan lecturers).
2005	Wolf Foundation scholarship and award for Ph.D. students, National (7000 NIS).
2005	Grant awarded by the Israel Foundations Trustees (Ford Foundation) for Ph.D. research (8000\$).
2003	Excellence award in Teaching - Bar-Ilan Student Union Survey.

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
2025-Present	Teamwork	Workshop	Undergraduate	40
2016-Present	Marketing Management	Seminar	Graduate	15
2013-Present	Managerial Aspects in Services Marketing	Seminar	Undergraduate	15
2013-Present	Service Marketing and Management: Practicum	Workshop	Undergraduate	15
2013-Present	Service Marketing and Management	Lecture	Undergraduate	30-60
2010-Present	Service Organizations	Lecture	Undergraduate	30-60
2010-2016	Emotional Aspects in Service Organizations	Seminar	Undergraduate	15
2010-2012	Leadership in Organizations	Seminar	Undergraduate	15

2008-2015	Introduction to Marketing Management	Introduction Course (Mandatory)	Undergraduate	60-90
2007-Present	Organizational Behavior	Introduction Course (Mandatory)	Undergraduate	60-120
2007-2009	Organizational Behavior (Executive B.A.)	Introduction Course (Mandatory)	Undergraduate	60
2007-2009	Research Methods (Executive B.A.)	Introduction Course (Mandatory)	Undergraduate	60
2003-2008	Advanced Statistics	Introduction Course (Mandatory)	Undergraduate	60-120
2002-2008	Methodological Practice	Introduction Course (Mandatory)	Graduate	30-50
2002-2008	Multi-Level Analysis	Introduction Course (Mandatory)	Graduate	30-50

2002-2003	Advanced Methodological Research and Causational Models	Introduction Course (Mandatory)	Graduate	30-50
2001-2008	Introduction to Statistics	Introduction Course (Mandatory)	Undergraduate	60-120
2001-2007	Data Processing and Research	Introduction Course (Mandatory)	Undergraduate	60-120

b. Supervision of Graduate Students

Name of Student (Institution)	Title of Thesis	Degree	Date Completion / in Progress	Students' Achievements
Run Bichachi	Service leadership: the mediating role of self-	Ph.D	2013- 2023	

(Haifa University)	efficacy, psychological safety and group affect on service employees' stress and performance. Co-supervisor Prof. Yagil, D., Haifa University			
Chen Klimor (The Academic College of Tel-Aviv-Yaffo)	Empathy and emotional labor as mediating the relationship between perspective-taking and service orientation	M.A.	2013	
Noa Segol (The Academic College of Tel-Aviv-Yaffo)	The effect of service employee authenticity on emotional labor, ingratiation and their effect on customers service quality ratings, as mediated by customers' agreeableness	M.A.	2012	
Sivan Abramson (Bar-Ilan University)	Emotional Aspects of Service: The relationship between leader-member-exchange and employees' emotion and its effects on the service encounter	M.A.	2008	<i>Summa cum laude</i>

11. Miscellaneous

1. Interviewed by the CALCALIST economy magazine – Why has customer service in Israel deteriorated? (18-3-2010)
2. Interviewed by The Marker economy magazine – The relationship between customers' service hostility and their relations with the manager (14-6-2012)
3. Developing service treaty for Dana Hospital, Tel-Aviv (2013).
4. Member in the steering committee of HRUS, a leading training conference (2013).
5. Interviewed by the NANA10 website – How should customer service call centers be built? (17-8-2014)
6. Interviewed by the NANA10 website – How to retain customers? (19-8-2014).
7. Collaboration with David Inter-Continental Hotel – Services Marketing Management Specialization students work part time at the OJT. The hotel also hires students to work at the hotel (2015-Present).
8. Collaboration with Mizrahi-Tfachut Bank – students enrolled in Services Marketing Management Specialization working in banks (2016-Present).
9. Interviewed by YNET newspaper website – When will Israeli companies treat customers well? (7-10-2016)
10. Head of the parents' committee of the Nof-Yaldut elementary school, Tel-Mond. Consultant to the principal and the parents, active in the community on issues in education (2014-2021).

11. Interviewed by YNET newspaper website – When will flirting with customers increase the tip of the waiters? (22-02-2022)
12. Interviewed by The Marker newspaper website – "Now students, submit the prompt as well" (01-10-2025)

12. Professional Experience

Period (dates)	Name of institution	Function
2026- Present	Public Centers Authority	Board member, Tel Mond Community Center and Chair of the Human Resources Committee
2003-Present	Organizational Consultant for various industrial & business firms	Supervision for service managers – Volunteer
2002-2003	Barak, Ben-Shalom – Organizational Counseling Company	Organizational Counseling
2000-2001	Mirs, Cellular Company	Human Resources Management

PUBLICATIONS

Unless otherwise explicitly stated, the first author is the leading researcher.

A. Ph.D. Dissertation

Medler-Liraz, H. (2008). Leadership and Emotions: The influence of managers' leadership style and emotional skills on the emotional experience of subordinates and customers. Ramat-Gan: Bar-Ilan University. Supervisors: Professor Micha Popper, Department of Psychology, Haifa University. Dr. Ronit Kark, Department of Sociology and Anthropology and Department of Psychology, Bar-Ilan University. Pages: 265. Hebrew.

B. Articles in Refereed Journals

Published

Publications Prior to Last Promotion

1. **Medler-Liraz, H. & Kark, R.** (2004). Leadership and emotions: The influence of transformational leadership on followers' emotional intelligence. Human resources, Special refereed issue on Emotions in Organizations, *Human Resources Management Journal* 203:30-37. (Hebrew).

(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

2. Seger, T., **Medler-Liraz, H.** & Guttman, J. (2012). "If you are my friend, please don't fake your anger..." : The differences between friends and colleagues in faking emotions. *Interpersona: An international journal on personal relationship*, 6(2), 155-162.

SJR: 0.14

Q2

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

3. **Medler-Liraz, H.** (2012). Service quality and tipping: the moderating role of the quality of food. *International Journal of Hospitality Management*, 31, 1327-1329.

Impact Factor: 1.771

5-Year Impact Factor: 2.466

Q1

4. **Medler-Liraz, H.** & Kark, R. (2012). It takes three to tango: Leadership and hostility in the service encounter. *The Leadership Quarterly Journal*, 23, 81-93.

Impact Factor: 2.705

5-Year Impact Factor: 4.295

Q1

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

5. Seger, T. & **Medler-Liraz, H.** (2013). "Calling Again..." –Relationships between Customer Repeat Calls, Hostility and Service Quality. *Services Marketing Quarterly*, 34, 159-174.

H Index: 25

Q2

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, theoretical development of the manuscript, involvement in all revision stages).

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

11. Yagil, D. & **Medler-Liraz, H.** (2015). Clinical Expert or Service Provider? Physicians' Identity in the Context of Counter-Professional Patient Requests. *Qualitative Health Research*, 25(9), 1199-1211.

Impact Factor: 1.625 5-Year Impact Factor: 2.106 Q2

(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, involvement in qualitative data analyses, involvement in all revision stages).

12. Seger- Guttman, T. & **Medler-Liraz, H.** (2016). The Costs of Hiding and Faking Emotions: The Case of Extraverts and Introverts. *The Journal of Psychology: Interdisciplinary and Applied*, 150(3), 342-357.

Impact Factor: 1.642 5-Year Impact Factor: 2.182 Q1

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

13. Seger- Guttman, T. & **Medler-Liraz, H.** (2016). Does Emotional Labor Moderate Customer Participation and Buying? *Service Industries Journal*, 36(7-8), 356-373.

Impact Factor: 0.776 5-Year Impact Factor: 1.071 Q2

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

14. **Medler-Liraz, H.** (2016). The role of service relationships in employees' and customers' emotional behavior, and customer related outcomes. *Journal of Services Marketing*, 30(4), 437 - 448.

Impact Factor: 1.811 5-Year Impact Factor: 2.627 Q1

- 15. Yagil, D. & Medler-Liraz, H. (2017).** Personally committed to emotional labor: Surface acting, emotional exhaustion and performance among service employees with a strong need to belong. *Journal of Occupational Health Psychology*, 22(4), 481-491.
Impact Factor: 2.00 5-Year Impact Factor: 4.010 Q1
(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing partial sections of the manuscript, involvement in all revision stages).
- 16. Medler-Liraz, H. & Seger- Guttman, T. (2018).** Authentic Emotional Displays, LMX and Emotional Exhaustion. *Journal of Leadership and Organizational Studies*, 25(1), 76-84.
Impact Factor: 1.242 5-Year Impact Factor: Since 2014 Q1
(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection stage, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).
- 17. Seger- Guttman, T. & Medler-Liraz, H. (2018).** Hospitality Service Employees' Flirting Displays: Emotional Labor or Commercial Friendship?. *International Journal of Hospitality Management*, 73, 102-107.
Impact Factor: 1.771 5-Year Impact Factor: 2.466 Q1
(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).
- 18. Yagil, D. & Medler-Liraz, H. (2019).** The effect of customer social status and dissatisfaction on service performance. *Service Business*, 13, 153-169.
Impact Factor: 2.110 5-Year Impact Factor: 2.214 Q1
(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing partial sections of the manuscript, involvement in all revision stages).

19. Seger- Guttman, T. & **Medler-Liraz, H.** (2020). Does emotional labor color service actions in customer buying?. *Journal of Services Marketing*, 34 (5), 683-696.

Impact Factor: 3.195 **5-Year Impact Factor: 3.604** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

20. **Medler-Liraz, H.** (2020). Customer incivility and tipping: the moderating role of agreeableness. *Journal of Services Marketing*, 34 (7), 955-966.

Impact Factor: 3.195 **5-Year Impact Factor: 3.604** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection stage, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

Publications After Last Promotion

21. **Medler-Liraz, H.** & Seger- Guttman, T. (2021). The joint effect of flirting and emotional labor on customer service-related outcomes. *Journal of Retailing and Consumer Services*, 102497.

Impact Factor: 4.219 **5-Year Impact Factor: 3.528** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

22. Seger- Guttman, T. & **Medler-Liraz, H.** (2022). Flirting in service encounters: does the server's sex matter? *Journal of Services Marketing*, 37 (5), 549-562.

Impact Factor: 5.246 **5-Year Impact Factor: 6.191** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section

of the manuscript, central role in data analyses, involvement in all revision stages).

23. Yagil, D., **Medler-Liraz, H.** & Bichachi, R. (2023). Mindfulness and Self-Efficacy Enhance Employee Performance by Reducing Stress. *Personality and Individual Differences*. 207, 112150.

Impact Factor: 3.952 **5-Year Impact Factor: 4.293** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

24. Seger- Guttman, T., **Medler-Liraz, H.**, Martin, D., & Rosenbaum, M. (2024). Transformative Journey Experiences on the Dark Tourism Spectrum. *Journal of Heritage Tourism*, 20(2), 216-234.

Impact Factor: 3.0 **5-Year Impact Factor: 3.9** **Q1**

(Medler-Liraz contribution: first and second authors divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

25. **Medler-Liraz, H.**, & Seger- Guttman, T. (2025). Service employees' flirting type and customers' outcomes in luxury and non-luxury restaurants. *Journal of Services Marketing*, 39(2), 154-164.

Impact Factor: 3.8 **5-Year Impact Factor: 5.0** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

Accepted for publication/in press

Submitted publications

26. **Medler-Liraz, H.** & Seger- Guttman, T. (Submitted October, 2025). Building relationships through flirting with familiar vs. occasional customers. *Journal of Retailing and Consumer Services*.

Impact Factor: 4.219 **5-Year Impact Factor: 3.528** **Q1**

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of Method, Results and Discussion).

Manuscripts in preparation

27. **Medler-Liraz, H.** & Seger- Guttman, T. Shifts in the perception of flirting in service interactions following the Me-Too movement.
28. **Medler-Liraz, H.** & Eden, S. Bullying in online service interactions.
29. Yagil, D., Shnapper-Cohen, M. & **Medler-Liraz, H.** Bureaucratization of pain: The paradoxical role of receptionists in hospital units.

C. Articles or Chapters in Scientific Books

Publications Prior to Last Promotion

1. Kark, R. & **Medler-Liraz, H.** (2007)*. "Leading with a Smile: The influence of managers' leadership behavior on the emotional experience of employees and customers". In: Hartel, C.E., Ashkanasy, N.M. & Zerbe, W.J. (Eds.), Research on Emotions in Organizations: Functionality, intentionality and morality Vol. 3. Elsevier Press. 177-198.

* The authors contributed equally to this paper.

2. Yagil, D. & **Medler-Liraz, H.** (2013). "Service employees' trait authenticity and customer satisfaction". In: Zerbe, W.J., Ashkanasy, N.M. & Hartel, C.E (Eds.), Research on Emotions in Organizations: Individual Sources, Dynamics, and Expressions of Emotion, Vol. 9. Elsevier Press. 169-185.

(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing partial sections of the manuscript, involvement in all revision stages).

Publications After Last Promotion

3. **Medler-Liraz, H.** (2023). "It's not about the money: Behavioral aspects of tipping". In: Venezia, I. & Calipha, R. (Eds.) Behavioral Finance: Beyond the Basics. World Scientific Publishers, London. 215-229.

D. Articles in Conference Proceedings

1. **Medler-Liraz, H. & Yagil, D.** The relationship between service provider ingratiation, customer emotion regulation strategies, and customer-related outcomes, Israel Organizational Behavior Conference, Israel, December 2011. See Section B/6.

(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

2. **Medler-Liraz, H. & Yagil, D.** The emotional and professional costs of pleasing customers, Academy of Marketing Science (AMS) World Marketing Congress, Bari, Italy, 2015.

(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

3. **Seger- Guttman, T. & Medler-Liraz, H.** Service employee gestures as deep acting evidence, SERVSIG International Research Conference, American Marketing Association, Paris, France, 2018. See Section B/19.

(Medler-Liraz contribution: Collaborative theoretical development, collaborative data collection, we divided the writing and each wrote a section of the manuscript, central role in data analyses, involvement in all revision stages).

4. **Medler-Liraz, H. & Seger- Guttman, T.** Ethical dissonance, guilt and extra role behavior among service employees, 27th Recent Advances in Retailing & Services Science Conference, Baveno, Italy, 2020.

(Medler-Liraz contribution: Collaborative theoretical development, research plan, collaborative data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).

E. Other Scientific Publications

1. **Medler-Liraz, H.**, Kark, R. (March, 2012). It is a matter of emotions: On managers, employees and hostility in service encounters. *Service Excellency Journal*, Vol 3, pp 4-6 (Hebrew).
(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).
2. **Medler-Liraz, H.**, Yagil, D. (December, 2012). Do customers like that they been flattered? *Service Excellency Journal*, Vol 4, pp 6-7 (Hebrew).
(Medler-Liraz contribution: Collaborative theoretical development, research plan, data collection, central role in data analyses, writing of the first draft of the manuscript, involvement in all revision stages).
3. **Medler-Liraz, H.** (June, 2013). The relationship between personality to service. *Service Excellency Journal*, Vol 6, pp 4-5 (Hebrew).

F. Other Works Connected with my Scholarly Field

2010	Developed a social- academic contract between lecturers and students.
2012-2013	Developed a program for Services Marketing Management. Approved by the Israel Council for Higher Education.
2012-2013	Developed special courses on Services Marketing Management (Managerial Aspects in Services Marketing – Seminar, Service Marketing and Management, Service Marketing and Management: Practicum).
2021	Development of a mentoring program for M.B.A students.