Prof. Iris Vilnai-Yavetz, Ph.d

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Faculty of Economics and Business Administration
Ruppin Academic Center, Emek Hefer 4025000, Israel

Ph.D - Technion – Israel Institute of Technology, Haifa - Management and Behavioral Sciences, Faculty of Industrial Engineering & Management.
BA Psychology & MBA – Hebrew University, Jerusalem.

Research interests:
Design as a managerial tool, with implications for consumer behavior, organizational behavior, e-business, services management, and marketing.
Human behavior in e-business and UGC and BGC in social media.
Current research Projects include mall experiences (and absence of experiences during COVID-19 lockdown), crowding-out of motivation to share commercial content in social media, and conspicuous vs. inconspicuous motives for going green.

List of publications

Articles in Refereed Journals


Iris Vilnai-Yavetz


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Chapters in Scientific Books


Articles in Conference Proceedings


Vilnai-Yavetz, I. & Levina, O. (June 2020). Crowding-out effect on intrinsic motivation to share commercial content and ways to reduce its unfavorable impact. In the 27th Recent
Advances in Retailing & Services Science Conference. Baveno, Italy (online conference), July 6-9, 2020 (p. 131).

Presentation of papers at conferences not followed by published proceedings


introduction of new training programs in the field of e-commerce. Berlin Institute of Technology, Berlin, Germany, April 2-4.


Vilnai-Yavetz, I. & Levina, O. (June 2020). Crowding-out effect on intrinsic motivation to share commercial content and ways to reduce its unfavorable impact. In the 27th Recent Advances in Retailing & Services Science Conference. Baveno, Italy (online conference), July 6-9, 2020 (p. 131).
Published scientific reports


Unrefereed professional publications


Session chair in conferences:

The 12th International Conference on Quality and Productivity Research, Haifa, Israel, July 10-12, 2007.


The 8th AMA SERVSIG International Service Research Conference. Session:


International research/academic teams:
2007 -The Global Call Center (GCC) international research team.
2014- "TEMPUS" IV-4: Two cycle E-Commerce curricula to serve Information Society in RU, UA and IL (ECOMMIS).
Reviewer of scientific journals

✓ Human Relations – a reviewer.
✓ Journal of Service Management - a reviewer.
✓ International Review of Retail, Distribution & Consumer Research – a reviewer.
✓ Administration & Society - a reviewer.
✓ Managing Service Quality- a reviewer.
✓ International Review of Administrative Sciences – a reviewer.
✓ Marketing Intelligence and Planning – a reviewer.
✓ Employee Relations – a reviewer.
✓ Organization Studies - a reviewer.
✓ European Journal of Work and Organizational Psychology - a reviewer.
✓ The Service Industries Journal – a reviewer.
✓ Service Business – a reviewer.
✓ Electronic Commerce Research and Applications – a reviewer.
✓ Environment and Behavior – a reviewer.
✓ Journal of Services Marketing – a reviewer.
✓ Internet Research – a reviewer.
✓ International Journal of Hospitality Management - a reviewer.
✓ Journal of Interactive Marketing – a reviewer.
✓ Behaviour & Information Technology - a reviewer.
✓ Journal of Marketing Research - a reviewer.
✓ Computers in Human Behavior - a reviewer.
✓ European Journal of Marketing - a reviewer.