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 social media, with implications for consumer behavior, organizational behavior, and marketing.

List of publications

Articles in Refereed Journals


Chapters in Scientific Books


Articles in Conference Proceedings


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social media marketing', pp. 197-201. July 14-18, Bari, Italy. Springer. DOI:
10.1007/978-3-319-29877-1_44


Presentation of papers at conferences not followed by published proceedings


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.
The International Review of Retail, Distribution and 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.
Environment and Behavior – a reviewer.
Organization Studies - a reviewer.
Service Business – a reviewer.
European Journal of Work and Organizational Psychology - a reviewer.
The Service Industries Journal – a reviewer.
Journal of Services Marketing – a reviewer.
Electronic Commerce Research and Applications – a reviewer.
Internet Research – a reviewer.
Journal of Interactive Marketing – a reviewer.
International Journal of Hospitality Management - a reviewer.
Behaviour & Information Technology - a reviewer.
Computers in Human Behavior - a reviewer.