

CURRICULUM VITAE

Personal Information

Name: Yossi Gavish

Date of Birth: 15/7/68

Address: Hagdud Haivri 39, Kiryat Haim

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Education

2/ 2009- Ph.D. in Marketing -Haifa University.

1993-1996 - M.B.A - Hebrew University, Cum Lauda.

1990-1992 - B.A in Economics – Haifa University.

Academic Positions

Since 2016: Senior Lecturer in Marketing and Economics in Ono Academic College.

2000 - 2016: Lecturer in Marketing and Economics in Ono Academic College.

1993 - 2000: Lecturer in Marketing and Economics in The College of Management.

Professional Experience (Ono Academic College)

Since 10/17 – Academic Manager of the Faculty of Business Administration in Haifa.

6/2016 – 8/2019 Academic Manager of the Druze Courses.

5/2012 – 8/2016 Head of Marketing Specialization, Faculty of Business Administration Ono Academic College.

2009 - 2011: Vice Director of the MBA Program, Faculty of Business Administration Ono Academic College.

2001 – 2005: Dean Assistant of the Business administration faculty in "Ono" academic college.

Courses Taught

Introduction to Micro Economic

Introduction to Macro Economic

Introduction to Management of Marketing

Brand Management

Research Interests

Consumer Socialization, Intergenerational Influences, Consumer Complaining Behavior.

Awards

2023 – Ono Academic College Award for Teaching

2022 – Ono Academic College Award for Teaching

2021 – Ono Academic College Award for Teaching

2011 – Ono Academic College Award for Teaching

2008 – Ono Academic College Award for Teaching

2007 – Ono Academic College Award for Teaching

2006 – Ono Academic College Award for Teaching

2005 – Ono Academic College Award for Teaching

2003 – Ono Academic College Award for Teaching

2001 – Ono Academic College Award for Teaching

Scientific Publications

Gavish, Y., Shoham A. & Ruvio, A. (2007), “A Qualitative Study of Mother- Adolescent Daughter – Vicarious Role Model Consumption Interactions”, in Lee Y. Angela and Soman Dilip (Eds.), *Advances in Consumer Research*, 35, Association for Consumer Research, Duluth, MN, pp. 732-34.

Gavish, Y., Shoham, A., & Ruvio, A. (2010), “A Qualitative Study of Mother-Adolescent Daughter-Vicarious Role Model Consumption Interactions”, *Journal of Consumer Marketing*, 27(1), pp. 43-56.

Shoham, A., Gavish, Y., & Segev, S. (2012), “Drivers of Consumers' Reactions to Service Failures: The Israeli Experience”, *International Journal of Psychological Studies*, Vol. 4(1), pp. 67-76.

Shoham, A., Saker, M., & Gavish, Y. (2012), “Preventive Health Behaviors The Psycho-Marketing Approach”, *International Journal of Psychological Studies*, Vol. 4 (2), pp. 56-66.

Ruvio, A., Gavish, Y., & Shoham, A. (2013), “Consumer's Doppelganger: A Role Model Perspective on International Mimicry”, *Journal of Consumer Behavior*, 12(1), pp. 60-69.

Gavish, Y. (2013), “Family Consumption Decisions - Literature Review and Extension: *The Psycho-Social Case of Single-Mother Families and their Early Adolescent Daughters*”, *International Journal of Psychological Studies*, Vol. 5 (4), pp. 26-37.

Shoham, A., Gavish, Y., & Segev, S. (2014), “A Cross-Cultural Analysis of Impulsive and Compulsive Buying Behaviors among Israeli and USA Consumers: The Influence of Personal Traits and Cultural Values”, *Journal of International Consumer Marketing*, Vol. 27 (3), pp. 187-206.

Segev, S., Shoham, A., & Gavish, Y. (2015), “A Closer Look into the Materialism Construct: The Antecedents and Consequences of Materialism and its three Facets”. *Journal of Consumer Marketing*, Vol. 32 (2), pp. 85-98.

Shoham, A., Gavish, Y., & Rose M. Gregory (2016), "Consequences of Consumer Animosity: A Meta-Analytic Integration", *Journal of International Consumer Marketing*, Vol. 28 (3), pp. 185-200.

Berger, R., & Gavish, Y. (2016), "A Gem in a Hostile World: Evolutionary Analysis of the Diamonds Industry - The Case of the Israeli Diamond Industry", *International Journal of Strategic Change Management*, Vol. 6 (3/4), pp. 268- 291.

Berger, R., Lamond, D., Gavish, Y., & Herstein, R., (2016), "The Evolution of Management from A Trust to Arm's Length Model in Family Run Business – The Case of the Diamond Industry", *Journal of Management History*, Vol. 22 (3), pp. 341-362.

Shoham, A., & Gavish, Y., (2016), "The Consequences of Authoritarianism and Empathy on Consumer Buying Behavior", *Journal of International Consumer Marketing*, Vol. 28 (5), pp. 296-308.

Shoham, A., Gavish, Y., & Akron, S. (2017), "Hoarding and Frugality Tendencies and their Impact on Consumer Behaviors" *Journal of International Consumer Marketing*, 29 (4), 208-222.

Shoham, A., Segev, S. & Gavish, Y. (2017), "The Effect of Acculturation and Ethnic Identification on Consumer Disidentification and Consumption: An Investigation of U.S. Hispanics", *Journal of Consumer Behavior*, 16 (5), 403-412.

Gavish, Y., & Shoham, A. (2019). Analyzing the Antecedents of Duty-Free Consumption Behavior. *Advances in Social Sciences Research Journal*, 5(12).

Gavish, I., Gavish, Y., & Shoham, A. (2021). A Multi – Dimensional Model of Israeli Travelers' Experience in Duty-Free Stores. *Advances in Social Sciences Research*,

Gavish, I., Gavish, Y. (2021). Using COVID-19 Symbols in Anti-Smoking Fear Appeal Advertisements for Encouraging Smoking Cessation among Israeli Smokers. *International Journal of Environment Research Public Health*, 18(20)

In Book

Segev S., Shoham A., Gavish Y. (2015) Materialism through a Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism. In: Robinson, Jr. L. (eds) *Marketing Dynamism & Sustainability: Things Change, Things Stay the same... Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, Springer, Cham.

Conferences

Shoham, Aviv, Ruvio Ayalla, Gavish Yossi (2005), "A Proposed Model of Adolescent Daughter-Mother Consumption Interactions", "SCP 2006".

Gavish Yossi, Shoam Aviv, Ruvio Ayalla (2007) , “A Qualitative Study of Mother-Adolescent Daughter – Vicarious Role Model Consumption Interactions”, “ACR 2007”.

Segev Sigal ,Shoham Aviv and Gavish Yossi (2012), “Materialism through A Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism”. Academy of Marketing Science (AMS) Annual Conference (New Orleans May15, 2012 through May 19, 2012).

Segev Sigal ,Shoham Aviv and Gavish Yossi (2015), “The Effect of Acculturation and Ethnic Identification on Consumer Disidentification and Consumption: An Investigation of U.S. Hispanics”. Academy of Marketing Science (AMS) Annual Conference (May, 2015).