



Merav Malcman, C.V.

Merav Malcman
Ph.D.

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Curriculum Vitae

Personal Details

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Higher Education

2021 **Ph.D. Guilford Glazer Faculty of Business & Management,
Ben-Gurion University of the Negev**

- Topic: Behavioral Economics.
- Thesis advisors: Prof. Ofer Azar, Prof. Tal Shavit, Prof. Mosi Rosenboim

2014 **M.B.A. in Finance, Ben-Gurion University of the Negev**

- Finance major in the thesis track
- Thesis advisors: Prof. Tal Shavit, Dr. Mosi Rosenboim

2006 **M.Sc. Tel Aviv University Graduate School of Management**

- Degree in Operations Research and Information System in the thesis track
- Specialization in information system functionality
- Thesis advisors: Prof. Niv Ahituv, Dr. Miron Gross

1999 **LL.B. Law Faculty, College of Management Academic Studies**

- Member of the Israeli Bar Association, since 2000
- Practical training: Baratz, Gilat, Bar-Nathan Law Associates

1997 **B.B. Business Administration, College of Management Academic Studies**

- Specialized in Finance and Information Systems
- Graduated with honors



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Military Service

1989-1992 – Compulsory Service, Israeli Defense Force, Officer – Squad Commander
in Officer's Training Course

1992-1995 – Staff Residence Service

- Israel's President Honorary
- Served as basic-training platoon commander
- Served as commanding officer in training course commander
- Commanded female-soldier Police-service unit
- **Honorable discharged at Captain rank**

Academic Ranks

2015-present Assistant, Faculty of Business and Management, Ben Gurion University

2013-present Lecturer, School of Business, College of Management Academic Studies

Positions in Academic Administration

2020-present Head of Information Technology Department, The School of Business Administration, College of Management

2013-2020 Associate Dean for Student Affairs, The School of Business Administration, College of Management

2013-present Member of Curriculum Committee, The School of Business Administration, College of Management

Corporate Activities

2012 External Director on the board of MobileMax Technology Inc.

2010 Director on board of Malrag Inc.

Legal consultant to private customers, for negotiation or translations concerning corporate law and contracts



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Participation in Scholarly Conferences

Active Participation

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
10/9/2020-12/9/2020	ESA 2020 Global Online	On Line (ZOOM)	Field Experiments on Tipping in Restaurants and for Home Deliveries: The Effects of Gifts and Music	Lecture
01/9/2019-04/9/2019	IAREP/SABE 2019 Conference	UCD Dublin	Field Experiments on Tipping in Restaurants: The Effects of Music	Lecture
19/6/2019-21/6/2019	ECEM - Essex	University of Essex	PHD Interdisciplinary Conference	Lecture
20/12/2018	DMEP 2018	Ben-Gurion University, Israel	Effects on Restaurants and Home Delivery Tipping	Poster
19/7/2018-22/7/2018	IAREP 2018	Middlesex University, London	Effects on Restaurants and Home Delivery Tipping	lecture
3/9/2017-6/9/2017	IAREP 2017 - Leveraging Behavioral Insights	College of Management Academic Studies (COMAS)	Effects on Restaurants and Home Delivery Tipping (after pre-test)	lecture
20/8/2017-24/8/2017	Subjective Probability, Utility and Decision Making (SPUDM)	Technion – Israel Institute of Technology	Effects on Restaurants and Home Delivery Tipping (after pre-test)	Poster
27/12/2016	Marketing in Israel	Ben-Gurion University, Israel	Effects on Restaurants and Home Delivery Tipping (after pre-test)	Poster
8/7/2016 – 10/7/2016	IAREP 2016 – Behavioral Insights in Research & Policy Making	Wageningen, Netherlands	Effects on Restaurants and Home Delivery Tipping	Poster
3/7/2016 – 4/7/2016	Incentives and Behavior Change	Tel Aviv University, Israel	Effects on Restaurants and Home Delivery Tipping	Poster
3/9/2015 – 6/9/2015	IAREP 2015 – Advancement of Behavioral Economics Joint International Conference	Sibiu, Romania	Does the Attachment to Money Affect Our Reciprocity Behavior?	Poster

Organization of Conferences

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
3/9/2017-6/9/2017	IAREP 2017	Israel	Leveraging Behavioral Insights	Organizing committee



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Teaching

- 2015-present Lecturer, **Faculty of Business and Management**, Ben Gurion University, courses on information technology and finance.
- 2001-present Lecturer, **College of Management Faculty of Business**, courses on information technology courses, finance and law.
- 2000-2013 Lecturer, **Open University**, courses on financial theory, computer application and law.

International Activities

- May 2020 Esslingen, Germany: Head of Students Delegation to the Mobility Pioneers Program (On-Line Program)
- December 2019 Esslingen, Germany: Head of Students Delegation to the Mobility Pioneers Program
- October 2018 University of Pula, Croatia: Erasmus+
- September 2018 University of Copenhagen, Denmark: Ph.D. Course in Field Experiments
- April 2018 University of Turku Applied Science, Finland: Head of Student Delegation

Refereeing for Professional Journals

Management Science
Journal of Economic Behavior and Organization
Journal of Behavioral and Experimental Economics
International Journal of Hospitality Management



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PUBLICATIONS

Dissertation and Theses

- 2021 Doctoral dissertation: **Field Experiments on Tipping in Restaurants and for Home Deliveries: The Effects of Gifts and Music.**
- 2014 Master's Thesis: **Influence of the Amount and Timing of Payment on Trust Game Results.**
- 2005 Master's Thesis: **A Quantitative, Computerized, Decision-Support Model for Legal Decisions in the Field of Severance Pay.**

Research Associate

For a scholarly book *Directory Reports – Vision or Misinformation?* by Prof. Reuben Horesh, Prof. Yoram Eden and Attorney Meir Kogman.

Published Articles in Refereed Journals

Malcman, M., Rosenboim, M., & Shavit, T. (2015). Does attachment to money affect reciprocity behavior? *Applied Economics Letters*, 22(4), 251-254.