

Name: Michal Levi-Bliech

Date: 20/01/2024

CURRICULUM VITAE

1. Personal Details

Permanent Home Address: Kol Hai 5 Gedera

Office Telephone Number:04-901-5392

Cellular Phone:054-9765820

Electronic Address: michall@wgalil.ac.il

2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
2013-2019	Ben-Gurion University of the Negev, Department of Industrial Engineering	Ph.D.	2020
2011-2012	Ben-Gurion University of the Negev, Department of Industrial Engineering	Completion courses for Ph.D.	
2005-2008	Ben-Gurion University of the Negev, Department of Industrial Engineering	M.Sc.	2009
2003-2006	Ben-Gurion University of the Negev, Department of Economics	B.A.	2007

3. **Academic Ranks and Tenure in Institutes of Higher Education**

Dates	Name of Institution and Department	Rank/Position
*2024-present	Ben-Gurion University of the Negev, Department of Industrial Engineering	External lecturer
2020- present	Western Galilee College, Department of Logistics	Lecturer
2019-2023	Peres Academic College, Department of Information Management	External lecturer
2019-2020	The Open University of Tel Aviv, Department of Information Management	External lecturer
2019-2020	Ramat Gan Academic College, Department of Information Management	External lecturer
2013-2019	Ben-Gurion University of the Negev, Department of Industrial Engineering	External lecturer
2011-2013	Ben-Gurion University of the Negev, Department of Industrial Engineering	Research Assistant

* Denotes items since the last promotion

4. **Offices in Academic Administration**

*2024 – present: Member of the discipline committee

*2022 – present: Member of the faculty selection committee

*2022 – present: Member of the computerization committee

*2022 – present: Member of the Institute for Logistics and Supply Chain Research in Israel

* Denotes items since the last promotion

6. **Participation in Scholarly Conferences**

a1. **Active Participation in International Conferences**

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
*2024	17th Annual Conference of the EuroMed Academy of Business (EMAB) "Global Business Transformation in a Turbulent Era"	Pisa, Italy	The impact of operation management capability on organizational innovation performance: the mediation role of marketing pioneering orientation	Presenter Session chair
*2023	Mini-Conference at Gwynedd Mercy University in Philadelphia	Philadelphia, United States	The effect of mobile apps in improving food provisioning by students facing food insecurity	Presenter
2019	Proceedings of the 13th Multi Conference on Computer Science and Information Systems	Porto, Portugal	An empirical investigation of the organizational impacts of a sales support app	Presenter

2018	Proceedings of the 26th European Conference on Information Systems	Portsmouth, England	The effects of a fleet-management app on driver behavior.	Presenter
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* Denotes items since the last promotion

a2. **Active Participation in Local Conferences**

Date	Name of Conference	Place of Conference	Subject of Lecture	Role
*2025	Researchers Conference	Akko, Israel	Marketing pioneering orientation as a mediator between operation management capability and firm's innovation performance	Presenter
*2025	Researchers Conference	Be'er Sheva, Israel	Marketing Pioneering Orientation as a Mediator Between Operation Management Capability and Firm's Innovation Performance.	Presenter
*2024	Researchers Conference	Akko, Israel	Marketing pioneering orientation as a mediator between operation management capability and firm's innovation performance	Presenter
*2023	Researchers Conference	Akko, Israel	The impact of supply chain integration and resilience on innovation orientation during the COVID -19 era	Presenter
*2022	Researchers Conference	Akko, Israel	Guidance as a key factor for quality outcomes in experiential learning and its influence on undergraduate management	Presenter

			students throughout the COVID-19 pandemic	
2018	Proceedings of the 12th Israel Association for Information Systems Conference	Ashdod, Israel	The effects of a mobile app on driver behavior in an organizational setting	Presenter

* Denotes items since last promotion

b. Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference	Role
*2025	The 2 nd conference in logistics and supply chain	Akko, Israel	AI and logistics	Session organizer and member of the steering team, chair
*2024	Northern conference for technological advancement and social integration	Akko, Israel	Innovation and AI	Session organizer and member of the steering team
*2022	The Third Northern Conference for Technological Advancement and Social Integration	Akko, Israel	Industry 4.0 and innovation in northern Israel	Session organizer, member of the steering team, and session chair
*2022	The chain continues, the logistics that move the world	Akko, Israel	Supply chain and logistics	Session organizer, member of the

				steering team, and speaker
2016	10th ILAIS Conference, July 4, 2016	Be'er Sheva, Israel	Information management	Local organization

* Denotes items since the last promotion

10. Teaching

a. Courses Taught in Recent Years

Year	Name of Course	Type of Course	Degree	Number of Students
*2024	Introduction to Health Information Systems	Lecture, Introduction Course	First degree	20
*2023	Design of Information Systems	Lecture	First degree	60
*2020-present	Supply Chain Management	Lecture	First degree	30
*2020-present	Seminar	Seminar	First degree	30
*2020-present	Logistics Information Systems	Lecture	First degree	60
*2020-present	Practicum	Seminar	First degree	30
*2020-present	Procurement Management	Lecture	First degree	30

*2019-present	Introduction to Information Systems	Lecture, Introduction Course (Mandatory)	First degree	100
*2020-2023	Planning, Design, Analysis, and Information Systems	Lecture	First degree	60
2019-2020	Business Intelligence	Lecture	First degree	50
2018-2020	Organizational Application of Information Technologies – ERP	Lecture	First degree	60

* Denotes items since the last promotion

12. Professional Experience

- 2008 - 2010 Product Planning
Intel in Kiryat Gat
Three tasks:
1. Product Management in High Volume Manufacturing
2. The Entrance of New Products into Production
3. Response to Customer Demands
- 2005 – 2008 Procurement and Logistics
Intel in Kiryat Gat
Three tasks:
1. Purchasing Items for the Clean Room
2. Following the PR to PO Procedure
3. Managing Electronic Auctions
- 1999 – 2001 Military Service
Museum Instructor at the Yoav Fortress

PUBLICATIONS

For joint publications, the names of the authors appear as in the original publication. The order of the names reflects the relative contributions of the authors, unless otherwise noted.

* Denotes publications since the last promotion

A. Ph.D. Dissertation

Exploring the Impact of Mobile Technologies on Organizational Performance, 2019, 1-100, English, Ben-Gurion University of the Negev, Supervisor: Prof. Lior Fink, publications: 2, 3, 4.

D. Articles in Refereed Journals

Published

1. * Dahan., G., & **Levi-Bliech, M.** (2025). Israel as a Startup Nation: Assessing the Role of Artificial Intelligence as a Mediator in the Relationship Between a Pioneering Orientation and New Product Creativity. *Israel Affairs*, 1-19. (SJR H index: 21, Ranking: Q1, JCR IF: 0.7). The relative contributions of the authors are equal.
2. **Levi-Bliech, M.**, & Dahan., G. (2024). Marketing pioneering orientation as a mediator between operation management capability and firm's innovation performance. *International Journal of Organizational Analysis*, 1-27. <https://doi.org/10.1108/IJOA-02-2024-4291>. (SJR H index: 41, Ranking: Q2, IF: 2.7). The relative contributions of the authors are equal.
3. Dahan., G., & **Levi-Bliech, M.** (2024). Assessing Supply Chain Management's Impact on New Product Performance: The Mediating Role of Marketing Innovation Orientation During COVID-19. *Journal of Strategy and Management*, 17(2), 297-321. doi.org/10.1108/JSMA-08-2023-0226. (SJR H index: 27, Ranking: Q2, JCR IF: 3.1). The relative contributions of the authors are equal.
4. Shteigman, A., **Levi-Bliech, M.**, & Reshef, A. (2022). Guidance as A Key Factor for Quality Outcomes in Experiential Learning and Its Influence on Undergraduate Management Students throughout the Covid-19 Pandemic. *International Journal of Higher Education*, 11(5), 169-188. <https://doi.org/10.5430/ijhe.v11n5p169>. (H index: 70, i10 index: 373, H5 Index by GS: 46.
5. **Levi-Bliech, M.**, Pliskin, N., & Fink, L. (2020). Implementing a Sales Support App to Complement Face-to-face Interaction: An Empirical Investigation of Business

- Value. *Journal of Organizational Computing and Electronic Commerce*, 266-278. <https://doi.org/10.1080/10919392.2020.1750932>. (SJR H index: 45, Ranking: Q2, JCR IF: 2.9).
6. **Levi-Bliech, M.**, Kurtser, P., Pliskin, N., & Fink, L. (2019). Can Mobile Apps Change Employee Behavior? An Empirical Investigation of the Effects of a Fleet-Management App on Driver Behavior. *International Journal of Information Management*, 49, 355-365. <https://doi.org/10.1016/j.ijinfomgt.2019.07.006>. (SJR H index: 152, Ranking: Q1, JCR IF: 21).
 7. **Levi-Bliech, M.**, Nave, G., Pliskin, N., & Fink, L. (2018). Mobile Technology and Business Process Performance: The Mediating Role of Collaborative Supply-Chain Capabilities. *Information Systems Management*, 35(4), 308-329. doi.org/10.1080/10580530.2018.1503803. (SJR H index: 62, Ranking: Q1, JCR IF: 6.2).

Accepted for Publication

F. Articles in Conference Proceedings

Published

Abstracts

1. **Levi-Bliech, M.**, & Dahan., G. (2025). Marketing Pioneering Orientation as a Mediator Between Operation Management Capability and Firm's Innovation Performance. *Proceedings of the 19th Israel Association for Information Systems*, Be'er Sheva, Israel.
2. Dahan., G., & **Levi-Bliech, M.** (2024). The Impact of Operation Management Capability on Organizational Innovation Performance: The Mediation Role of Marketing Pioneering Orientation. *Proceedings of the 17th Annual Conference of the EuroMed Academy of Business*, 1163-1166, Pisa, Italy.
3. **Levi-Bliech, M.**, Nava P., and Lior F. (2019). An Empirical Investigation of the Organizational Impacts of a Sales Support App. *Proceedings of the 13th Multi Conference on Computer Science and Information Systems, MCCSIS 2019 - Proceedings of the International Conferences on Interfaces and Human Computer Interaction 2019, Game and Entertainment Technologies 2019 and Computer Graphics, Visualization, Computer Vision and Image Processing 2019*, Porto, Portugal.
4. **Levi-Bliech, M.**, Kurtser, P., Pliskin, N., and Fink, L. (2018). The Effects of a Fleet-Management App on Driver Behavior. *Proceedings of the 26th European Conference on Information Systems*, 1-12, Portsmouth, UK

5. **Levi-Bliech, M.**, Kurtser, P., Pliskin, N., and Fink, L. (2018). The Effects of a Mobile App on Driver Behavior in an Organizational Setting. *Proceedings of the 12th Israel Association for Information Systems Conference*, 23-26. Ashdod, Israel.
6. Raphaeli, O., Naveh, G., **Levi, M.**, Berman, S., & Fink, L. (2012). Measuring the Business Value of E-Business Technologies. *Proceedings of the 6th Israel Association for Information Systems*, 101, Haifa, Israel.

K. Submitted Publications

1. * **Levi-Bliech, M.**, & Dahan., G. (2025). The Impact of Green Innovation Products on an Organization's Social Performance via Green Supply Chain Management, *Innovation and Green development*, 1-31. (SJR H index: 93, Ranking: Q1). Under review. The relative contributions of the authors are equal.
2. * **Levi-Bliech, M.**, & Dahan., G. (2025). Green Marketing: The Relationships Between Marketing Strategy, Supply Chain, and Firms' Environmental Performance. *Journal of Modelling in Management*, 1-31. (SJR H index: 93, Ranking: Q1). Under review. The relative contributions of the authors are equal.
3. * **Levi-Bliech, M.**, & Dahan., G. (2024). Supply Chain Management as a Mediator Between Technological Marketing Orientation and Export Performance. *Journal of Global Operations and Strategic Sourcing*, 1-23. (SJR H index: 22, Ranking: Q2). Under review. The relative contributions of the authors are equal.
4. *Rachevski, I., & **Levi-Bliech, M.** (2024). Sales and Product Innovation: The Mediating Role of Distributor's Supply Chain Collaboration via Technological and Organizational Environment. *International Journal of Organizational Analysis*, 1-42. (SJR H index: 62, Ranking: Q1, JCR IF: 3.3). Under review. The relative contributions of the authors are equal.
5. ***Levi-Bliech, M.**, & Rachevski, I. (2023). Mobile Maintenance Management Systems in Healthcare Clinics: A Cross-Sectional Study. *Building Research & Information*, 1-40. Under review. (SJR H index: 61, Ranking: Q2, JCR IF: 1.5). Under review. The relative contributions of the authors are equal.

L. Summary of my Activities and Future Plans

My academic work focuses on various aspects of advanced technology applications in organizations, particularly the impact of their implementation on business performance. I chose to focus on information communication technologies such as mobile applications and artificial intelligence, which enable data sharing, integration, navigation, and scanning.

These capabilities are necessary for achieving and maintaining a competitive advantage in a global business environment. Technological capabilities support field workers such as technicians, salespersons, delivery personnel, and fleet drivers and may change employee behavior. Most existing research about information communication technology and artificial intelligence has been devoted more to the deployment and adoption of technology without examining its various capabilities or organizational impacts. My research to date has explored the implementation of information communication technologies and its immense potential from a broad organizational perspective.

In the first paper, “Mobile Technology and Business Process Performance: The Mediating Role of Collaborative Supply-Chain Capabilities,” published in 2018 in the *Journal of Information Systems Management*, I identified the importance of bolstering internal and external collaborative capabilities to boost a business’ performance. Companies should implement innovative mobile technologies to improve their external collaborative capabilities and enhance their performance. Nevertheless, they should also implement innovative mobile technologies to boost their performance even further. Doing so will improve their internal collaborative capabilities. In future research, I will use case studies to explore the beneficial effects of information communication technologies and artificial intelligence throughout the supply chain. I will also consider the viewpoints of the employees, managers, and supply chain partners who use these technologies in their work to improve our understanding of the influence of collaboration on a business’ performance.

The second paper, entitled “Can Mobile Apps Change Employee Behavior? An Empirical Investigation of the Effects of a Fleet-Management,” published in 2019 in the *International Journal of Information Management*, addressed the influence of mobile technology on employee behavior. In this study, I revealed that mobile technology can improve employee behavior and serve as a platform for learning new processes and activities that have an enduring effect. When implementing a new mobile technology, the organization should rely upon the underlying learning process to increase employee performance and productivity. In future research, I will explore the influence of mobile technology on employee behavior in various business processes involving logistics, production, sales, and distribution by taking a comprehensive approach to the various types of feedback provided by mobile technologies. Log files or data gathered by mobile technology might be used in such future research to indicate how mobile technology enhances performance in organizational settings.

The third paper, entitled “Implementing a Sales Support App to Complement Face-to-Face Interaction: An Empirical Investigation of Business Value,” published in 2020 in the *Journal of Organizational Computing and Electronic Commerce*, addressed the impact of innovative mobile technology in providing sales support. In this study, I revealed that customers would rather search for information online than offline. The third paper is among the first empirical investigations of the actual business value that such mobile technology provides. I demonstrated its benefits using the example of the shift from buying a car in a showroom to using a mobile sales technology anytime, anywhere. Thus, I

highlighted the new collaborative capabilities of mobile technology that change the relationship between the customer and the supplier. In further research, I intend to use other methods, such as multiple case studies, to explore the effects of supportive mobile technology in settings in which face-to-face interactions cannot be replaced entirely.

I recently completed my seventh article, “Sales and Product Innovation: The Mediating Role of Distributors' Supply Chain Collaboration via Technological and Organizational Environment.” The paper is under review. This study delves into the impact of information communication technologies and the broader business and technological landscapes on collaborations between distributors and customers, with an emphasis on their effects on sales performance and product innovation. The results of 372 responses from a European survey that I analyzed with Smart PLS 4 software highlight the important role that distributors play in enhancing customer engagement. While information communication technologies, and both business and technological environments inherently add value to the dynamics between distributors and customers, the active involvement of distributors further amplifies this value, leading to marked improvements in sales and product innovation. This study fills an existing knowledge gap, spotlighting distributors' evolving significance beyond conventional roles and underscoring their key role in fostering sales and product innovations in various markets. This paper sheds light on the indispensable role that distributors play in augmenting organizational value, offering valuable insights for scholars and industry professionals.

I have finished working on my eighth article, “Supply Chain Management as a Mediator Between Technological Marketing Orientation and Export Performance.” The paper is under review. While previous research has explored the relationship between information communication technologies and supply chain performance, there is a discernible gap regarding how supply chain management mediates the effect of technological marketing investments on export performance. Most studies have focused primarily on the direct effects of marketing technologies on export performance, overlooking the intermediary role of the supply chain. This paper provides fresh theoretical and practical insights, emphasizing the mediating influence of supply chain management on technological marketing orientation and export performance.

Currently, I am working on two new papers. The first paper explores the interplay between entrepreneurial cultures and collaborative knowledge within organizations, focusing on dimensions of external and internal innovation. The paper uniquely positions supply chain collaborative capabilities as mediators, offering fresh perspectives on how these capabilities impact organizational innovation performance. In the second paper, I use the case of Israel as a startup nation to investigate the influence of information communication technologies on the relationship between an organization's pioneering orientation and new product creativity under the supply chain management paradigm. I also examine the role of artificial intelligence as a mediator in this relationship. This approach provides a novel perspective on understanding how technological advancements can enhance and mediate the relationship between a company's innovative orientation and

its creative output in product development, particularly in the context of Israel's unique entrepreneurial ecosystem.