

Name: Dr. Jonathan Meir Bezalel

Date: 12 May 2026

CURRICULUM VITAE

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Higher Education

2014 – 2021 Ph.D., University of Leicester

- Doctoral degree in Management
- Field of study: Behavioral economics - Meaning and motivations in crowdfunding.
- Supervised by Prof. Eyal Winter (The Center for the Study of Rationality), Prof. Zsuzsanna Vargha (ESCP Europe), Prof. Clive Fraser (University of Leicester), and Prof. Yuval Millo (The University of Warwick).

2005 – 2007 MBA, Hebrew University of Jerusalem

- Master's degree in Business Administration. Specialization in Finance and marketing.
- Recipient of the **Dean's Prize** for a distinguished research working paper.

2002 – 2005 BA, Hebrew University of Jerusalem

- Bachelor's degree in Economics and Management. **magna cum laude**.
- Served as a research assistant for Prof. Eugene Kandel and Prof. Avi Simhon.

Scholarly Positions Positions

2021 – Present Internal Faculty member at Ono Academic College (lecturer)

2013 – 2014 Teacher Assistance, The Hebrew University
(Prof. Chezy Ofir, Strategic and Advanced Marketing)

2006 – 2007 Teacher Assistance, The Hebrew University
(Dr. Jacob Bergman, Game Theory in Finance)

2003 – 2004 Research Assistance, The Hebrew University
(Prof. Avi Simhon, Prof. Eugene Kandel)

Participation in Scholarly Conferences

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
July 2019	APET (Association of Public Economic Theory)	Strasbourg (France)	Motivations and Gender in Crowdfunding	Presenter
August 2019	EEA (European Economic Association)	Manchester (UK)	When Pledges Meet Meaning – A Crowdfunding Story	Presenter

Invited Lectures

Date	Place of Lecture	Name of Forum	Presentation/Comments
November 2024	Israel, Tel-Aviv	Arlozorov Annual Forum	Advanced policy tools to tackle the high cost of living

Grants Awarded

Role in Research	Topic	Funded by/ Amount	Year
PI	Meaning and motivations in reward-based crowdfunding	University of Leicester / 3,000 pounds	2017

Courses Taught

Year	Name of Course	Type of Course	Degree	Number of Students
2022-2026	Behavioral Finance	High Learn Course	1 st	70
2023	Israel Economy	High Learn Course	1 st	20

Professional Experience

2025 – Today	Deputy CEO, Head of the Budget & Infrastructure Division <i>The Ministry of Economy & Industry</i>
2022 – 2025	Deputy CEO, Head of the Budget Division and the Price Controller <i>The Ministry of Economy & Industry</i>
2020 – 2021	CFO in the Israel Government Tourist Corporate
2013 – 2022	Senior Deputy CFO <i>The General Accountant, Ministry of Finance</i>
2017 – 2022	Senior Deputy CFO, Prime Minister's Office
2013 – 2017	Senior Deputy CFO, Ministry of Energy

2010 – 2013	Senior Economist, Government Procurement Division <i>The Accountant General, Ministry of Finance</i>
2008 – 2010	Director of Pricing, Budget Department <i>Ministry of Health</i>
2006 – 2007	Sourcing Specialist (Economist) <i>Intel Israel</i>
2004 – 2006	Economist Student, The Foreign Exchange Activity Department <i>The Bank of Israel</i>

Publications - Ph.D. Dissertation

Thesis Title: *When Pledges Meet Meaning – A Crowdfunding Story*

Date of Submission: March 2021

Length: 288 pages

Language: English

University: University of Leicester

Supervisors:

Prof. Eyal Winter (The Center for the Study of Rationality),

Prof. Zsuzsanna Vargha (ESCP Europe),

Prof. Clive Fraser (University of Leicester),

Prof. Yuval Millo (The University of Warwick)

Citation:

Bezalel, J. M. (2021). *When Pledges Meet Meaning – A Crowdfunding Story* (Doctoral dissertation, University of Leicester).

Publications - Articles in Refereed Journals

- Bezalel, J. M. (2025). The Role of Crowdfunding in Philanthropy: Donor Motivations From a Self-Determination Theory and Cultural Lens. *Journal of Philanthropy*, 30(3), e70026.
- Bezalel, J., Mugerman, Y., & Winter, E. (2021). Meaning and gender differences. *Journal of Behavioral and Experimental Economics*, 95, 101757.

Other Publications

- Bezalel, M. B., "Crowdfunding: the importance of people's search for higher meaning", 2019, London School of Economics (LSE).

Reviewer for scientific journals and scientific grants

- Nonprofit and Voluntary Sector Quarterly (NVSQ)
- International Journal of Emerging Markets

Working Papers

- "Security Shocks and Behavioral Market Dynamics: An SDT-Based Analysis of Financial Stability", working paper.

Press Mentions

English

- *The Jerusalem Post* — Coverage of research and insights related to consumer markets and pricing dynamics.

<https://www.jpost.com/business-and-innovation/all-news/article-743761>

- *Globes (English)* — Commentary on food prices and regulatory approaches in the Israeli market.

<https://en.globes.co.il/en/article-barkat-targets-food-prices-1001450841>

Hebrew

- *TheMarker* (2024) — Analysis of consumer behavior and cost-of-living trends in Israel.

<https://www.themarker.com/consumer/2024-07-02/ty-article/.premium/00000190-737f-d7a4-a9dc-ff7faf7f0000>

- *TheMarker* (2025) — Discussion of policy tools and market interventions affecting household expenses.

<https://www.themarker.com/consumer/2025-03-19/ty-article/.premium/00000195-ae1e-d1fd-a1dd-af9e00a30000>

- *TheMarker* (2024) — Examination of pricing structures and consumer protection issues.

<https://www.themarker.com/consumer/2024-12-02/ty-article/.premium/00000193-832b-d548-abf7-f32f53fc0000>

- *TheMarker* (2024) — Reporting on market competition and cost-of-living developments.

<https://www.themarker.com/consumer/2024-11-27/ty-article/.premium/00000193-69ea-d62c-a1db-7beae5940000>

- *Calcalist* — Coverage of consumer trends and economic implications for Israeli households.

https://www.calcalist.co.il/local_news/article/sjxkv4axh

- *Maariv* — Discussion of consumerism, pricing, and public policy impacts.

<https://www.maariv.co.il/business/consumerism/Article-1008676>