

**CURRICULUM VITAE****1. Personal Details****Name:** Yaniv Gvili

Work Address: Ono Academic College, 1 Academic Avenue, Kiryat Ono

email: ygvili@ono.ac.il

**2. Education****(a) Undergraduate and Graduate Studies**

| <b>Period of Study</b> | <b>Name of Institution and Department</b>                       | <b>Degree</b> | <b>Year of Approval of Degree</b> |
|------------------------|-----------------------------------------------------------------|---------------|-----------------------------------|
| 1999-2003              | Temple University, School of Business and Management            | Ph.D.         | 2003                              |
| 1996-1998              | Bar Ilan University, Graduate School of Business Administration | MBA           | 1998                              |
| 1990-1994              | Ben Gurion University, Management and Industrial Engineering    | B.Sc.         | 1994                              |

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

| <b>Dates</b> | <b>Name of Institution and Department</b>                                 | <b>Rank/Position</b> |
|--------------|---------------------------------------------------------------------------|----------------------|
| 2018-Present | Ono Academic College, Faculty of Business Administration                  | Senior Lecturer      |
| 2011-2017    | Ono Academic College, Faculty of Business Administration                  | Lecturer             |
| 2003-2010    | Ben Gurion University of the Negev, Department of Business Administration | Lecturer             |

**4. Scholarly Positions and Activities outside the Institution****(a) Membership in Editorial Boards of Scientific Journals**

2022-Now International Journal of Advertising, Editorial Review Board

2017-Now Internet Research, Associate Editor

2016-Now Internet Research, Editorial Review Board

**(b) Membership in professional/scientific societies (past and present)**

1. EAA, European Advertising Academy

2. ACR, Association of Consumer Research

(c) Reviewer for scientific journals and scientific grants

1. Journal of Advertising
2. Journal of Advertising Research
3. Journal of Current Issues & Research in Advertising
4. European Advertising Academy
5. New Media & Society
6. European Journal of Marketing
7. Psychology & Marketing
8. Organizational Behavior and Human Decision Processes
9. Judgment and Decision Making
10. Journal of Electronic Commerce Research
11. Journal of Organizational Computing and Electronic Commerce
12. PLOS ONE

5. Participation in Scholarly Conferences(a) Active Participation

| Date                    | Name of Conference                                                | Place of Conference        | Subject of Lecture/Discussion                                                                                                                    | Role      |
|-------------------------|-------------------------------------------------------------------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 25/06/2026 - 27/06/2026 | ICORIA, International Conference on Research in Advertising (EAA) | Barcelona, Spain           | Like a Bird on a Wire: AI Agents Pull the Strings of Consumer Influence                                                                          | Presenter |
| 9/02/26                 | Marketing in Israel                                               | Beer Sheva, Israel         | Advice Taking vs. Combining Opinions: Framing Social Information as Advice Increases Source's Perceived Helping Intentions, Trust, and Influence | Presenter |
| 31/08/25 – 04/09/25     | SPUDM 2025 Subjective Probability, Utility & Decision Making      | Lucca, Italy               | Advice or Opinion? How an Autonomy Focus Tips The Scales: The Focal Goal Effect on Social Information Preferences                                | Co-Author |
| 26/06/2025 - 28/06/2025 | ICORIA, International Conference on Research in Advertising (EAA) | Rotterdam, The Netherlands | Diversifying the advertising industry: Advertising professionals' attitudes and behavior toward DEI                                              | Co-Author |

| <b>Date</b>             | <b>Name of Conference</b>                                                | <b>Place of Conference</b> | <b>Subject of Lecture/Discussion</b>                                                                                                                                                  | <b>Role</b> |
|-------------------------|--------------------------------------------------------------------------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 27/06/2024 - 29/06/2024 | ICORIA, International Conference on Research in Advertising (EAA)        | Thessaloniki, Greece       | When eWOM is Pushed Too Hard: The Adverse Effects of Consumers' Tendency to Reject eWOM Sharing Incentives                                                                            | Presenter   |
| 20/08/2023 - 24/08/2023 | SPUDM 2023 Subjective Probability, Utility & Decision Making             | Vienna, Austria            | Advice Taking vs. Combining Opinions: Framing Social Information as Advice Increases Source's Perceived Helping Intentions, Trust, and Influence                                      | Co-Author   |
| 29/06/2023 - 01/07/2023 | ICORIA, International Conference on Research in Advertising (EAA)        | Bordeaux, France           | Vive la Résistance: A Boomerang Effect of Resisting Incentivized eWOM on Consumer Trustworthiness                                                                                     | Presenter   |
| 23/06/2022 - 25/06/2022 | ICORIA, International Conference on Research in Advertising (EAA)        | Prague, Czech Republic     | Self As Source: Sharing, Engagement, and Purchase Intentions in Social Commerce<br><br>The Higher the Smarter? The Effect of Online Reviewer's Social Status on Reviewer's Choice     | Presenter   |
| 24/06/2021 - 26/06/2021 | ICORIA, International Conference on Research in Advertising (EAA)        | Bordeaux, France (online)  | Sharing and caring: the influence of eWOM engagement on online shoppers in social commerce                                                                                            | Presenter   |
| 27/06/2019 - 28/06/2019 | ICORIA, International Conference on Research in Advertising (EAA)        | Krems, Austria             | Sharing Brand-Related Information on Social Commerce: The Roles of Culture and Experience                                                                                             | Presenter   |
| 29/04/2019 - 30/04/2019 | International Conference on Corporate and Marketing Communications (CMC) | Ariel, Israel              | Sharing Brand-Related Information on Social Commerce: The Roles of Culture and Experience                                                                                             | Presenter   |
| 21/06/2018 - 23/06/2018 | ICORIA, International Conference on Research in Advertising (EAA)        | Valencia, Spain            | Online Shopper-Seller Communication and Shoppers' Disposition to Negotiate Online<br><br>Promoting Perceived Food Healthiness by Motion: The Effect of Visual Rhetoric in Advertising | Presenter   |

| <b>Date</b>             | <b>Name of Conference</b>                                         | <b>Place of Conference</b> | <b>Subject of Lecture/Discussion</b>                                                                                                                                       | <b>Role</b> |
|-------------------------|-------------------------------------------------------------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 29/06/2017 - 01/07/2017 | ICORIA, International Conference on Research in Advertising (EAA) | Ghent, Belgium             | Affective Response to Scent Cues in Advertising: The Moderating Role of Consumer Mood<br><br>The Value of Information on Social Networks: A Matter of Consumer Personality | Presenter   |
| 30/06/2016 - 02/07/2016 | ICORIA, International Conference on Research in Advertising (EAA) | Ljubljana, Slovenia        | The effect of channel attributes on eWOM engagement via SNS                                                                                                                | Presenter   |
| 01/10/2015 - 04/10/2015 | Association for Consumer Research                                 | New Orleans, LA            | All the Right Moves: Why Motion Increases Appeal of Food Products                                                                                                          | Presenter   |
| 19/06/2015 - 21/06/2015 | Association for Consumer Research Asia-Pacific (ACR-AP)           | Hong Kong                  | Taste Buds with An Agenda: Is Food Experience Affected by Consumers' Political Values?                                                                                     | Presenter   |

## 6. Research Grants

### (a) Grants Awarded

| <b>Role in Research</b> | <b>Co-Researchers</b>                      | <b>Topic</b>                                                                                                      | <b>Funded by/ Amount</b>                                                          | <b>Year</b> |
|-------------------------|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------|
| Principle Investigator  | Maxim Milyavsky, Ono Academic College (PI) | Advice Taking vs. Combining Opinions: How Framing Social Information as Advice (vs. Opinion) Influences Decisions | Israel Science Foundation (ISF), No. 481/23.<br>Total: NIS 417,000 (~USD 114,000) | 2023        |

## 7. Educational Activities

### (a) Courses Taught

| <b>Year</b>   | <b>Name of Course</b>                            | <b>Type of Course<br/>Lecture/Seminar/<br/>Workshop/High Learn<br/>Course/ Introduction<br/>Course (Mandatory)</b> | <b>Degree</b> | <b>Number of Students</b> |
|---------------|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------|---------------------------|
| 2022-present  | Selected Topics in Management and Business       | Online                                                                                                             | Undergraduate | 50                        |
| 2022- present | Statistical and Analytical Models for Management | Lecture                                                                                                            | Graduate      | 12                        |

| Year          | Name of Course                                                   | Type of Course<br>Lecture/Seminar/<br>Workshop/High Learn<br>Course/ Introduction<br>Course (Mandatory) | Degree        | Number of<br>Students |
|---------------|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------|-----------------------|
| 2021- present | Applied Statistical<br>Methods in<br>Marketing<br>Communications | Lecture                                                                                                 | Graduate      | 200                   |
| 2016-present  | Applied Statistical<br>Methods in<br>Marketing<br>Communications | Lecture                                                                                                 | Undergraduate | 180                   |
| 2012-present  | Introduction to<br>Marketing<br>Management                       | Lecture<br>Introduction Course<br>(Mandatory)                                                           | Undergraduate | 90                    |
| 2012- present | Global Marketing                                                 | Lecture                                                                                                 | Undergraduate | 90                    |

## 8. Publications

### (a) Articles in Refereed Journals

1. Roth-Cohen, O., & **Gvili, Y.** (2026). “Diversity, Equity, and Inclusion (DEI) in the Advertising Industry: Attitudes and Behaviors,” *International Journal of Advertising*. 45(3), 585-619. <https://doi.org/10.1080/02650487.2025.2501370>. (ISI Citations 5; GS Citations 5; JCR IF 5.90; Business 56/316 Q1; AJG 2; ABDC A).
2. **Gvili, Y.**, & Levy, H. (2025). “Vive la Résistance: A Boomerang Effect of Resisting Incentivized eWOM on Consumer Trust,” *International Journal of Advertising*. 44(1), 24-46. DOI: <https://doi.org/10.1080/02650487.2024.2426428>. (ISI Citations 2; GS Citations 3; JCR IF 5.90; Business 56/316 Q1; AJG 2; ABDC A).
3. Levy, S., **Gvili, Y.**, & Hino, H. (2025). “The Effects of Social Capital on Cross-Cultural eWOM Communication in Minority-Mainstream Consumer Interactions on Social Media,” *International Journal of Emerging Markets*. 20(7), 3122–3144. DOI: <https://doi.org/10.1108/IJOEM-03-2023-0389>. (ISI Citations 2; GS Citations 7; JCR IF 3.00; Business 149/316 Q2; AJG 1; ABDC B).
4. Levy S. & **Gvili, Y.** (2024). “Self as Source: The Interplay of Sharing eWOM with Consumer Engagement and Incentive Acceptance,” *Journal of Retailing and Consumer Services*. 80, 103926. DOI: <https://doi.org/10.1016/j.jretconser.2024.103926>. (ISI Citations 11; GS Citations 10; JCR IF 13.10; Business 6/316 Q1; AJG 2; ABDC A).
5. Milyavsky, M. & **Gvili, Y.** (2024). “Advice Taking vs. Combining Opinions: Framing Social Information as Advice Increases Source’s Perceived Helping Intentions, Trust, and Influence,” *Organizational Behavior and Human Decision Processes*. 183, 104328. DOI: <https://doi.org/10.1016/j.obhdp.2024.104328>. (ISI Citations 8; GS Citations 15; JCR IF 3.80; Psychology, Applied 24/115 Q1; AJG 4; ABDC A\*).

6. **Gvili, Y. & Levy S.** (2023). "I Share, Therefore I Trust: A Moderated Mediation Model of the Influence of eWOM Engagement on Social Commerce," *Journal of Business Research*. 166, 114131. DOI: <https://doi.org/10.1016/j.jbusres.2023.114131>. (ISI Citations 32; GS Citations 57; JCR IF 9.80; Business 14/316 Q1; AJG 3; ABDC A).
7. Tal, A., **Gvili, Y.** & Amar, M. (2022). "The Influence of Companies' Moral Associations on the Product Consumption Experience: The Role of Moral Disgust," *Psychology & Marketing*. 39(5), 1871-1887. DOI: <https://doi.org/10.1002/mar.21704>. (ISI Citations 13; GS Citations 17; JCR IF 9.10; Business 15/316 Q1; AJG 3; ABDC A).
8. Tal, A., **Gvili, Y.** & Amar, M. (2022). "To Protect and Support: Why Would Consumers Find Foods Tastier if These Foods Help Support a Desired Self-Identity," *Psychology & Marketing*. 39(4), 701-714. DOI: <https://doi.org/10.1002/mar.21614>. (ISI Citations 15; GS Citations 23; JCR IF 9.10; Business 15/316 Q1; AJG 3; ABDC A).
9. Zellermayer, O., **Gvili, Y.** & Forkosh-Baruch, A. (2022). "Back to the Educational Future: A Marketing-Oriented Approach to Promote Distributed Learning," *Family Science Review*. 26(1), 701-714. DOI: [10.26536/KHDX6784](https://doi.org/10.26536/KHDX6784). (ISI Citations 0; GS Citations 2).
10. Tal, A., **Gvili, Y.** & Amar, M. (2021). "Visual Size Matters: The Effect of Product Depiction Size on Calorie Estimates," *International Journal of Environmental Research and Public Health*. 18(23), 12392. DOI: <https://doi.org/10.3390/ijerph182312392>. (ISI Citations 5; GS Citations 7; JCR IF 4.61; Environmental Sciences 85/325 Q2).
11. Levy, S., **Gvili, Y.**, & Hino, H. (2021). "Engagement of Ethnic-Minority Consumers with Electronic Word of Mouth (eWOM) on Social Media: The Pivotal Role of Intercultural Factors," *Journal of Theoretical and Applied Electronic Commerce Research*. 16(7), 2608-2632. DOI: <https://doi.org/10.3390/jtaer16070144>. (ISI Citations 25; GS Citations 54; JCR IF 4.60; Business 89/316 Q2; AJG 1; ABDC B).
12. Rößner, A., **Gvili, Y.** & Eisend, M. (2021). "Explaining Consumer Responses to Ethnic and Religious Minorities in Advertising: The Case of Israel and Germany," *Journal of Advertising*. 50(4), 391-407. DOI: <https://doi.org/10.1080/00913367.2021.1939201>. (ISI Citations 27; GS Citations 48; JCR IF 7.00; Business 36/316 Q1; AJG 3; ABDC A).
13. **Gvili, Y.** & Levy S. (2021). "Consumer Engagement in Sharing Brand-Related Information on Social Commerce: The Roles of Culture and Experience," *Journal of Marketing Communications*. 27(1), 53-68. DOI: <https://doi.org/10.1080/13527266.2019.1633552>. (ISI Citations 0; GS Citations 105; JCR IF 4.60; Business 89/316 Q2; AJG 1; ABDC B).
14. Amar, M., **Gvili, Y.** & Tal, A. (2021). "Moving towards Healthy: Cuing Food Healthiness and Appeal," *Journal of Social Marketing*. 11(1), 44-63. DOI: <https://doi.org/10.1108/JSOCM-03-2019-0038>. (ISI Citations 23; GS Citations 35; JCR IF 2.60; Business 171/316 Q3; AJG 1; ABDC B).

15. **Gvili, Y., Kol, O., & Levy, S. (2020).** "The value(s) of Information on Social Network Sites: The Role of User Personality Traits," *European Review of Applied Psychology*. 70(2), 1-12. DOI: <https://doi.org/10.1016/j.erap.2019.100511>. (ISI Citations 20; Psychology, Applied 75/115 Q3; GS Citations 49).
16. Zwilling, M., Levy, S., **Gvili, Y., & Dostal, P. (2020).** "Machine Learning as an Effective Paradigm for Persuasive Message Design," *Quality & Quantity*. 54, 1023-1045. DOI: <https://doi.org/10.1007/s11135-020-00972-0>. (ISI Citations 0; GS Citations 5; JCR IF 1.02, 2017; Statistics & Probability 56/123 2017; ABDC B).
17. Levy, S., & **Gvili, Y. (2020).** "Online Shopper Engagement in Price Negotiation: The Roles of Culture, Involvement and eWOM," *International Journal of Advertising*. 39(2), 232-257. DOI: <https://doi.org/10.1080/02650487.2019.1612621>. (ISI Citations 26; GS Citations 64; JCR IF 5.90; Business 56/316 Q1; AJG 2; ABDC A).
18. **Gvili, Y., & Levy, S. (2018).** "Consumer Engagement with eWOM on Social Media: The Role of Social Capital," *Online Information Review*. DOI: <https://doi.org/10.1108/OIR-05-2017-0158>. (ISI Citations 116; GS Citations 295; JCR IF 3.50; Information Science 31/166 Q1; AJG 1; ABDC B).
19. **Gvili, Y., Levy, S., & Zwilling, M. (2018).** "The Sweet Smell of Advertising: The Essence of Matching Scents with Other Ad Cues," *International Journal of Advertising*. 37(4), 568-590. DOI: <https://doi.org/10.1080/02650487.2017.1339584>. (ISI Citations 18; GS Citations 49; JCR IF 5.90; Business 56/316 Q1; AJG 2; ABDC A).
20. Tal, A., **Gvili, Y., Amar, M. & Wansink, B. (2017).** "Can Political Cookies Leave a Bad Taste in One's Mouth? Political Ideology Influences Taste," *European Journal of Marketing*. DOI: <https://doi.org/10.1108/EJM-04-2015-0237>. (ISI Citations 14; GS Citations 28; JCR IF 5.10; Business 73/316 Q1; AJG 3; ABDC A\*).
21. **Gvili, Y., Tal, A., Amar, M. & Wansink, B. (2017).** "Moving Up in Taste: Enhanced Projected Taste and Freshness of Moving Food Products," *Psychology & Marketing*. 34(7), 671-683. DOI: <https://doi.org/10.1002/mar.21014>. (ISI Citations 43; GS Citations 57; JCR IF 9.10; Business 15/316 Q1; AJG 3; ABDC A).
22. **Gvili, Y., & Levy, S., (2016).** "Antecedents of Attitudes toward eWOM Communication: Differences across Channels," *Internet Research*. 26(5), 1030-1051. DOI: <https://doi.org/10.1108/IntR-08-2014-0201>. (ISI Citations 105; GS Citations 226; JCR IF 6.80; Business 39/316 Q1; AJG 3; ABDC A).
23. Tal, A., Wansink, B., **Gvili, Y., Amar, M., & Hallak, Y. (2016).** "Tastes Like Who I Want to Be: Making Foods Tastier by Linking to Desirable Social Image," *Journal of Nutrition Education and Behavior*. 48(7), S89-S-90. DOI: DOI: <https://doi.org/10.1016/j.jneb.2016.04.238>. (ISI Citations 0; GS Citations 0; JCR IF 2.30; Scientific Disciplines 24/86 Q2).
24. **Gvili, Y., Tal, A., Amar M., Hallak, Y., Wansink B., Giblin, M., & Bommelaer, C. (2015).** "Fresh from the Tree: Implied Motion Improves Food Evaluation," *Food Quality and Preference*. 46, 160-165. DOI: <https://doi.org/10.1016/j.foodqual.2015.07.015>. (ISI Citations 40; GS Citations 59; JCR IF 4.90; Food Science & Technology 46/182 Q2; AJG 0; ABDC A).

25. Levy, S., & **Gvili, Y.** (2015). "How Credible is E-Word of Mouth Across Digital-Marketing Channels? The Roles of Social Capital, Information Richness, and Interactivity," *Journal of Advertising Research*. 55(1), 95-109. DOI: <https://doi.org/10.2501/JAR-55-1-095-109>. (ISI Citations 98; GS Citations 265; JCR IF 2.40; Communication 46/227 Q1; AJG 3; ABDC A).
26. Poria, Y. & **Gvili Y.** (2007). "Heritage Site Websites Content: The Need for Versatility," *Journal of Hospitality Marketing & Management* (previously known as: *Journal of Hospitality & Leisure Marketing*). 15(2), 73-93. DOI: [https://doi.org/10.1300/J150v15n02\\_05](https://doi.org/10.1300/J150v15n02_05). (ISI Citations 0; GS Citations 18; JCR IF 0.0; Business 8/316 Q1; AJG 1).
27. **Gvili, Y.** & Poria Y. (2005). "Online Mass Customization: The Case of Promoting Heritage Tourist Websites," *Anatolia-International Journal of Tourism and Hospitality Research*. 16(2), 194-206. DOI: <https://doi.org/10.1080/13032917.2005.9687177>. (ISI Citations 7; GS Citations 22; JCR IF 4.40; Hospitality, Leisure, Sport & Tourism 90/141 Q3).

(b) Articles or Chapters in Scientific Books (which are Not Conference Proceedings)

1. Sinha, I. J., & **Gvili, Y.** (2002). "The Internet and International Business: A Cross-Regional Study", Masaaki K. and Preet A. (eds.), *Emerging Issues in International Business Research*, Northampton, MA: Edward Elgar Publishing, pp. 260-272.

(c) Articles in Conference Proceedings

1. Amar, M., **Gvili, Y.**, & Tal, A. (2018). The Effect of Food in Motion Figure on the Perceived Healthiness of Food. In A. Gershoff, R. Kozinets, & T. White (Eds.), *Advances in Consumer Research* (Vol. 46, pp. 455–457). Association for Consumer Research.
2. Levy, S., & **Gvili, Y.** (2018). The Moderating Role of Mood in Consumer Response to Scent Cues in Advertising. In V. Cauberghe, L. Hudders, & M. Eisend (Eds.), *Advances in Advertising Research IX: Power to Consumers—How Content Becomes the Message* (pp. 329–342). Springer Gabler.
3. Tal, A., **Gvili, Y.**, & Amar, M. (2018). Tasting Who You Want to Be: Product Experience and Psychological Needs. In M. Geuens, M. Pandelaere, M. T. Pham, & I. Vermeir (Eds.), *European Advances in Consumer Research* (Vol. 11, pp. 226–227). Association for Consumer Research.
4. **Gvili, Y.**, Hino, H., & Levy, S. (2016). The Effect of Channel Attributes on eWOM Engagement via SNS. In V. Žabkar, U. Golob, M. Kos Koklič, T. Kolar, & K. Podnar (Eds.), *Challenges in an Age of (Dis)engagement! Conference Proceedings* (pp. 226–233). Faculty of Economics, University of Ljubljana.
5. **Gvili, Y.**, Tal, A., Amar, M., Hallak, Y., & Wansink, B. (2015). All the Right Moves: Why Motion Increases Appeal of Food Products. In K. Diehl & C. Yoon (Eds.), *Advances in Consumer Research* (Vol. 43, pp. 352–357). Association for Consumer Research.

6. Tal, A., **Gvili, Y.**, Amar, M., & Wansink, B. (2015). Taste Buds with an Agenda: Is Food Experience Affected by Consumers' Values and Beliefs? In E. W. Wan & M. Zhang (Eds.), *Asia-Pacific Advances in Consumer Research* (Vol. 11, pp. 142–143). Association for Consumer Research.
7. Tal, A., **Gvili, Y.**, Amar, M., Hallak, Y., Wansink, B., Giblin, M., & Bommelaer, C. (2015). The Effect of Motion on Food Appeal. In E. W. Wan & M. Zhang (Eds.), *Asia-Pacific Advances in Consumer Research* (Vol. 11, pp. 95–97). Association for Consumer Research.
8. Tal, A., Hallak, Y., **Gvili, Y.**, Amar, M., & Wansink, B. (2015). Taste the Self You Want to Be: Desire for Social Image Enhances Taste. In E. W. Wan & M. Zhang (Eds.), *Asia-Pacific Advances in Consumer Research* (Vol. 11, pp. 144–147). Association for Consumer Research.
9. Tal, A., **Gvili, Y.**, Amar, M., & Wansink, B. (2014). When Politics Tastes Bad. In E. M. González & T. M. Lowrey (Eds.), *Latin American Advances in Consumer Research* (Vol. 3, pp. 51–52). Association for Consumer Research.