

Title: Promoting women's ventures: Role model use to encourage implicit approach responses among women and investors

Enav Friedmann and Merav Weiss-Sidi

Background

The under-representation of women in business ventures is still evident in 2021 (Elitzur & Solodoha, 2021). Although the number of women participating in such ventures has increased remarkably worldwide, there large gender disparities remain (De Bruin et al., 2006; Global Entrepreneurship Monitor, 2019; Motoyama et al., 2014; U.S Census Bureau, 2018). For example, only 10%–15% of American startups are founded by women (Brush et al., 2014; Gompers and Wang, 2017). Moreover, women are granted less credit by banks than men (Brana, 2013; Fletschner, 2009). In addition, men reach higher valuations when they evaluate their self-perception and when they are evaluated by third parties such as angel investors (Hohl et al., 2021).

Increasing the representation of women in business ventures may promote social justice and equal employment opportunities, innovation, economic vibrancy, and organizational competitiveness (Jamali, 2009; Verheul et al., 2006). Women's new venture creation also empowers them socially and economically through income generation (Hameed et al., 2021). However, women find it more difficult to raise funding (Hebert, 2020), and there are fewer new startups initiated by women (Elitzur & Solodoha, 2021). Hence, their under-representation in beginning new ventures and gaining investment is circular (Ewens & Townsend, 2021).

Gender inequality in venture leadership and investment is deeply rooted in socialization processes and social structures (Fairlie & Robb, 2009). Barriers to women's participation mainly originate from women's socialization into stereotypical gender roles (Kleemann et al., 2008). Thus, there are fewer successful female role models in entrepreneurship (Hohl et al., 2021), which relates to less willingness to initiate new ventures (Harrison, 2020; Hebert, 2020).

Because examination of gender-sensitive subjects using traditional self-report measures is known to be influenced by social desirability (Fisher & Dubé, 2005), we suggest an innovative proposal that will bypass stereotypes and social desirability by using bio-psychological sensors that implicitly measure emotions, arousal, and approach tendency to reveal the most effective strategies to encourage women and investors to promote women's initiatives.

The purpose of the research is twofold: to encourage women to approach venture initiation and to encourage investors to approach investments in women's ventures. In addition, the study will contribute to the understanding of whether using a female role model may increase women's willingness to initiate a venture and increase investors' willingness to invest in such ventures. If indeed effective, this simple manipulation could change the social environment and promote women's ventures.

Methodology

Two studies will examine the effect of female role models on women's willingness to initiate a venture (Study 1) and investors' willingness to invest in them (Study 2). In Study 1, we will use online visual Affectiva to measure emotional facial responses (Lei et al., 2017). Study 2 will comprise a laboratory experiment, where participants will be connected to three sensors: 1. GSR – Galvanic Skin Response, to measure stress 2. Visual Affectiva, to measure implicit emotions (Lei et al., 2017) 3. EEG – Electroencephalography, for measuring frontal alpha asymmetry, to indicate approach versus avoidance motivation (Coan & Allen, 2004).

Study 1 will be an experimental laboratory study using online Affectiva (n=100 Prolific respondents). The research design will be 3 (female/male/control – no role model) by 2 (genders: men and women). We will randomly present a book review of an autobiography of a successful female or male entrepreneur. Participants will be asked about venture ideas they might have had in the past and will read about an idea for a new business venture. The dependent variables will be the Affectiva biopsychological responses when viewing the venture idea (the % of different emotional responses, including the % of positive emotions) and self-report of willingness to initiate the venture.

Study 2 will be an experimental laboratory study (n=100 students) with a 3 (female/male/control – no role model) by 2 (female’s/women’s ventures) by 2 (genders: men and women) research design. We will randomly present a banner of female and male entrepreneurs as a keynote for a major entrepreneur’s conference on a crowdfunding page (designed by us in the lab). Participants will view six ventures: three led by men, and three led by women (all will be pre-tested for comparability in the amount of money that needs to be raised, field, etc.). The dependent variables will be the three biopsychological responses participants demonstrate when viewing each venture (the % of different emotions), arousal as measured by peak counts and amplitude of the peaks, and approach region activation, as indicated in the alpha asymmetry score), self-report willingness to invest, and actual investment. We expect female role model manipulation to increase women’s positive emotions and willingness to initiate a venture compared to male role models or control conditions. Furthermore, female role model manipulation will increase both women’s and men’s positive emotions, arousal, and activation in approach regions in the brain compared to the male role model or control condition., and will increase their willingness to invest in a female venture.

Time schedule and work-plan

| Study (sample size) | Start date | End date | Place |
|----------------------|---------------|---------------|------------------------|
| 1 (n=100, 50% women) | October 2021 | December 2021 | Prolific platform |
| 2 (n=100, 50% women) | December 2021 | June 2022 | BGU Neuromarketing lab |
| Analysis and writing | June 2022 | October 2022 | BGU Neuromarketing lab |

Sample and financial needs

For Study 1, we will recruit participants with webcams to participate in a Prolific online study. For Study 2, we will recruit 120 students from all departments of Ben-Gurion University (BGU).

The financial needs of the project:

| Expense | Per unit | Details | Total budget |
|--|----------|--------------------------|-------------------|
| Payment to subjects | 40 ILS | 40 ILS *200 participants | 8,000 ILS |
| Payment for online Affectiva tool services | 11,000 | (2,900 Euros) | 11,000 ILS |
| Editing | | | 500 ILS |
| | | 17% overhead | 3,315 ILS |
| Total | | | 22,850 ILS |

Contextual elements

The Neuromarketing lab runs experiments with the sensors (only COVID-19 vaccinated students can visit the lab, and 85% of the students at BGU are vaccinated). The research lab aims to collaborate with business firms on changing behaviors for the benefit of society, specifically focusing on promoting diversity in organizations. The PI, Dr. Enav Friedmann, is a researcher and a lecturer in Business Administration at BGU, specializing in marketing. Her expertise focuses on consumer behavior, gender marketing, and social-behavioral marketing, promoting women in traditionally masculine roles. Each year, the lab manager, Dr. Merav Weiss-Sidi, recruits five research students, who serve as research assistants for several research projects. The lab team has already started pre-testing various role model manipulations. The PI and lab manager are a productive and experienced team who have collaborated on several research projects in the past.

References

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- Ewens, M., & Townsend, R. R. (2020). Are early stage investors biased against women?. *Journal of Financial Economics*, 135(3), 653-677.
- Fisher, R. J., & Dubé, L. (2005). Gender differences in responses to emotional advertising: A social desirability perspective. *Journal of Consumer Research*, 31(4), 850-858.
- Gompers, P. A., & Wang, S. Q. (2017). *Diversity in innovation* (No. w23082). National Bureau of Economic Research.
- Hameed, W. U., Basheer, M. F., Iqbal, J., Nisar, Q. A., Meo, M. S., & Razzaq, S. (2021). Women Entrepreneurs and Microfinance Institutions: A Way to Create New Ventures. In *Handbook of Research on Nascent Entrepreneurship and Creating New Ventures* (pp. 211-227). IGI Global.
- Harrison, R. T., Botelho, T., & Mason, C. M. (2020). Women on the edge of a breakthrough? A stereotype threat theory of women's angel investing. *International Small Business Journal*, 38(8), 768-797.
- Hebert, C. (2020, March). Gender stereotypes and entrepreneur financing. In *10th Miami Behavioral Finance Conference*.
- Hohl, L., Bican, P. M., Guderian, C. C., & Riar, F. J. (2021). Gender Diversity Effects in Investment Decisions. *The Journal of Entrepreneurship*, 30(1), 134-152.
- Monitor Global Entrepreneurship. (2019). GEM. Retrieved abril, 12, 2019.
- Jamali, D. (2009). Constraints and opportunities facing women entrepreneurs in developing countries: A relational perspective. *Gender in management: an international journal*.
- Kleemann, F., Voß, G. G., & Rieder, K. (2008). Un (der) paid innovators: The commercial utilization of consumer work through crowdsourcing. *Science, technology & innovation studies*, 4(1), 5-26.
- Lei, W., Wang, X., Liu, M., Ilievski, I., He, X., & Kan, M. Y. (2017, August). SWIM: A Simple Word Interaction Model for Implicit Discourse Relation Recognition. In *IJCAI* (pp. 4026-4032).
- Motoyama, Y., Konczal, J., Bell-Masterson, J., & Morelix, A. (2014). Think locally, act locally: Building a robust entrepreneurial ecosystem. *Act Locally: Building a Robust Entrepreneurial Ecosystem (April 2014)*.
- U.s Census Bureau's. (2018). *Number of women-owned employer firms increases*. <https://www.census.gov/newsroom/press-releases/2018/employer-firms.html>
- Verheul, I., Stel, A. V., & Thurik, R. (2006). Explaining female and male entrepreneurship at the country level. *Entrepreneurship and regional development*, 18(2), 151-183.

Appendix – Researchers' Curriculum Vitae

CURRICULUM VITAE

• Personal Details

Name: **Dr. Enav Friedmann**
Date and place of birth: 13/10/1978, Beer Sheva
Regular military service: 1996-1998
Address - Work: Department of Business Administration
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• Education

- B.A. 1998 – 2001
Ben-Gurion University of the Negev, Israel
Department: Behavioral Science
- M.B.A. 2002 – 2006
Ben-Gurion University of the Negev, Israel
Business Administration, Marketing.
Advisor: O. Lowengart
Title of thesis: “The effect of product-subjective utilities and the emotional orientation of consumers on purchase intentions.”
- Ph.D. 2010 – 2014
Ben-Gurion University of the Negev, Israel
Business Administration, Marketing
Advisor: O. Lowengart
Title of thesis: “Gender differences in consumers' multi-attribute product choice processes.”

• Employment History

- 10/2019-present Lecturer. Marketing, Business Administration
Guilford Glazer Faculty of Business and Management,
Ben-Gurion University of the Negev
- 9/2019 Erasmus, Ca' Foscari University,
Management Department, Venice, Italy
- 2/2019 Erasmus, Ca' Foscari University,
Management Department, Venice, Italy
- 9/2018 Visiting Scholar, Ca' Foscari University,
Management Department, Venice, Italy

| | |
|----------------|--|
| 2015- 2019 | Instructor. Marketing, Business Administration, Bar Ilan University |
| 2010- 2019 | Adjunct Lecturer Department of Business Administration Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev |
| 2004-2014 | Teaching Assistant Department of Business Administration Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev |
| 2001-2010 | Head of Social and Cultural Department Southern Region, Student Authority, Jewish Agency, Israel |
| 6/2000; 6/2001 | Summer Camp Manager Magen Avraham, Omer |

• Professional Activities

| | |
|----------------|--|
| 2019 - Present | Member of Association for Consumer Research (ACR) |
| 2019 - Present | Member of European Academy of Management (EURAM) |
| 2019 - Present | Member of Academy of Business and Retail Management (ABRM) |
| 2017 - Present | Member of Marketing Science Institute (MSI) |

• Educational Activities

Courses Taught

| | | |
|-------------------------------------|---------------|--------------------------------------|
| Marketing Practicum | Graduate | Ben Gurion University |
| Pricing Methods | Graduate | Bar Ilan and Ben-Gurion Universities |
| Marketing Management | Graduate | Ben-Gurion University of the Negev |
| Marketing Research | Undergraduate | Ben-Gurion University of the Negev |
| Advanced Methods in Market Research | Graduate | Bar Ilan University |
| Marketing Practicum | Graduate | Bar Ilan University |
| Consumer Behavior | Graduate | Bar Ilan University |
| Behavioral Science for Managers | Undergraduate | Ben-Gurion University of the Negev |

Research Students

| | | |
|-----------------|------------|------|
| 2023 (expected) | Noam Dagan | M.A. |
|-----------------|------------|------|

• Awards, Citations, Honors, Fellowships

| | |
|-----------|--|
| 2006 | Ben-Gurion University of the Negev, M.A in Business Administration. Graduated with honors |
| 2010-2014 | The Negev-Zin Scholarship, Ben-Gurion University of the Negev |
| 2021 | iMotion certified- Academy training for biosensors |

• Scientific Publications

Refereed Articles

1. **Friedmann, E.**, and Lowengart, O. (2013). Gender differences in the effects of a product's utilities and identity consumption on purchase intentions. *Journal of Business and Management*, 19(2), 5-19. (2 Citations; C)
2. Segal-Engelchin, D., **Friedmann, E.**, and Cwikel, J. G. (2014). The contribution of parental smoking history and socio-demographic factors to the smoking behavior of Israeli women. *Psychology, Health & Medicine*, 19(6), 625-634. (IF= 1.589; Q2)
3. **Friedmann, E.** and Lowengart, O. (2016). The effect of gender differences on the choice of banking services. *Journal of Service Science and Management*, 9, 361-377. (5 Citations; Google-based IF: 1.13)
4. **Friedmann, E.**, and Lowengart, O. (2018). The context of choice as boundary condition for gender differences in brand choice considerations. *European Journal of Marketing*, 52(5/6), 1280-1304. (6 Citations; IF=1.497; Q1; A*)
5. **Friedmann, E.**, and Bruller, D. (2018). Is stereotypical gender targeting effective for increasing service choice? *Journal of Retailing and Consumer Services*, 44, 35-44. (10 Citations; IF= 2.919; Q1; A)
6. **Friedmann, E.** (2018). Increasing women's participation in the STEM industry: A first step for developing a social marketing strategy. *Journal of Social Marketing*, 8(4), 442-460. (11 Citations; IF= 2.000; Q2; B)
7. **Friedmann, E.**, and Lowengart, O. (2019). Gender segmentation to increase brand preference? The role of product involvement, *Journal of Product & Brand Management*, 28(3), 408-420. (10 Citations; IF= 2.757; Q1; A)
8. Cwikel, J., and **Friedmann, E.** (2020). E-therapy and social work practice: Benefits, barriers, and training. *International Social Work*, <https://doi.org/10.1177/0020872819847747> (10 Citations; IF=0.910; Q2)
9. Efrat-Treister, D. Altman, D., **Friedmann, E.**, Lev-Arai Margalit, D. and Teodorescu, K. (2020). Exploring the Usefulness of Medical Clowns in Elevating Satisfaction and Reducing Aggressive Tendencies in Pediatric and Adult Hospital Wards. *BMC Health Services Research*. (1 Citation; IF= 1; Q1; A).
10. Loureiro, S. Roschk, H. Faizan, A. and **Friedmann, E.** (2021). Cognitive Image, Mental Imagery, and Responses (CI-MI-R): Mediation and Moderation Effects. *Journal of Travel Research* (2 Citation; IF= 3.01; Q1; A*)

Book chapters

Friedmann, E., Tschisik, I. and Weiss-Sidi, M. (2021). A case study of Leonardo hotels chain marketing strategy: from Israel to Central Europe. in Vescovi, T. *Intercultural Marketing: European Perspectives*, Edward Elgar publishing (Book chapter).

Articles in Conferences proceedings

Friedman, E. and Vescovi, T. (2019). The influence of ads structure and content on purchase intentions of low and high context cultures. EURAM Proceedings.

Friedmann, E., Solodoha, E., and Efrat-Treister, D. (2021). Does It Pay to Offend? Short-and Long-term Responses to Offensive Ads. ACR Conference Proceedings Volume 48.

Friedmann, E., Vescovi, T. and Weiss-Sidi, M (2021). Cross-cultural market segmentation scale towards a high- and low-context culture scale. EuroMed Academy of Business (EMAB).

Friedmann, E., Solodoha, E. (2022). Offensive-Stereotyping Ads: Disidentification Tendency in Action. ACR Conference Proceedings.

Friedmann, E., Gutman, G., Peleg, G. and Reggev, N. (2022). COVID-19 stress and the performance of gender counter-stereotypical behavior (GCSB): market opportunities from an overlooked segment during the pandemic. ACR Conference Proceedings.

• Accepted research grants:

- Guilford Glazer Faculty, Ben Gurion University (1.5K\$)- a Grant to encourage submission to competitive research funds. This fund helped in collecting additional preliminary results for the ISF grant (9/20)
- US Department of Education, Undergraduate International Studies and Foreign Language Program, research stipend (1K\$) application for research pertaining to “PATHWAYS TO MENA at Bridgewater State University”, our joint work on BSF was submitted by Diana Fox, with the purpose of using this fund for collecting preliminary results for the BSF grant (10/20)
- “The Women and Science Chair at Paris Dauphine-PSL University” for impacting the presence of women in scientific studies and careers. 10K Euros (10/21)
- Guilford Glazer Faculty, Ben Gurion University (2.2K\$)- a Grant to encourage submission to competitive research funds. This fund will aid in collecting additional preliminary results for the ISF grant (9/21)

• Submitted Research Grants:

- ISF- The effect of offensive ads on consumer responses over-time (10/2021)
- Eli Horowitz - Social marketing to encourage women’s entrepreneur venture (7/2021)
- Templeton grant - The ripple effects of the “Golden Experts” volunteer program: a holistic assessment (7/2021)

• Present Academic Activities

Submitted for publication

Friedmann, E. and Efrat-Treister, D. (2021). Gender bias in STEM hires: A suggested solution. *Gender, Work and organization* (R&R, IF= 1.4; Q1; A).

Friedmann, E., Vescovi, T. and Weiss-Sidi, M (2021). Empirical measurement of Hall's communication styles theory: A new marketing segmentation scale. *European Journal of International Management* (R&R, IF= 0.66; Q2)

Friedmann, E., Weiss-Sidi, M. and Vescovi, T.(2021). Do Americans Seek Pleasure While Chinese Care About What Others Think? Examining two brand choice contexts. *Journal of product & brand management*, (R&R, IF= 2.757; Q1; A).

Friedmann, E., Solodoha, E., Treister, D. E and Gal, R. (2021). The over-time benefits of offensive advertising: The Sleeper-Power Effect of consumer responses to offensive ads: *Journal of Marketing Research* (IF= 6.32; Q1; A*).

Friedmann, E. (2021). Problematic product management: The case of Flibanserin to address women's hypoactive sexual desire disorder (HSDD). *International Journal of Pharmaceutical and Healthcare Marketing* (IF= 0.29; Q3; C).

Cwikel, J. and **Friedmann, E.** (2021). The marketing of Flibanserin: men and women's perspectives on women's sexual desire. *Journal of Clinical Medicine* (IF= 3.303; Q1).

Pedro, Y. and **Friedmann, E.** (2021). The frontstage and backstage perceptions of fashion luxury brands by consumers and designers. *Journal of Business Research* (IF= 2.05; Q1; A).

Research in Progress

Friedmann, E., Gutman, G., Peleg, G. and Reggev, N. (2021). 'The Broken Brakes Effect': Stress and the performance of gender counter-stereotypical behavior (GCSB) during the COVID-19 pandemic. *Journal of Consumer Psychology* (IF= 4.4; Q1; A).

Friedmann, E., Solodoha, E., (2021). Offensive ads and long term approach toward the advertised brand by those who are discriminated against: Disidentification tendency in action. . *International Journal of Advertising* (IF= 2.1; Q1; A).

Friedmann, E. and Efrat-Treister, D. (2021). The power recovery effect of gender-offensive advertising. *Journal of Advertising*, (IF= 3.37; Q1; A).

Loureiro, S. and **Friedmann, E.** (2022). How can brands encourage consumer to donate their personal data to a data-driven social partnership? examination in hedonic vs. functional product categories? *Psychology & Marketing*.

Friedmann, E. and Alfayumi-Zeadna, S. and Weiss-Sidi, M. (2022). Use of social marketing techniques to increase care utilization among women with postpartum depression. *Journal of Clinical Medicine*.

Friedmann, E., and Peleg, G. (2022). Examining the brand choice process of hetero and homosexual men and women. *International journal of research in Marketing*.

Heiman, A., Lowengart, O., and **Friedmann, E. (2022).** The effect of information about health hazards on perceptions of the entire food category.

Friedmann, E. and Weiss-Sidi, M. (2022). Family supportive initiatives at work, who are they good for? pre-and during Covid-19 examination.

Friedmann, E. and Fox, D. (2022). Cross-cultural patterns of offensive advertisements: implications of explicit and implicit responses.

Friedmann, E., Schwartz, E., Feder- Bubis, P., and Harblin, I. (2022). The ripple effects of the “Golden Experts” volunteer program: a holistic assessment of individual, business, and social change.

Danenber, H., Winter, E., Dover, Y., and **Friedmann, E., (2022).** Exploring patients’ valued considerations for choosing heart treatments, a conjoint analysis approach and healthcare implications.

- **Lectures and Presentations at Meetings and Invited Seminars**

- (a) **Invited Seminars**

- Friedmann, E. (2014).** Context of choice as a boundary condition for cultural differences in brand choice considerations. Bar Ilan University, Israel.

- Friedmann, E. (2016).** Level of involvement as a boundary condition for gender differences in the process of brand preference formation. Ben-Gurion University, Israel.

- Friedmann, (2018).** Are the brand choice considerations of men and women really different?. Tel Aviv University, Israel.

- Friedmann, E. (2019).** Why consumers buy products whose advertisements are offensive?? Consumer behavior workshop, Bar Ilan University, Israel.

- (b) **Presentation of papers at conferences/meetings**

- Friedmann, E. (December 2013).** Gender differences in consumers' multi-attribute product choice processes. Marketing in Israel Conference, Haifa, Israel.

- Friedmann, E. (June 2017).** Are the brand choice considerations of men and women really different? Marketing Science, LA, USA.

- Cwikel, J. **Friedmann, E. (October 2018).** E-therapy and mental health: a best-practice model and diffusion of innovation. 7th European Conference on Mental Health, Split, Croatia.

Friedmann, E. Cwikel, J. (March 2018). The marketing of Flibanserin: men and women's perspectives on women's sexual desire. Annual Women's Center Conference, Beer Sheva, Israel.

Friedmann, E. Cwikel, J. (May 2018). The marketing of Flibanserin: men and women's perspectives on women's sexual desire. Women Studies Conference, Colombo, Sri Lanka.

Friedmann, E. (July 2018). Why consumers buy “products” whose advertisements are offensive?. The Global Marketing Conference (GMC), Tokyo, Japan.

Friedmann, E. (April 2019). Why consumers buy “products” whose advertisements are offensive? The Global Marketing Conference, Academy of Business and Retail Management (ABRM), NYC, USA. *Best presenter certificate in branding and marketing session.*

Friedmann, E. (June 2019). The influence of ads structure and content on purchase intentions of low and high context cultures. European Academy of Management (EURAM), Lisbon, Portugal.

Friedmann, E., Solodoha, E., and Efrat Treister, D., (June 2020) Does It Pay to Offend: Short- and Long-Term Reactions for Offensive Advertisements. Paper presented by Friedmann, E. at ISMS Marketing science conference, Duke university, USA (Zoom conference).

Friedmann, E., Solodoha, E., and Efrat Treister, D., (October 2020) Does It Pay to Offend: Short and Long Term Reactions for Offensive Advertisements. Paper presented by Friedmann, E. at ACR conference, Paris (Zoom conference).

Friedmann, E., Solodoha, E., and Efrat Treister, D., (June 2021). Offensive Ads and Long-Term Approach Toward the Advertised Brand by Those Who Are Discriminated Against: Disidentification Tendency in Action. Paper presented by Friedmann, E. at ISMS Marketing science conference, Rochester university, USA (Zoom conference).

Friedmann, E., Solodoha, E., and Efrat Treister, D., (October 2020) Does It Pay to Offend: Short and Long Term Reactions for Offensive Advertisements. Paper presented by Friedmann, E. at ACR conference, Paris (Zoom conference).

Friedmann, E., Solodoha, E., and Efrat Treister, D., (October 2020) Does It Pay to Offend: Short and Long Term Reactions for Offensive Advertisements. Paper presented by Friedmann, E. at ACR conference, Paris (Zoom conference).

Friedmann, E., Vescovi, T. and Weiss-Sidi, M (September 2021). Cross-cultural market segmentation scale towards a high- and low-context culture scale. Paper presented by Vescovi, T. at EuroMed Academy of Business (EMAB), (Zoom conference).

Friedmann, E., Solodoha, E., and Efrat-Treister, D. (October 2021). Offensive-Stereotyping Ads: Disidentification Tendency in Action. Paper presented by Friedmann, E. at ACR conference, Seattle, WA (Zoom conference).

Friedmann, E., Gutman, G., Peleg, G. and Reggev, N. (October 2021). COVID-19 stress and the performance of gender counter-stereotypical behavior (GCSB): market opportunities from an overlooked segment during the pandemic. Paper presented by Friedmann, E. at ACR conference, Seattle, WA (Zoom conference).

Pedro, Y. and **Friedmann**, E. (November 2021). The frontstage and backstage perceptions of fashion luxury brands by consumers and designers. Paper presented by Pedro, Y. at GFMC - Global Fashion Management Conference, South Korea (Zoom conference).

- **Publications in the media**

News, Channel 12 (interview on 2021):

https://us02web.zoom.us/rec/play/1UVkZc_VYP75e80o764nDxeSMWxmBDY_p8toES6VhI5XSiVPA1V8oKO0MZNMjP1eAT0KoJfJ_rK0TmzF.kNfr2DhZM1XatNFY?autoplay=true&startTime=1610545108000

Maariv (2020). “Surprising study: Who consumed more alcohol, chocolate and porn during the closure?” Retrieved from: <https://www.maariv.co.il/news/viral/Article-788708>

Ynet (2020). “"Spring of the Wineries": What do you drink and where do you buy?” Retrieved from: <https://www.ynet.co.il/economy/article/HkEW5nD4v>

The Jerusalem Post (2020). “Alcohol, chocolate and porn consumption jumps during coronavirus pandemic”. Retrieved from: <https://www.jpost.com/health-science/alcohol-chocolate-and-porn-consumption-jumps-during-coronavirus-pandemic-641475>

The Marker (2019). “A stove for women, a vehicle for men: Britain has put an end to advertising stereotypes - and what in Israel?” Retrieved from: <https://www.themarker.com/amp/advertising/.premium-1.6883371>

The Medical (2019). Characteristics of physicians' use of instant messaging software in the clinical work and its implications. Retrieved from: http://www.themedical.co.il/Article.aspx?f=12&s=2&id=4566&fbclid=IwAR04PKOIrD-DSWQVegYANY7ajPvsMaFwLr5ZhPQIkWxLEF3FS3lzvoz7p_w.

CURRICULUM VITAE

- **Personal Details**

Name: **Merav Weiss-Sidi**
Date and place of birth: February 25, 1979; Haifa, Israel
Work address: Guilford Glazer Faculty of Business and Management
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POB 653
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Home address : 10 Barkan Street
Omer 8496500, Israel
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- **Education**

Postdoc Fellow 2021, Tel-Aviv University, Coller School of Management
Project managers: Prof. Daniel Hellr, Dr. Ilanit Simantov-Nachlieli

Ph.D. 2020, Ben-Gurion University of the Negev, the Guilford Glazer Faculty of Business and Management GGFBM, Management Department
Advisors: Prof. Oded Lowengrat, Dr. Hila Riemer

Title of Thesis: *Help Others Be Happy? - Prosocial Behavior and Related Emotions across Cultures*

M.B.A. – 2013, The College of Management Academic Studies, the School of Business Administration; Marketing and Branding, *Thesis cum laude*
Advisor: Prof. Oren Kaplan

Title of Thesis: *Value Messaging through Logo, Their Characterization and Contribution – Case study: an examination "Israeliness" as it appears in the logos of Israeli companies*

B.A. – 2004, The College of Management Academic Studies, The School of Media Studies, *Magna Cum Laude*.

- **Employment History**

2021- Present
Lab manager- The BGU Marketing Lab
Ben-Gurion University of the Negev

2016-Present
Adjunct Lecturer
Ben-Gurion University of the Negev

September 2019
Erasmus, Ca' Foscari University,
Management Department, Venice, Italy

2008-2016
Co-Founder & Exc. manager
Infogan.co.il

2008-2015

Adjunct Lecturer

The Faculty of the Arts at Kibbutzim College of Education, The College of Management Academic Studies.

2010-2011

Member of the steering committee of the high school curriculum in communication studies

2005-2010

Teaching Assistant and Co-Teaching for methodical seminars

The College of Management Academic Studies

2003–2005

Media planner and buyer

Zenith media- (for P&G account)

- **Professional Activities**

- (a) Editor or member of editorial board of scientific or professional journal

2019, *The Academy of Management Conference* (PNP and SIM Divisions) - Ad hoc reviewer

2021, *Journal of Retailing and Consumer Services* - Ad hoc reviewer

- (b) Membership in professional/scientific societies

2016– Society of Consumer Psychology

2017, 2018 – The Society for Personality and Social Psychology

2018, 2019 – The Academy of Management

2019 – The European Association for Decision Making

2019 – American Marketing Association

2021 – INFORMS

2021 - The International Association for Cross-Cultural Psychology (IACCP)

- **Educational activities**

- (a) Courses taught

Prosocial Marketing, for undergraduate students, Ben-Gurion University of the Negev, The Faculty of the Arts at Kibbutzim College of Education

Marketing Principals, for undergraduate students, Ben-Gurion University of the Negev, The College of Management Academic Studies.

Strategic Brand Management, for undergraduate students, Ben-Gurion University of the Negev, The Faculty of the Arts at Kibbutzim College of Education.

Advertising Principals, for undergraduate students, The College of Management Academic Studies, The Faculty of the Arts at Kibbutzim College of Education.

Services Marketing – MBA program, Ben-Gurion University of the Negev.

Strategic Marketing and Communication for Social Goals – MBA program, Ben-Gurion University of the Negev

Lectures and Presentations at Meetings and Invited Seminars

(a) Presentations of papers at conferences/meetings (oral or poster)

1. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2015). "Are People Happier When Contributing to Others? A Cross-Cultural Examination". *Presented at the National PhD Candidates' Conference in Research Psychology*, Tel-Aviv University, Israel, December. (Poster)
2. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2016). "Are people happier when giving to others? A cross-cultural examination", *Presented at the Annual Conference of The Risk and Uncertainty in the 21th Century (DMEP)* Ben-Gurion University of the Negev, Israel, January. (Poster)
3. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2016). "Are people happier when giving to others? A cross-cultural examination". *Presented at the Society for Consumer Psychology Conference*, St. Petersburg, FL, USA, February. (Poster)
4. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2017). "Help Others, Be Happy! A Cross-Cultural Examination of the Effect of Prosocial Behavior on Happiness" *Presented at the SPSP (Society for Personality and Social Psychology) Annual Convention*, San Antonio, Texas, USA, January. (Poster)
5. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2018). "Help Others, Be Happy! A Cross-cultural Examination of the Effect of Pro-social Behavior on Happiness" *Presented at the annual conference of the Regional Science Association International, The Israeli Section*, February. (Poster)
6. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2018). "Help Others – Be Happy? Altruism and Happiness across Cultures", *Presented at the 18th Marketing in Israel Conference*, Tel Aviv University, Israel. December 26-27. (**Oral presentation**)
7. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2018). "Help Others, Be Happy! A Cross-cultural Examination of the Effect of Pro-social Behavior on Happiness". *Presented at the Annual Conference of the Risk and Uncertainty in the 21th Century (DMEP)*, Ben-Gurion University of the Negev, Israel - Poster. December 20. (Poster)
8. Gutman^S, G., **Weiss-Sidi^S, M.** Peleg^S, G. and Lowengart^{PI}, O. (2018). "It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations". *Presented at the AOM Specialized Conference – From Start-up to Scale-up*, Tel Aviv, Israel. December 18-19. (**Oral presentation**)
9. Gutman^S, G., **Weiss-Sidi^S, M.** Peleg^S, G. and Lowengart^{PI}, O. (2019). "It is Time to Scale it Up: From Seed Social Ventures to Non-profit Organizations". *Presented at the 48th Annual EMAC 2019 Conference*, 28-31 May, 2019, in the University of Hamburg, Germany (**Oral presentation**).
10. Gutman^S, G., **Weiss-Sidi^S, M.** Peleg^S, G. and Lowengart^{PI}, O. (2019). "Crossing the Funding Barrier: From Seed Social Ventures to Non-profit Organizations". *Presented at the 41st Annual ISMS Marketing Science Conference*, June 20-22, in Rome, Italy Accepted paper title: (**Oral presentation**).
11. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2019). "When I Give I Gain – Cross Cultural Altruistic Motivations Differences". *Presented at the 4th Collier Conference on Behavioral Economics (CCBE)*, June 19-20, in Tel Aviv University, Israel (poster).
12. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2019). "Who Does Good to Feel Good? Cross Cultural Differences in Altruistic Motivations". *Presented at the 27th Biennial SPUDM 2019 conference*,

August 18-22, in Amsterdam, Netherlands (**Oral presentation**).

13. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2020). "The Underlying Motivations for Ethical Behavior: Differences in Altruism through a Cross-Cultural Lens", The Fifth Israel Organizational Behavior Conference (IOBC), January 5-7, 2020, in Tel-Aviv, Israel (**Oral presentation**).
 14. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2021). "Help Others – Be Happy? Altruism and Happiness across Cultures", *Presented at the 18th Marketing in Israel Conference*, Israel, Zoom conference, February 3-4. (**Oral presentation**)
 15. **Weiss-Sidi^{PI}, M.** (2021). "Cultural And National Values Of Consumers' Perception In Logos", *Presented at the ISMS Marketing science conference*, Duke University, USA, Zoom conference, June 3-5. (**Oral presentation**).
 16. **Weiss-Sidi^S, M.** and Riemer^{PI}, H. (2021). "The Underlying Motivations for helping Behavior: Differences In Altruism Through A Cross-Cultural Lens", *Presented at 25th International Congress of Cross-Cultural Psychology*, July 26-31, Prague, Czech Republic, Zoom conference, (**Oral presentation**).
 17. Fridmann^{PI}, E. **Weiss-Sidi^c, M.** and Vescovi^c, T. "Cross-Cultural Market Segmentation Scale. Towards a High- and Low-Context Culture Scale", has been accepted for presentation to the 14th Annual Conference of the EuroMed Academy of Business (EMAB) that will be held online on September 22-24, 2021.
- (b) Seminar presentations at universities and institutions
1. June 2016, **Research presentation presented Kent B. Monroe** (The John M. Jones Distinguished Professor of Marketing Emeritus at University of Illinois) in special seminar, at the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel, "Emotional Antecedents and Consequences of Prosocial Behavior".
 2. January 2017, **Research presentation presented Vithala R. Rao** (Deane Malott at Samuel Curtis Johnson Graduate School of Management, Cornell University) in special seminar, at the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel, "Help Others, Be Happy! A Cross-cultural Examination of the Effect of Prosocial Behavior on Happiness".

Scientific Publications

Publication of Abstracts or Extended Abstracts Only:

Note: In the Management field, researchers often submit full length papers for review, but after acceptance ask to publish extended abstracts only, due to copy right considerations.

Gutman^S, G., **Weiss-Sidi^S, M.**, Peleg^S, G., and Lowengart^{PI}, O. (2018). It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations. *Academy of Management Global Proceedings*, (2018), 258.

Peleg^S, G., Gutman^S, G., **Weiss-Sidi^S, M.**, and Lowengart^{PI}, O. (2019). Crossing the funding barrier: fundraising along with social organizations lifetime cycle. *Summer AMA Academic Proceedings*, 30, 260-264.

Peleg^S G., Lowengart^{PI} O., Gutman^S G., and **Weiss-Sidi^S M.** (2019). It is Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations. *Proceedings of the European Marketing Academy*, 48th, (9056)

Accepted for publication:

Fridmann, E., **Weiss- Sidi, M.** and Tschisik, I. (2021). A case study of Leonardo hotels chain marketing strategy: from Israel to Central Europe. in Vescovi, T. Intercultural Marketing: European Perspectives, Edward Elgar publishing (Book chapter)

Under review:

Fridmann^{PI}, E. **Weiss-Sidi**^{Co-PI}, **M.** and Vescovi^C, T. “The Measurements of Low and High Context Cultures”.

Status: under review, Submitted for European Journal of International Management. (SJR 2020 impact factor: 0.66, Q2; 106 of 1742 in Business, Management and Accounting).

Fridmann^{PI}, E. **Weiss- Sidi**^{Co-PI}, **M.** and Vescovi^C, T. “Do Americans Want to Have Fun While Chinese Care About Others’ Approval? Examining Stereotypical utilities positioning in Brand Choice Contexts”.

Status: under review, Submitted for the Journal of Product & Brand Management. (SJR 2020 impact factor: 0.98, Q1; ABDC: A; 46 of 194 in Marketing).

Fridmann, E. and Alfayumi-Zeadna, S. and **Weiss-Sidi, M.** “Use of social marketing techniques to increase care utilization among women with postpartum depression”.

Status: under review, Submitted for the Journal of Clinical Medicine. (JCR 2020 impact factor: 4.241, Q1).

Work in progress:

“Give a Fishing Rod, Not a Fish: The Impact of Help Type on Support for the Helper’s Leadership“

Chernyak-Hai^{CI} L., SimanTov-Nachlieli^{PI}, I., Heller^{Co-PI}, D, and **Weiss- Sidi**^{Co-PI}, **M.**

Status; final writing, expected date of completion: November 2021

“Help others – be happy? The effect of prosocial behavior on happiness across cultures”

Weiss-Sidi, M. and Riemer, H.

Status; final writing, expected date of completion: November 2021

“Do I really need to think about it? How donors’ involvement and organizations’ credibility affect the donation decision process”.

Weiss-Sidi, M. Gutman, G, Peleg, G. and Lowengart, O.

Status; final writing, expected date of completion: December 2021

“Family supportive initiatives at work, who are they good for?”. Fridmann^{PI}, E. and **Weiss-Sidi**^{Co-PI}, **M.**

Status: In the data collection and analysis stage; expected date of completion: March 2022

"Values and Happiness When Helping Other - The Cultural Differences aspects".

Weiss-Sidi^S, **M.** and Riemer^{PI}, H.

Status: In the data collection and analysis stage; expected date of completion: May 2022.

- **Research Grants**

2021, **Partnership Foundation Paris-Dauphine- Grant**, 10,000 Euro.

2020, **Sawtooth Academic Grant**, Sawtooth Software, 3,000USD.

2019, Ben-Gurion University of the Negev, **“Third-sector research center” grant for non-profit research**, ICTR Center Ben-Gurion University, 4,000NIS.

2019, **“ERASMUS+ ICM”** for Mobility at Ca’ Foscari University, Management Department, Venice, Italy, 1,500Euro.

2016, Ben-Gurion University of the Negev, **“Third-sector research center” grant for non-profit research**, ICTR Center Ben-Gurion University, 5,000NIS.

- **Community service**

2019–2020 - Voluntary marketing consulting for Friends of the Negev
(advancement of children with autism in the Negev area)

2018-2019 - Voluntary marketing consulting for Municipal Food Policy, The Authority for
Environmental Quality and Sustainability, Tel Aviv-Jaffa Municipality

2010-2015 - Board of directors – Topaz- Enhancing Civil Society

2011-2012 - Voluntary marketing consulting for Yevulim Permaculture

2007-2008 - Voluntary marketing consulting for Brit Olam (International Volunteering and Development)

1997-2000 - Executive officer (First Lieutenant) in the Israel Defense Forces,
for 3 years in the Israeli Air Forces