

Dr. Yossi Maaravi **Curriculum Vitae**

PERSONAL INFORMATION:

Address: 1 Hasnunit st. Raanana, Israel (4372301)
E-mail: myossi@idc.ac.il
Phone: 972-9-9527684 / 972-54-7206320
Website: www.yossimaaravi.com

ACADEMIC EDUCATION:

2004 -2008 Direct PhD. track with Rector & Dean Scholarship for excellent Ph.D. students, the Leon Recanati Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel

1998-2000 B.A. double major: Psychology and "Amirim" Interdisciplinary Honors Program, Hebrew University, Jerusalem, Israel.
Magna cum Laude

ACADEMIC EMPLOYMENT:

Reichman University, Adelson School of Entrepreneurship

2014 – Today

- Dean (as of 10/1/2021) and co-founder of the school with Prof. Yair Tauman
 - Founder, head and leading lecturer ASE honors program (2020 -)
 - Head of the BA program in Entrepreneurship (2014 - 2021)
 - Head and academic director of "The Leumi Innovation Project" – an organizational innovation program for outstanding students in collaboration with Bank Leumi (as of Oct. 2021 with a new partner: Schestowitz)
 - Academic director of the CO-OP Startup experience course – hands-on practicum in real startups (300+ students, 100+ companies per year)
 - Academic director of the "MURATA-IDC" innovation program - an open-innovation accelerator program in collaboration with MURATA electronics, Japan (2017)
 - Academic director of IDC HUB - the Adelson School of Entrepreneurship extra-academic unit (2016-2017)
 - Co-academic director of IDC Beyond - IDC's presidential entrepreneurship program
 - Academic supervisor of the IDC Entrepreneurship Club (2014-2018)
 - Academic director of the international programs with NUS, Princeton, UNSW
 - Head of the Entrepreneurship Major and Minor programs (2014-2016)

The Technische Universität Darmstadt, Startup and Innovation Centre HIGHEST

Visiting lecturer: 2016 -

Center for Academic Studies, Sarnat Business School

Senior lecturer (faculty): 2008 – 2014

Tel Aviv University, Recanati Graduate School of Business Administration

Teaching Assistant to prof. Margaret Neale from Stanford in Kellogg-Recanati: 2004-2006
Adjunct Lecturer: 2007, 2009-2011, 2012- present

Interdisciplinary Center, Arison School of Business

Adjunct Lecturer: 2009-2011, 2013

ACADEMIC HONORS AND AWARDS:

- 2021 IDC, Adelson School of Entrepreneurship – Best Researcher Award.
- 2019 IDC, Adelson School of Entrepreneurship – Best Researcher Award.
- 2018 IDC, Adelson School of Entrepreneurship – Best Lecturer Award.
- 2016 IDC, Adelson School of Entrepreneurship – President special recommendation (see appendix)
- 2011-2014 Recanati Graduate School of Business Administration, Tel Aviv University – Best Lecturer Award.
- 2012 Sarnat Business School, Center for Academic Studies – Best Lecturer Award.
- 2004-2008 Tel Aviv University - Rector & Dean Scholarship for excellent Ph.D. students
- 2001 Hebrew University - Graduation with honors (Magna cum Laude)
- 1998-2000 Hebrew University - "Amirim" interdisciplinary honors program scholarship & prizes
- 1998 Hebrew University - Community Involvement Project Award

GRANTS & SPONSORSHIPS:

- 2021-2024 Schestowitz Innovation Program – a project in Organizational Innovation and Intrapreneurship in partnership with Schestowitz (750K NIS)
- 2019-2021 Israel Science Foundation, Personal research track (as PI, by myself), “The Researcher-Practitioner Paradox: The Case of First versus Second-mover Advantage in Negotiation” (300K NIS)
- 2017-2020 SILICE project, Erasmus+ a "manager" in the project led by Dr. Eric Zimmerman (800K Euro)
- 2017-2021 The Leumi Innovation Project – a project in Organizational Innovation and Intrapreneurship in partnership with Bank Leumi, Boston Consulting Group and SIT (760K NIS)
- 2016-2017 IDC Grant for Interdisciplinary research with: Ayal Shahar, Gut Hochman, Guy Hoffman, Micha Reifen (20K USD)

OTHER ACADEMIC ACTIVITIES:

Frontiers in Psychology, Ad Hoc Journal Reviewer
Judgment and Decision Making, Ad Hoc Journal Reviewer
Journal of Behavioral Decision Making, Ad Hoc Journal Reviewer
Journal of Economic Psychology, Ad Hoc Journal Reviewer
ISF (Israeli Science Foundation), committee member (2013)

MA supervision: Three MA students together with Dr. Guy Hochman, 2017 -

PhD. supervision: a PhD. candidate together with Prof. Peter Buxmann, The Technische Universität Darmstadt, 2018 -

COURSES TAUGHT:**Interdisciplinary Center**

- *Themes in Entrepreneurship - introduction, BA in entrepreneurship, 2017 -*
- *The Leumi Innovation Project, BA honors program, 2016 -*
- *UpStart, minor program in entrepreneurship, BA venture creation course, 2016 - 2018*
- *Entrepreneurial Management and Intrapreneurship, BA course, 2014 –*
- *The Psychology of Creativity and Ideation, BA course, 2014 – 2018*
- *Final Project in Entrepreneurship, BA course, 2015 –*
- *CO-OP Startup Experience Course (academic director), BA course, 2014 –*
- *Negotiation, MA course 2016 -*
- *Organizational behavior (with a focus on applied social psychology), BA course, 2009-2013*
- *Behavioral Decision Making, BA course, 2013-2014*
- *Critical Thinking, BA course, 2014*

Princeton University, The Keller Center for Innovation (course taught at IDC)

Venture Creation: 2016

TU Darmstadt – Technische Universität Darmstadt

Creating a Web Startup, MA level course: 2016 -

Frankfurt School of Finance & Management (course taught at IDC)

Venture Creation Crash Course, MA level course: 2016 –

National University of Singapore (course taught at IDC)

Venture Creation: 2016 –

Center for Academic Studies, Saranat Business School

- *Creativity and Innovation in Organizations, MBA course: 2013-2014*
- *Organizational behavior (with a focus on applied social psychology), BA course, 2008*
- *Managerial Decision Making, BA course, 2009-2014*
- *Negotiation, MBA course, 2008-2014*

Tel Aviv University, Recanati Graduate School of Business Administration

- *Research methods, BA course, 2006-2007*
- *Negotiation, BA course, 2009-2014*

LIST OF PUBLICATIONS IN REFEREED JOURNALS:

1. ***Maaravi, Y.**, Hameiri, B., & Gur, T. (2022, forthcoming). Perceptions of victimhood and entrepreneurial tendencies. *Frontiers in Psychology*.
IF = 2.99
2. ***Maaravi, Y.**, & Heller, B. (2021). Buyers, Maybe Moving Second Is Not That Bad After All: Low-Power, Anxiety, and Making Inferior First Offers. *Frontiers in Psychology*, 12.
IF = 2.99
3. ***Maaravi, Y.**, & Heller, B. (2021). Digital Innovation in Times of Crisis: How Mashups Improve Quality of Education. *Sustainability*, 13(13), 7082.
IF = 3.25
4. ***Maaravi, Y.**, Levy, A., Gur, T., Confino, D., & Segal, S. (2021). "The tragedy of the commons": How individualism and collectivism affected the spread of the COVID-19 pandemic. *Frontiers in public health*, 9, 37.
IF = 3.71
5. *Kanat-Maymon, Y., Yaakobi, E., & **Maaravi, Y.** (2021) Organizational support, legitimacy, and workplace outcomes: A mediation model. *Journal of Theoretical Social Psychology*.
IF = N/A
6. *Segal, S. & **Maaravi, Y.** (2021) Policymakers as safe havens: The relationship between adult attachment style, COVID-19 fear, and regulation compliance. *Personality and Individual Differences*.
IF = 3.00
7. ***Maaravi, Y.**, & Heller, B. (2020). Studying the prominence effect amid the COVID-19 crisis: implications for public health policy decision-making. *F1000Research*, 9(1356), 1356.
IF = 2.23
8. ***Maaravi, Y.**, Heller, B., Hochman, G., & Kanat-Maymon, Y. (2020). Internship Not Hardship: What Makes Interns in Startup Companies Satisfied?. *Journal of Experiential Education*, 1053825920966351.
IF = 1.89
9. ***Maaravi, Y.**, Hameiri, B., & Gur, T. (2020). Fighting Coronavirus One Personality at a Time: Need for Structure, Trait Victimhood, and Adherence to COVID-19 Health Guidelines. *Front. Psychol.* 11: 576450. doi: 10.3389/fpsyg.
IF = 2.99
10. ***Maaravi, Y.**, & Heller, B. (2020). Not all worries were created equal: The case of COVID-19 anxiety. *Public Health*, 185, 243-245.
IF = 2.43

11. ***Maaravi, Y.**, Heller, B., Shoham, Y., Mohar, S., & Deutsch, B. (2020). Ideation in the digital age: literature review and integrative model for electronic brainstorming. *Review of Managerial Science*, 1-34.
IF = 7.13
12. ***Maaravi, Y.**, Heller, B., Amar, S., & Stav, H. (2020). Training techniques for entrepreneurial value creation. *Entrepreneurship Education*, 1-24.
IF = N/A
13. **Maaravi, Y.**, Idan, O., & Hochman, G. (2019). And sympathy is what we need my friend— Polite requests improve negotiation results. *PloS one*, 14(3), e0212306.
IF = 3.24
14. Maaravi, Y., & Hameiri, B. (2019). Deep pockets and poor results: The effect of wealth cues on first offers in negotiation. *Group Decision and Negotiation*, 28(1), 43-62.
IF = 2.65
15. **Maaravi, Y.** (2018). Using hackathons to teach management consulting. *Innovations in Education and Teaching International*, 1-11
IF = 1.95
16. Levy, A., & **Maaravi, Y.** (2018). The boomerang effect of psychological interventions. *Social Influence*, 13(1), 39-51.
IF = 0.93
17. **Maaravi, Y.** (2018). Running a research marathon. *Innovations in Education and Teaching International*, 1-7.
IF = 1.95
18. **Maaravi, Y.**, & Levy, A. (2017). When your anchor sinks your boat: Information asymmetry in distributive negotiations and the disadvantage of making the first offer. *Judgment and Decision Making*, 12(5), 420-429.
IF = 2.54
19. Roizman, M., Hoffman, G., Ayal, S., Hochman, G., Reifen Tagar, M., & **Maaravi, Y.** (2016, March). Studying the Opposing Effects of Robot Presence on Human Corruption. In *The Eleventh ACM/IEEE International Conference on Human Robot Interaction* (pp. 501-502). IEEE Press.
IF = N/A
20. **Maaravi, Y.**, Pazy, A., & Ganzach, Y. (2014). Winning a battle but losing the war: On the drawbacks of using the anchoring tactic in distributive negotiations. *Judgment and Decision Making*, 9(6), 548-557.
IF = 2.54
21. **Maaravi, Y.**, Ganzach Y., & Pazy A. (2011). Negotiation as a form of persuasion: Arguments in first offers. *Journal of Personality and Social Psychology*. 101 (2), pp. 245-255.
IF = 7.67
22. **Maaravi, Y.**, Pazy A. & Ganzach Y. (2011). Pay as much as you can afford: Counterpart's ability to pay and first offers in negotiation. *Judgment and Decision Making*. 6, pp. 275-282
IF = 2.54

CONFERENCE PRESENTATIONS:

23. Conference on Enterprise Education (2019), National Erasmus+ Office in collaboration with the Division of Strategy & International Affairs at the Israeli Council for Higher Education (CHE). Van Leer Institute, Jerusalem
24. Start-up to Scale-up Conference (2018). Tel-Aviv University, Tel Aviv
 - a. Professional Development Workshop, Homo Curious: The Power of Curiosity in Business and Life.
 - b. Led Roundtable Discussion: Incubators, Accelerators, and Mentoring.
25. Panel discussion: The University's role in the entrepreneurship and innovation ecosystem (2018). 5th Global Entrepreneurship and Innovation Conference. University of Amsterdam, Amsterdam.
26. The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at TU Berlin
27. The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at IDC
28. The Entrepreneurial University, the IDC Case (2016). At HWR, Germany
29. Maaravi Y., Pazy A., Ganzach Y. (2011) Pay as much as you can afford: Counterpart's ability to pay and first offers in negotiation. Paper presented at the Schiller Laboratory, Mount Sinai School of Medicine, New York, NY, 2012
30. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2011): Arguments in First Offers. Paper presented at the Bar-Ilan university business school seminar, Ramat-Gan.
31. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2011): Arguments in First Offers. Paper presented at the Tel-Aviv university business school seminar, Tel-Aviv.
32. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2008): Arguments in First Offers. Paper presented at the annual meeting of the Academy of Management, Chicago.

PUBLICATIONS - BOOKS:

Maaravi Y. (2015). *You Deserve Better – how to excel in the negotiations of your life.* (Textbook, in Hebrew), Kinneret-Zmora-Bitan

PUBLICATIONS - FICTION:

Maaravi Y. (2010). *The Juice Tree*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

Maaravi Y. (2011). *Friendship and Magic*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

Maaravi Y. (2010). *Every Great Forest Begins with One Small Tree*, pp. 63-70, in Tepper Y. (editor), *Kloompopo Island and other stories*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

PROFESSIONAL EXPERIENCE – CONSULTING AND TRAINING:

Selected clients: Mercantile Bank, Bein-Leumi Bank, Hapoalim Bank, Keter plastic, Kidum group, Wall Street English, Strauss group, the Jewish Agency, the Ministry of Education, the Ministry of Justice, Xpert financial group, Medimop.

PROFESSIONAL EXPERIENCE – NON-ACADEMIC:

2010 - 2014 Cofounder and partner in "Tag Media Group" – a digital-marketing agency

2008 - 2014 Management consulting and training to leading Israeli firms

2006 - 2014 Founder of internet startup: sutree.com – the instructional videos hub

1998 - 2000 Founder of internet startup "Netcoupon" – the world's first digital coupons website

1997 - 2004 Teacher in preparation courses for the psychometric exam

1998 - 2005 Tour Leader and Guide in organized tours to China, Tibet and Nepal