

May-June 2012

Gullford Glazer Faculty of Business & Management (GGFBM) bi-monthly e-news Ben-Gurion University of the Negev (BGU)



Dr. Barkan



Dr. Grinstein

Research

The Pot Calling the Kettle Black: Distancing Response to Ethical Dissonance, Rachel Barkan, Department of Business Administration, Shahar Ayal, IDC Herzliya, Francesca Gino, Harvard University, Dan Ariely, Duke University. Six studies demonstrated the "pot calling the kettle black" phenomenon whereby people are guilty of the very fault they identify in others. Findings indicated that to reduce ethical dissonance, individuals use a double-distancing mechanism. Using an overcompensating ethical code, they judged others more harshly and presented themselves as more virtuous. This mechanism was shown to be exclusive for ethical dissonance, not triggered by salience of ethicality, general sense of personal failure, or ethically neutral cognitive dissonance. Theoretical contribution of this work to research on moral regulation and ethical behavior was indicated. This will be published in the top ranking Journal of Experimental Psychology: General.

Demarketing, Minorities and National Attachment, Amir Grinstein, Department of Management, Udi Nisan, Hebrew University. This study addressed two important global trends: protection of public goods, specifically the environment, and the emergence of multiethnic societies with influential minority groups. The study tested the effect of a government proenvironmental demarketing campaign on the deconsumption behavior of minority groups and the majority population. Findings suggested that policy makers and marketers should consider using demarketing more to complement regulatory and economic tools. The study was published in the high ranking Journal of Marketing.

Dimensions of hotel experience of people with disabilities: An exploratory study, Arie Reichel, Yaniv Poria and Yael Brandt, Department of Hotel and Tourism Management. This study has been chosen as the **Highly Commended Award Winner** of the **Literati Network Awards for Excellence 2012**. The study focused on the challenges arising from the interactions between people with special needs and the hotel environment. Findings indicated that participants assigned more importance to staff attitudes than to hurdles in the physical environment. The paper offered recommendations for hotel management with regard to specific physical as well as interpersonal means to alleviate difficulties faced by people with disabilities in their hotel experiences. These findings are of great importance to the Israeli hospitality industry facing accessibility requirements by law. The study was published in the International Journal of Contemporary Hospitality Management.

Practical Modified GINI Index, Miki Malul, Danny Shapira, GGFBM and Amir Shoham, Temple University. While the GINI index is the most common method for estimating the level of income inequality in countries, this study introduced a modified approach with the value of in-kind benefits that the government provides. This index can be used by policy makers and researchers around the world to assess the differences in inequalities between countries as well as trends in the level of inequality over time more accurately because it takes in-kind benefits into account without needing access to complicated and rarely available data sets. The study is forthcoming in the journal Applied Economics Letters.

Visitors

Three world renowned scholars visited the Social Leadership MBA Program:

Prof. Allen Grossman, Management Practice, Harvard University, lectured the course on leading and governing high performing nonprofit organizations, the leadership challenges of creating and sustaining high performance in nonprofit organizations. Prof. Grossman's research focuses on leading and governing high performing nonprofit organizations and leadership and management of public school districts. Among his publications are the book High Performance Nonprofit Organizations, and the article Virtuous Capital: What Foundations Can Learn from Venture Capitalists published in the Harvard Business Review.

Prof. Paul Light, Public Service, NYU, addressed persistent questions facing the leaders of social change, mainly on how to build "robust" organizations that can withstand funding cuts and intense resistance, as they pursue innovation and advance. He is the author of 25 books on social

entrepreneurship, the nonprofit sector, federal government reform and public service, founder of the Global Center for Public Service, a Douglas Dillon Senior Fellow at the Brookings Institution, and founding director of its Center for Public Service.

Prof. Joel Fleishman, Law and Public Policy, Duke University, lectured on foundations' and corporations' roles and impact on social leadership. Prof. Fleishman has served as associate chairman of the Center for the Study of the City and Its Environment and of the Institute of Social Science at Yale. Prof. Fleishman is Director of the Heyman Center on Ethics, Public Policy and the Professions chair of the Independent Sector's Committee on the Self-Regulation of Nonprofit Organizations. Mr. **Jeff Swartz**, known as a socially-responsible entrepreneur and philanthropist from Boston, accompanied Prof. Fleishman at lectures and meetings.

Prof. Gary Magee, Deputy Dean of Research at the Faculty of Business and Economics, Monash University in Melbourne, Australia, visited the GGFBM and discussed with Dean

Malach-Pines various options for collaboration between the two Faculties. Prof. Magee visited BGU together with Monash University President Prof. Ed Byrne.

Three distinguished professors visited the Honors MBA (HMBA) Program:

Prof. Oded Koenigsberg, Business, Columbia University, lectured on advance finance. Prof. Koenigsberg's interests include distribution channels and supply chain management, marketing of durable goods, pricing and promotion strategy and marketing/manufacturing interface. He is well published in Marketing Science and in the Journal of Marketing Research.

Prof. Evgeny Lyandres, Finance, Boston University, lectured on advanced corporate finance. His interests are in corporate finance and the interaction of firms' financial and operating decisions. His work has been published in leading finance journals, such as the Journal of Finance, the Journal of Financial Economics, the Journal of Financial and Quantitative Analysis, the Journal of Business, among others.



Prof. Reichel



Prof. Poria



Dr. Malul



Dr. Shapira



Prof. Grossman



Prof. Fleishman



Prof. Light



Prof. Koenigsberg



Prof. Lyandres

Visitors cont'd

Prof. Ozbilgin



Prof. Strahilevitz



Mr. Freedman & Prof. Israeli



Mr. Rosenboim



Prof. Pliskin



Prof. Lowengart



Dr. Azar



Dr. Kaufman



Mr. Levy & Dr. Levy



Mayor Danilovich

Prof. Yakov Amihud, Entrepreneurial Finance, NYU, was invited by **Dr. Haim Kedar-Levy**, who heads the Finance Research Center, to lecture at the research seminar on liquidity effects on markets and predicting periods of financial distress. Prof. Amihud is a world-renowned researcher whose works have catalyzed the emergence of a new finance field called Market Microstructure.

Prof. Mustafa F. Ozbilgin, Organizational Behavior, Brunel University, lectured at the Faculty Research Seminar in May on Global Diversity Management: Transposition of Diversity Management Across National Borders. Prof. Ozbilgin is Co-Chair Management of Diversity at Université Paris Dauphine, Editor-in-Chief of the British Journal of Management and Book Series Editor for Equality Diversity and Inclusion, Emerald Press. His research focuses on equality, diversity and inclusion at work from comparative and relational perspectives.

Prof. Michal Strahilevitz, Business, Golden Gate University, lectured at the Faculty Research Seminar on the consumption of altruism: how giving to charity is both different from and similar to eating chocolate. The focus of Prof. Strahilevitz's research is on the way emotions affect consumer decision making. Her research has been published in the Journal of Marketing Research, the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Business Research and is widely quoted in the Wall Street Journal, Time Magazine and CNN.

Mr. Sol Freedman, one of the founders of the NYC Hospitality Management Practical Training Program visited the team of Hotel and Tourism Management students participating in the program. Mr. Freedman talked with the students about the challenges of service management and was delighted with the students' astute answers. The Department's practical training program in Manhattan, NY and Jersey Beach, NJ is in its tenth successful year, thanks to the ongoing support of Sol and the founders: Jay Wartski, Bernard Sillins and Jessica Sillins.

News

Prof. Oded Lowengart was nominated for a second term as Chair of the Department of Business Administration

Prof. Natan Urieli will replace **Prof. Aviad Israeli** as Chair of the Hotel and Tourism Management Department.

Dr. Mosi Rosenboim, Department of Management, has been promoted to senior lecturer.

Prof. Yossi Pliskin, Department of Health Systems Management, incumbent of the Sidney Liswood Chair of Health Care Management, has been selected by the Harvard School of Public Health to receive the Roger L. Nichols Excellence in Teaching Award.

Dr. Amir Grinstein, Department of Management, is one of six recipients of the BGU Toronto Prize 2012 for his studies into the interface between marketing and society in various social and environmental contexts: the enhancement of green behavior and the effectiveness of de-marketing.

Elad Almog, a student of Hotel and Tourism Management, became the first to receive the "Scholarship for Israel", initiated by the Oxford Jewish Community, to attend Oxford Brookes' International Hotel and Tourism Marketing master's program.

Dr. Ofer Azar, Department of Business Administration, has been selected Editor in Chief of the Journal of Socio-Economics, one of the three leading journals in the fields of behavioral economics and socio-economics.

Prof. Dafna Schwartz, Department of Business Administration, has been appointed to the Board of Directors of Bank HaPoalim.

Dr. Dan Kaufmann, **Prof. Dafna Schwartz** and **Prof. Rafi Bar-El** received a NIS 250,000 grant from the Min. of Industry for their research: Trade & Labor Public involvement in private equity funds for small and medium sized enterprises, identifying local needs and building a model for policy. This study will attempt to reach a theoretical and working definition of innovative SMEs of traditional sectors and analyze their specific financial needs and constraints.

Prof. Aviad Israeli, Department of Hotel and Tourism Management, joined the editorial board of the International Journal of Hospitality Management, the leading journal in the field.

Events

The Innovation 2012 Un-conference of the Bengis Center for Entrepreneurship and Hi-Tech Management is the largest and most important annual event on innovation and entrepreneurship in the Negev and, as each year, hundreds of participants and guests attended, among them hi-tech entrepreneurs, CEOs, researchers, entrepreneurship financial support organizations, industrialists, students and distinguished guests.

Prof. Shmuel Hauser, Department of Business Administration, currently Chair of the Israeli Securities Authority, lectured on the Committee on Increasing Competitiveness, often referred to as the Centralization Committee, established by PM Netanyahu in 2010, promising "less centralization and more competition".

A panel on Business for Peace organized by **Prof. Rafi Bar-El**, **Prof. Dafna Schwartz** and **Dr. Miki Malul**, the directors of the Business for Peace Competition attracted about eighty students and scholars from different Israeli academic institutions. Dr. Malul moderated the panel that included: **Nader Tamimi**, **Muhyeddin Sayed Ahmad Jihad Alubra**, **Avi Nudelman** and **Dr. Ofir Rubin**.

Four GGFBM faculty members gave lectures on their research at the pubs and bars in Beer-Sheva as part of the **Science-Fest**. **Prof. Yaniv Poria**, **Dr. Guy Ben-Porat**, **Dr. Danny Shapira** and **Dr. Amir Grinstein** drew hundreds of enthusiastic participants.

The Business Meeting, a forum of the Department of Management, hosted Beer-Sheva **Mayor Ruvik Danilovich** in May, and **Mr. Rami Levy**, CEO of Rami Levy Hashikma Marketing in June. The forum, headed by **Dr. Haim Kedar-Levy**, convenes with over 200 students and guests several times a year to give students the opportunity to meet top Israeli businesspeople and leaders and to learn from their experiences and viewpoints. They converge academia with practice. Mayor Danilovich lectured and then discussed with students salient issues of municipal strategies relating to their management studies. In a personable interview with Dr. Kedar-Levy, Rami Levy explained to the students how his commitment to social well-being enabled him to revolutionize food consumerism and drastically lower supermarket prices.