

### **Biographical Sketch – Dr. Hila Riemer**

Dr. Hila Riemer is a faculty member of the Guilford Glazer Faculty of Business and Management at Ben-Gurion University of the Negev (BGU). She holds a PhD in Business Administration with a major in marketing and a minor in psychology from the University of Illinois at Urbana-Champaign. She also has a Master Degree in Industrial Engineering and Management and a Bachelor Degree in Chemical Engineering, both BGU.

Hila served as Visiting Professor at the University of Illinois at Urbana-Champaign (2006-2007), and as Visiting Scholar at Stanford University (2016-2017).

Hila's research focuses on consumer psychology, particularly on the emotional factors that influence consumer judgment and decisions and on cross-cultural influences on psychological processes. Her studies appear in scientific journals in both marketing and psychology such as *Psychological Review*, *Cognition and Emotion*, *Journal of Consumer Psychology*, and *Journal of Advertising*.

Among her other roles, Hila serves as the Head of the Graduate Research Program of the Guilford Glazer Faculty of Business and Management at BGU, and is a member of BGU's Committee for the Advancement of Women in Academics. In these roles, she invests in empowering doctoral students in general, particularly women, in developing their academic careers.