

Dr. Enav Friedmann

Enav Friedmann is a lecturer in Business Administration in BGU since 2020. She finished her B.A in behavioral sciences in 2001, She graduated her M.B.A in 2006 with honors and finished her P.hd in 2014 in the field of business administration with a specialization in marketing. All three degrees are from BGU. She was a faculty member at Bar-Ilan University since 2015-2019. During 2019, she was a visiting scholar in the faculty of management at Ca' Foscari University in Venice, Italy. Her research fields are consumer behavior, gender marketing and social marketing.