

**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  
Ben Gurion University  
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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

## **Enav Friedmann**

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

2020 (expected)	Ron Ben Yaccov	M.A.
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### **• 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

• **Scientific Publications**

**Refereed Articles**

1. **Friedmann, E., & 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. (1 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. (2 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. (1 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. (2 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. (IF= 2.757; Q1; B)
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> (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*. (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* (IF= 3.01; Q1; A\*)

**Articles in Conferences proceeding**

**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., & Treister, D. E. (2020). Does It Pay to Offend? Short-and Long-term Responses to Offensive Ads. ACR Conference Proceedings Volume 48.

• **Accepted research grants:**

- Guilford Glazer Faculty, Ben Gurion University (1.5K\$)- a Grant to encourage submission to competitive research funds. This fund will aid 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)

• **Submitted Research Grants:**

- ISF- The effect of offensive ads on consumer responses over-time (10/2020)
- BSF- start-up grant- Cross-cultural patterns of offensive advertisements: implications of explicit and implicit responses. Application submitted with Prof. Diana Fox, Bridgewater University, USA. (10/20)

• **Present Academic Activities**

Submitted for publication

**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. *Journal of Advertising*, (IF= 3.37; Q1; A).

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

**Friedmann**, E., Weiss-Sidi, M. and Vescovi, T.(2021). Are Cultural differences in importance of utilities deeply rooted in brand choice decisions? Examining two brand choice contexts. *International Journal of Advertising* (IF= 2.1; Q1; A).

**Friedmann**, E. and Efrat-Treister, D. (2021). The power recovery effect of gender-offensive advertising. *International Journal of Advertising* (IF= 2.1; Q1; A).

## **Enav Friedmann**

**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).

**Friedmann, E.,** 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).

### Research in Progress

**Friedmann, E.,** Solodoha, E., & Treister, D. E. (2021). Does It Pay to Offend? Short-and Long-term Responses to Offensive Ads. preprint at ResearchSquare: <https://assets.researchsquare.com/files/rs-54289/v1/93bfdcc0-a5b2-48a1-8899-2b2fb6b539f6.pdf>

**Friedmann, E.,** Gutman, G., Peleg, G. and Reggev, N. (2021). Beyond Venus and Mars and on to Jupiter: The case of COVID-19 stress and gender counter-stereotypical behavior.

**Friedmann, E.,** and Cwikel, J. G. (2021). The marketing of Flibanserin: men and women's perspectives on women's sexual desire.

Heiman, A., Lowengart, O., and **Friedmann, E.** (2021). The effect of information about health hazards on perceptions of the entire food category.

**Friedmann, E.,** and Peleg, G. (2021). Examining the brand choice process of hetero and homosexual men and women.

**Friedmann, E.** and Fox, D. (2021). Cross-cultural patterns of offensive advertisements: implications of explicit and implicit responses.

**Friedmann, E.** and Alfayumi-Zeadna, S. (2021). Use of social marketing techniques to increase care utilization among women with postpartum depression.

**Friedmann, E.** and Weiss-Sidi, M. (2021). Family supportive initiatives at work, who are they good for? pre-and during Covid-19 examination.

## • **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.

## **Enav Friedmann**

**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).

- **Publications in the media**

News, Channel 12 (interview on 2021):

[https://us02web.zoom.us/rec/play/1UVkZc\\_VYP75e80o764nDxeSMWxmBDY\\_p8toES6VhI5XSiVPA1V8oK00MZNMjP1eAT0KoJfJ\\_rK0TmzF.kNfr2DhZM1XatNFY?autoplay=true&startTime=1610545108000](https://us02web.zoom.us/rec/play/1UVkZc_VYP75e80o764nDxeSMWxmBDY_p8toES6VhI5XSiVPA1V8oK00MZNMjP1eAT0KoJfJ_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](http://www.themedical.co.il/Article.aspx?f=12&s=2&id=4566&fbclid=IwAR04PKOIrD-DSWQVegYANY7ajPvsMaFwLr5ZhPQIkWxLEF3FS3lzvoz7p_w)