

CURRICULUM VITAE

• **Personal Details**

Name: Hila Riemer
Date and place of birth: June 7, 1971; Beer-Sheva, Israel
Work address: Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
POB 653
Beer-Sheva 84105, Israel
Office: 972-8-6477909
e-mail: hriemer@bgu.ac.il
Home address: 7 Dror Street
Lehavim 85338, Israel
Home: 972-8-6510921
Mobile: 972-54-4459908

• **Education**

B.Sc. – 1993, Ben-Gurion University of the Negev, Department of Chemical Engineering
Best scholastic achievements in the department in the fourth year of studies.

M.Sc. – 1999, Ben-Gurion University of the Negev, Department of Industrial Engineering and Management; Industrial Management (Concentration in Marketing)
Advisor: Prof. Arie Reichel
Title of Thesis: Assessing Service Quality in the Israeli Tourism Industry Using SERVQUAL

Ph.D. – 2005, University of Illinois at Urbana-Champaign (USA), Department of Business Administration; Major: Marketing; Minor: Psychology
Advisor: Prof. Madhu Viswanathan
Title of Thesis: Automaticity and Control in the Effect of Arousal on Persuasion

• **Employment History**

2015-Present
Senior Lecturer
Ben-Gurion University of the Negev

2016-2017
Visiting Scholar
Department of Psychology, Stanford University CA, USA

2006-2015
Lecturer
Ben-Gurion University of the Negev

2005-2006
Visiting Assistant Professor
University of Illinois at Urbana-Champaign (USA)

2004-2005
Instructor (as a graduate student)
University of Illinois at Urbana-Champaign (USA)

1999-2001
Market Research and Business Intelligence Manager
Netafim Ltd. (Tel Aviv, Israel)

1997-2001
Adjunct Lecturer
Ben-Gurion University of the Negev

1996-1997
Teaching Assistant
Ben-Gurion University of the Negev

1994-1996
Chemical Engineer at the Research Division
Israeli Nuclear Research Center (Negev, Israel)

- **Professional Activities**

- (a) Positions in academic administration

- March 2019 – BGU Presidential Adviser on the Advancement of Women in Academia

- 2014-2019 – Representing the Guilford Glazer Faculty of Business and Management at the University Committee for the Advancement of Women in Academia

- 2014-2015 – Head of the Teaching Committee at the Department of Management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

- 2010-Present – Head of the Marketing Undergraduate Specialization in the Department of Management

- 2009-Present – Member of the Research Graduate Studies Committee at the Faculty of Business and Management, Ben-Gurion University of the Negev

- 2007- Present – Academic Supervisor for Management Undergraduate Programs at Achva College on behalf of Ben-Gurion University of the Negev

2009-2012 – Head of the Management Undergraduate Programs at the Eilat campus of Ben-Gurion University of the Negev

(b) Professional functions outside universities

2011-Present – Representing Ben-Gurion University of the Negev at the Inter-University Forum of Consumer Research

(c) Significant professional consulting

(d) Editor or member of editorial board of scientific or professional journal

Journal of Cross-Cultural Psychology– Ad hoc reviewer
2016-Present

International Journal of Consumer Research– Ad hoc reviewer
2013- Present

Journal of Internet Research – Ad hoc reviewer
2010- Present

Association for Consumer Research Conference – Reviewer
2007, 2008, 2009, 2010, 2011, 2012, 2015

Association for Consumer Research European Conference – Member of the Program Committee
2007

Paul D. Converse Symposium – Assistant Co-chair
2004

(e) Membership in professional/scientific societies

2002, 2003, 2007, 2008, 2009, 2010, 2012, 2014-2019 – Association of Consumer Research

2003, 2005, 2011, 2013-2019 – Society of Consumer Psychology

2005 – American Marketing Association

• **Educational activities**

(a) Courses taught

Doctoral Seminar, for PhD students – Ben-Gurion University of the Negev

Undergraduate final (strategic planning) project – Ben-Gurion University of the Negev

Research Seminar on Cross-Cultural Issues in Consumer Behavior, for senior undergraduate students – Ben-Gurion University of the Negev

Principles of Marketing, for undergraduate students – Ben-Gurion University of the Negev and University of Illinois at Urbana-Champaign (USA)

Marketing Research, for undergraduate students – Ben-Gurion University of the Negev and University of Illinois at Urbana-Champaign (USA)

Principles of Retailing, for undergraduate students – University of Illinois at Urbana-Champaign (USA)

Business Management Final Project, for undergraduate students – Ben-Gurion University of the Negev

(b) Research students

Master Students:

– Inbal Segal, Master's in Business Administration, Ben-Gurion University of the Negev, 2010 (completed)

– Dafna Becker, Master's in Organizational Psychology, Ben-Gurion University of the Negev (jointly supervised with Simone Moran), 2010 (completed)

– Yaara Offir, Master's in Business Administration, Ben-Gurion University of the Negev, 2015 (completed)

– Hagar Tubis, Master's in Business Administration, Ben-Gurion University of the Negev, 2015 (completed)

– Lee Hasidim, Master's in Business Administration, Ben-Gurion University of the Negev, 2016 (completed)

– Oded Zafrani, Master's in Business Administration, Ben-Gurion University of the Negev, 2016 (completed)

– Ohad Miara, Master's in Industrial Engineering, Ben-Gurion University of the Negev (jointly supervised with Raziel Riemer), 2016 (completed)

– Daniel Kopel, Master's in Industrial Engineering, Ben-Gurion University of the Negev (jointly supervised with Raziel Riemer), 2016 (completed)

– Sandra Shayevich, Master’s in Business Administration, Ben-Gurion University of the Negev, 2017 (completed)

– Shahaf Bohm, Master’s in Business Administration, Ben-Gurion University of the Negev, 2019 (expected)

– Koral Dadon, Master’s in Business Administration, Ben-Gurion University of the Negev, 2020 (expected)

Ph.D. Student:

– Tomer Bakalash, Ph.D. in Business Administration, Ben-Gurion University of the Negev (jointly supervised with Arie Reichel; previously supervised with the late Ayala Malach-Pines), 2016 (Under Review)

– Merav Weiss-Sidi, Ph.D. in Business Administration, Ben-Gurion University of the Negev (jointly supervised with Oded Lowengart), 2020 (expected)

- **Awards, Citations, Honors, Fellowships**

- (a) Honors, Citation Awards

- 1993, Ben-Gurion University of the Negev, **Best Scholastic Achievements**, Department of Chemical Engineering

- 2004, University of Illinois of at Urbana-Champaign, **Haring Student Symposium-Indiana** (University of Illinois discussant representative)

- 2006, University of Illinois at Urbana-Champaign, **“List of Faculty Ranked as Excellent”**

- 2010, The 9th International Conference on Research in Advertising (ICORIA), **High Commendation for the Best Paper Award (2nd best paper)**, for the paper “The Effect of Ad Elicited Memory of Consumer’s Memory” (with Hayden Noel)

- 2013, Ben-Gurion University of the Negev, **Dean’s award for the most productive researchers at the Faculty of Business and Management** (based on a combined measure, which includes: highly ranked journal publications, research students, and research grants; reduced teaching load awarded for four faculty members)

- (b) Fellowships

- 2001-2004, Ben-Gurion University of the Negev, \$45,000, supporting Ph.D. studies in the USA

- 2001-2005, University of Illinois at Urbana-Champaign, J. M. Jones Fellowship, \$1000 per year (during Ph.D. studies)

2005, Seth Foundation Dissertation Grant, \$2000, Dissertation research support

- **Scientific Publications**

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*PI=Principal investigator, S=student, PD=post-doc fellow, C=co-researcher
Hila Riemer's student names are underlined*

- (a) Authored books
- (b) Editorship of collective volumes
- (c) Refereed chapters in collective volumes, Conference proceedings

Publication of Abstracts or Extended Abstracts Only:

Note: In the marketing field, researchers often submit full length papers for review, but after acceptance ask to publish extended abstracts only, due to copy right considerations.

* Asterisk Indicates publications since last promotion

1. Qualls^{PI}, W., Wang^S, R.Y., and **Riemer^S, H.** 2002. Technology Adoption by Organization: The Effects of Organizational Capacity and Strategic Orientation. *Proceedings of the Annual CBIM/ISBM Conference*, February.
2. Viswanathan^{PI}, M., Torelli^S, C., Yoon^S, S., **Riemer^S, H.** and Qiu^S, T. 2005. An Exploration of Decision Making and Coping Strategies of English as Second Language Consumers. *Proceedings of the 2005 La Londe Conference on Communications and Consumer Behavior*, June, P. 106.
3. ***Riemer^{S,PI}, H.** and Viswanathan^C, M. 2007. The Impact of Arousal on Judgment Correction, Editors, Borghini, S., McGrath, M.A. and Otnes, C. *European Advances in Consumer Research*, Volume 8. Association for Consumer Research, Duluth, MN. Pp. 221-222.
4. ***Riemer^{PI}, H.** 2009. Automatic and Effortful Processes in Socially Desirable Responding: A Cross-Cultural View. Editors, McGill, A.L. and Shavitt, S. *Advances in Consumer Research*, Volume 36. Association for Consumer Research, Duluth, MN. P. 915.
5. *Segal^S, I. and **Riemer^{PI}, H.** 2010. The Mediating Role of Hope in the Relationship between Product Attributes and Judgment. Editors, Meloy, M. and Duhachek, A. *Advances in Consumer Psychology*. Society for Consumer Psychology, P. 15.

6. ***Riemer**^{PI}, **H.** and Noel^C, **H.** 2010. The Effect of Ad Elicited Arousal on Consumer's Memory. *Proceedings of the 9th International Conference on Research in Advertising (ICORIA)*, The European Advertising Academy.
(*High Commendation for the Best Paper Award.*)
7. ***Offir**^S, **Y.** and **Riemer**^{PI}, **H.** (2014). Self-Brand Connection and Stability of Brand Attitude: A Cross Cultural Perspective. Editors, Gonzalez, E. and Lowrey, R.M. *Latin American Advances in Consumer Research*, Volume 3. Association for Consumer Research, Duluth, MN.
8. ***Tubis**^S, **H.** and **Riemer**^{PI}, **H.** (2014). Cross-Cultural Differences in the Regulation of Negative Specific Emotions. Editors, Gonzalez, E. and Lowrey, R.M. *Latin American Advances in Consumer Research*, Volume 3. Association for Consumer Research, Duluth, MN.
9. ***Hasidim**^S, **L.**, **Offir**^S, **Y.**, **Tubis**^S, **H.** and **Riemer**^{PI}, **H.** (2014). The Effect of Mood on Ad Evaluation: A Cross-Cultural Examination. Editors, Gonzalez, E. and Lowrey, R.M. *Latin American Advances in Consumer Research*, Volume 3. Association for Consumer Research, Duluth, MN.
10. ***Riemer**^{PI}, **H.** and Noel^C, **H.** (2014). Will the Excitement Help You Remember? The Impact of Ad-Arousal on Memory. Editors, Cotte, J. and Wood, S. *Advances in Consumer Research*, Volume 42. Association for Consumer Research, Duluth, MN.
(*This outlet is a highly cited conference proceeding, which is considered as B-level journal in the field (e.g., see # 13 in the overall ranking of marketing journals at <http://www.ams-web.org/?10>, ABDC ranking=B)*)
11. ***Hasidim**^S, **L.** and **Riemer**^{PI}, **H.** 2015. "Affect-or Others-as-Information? The Influence of Affect on Judgment across Cultures". Editors, Diehl, K. and Yoon, C. *Advances in Consumer Research*, Volume 43. Association for Consumer Research, Duluth, MN.
12. ***Zafrani**^S, **O.** and **Riemer**^{PI}, **H.** (2016). "The role of culture in consumer response to negative experiences". *Proceedings of the Society of Consumer Psychology Conference*, Florida, February, 2016.
13. ***Weiss-Sidi**^S, **M.** and **Riemer**^{PI}, **H.** (2016) "Are people happier when giving to others? A cross-cultural examination". *Proceedings of the Society of Consumer Psychology Conference*, Florida, February, 2016.
14. **Segal, S.**^S, **Riemer, H.**, **Danziger, S.**, and **Sheppes, G.**, (2018), Emotion regulation and memory for negative emotion ads. *Advances in Consumer Research*, Volume 46. Association for Consumer Research, Duluth, MN.

Full length publications:

1. **Rierner^S, H.** and Reichel^C, A. 1998. Assessing Service Quality in the Israeli Tourism Industry Using SERVQUAL. Editors, Mok, C.C.B. and Defranco, A.L. *Advances in Hospitality and Tourism Research*, Vol. 3, January, Pp. 273-280.
 2. *Shavitt^{PI}, S., Torelli^C, C. and **Rierner^C, H.** 2011. Horizontal and Vertical Individualism and Collectivism: Implications for Understanding Psychological Processes. Editors, Gelfand, M., Chiu C-y, and Hong, Y-y. *Advances in Culture and Psychology*, Volume 1, Oxford University Press. Pp. 309-350. (Citations: GS=29, ISI=10).
- (d) Refereed articles and refereed letters in scientific journals
1. *Viswanathan^{PI}, M., Torelli^{S/C}, C., Yoon^{S/C}, S. and **Rierner^{S/C}, H.** 2010. ‘Fish Out of Water’: Understanding Decision Making and Coping Strategies of English as Second Language Consumers Through a Situational Literacy Perspective. *Journal of Consumer Marketing*. 27:524-533.
(SJR impact factor: 0.57; Marketing ranking: Q2; Business and international management ranking: Q1; ranked as B in marketing, ABDC ranking=B. Citations: GS=4).
 2. ***Rierner^{PI}, H.** and Shavitt^{PI}, S. 2011. Impression Management in Survey Responding: Easier for Collectivists or Individualists?” *Journal of Consumer Psychology*, 21:157-168.
(SJR impact factor: 1.99, 5-year impact factor: 2.021; Q1; ranked as A in marketing; ABDC ranking=A, listed on the 45 Journals used in Financial Times research rank. Citations: GS=12, ISI=8).
 3. ***Rierner^{S/PI}, H.** and Viswanathan^C, M. 2013. Higher Motivation – Greater Control? The Effect of Arousal on Judgment, *Cognition and Emotion*, 27:723-742.
(SJR impact factor: 2.311; Developmental and educational psychology ranking: Q1; Experimental and cognitive psychology ranking: Q2. Citations: GS=1).
 4. ***Bakalash^S, T.** and **Rierner^C, H.** 2013. Exploring Ad-Elicited Emotional Arousal and Memory for the Ad Using fMRI. *Journal of Advertising*, 42:275-291.
(SJR impact factor:1.71; Q1; ranked as A in advertising and communication; ABDC ranking=A. Citations: GS=11, ISI=3)
 5. ***Rierner^{PI}, H.**, Shavitt^{PI}, S., Koo^{PD}, M. and Markus^C, H.R. 2014. Preferences Don’t Have to be Personal: Expanding Attitude Theorizing with a Cross-Cultural Perspective. *Psychological Review*, 121(4), 619-648.
(SJR impact factor: 7.794; ISI impact factor: 7.719; 5-year impact factor: 10.641; Q1; ABDC ranking=A*. Citations: GS=11, ISI=6)
 6. ***Segal^S, I.** and **Rierner^{PI}, H.** 2015. Don’t Give Up Hope: The Role of Hope in the Effect of Product Attributes on Consumer Attitudes. *International Journal of Consumer Research*, 3 (1), 1-33.
(A new journal in the field; no impact factor available yet; lead article).

(e) Published scientific reports and technical papers

(f) Unrefereed professional articles and publications

Riemer^S, H., Mallik^C, S., and Sudharshan^{PI}, D. 2002. Market Shares Follow the Zipf Distribution. *Working paper*, University of Illinois at Urbana-Champaign. (Citations: GS=2, ISI=2).

(g) Classified articles and reports

- **Lectures and Presentations at Meetings and Invited Seminars**

(a) Invited plenary lectures at conferences/meetings

(b) Presentations of papers at conferences/meetings (oral or poster)

1. **Sanderussy (now Riemer), H.**, Raveh, A. and Mintz, M.H. 1994. "Oxidation of Cerium in Humid Air at Room Temperature". *Presented at the 7th Israel Conference of Material Engineering*, Technion, Haifa, Israel, November 27-29.
2. **Riemer (Sanderussy), H.**, Reichel, A. and Thrasivoulidou, L. 1998. "Measuring Service Quality in the Hospitality Industry: Cross-Country Investigation". *Presented at the International Conference Center*, Nicosia, Cyprus, November.
3. **Riemer, H.** and Reichel, A. 1998. "Assessing Service Quality in the Israeli Tourism Industry Using SERVQUAL". *Presented at the Third Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, Huston, TX, USA, January.
4. Qualls, W., Wang, R.Y., and **Riemer, H.** 2002. "Technology Adoption by Organization: The Effects of Organizational Capacity and Strategic Orientation". *Presented at the Annual CBIM/ISBM Conference*, February.
5. Viswanathan, M., Qiu, T., **Riemer, H.** and Yoon, S. 2003. "Understanding English as a Second Language (ESL) Consumers: A Qualitative Study". *Presented at the Advertising and Consumer Psychology Conference*, Seoul, Korea.
6. **Riemer, H.**, Viswanathan, M. and Yoon, S. 2003. "Effects of Functional Literacy and Language Ability on Consumer Behavior: The Ethiopian Immigrant Case". *Presented at the "Marketing in Israel" meeting*, Tel-Aviv, Israel, December.
7. **Riemer, H.** and Shavit, S. 2005. "Automatic and Effortful Processes in Socially Desirable Responding". *Presented at the pre-conference of the Society for Consumer Psychology*, March.

8. Viswanathan, M., Torelli, C., Yoon, S., **Rierner, H.** and Qiu, T. 2005. "An Exploration of Decision Making and Coping Strategies of English as Second Language Consumers". *Presented at the La Londe Conference on Communications and Consumer Behavior*, La Londe, France, June.
9. **Rierner, H.** and Viswanathan, M. 2007. "The Impact of Arousal on Judgment Correction", *Presented at the Association of Consumer Research Conference*, Milan, Italy, July.
10. **Rierner, H.** 2009. "Automatic and Effortful Processes in Socially Desirable Responding: A Cross-Cultural View". *Presented at the Association of Consumer Research Conference*, San-Francisco, CA, October.
11. Segal, I. and **Rierner, H.** 2010. "The Mediating Role of Hope in the Relationship between Product Attributes and Judgment". *Presented at the Society for Consumer Psychology Conference*, St. Petersburg, FL, USA, February.
12. **Rierner, H.** and Noel, H. 2010. "The Effect of Ad Elicited Arousal on Consumer's Memory". *Presented at the 9th International Conference on Research in Advertising (ICORIA)*, Madrid, Spain, June.
13. Offir, Y. and **Rierner, H.** 2014. "Self-Brand Connection and Stability of Brand Attitude: A Cross Cultural Perspective". *Presented at the Association of Consumer Research Conference*, Guadalajara, Mexico, July.
14. Tubis, H. and **Rierner, H.** 2014. "Cross-Cultural Differences in the Regulation of Negative Specific Emotions". *Presented at the Association of Consumer Research Conference*, Guadalajara, Mexico, July.
15. Hasidim, L., Offir, Y., Tubis, H. and **Rierner, H.** 2014. "The Effect of Mood on Ad Evaluation: A Cross-Cultural Examination". *Presented at the Association of Consumer Research Conference*, Guadalajara, Mexico, July.
16. **Rierner, H.** and Noel, H. 2014. "Will the Excitement Help You Remember? The Impact of Ad-Arousal on Memory". *Presented at the Association of Consumer Research Conference*, Baltimore, MD, USA, October.
17. **Rierner, H.,** Shavitt, S., Koo, M. and Markus, H.R. 2014. Preferences Don't Have to be Personal: Expanding Attitude Theorizing with a Cross-Cultural Perspective. *Presented at the "Marketing in Israel" meeting*, Tel-Aviv, Israel, December.
18. Hasidim, L. and **Rierner, H.** 2015. "Affect-or Others-as-Information? The Influence of Affect on Judgment across Cultures". *Presented at the Association of Consumer Research Conference*, New Orleans, LA, USA, October.

19. Zafrani, O. and **Rierner, H.** (2016). “The Role of Culture in Consumer Response to Negative Experiences”. *Presented at the Society for Consumer Psychology Conference, St. Petersburg, FL, USA, February.*
20. *Weiss-Sidi^S, M. and **Rierner**^{PI}, H. (2016) “Are people happier when giving to others? A cross-cultural examination”. *Presented at the Society for Consumer Psychology Conference, St. Petersburg, FL, USA, February.*

(c) Presentations at informal international seminars and workshops

1. Bakalash, T. and **Rierner, H.** 2011. “I Feel it in my Brain: An exploratory fMRI Study on Ad-Arousal and Memory”. *Presented at a workshop of the Inter-University Forum of Consumer Research, Beer-Sheva, Israel, March.*
2. Segal, I. and **Rierner, H.** 2011. “Don’t Give Up Hope: The Mediating Role of Hope in the Relationship between Product Attributes and Judgment”. *Presented at a workshop of the Inter-University Forum of Consumer Research, Tel-Aviv, Israel, June.*
3. Hasidim, L., **Rierner, H.**, Shavitt, S., and Markus, H. (2019). ““How-do-I-feel-about-it?” or “How-do-WE-feel-about-it?” The Influence of Affect on Judgment Across Cultures”. *Presented at a workshop of the Inter-University Forum of Consumer Research, Bar-Ilan University, Israel, Jan.*

(d) Seminar presentations at universities and institutions

1. 2007, Department of Industrial Engineering and Management, Technion, “The Impact of Arousal on Memory”.
2. 2008, Department of Business Administration – the Marketing Group, University of Illinois at Urbana-Champaign, “Automaticity and Control in the Effect of Affective State on Judgment”.
3. 2008, The Leon Recanati Graduate School of Business Administration, Tel-Aviv University, “Controlling the Influence of Affect on Judgment: The Role of Motivation in Memory-versus Stimulus-based Judgment”.
4. 2009, Department of Business Administration – the Marketing Group, University of Illinois at Urbana-Champaign, “Adjusting Survey Responses to Social Norms: Easier for Collectivists or Individualists?”.
5. 2010, The Leon Recanati Graduate School of Business Administration, Tel-Aviv University, “Impression Management in Survey Responding: Easier for Collectivists or Individualists?”.

6. 2010, Faculty of Business and Management, Ben-Gurion University of the Negev, "Impression Management in Survey Responding: Easier for Collectivists or Individualists?".
7. 2012, Arison School of Business, Interdisciplinary Center (IDC), "Attitude through a Cultural Lens".
8. 2014, The Leon Recanati Graduate School of Business Administration, Tel-Aviv University, "The Effect of Ad Elicited Arousal on Consumer's Memory".
9. 2014, Arison School of Business, Interdisciplinary Center (IDC), "The Effect of Ad-Arousal on Memory: Time and Relevance Matter".
10. 2015, Department of Psychology, Stanford University, "Preferences Don't Have to be Personal: Expanding Attitude Theorizing with a Cross-Cultural Perspective".
11. 2016, The Leon Recanati Graduate School of Business Administration, Tel-Aviv University, "'How-Do-I-Feel-About-It?' or 'How-Do-We-Feel-About-It?' The Influence of Affect on Judgment Across Cultures".
12. 2016, Decision Making and Economic Psychology Center seminar, Ben-Gurion University of The Negev, "'How-Do-I-Feel-About-It?' or 'How-Do-We-Feel-About-It?' The Influence of Affect on Judgment Across Cultures".
13. 2016, Department of Psychology, Stanford University, "On Emotions and Culture".
14. 2017, Department of Psychology, Stanford University, "'How-Do-I-Feel-About-It?' or 'How-Do-We-Feel-About-It?' The Influence of Affect on Judgment Across Cultures".
15. 2017, Department of Psychology, Stanford University, "'Affective Ads Across Cultures".
16. 2018, Department of Industrial Engineering and Management, Technion, "'How-Do-I-Feel-About-It?' or 'How-Do-We-Feel-About-It?' The Influence of Affect on Judgment Across Cultures".

- **Research Grants**

1997, Research Grant from the **Ministry of Tourism**, State of Israel, co-PI with Prof. Arie Reichel, subject: "Assessing Service Quality in the Israeli Tourism Industry Using SERVQUAL", \$1500.

2009, **Rich Foundation** Fellowship to Women Researchers, at Ben-Gurion University of the Negev, subject: "The Attitude Construct across Cultures", \$8000 (seed money).

2010, **BSF** – United States-Israel Binational Science Foundation, co-PI with Sharon Shavitt from University of Illinois at Urbana-Champaign, subject: “The Nature of Attitude across Cultures: Attitude Stability in Individualists versus Collectivists”, 2010-2013 – \$75,000.

2015, **Interdisciplinary Research Fund**, Ben-Gurion University of the Negev, co-PI with Raziel Riemer from the Department of Industrial Engineering and Management, subject: “The Effect of Emotional Experiences on Body Motion”, 30,000NIS.

2016- **Marie Skłodowska-Curie Actions**, Innovative Training Networks (ITN) SOCRATES = Social Cognitive Robotic Agents in The European Society- a 4 year 780,902 Euro grant (total consortium: 3,874,726 Euro). with Computer Science, Umea University. Institut de Robòtica i Informàtica Industrial, Agència Estatal Consejo Superior de Investigaciones Científicas. Science and Technology, Örebro University. Bristol Robotics Lab, University West of England; Dept. of Informatics, Universität Hamburg; Fraunhofer Institute for Manufacturing Engineering and Automation IPA / Department of Robot and Assistive Systems, Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V. BGU additional principal investigators: Y. Edan, G. Nimrod, T. Oron-Gilad, R. Riemer, S. Bar-Haim. BGU PI ESR3: Emotion and motion (with R. Riemer)

- **Present Academic Activities**

- (a) Research in progress

1. “Gender Differences in the Effect of Ad-Emotions on Memory: A Combined Self-Report and fMRI research”

Tomer Bakalash and **Hila Riemer**

Status: In the writing stage; Expected date of completion: August 2019

2. “Cross- Cultural Differences in Emotional Regulation”.

Hagar Tubis, **Hila Riemer**, and Maya Tamir

Status: Preparing to collect additional data; Expected date of completion: End of 2019

3. “The Emotional Antecedents and Consequences of Giving: A Cross-Cultural Perspective”.

Merav Weiss-Sidi and **Hila Riemer**

Status: Preparing to collect additional data; Expected date of completion: End of 2019

- (b) Books and articles to be published

In preparation:

4. “The Impact of Affective State on Body Motion and Posture: Empirical Investigation and Implications for Embodied Cognition Research”.

Hila Riemer, Raziel Riemer, and Angela Lee.

Status: In the Writing stage; Expected date of completion: End of 2019

17. “‘How-Do-I-Feel-About-It?’ or ‘How-Do-We-Feel-About-It?’ The Influence of Affect on Judgment Across Cultures”.

Lee Hasidim, **Hila Riemer**, Sharon Shavitt, and Hazel Markus

Status: In the Writing stage; Expected date of completion: Sept. 2019

5. “The Role of Culture in Consumer Response to Negative Experiences”

Oded Zafrani and **Hila Riemer**

Status: In the Revising stage. Expected date of completion: May 2019.

6. “Are People Happier When Giving to Others? A Cross-Cultural Examination”

Merav Weiss-Sidi and **Hila Riemer**

Status: In the Writing stage. Expected date of completion: May 2019.

Submitted for Publication:

“The Effect of Ad Elicited Arousal on Memory: Time and Relevance Matter”, **Hila Riemer**
and Hayden Noel

Status: Under revision