

Short bio:

Dr Makov is a Lecturer at the Guilford Glazer Faculty of Business and Management at Ben Gurion University of the Negev in Israel.

Makov investigates how stakeholder's perceptions, preferences, and behaviour, affect the potential to address social and environmental challenges via social entrepreneurship and sustainable business practices. Drawing from industrial ecology, judgment and decision making, and data science, she combines methods such as life cycle assessment (LCA), psychological experiments, and network analysis to investigate topics including sustainable consumption, the circular economy, sustainable food systems, and planned obsolescence .

Makov holds a PhD and MA in Environmental management with focus on Industrial ecology from Yale University, and a B.Sc. in Nutrition Science from the Hebrew University of Jerusalem