

# Yonat Zwebner

March 2013

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## Education

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- Present** **Ph.D Program, Dept. of Marketing**, School of Business Administration,  
The Hebrew University of Jerusalem.  
**Advisor:** Professor Jacob Goldenberg.
- 2009** **MBA Thesis dissertation**, Hebrew University of Jerusalem
- 2005** **MBA, magna cum laude**, Inter Disciplinary Center, Herziliya. Major: Marketing  
**Partial scholarship** granted for excellence  
**The Wharton School-IDC Herziliya Joint** Executive Education Program, Oct 2004
- 2000** **LLB**, Faculty of Law, Tel Aviv University, Tel Aviv  
Member of The Israel Bar Association as of May 2001

## Research Interests

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- Consumer behavior;
- Consumers' judgments and decision making;
- Effect of physical environments on people's thoughts and choices;
- The effects of temperature on consumer behaviors.
- The role of affect in decision making;
- Intuition and decision making.

## Papers Presented in Conferences

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**The Temperature Premium: Warmer Temperatures Increase Product Valuations** (with Leonard Lee and Jacob Goldenberg), presented at the Association for Consumer Research (ACR) Annual Conference 2012.

Abstract: A series of five field and laboratory studies reveal a *temperature-premium* effect: warmer temperatures increase individuals' valuation of products. We demonstrate the effect across a variety of products using different approaches to measure or manipulate physical warmth together with different assessments of product valuation. The studies show that this effect is mediated by individuals' positive affect elicited by warm-temperature exposure. Further supporting the important causal role of affect, and following prior research relating greater positive affect to reduced distance, we find that warm temperatures also reduce individuals' perceived distance from the products.

## MBA Thesis dissertation

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**Examining the Role of Primary versus Secondary Sources of Word of Mouth Recommendations and their Relationship with Consumer Innovativeness**  
(Advisors: Prof. Jacob Goldenberg and Prof. Yaacov Schul).

## Scholarships and Grants

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- 2010-2013** Business School personal subsidy for a PhD student
- 2012** Gal-Ad Research Fund Grant (800\$)
- 2010** Julian Simon Research Grant (\$4,000)
- 2009** Personal subsidy granted for excellence by Prof. David Mazursky
- 2005** Partial Scholarship granted for excellence, MBA Program, IDC Herziliya
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## Teaching Interests

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Marketing management; Creativity; Consumer behavior.

## Academic Employment

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- 2008-2011     **Course Instructor.**  
MBA; BA  
Course: Marketing management  
School of Business Administration, Hebrew University
- 2008-2013     **Teaching Assistant to Prof. Jacob Goldenberg**  
Course: Creativity in Business  
School of Business Administration, Hebrew University  
School of Business Administration, IDC Herziliya
- 2008-2013     **Teaching Assistant to Dr. Talia Rymon**  
MBA program  
The Wharton School-IDC Herziliya Joint Executive Education Program
- 2005-2007     **Teaching Assistant to Dr. Etay Shilony**  
MBA program; Course: Organizational Behavior  
School of Business Administration, IDC Herziliya

## Other Work Experience

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- 2009           **Management Consultant, S2R Strategy to Results Management Consulting**
- 2007           **Director of Program and Media, Executive Education, IDC**
- 2004           **Director, Department of Public Relations and Media, 17th Maccabiah.**
- 2003           **Director of the North-America Desk, Maccabi World Union**
- 2002           **Associate Attorney** with Berkman, Wechsler, Sahar, Blum and Associates,  
Attorneys at Law, Tel Aviv, Israel.
- 2000           **Legal internship**, Firon, Karney, Serov and Firon, Advocates, Tel Aviv.

## Community service

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- **Pro Bono** legal assistance as part of a legal aid project for those lacking financial means, under the auspices of the Israel Bar Association.
- **Active involvement** in the establishment of a student village, Kfar Adiel, in the Negev. The students receive university scholarships and housing in the Village at subsidized rates in return for participation in social action programs in the vicinity.
- **Volunteer** with the Center for Education and Enrichment of the Tel Aviv Municipality, which assists needy pupils with financial aid, tutoring and support.
- **Student Delegate**, Student Council, Faculty of Law, Tel Aviv University.

## Military service

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**Officer of Physical Training and Combat Readiness**  
School of the Armored Corps, Israel Defense Forces, Sayarim, Israel.  
Rank: Lieutenant.

**Officer's Training Course**  
**Outstanding Cadet.**

**Course for Instructors of Physical Fitness and Combat Readiness**  
**Outstanding Cadet.**