

Dr. Yossi Maaravi

Curriculum Vitae

PERSONAL INFORMATION:

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ACADEMIC EDUCATION:

2004 -2008 Direct PhD. track with Rector & Dean Scholarship for excellent Ph.D. students, the Leon Recanati Graduate School of Business Administration, Tel Aviv University, Tel Aviv, Israel

1998-2000 B.A. double major: Psychology and "Amirim" Interdisciplinary Honors Program, Hebrew University, Jerusalem, Israel.
Magna cum Laude

ACADEMIC EMPLOYMENT:

Reichman University, Adelson School of Entrepreneurship

2014 – Today

- Senior Lecturer
- Dean (as of 10/1/2021) and co-founder of the school with Prof. Yair Tauman
 - Founder, head and leading lecturer ASE ZEEV honors program (2020 -)
Supported by one of the world's leading VC investors, Mr. Oren Zeev
 - Head of the BA program in Entrepreneurship (2014 - 2021)
 - Founder and academic director Playtika “Game Changers” – a special program and research lab around digital innovation and “Gaming for Good” (2022 -)
 - Head and academic director of "The Leumi Innovation Project" – an organizational innovation program for outstanding students in collaboration with Bank Leumi (as of Oct. 2021 with a new partner: Schestowitz)
 - Academic director of the CO-OP Startup experience course – hands-on practicum in real startups, Until this day: 2,000+ students, 700+ companies (2014 -)
 - Academic director of the "MURATA-IDC" innovation program - an open-innovation accelerator program in collaboration with MURATA electronics, Japan (2017)
 - Academic director of IDC HUB - the Adelson School of Entrepreneurship extra-academic unit (2016-2017)
 - Co-academic director of IDC Beyond - IDC's presidential entrepreneurship program
 - Academic supervisor of the IDC Entrepreneurship Club (2014-2018)
 - Academic director of the international programs with NUS, Princeton, UNSW
 - Head of the Entrepreneurship Major and Minor programs (2014-2016)

Reichman University Ventures (RUNI VENTURES)

- Co-Founder and chairman of the board of directors

Reichman University – Executive Education

- Lecturer and academic manager of multiple programs for executives from Israel and abroad: 2014 –
- Co-founder, leading lecturer, and academic manager of 3D – Dream.Dare.Deliver, a special program of entrepreneurship and venture creation in the Israeli Arab Society: 2021-2023
- Leading lecturer, and academic manager of Haile Scale, a special program of entrepreneurship and venture creation in the Israeli Ethiopian Society: 2024-

The Technische Universität Darmstadt, Startup and Innovation Centre HIGHEST

Visiting Professor: 2016 -

Frankfurt School of Finance & Management

Visiting Professor: 2017 - 2024

Center for Academic Studies, Sarnat Business School

Senior lecturer (faculty): 2008 - 2014

Tel Aviv University, Recanati Graduate School of Business Administration

Teaching Assistant to prof. Margaret Neale from Stanford in Kellogg-Recanati: 2004-2006

Adjunct Lecturer: 2007, 2009-2011, 2012- present

Interdisciplinary Center, Arison School of Business

Adjunct Lecturer: 2009-2011, 2013

ACADEMIC HONORS AND AWARDS:

2021	IDC, Adelson School of Entrepreneurship - Best Researcher Award.
2019	IDC, Adelson School of Entrepreneurship - Best Researcher Award.
2018	IDC, Adelson School of Entrepreneurship - Best Lecturer Award.
2016	IDC, Adelson School of Entrepreneurship - President special recommendation (see appendix)
2011-2014	Recanati Graduate School of Business Administration, Tel Aviv University - Best Lecturer Award.
2012	Sarnat Business School, Center for Academic Studies - Best Lecturer Award.
2004-2008	Tel Aviv University - Rector & Dean Scholarship for excellent Ph.D. students
2001	Hebrew University - Graduation with honors (Magna cum Laude)
1998-2000	Hebrew University - "Amirim" interdisciplinary honors program scholarship & prizes

1998 Hebrew University - Community Involvement Project Award

GRANTS & SPONSORSHIPS:

- 2023-2026 Playtika “Game Changers” – a special program and research lab around digital innovation, entrepreneurship and “Gaming for Good” (\$1.35M)
- 2021-2024 Schestowitz Innovation Program – a project in Organizational Innovation and Intrapreneurship in partnership with Schestowitz (750K NIS)
- 2021- ZEEV Honors Program – an Excellence program Supported by one of the world's leading VC investors, Mr. Oren Zeev (\$500K)
- 2019-2021 Israel Science Foundation, Personal research track (as PI, by myself), “The Researcher-Practitioner Paradox: The Case of First versus Second-mover Advantage in Negotiation” (300K NIS)
- 2017-2020 SILICE project, Erasmus+ a "manager" in the project led by Dr. Eric Zimmerman (800K Euro)
- 2017-2021 The Leumi Innovation Project – a project in Organizational Innovation and Intrapreneurship in partnership with Bank Leumi, Boston Consulting Group and SIT (760K NIS)
- 2016-2017 IDC Grant for Interdisciplinary research with: Ayal Shahr, Gut Hochman, Guy Hoffman, Micha Reifen (20K USD)

OTHER ACADEMIC ACTIVITIES:

Frontiers in Psychology, Ad Hoc Journal Reviewer
Judgment and Decision Making, Ad Hoc Journal Reviewer
Journal of Behavioral Decision Making, Ad Hoc Journal Reviewer
Journal of Economic Psychology, Ad Hoc Journal Reviewer
ISF (Israeli Science Foundation), committee member (2013)

TEACHING:

a. Courses Taught in Recent Years

Reichman University

- *Entrepreneurship 0 to 1 - introduction, BA in entrepreneurship*, 2017 -
- *Leumi/Schestowitz Innovation Project, BA honors program*, 2016 -
- *UpStart, minor program in entrepreneurship, BA venture creation course*, 2016 - 2018
- *Entrepreneurial Management and Intrapreneurship, BA course*, 2014 –
- *The Psychology of Creativity and Ideation, BA course*, 2014 – 2018
- *Final Project in Entrepreneurship, BA course*, 2015 –
- *CO-OP Startup Experience Course (academic director), BA course*, 2014 –
- *Negotiation, MA course* 2016 -
- *Organizational behavior (with a focus on applied social psychology), BA course*, 2009-2013
- *Behavioral Decision Making, BA course*, 2013-2014
- *Critical Thinking, BA course*, 2014

Princeton University, The Keller Center for Innovation (course taught at IDC)*Venture Creation: 2016***TU Darmstadt – Technische Universität Darmstadt***Creating a Web Startup, MA level course: 2016 -***Frankfurt School of Finance & Management (course taught at IDC)***Venture Creation Crash Course, MA level course: 2016 –***National University of Singapore (course taught at IDC)***Venture Creation: 2016 –***Center for Academic Studies, Saranat Business School**

- *Creativity and Innovation in Organizations*, MBA course: 2013-2014
- *Organizational behavior (with a focus on applied social psychology)*, BA course, 2008
- *Managerial Decision Making*, BA course, 2009-2014
- *Negotiation*, MBA course, 2008-2014

Tel Aviv University, Recanati Graduate School of Business Administration

- *Research methods*, BA course, 2006-2007
- *Negotiation*, BA course, 2009-2014

b. Supervision of Graduate Students

Note: Graduate students who worked in my lab as research assistants for a pay / grant who took part in research (including as co-authors) OR Graduate students who I have collaborated with and guided when they were formally supervised by other faculty are marked with ^

1. Kylie Eisman-Lifschitz

2015 - MA thesis, Co-supervision with Prof. Guy Hochman

2. Ori Kraft

2020 - MA thesis, Co-supervision with Prof. Guy Hochman

3. Ahuva Tsegaye

2021 - MA thesis, Co-supervision with Prof. Guy Hochman

4. Ben Heller^

2020-2023, 2025- research assistant during MA and then Ph.D studies.

13 joint publications.

Key journals: *Review of Managerial Science*, *Journal of Innovation and Entrepreneurship*.

5. Tamar Gur^

2020- research assistant during her Ph.D. studies and as of 2023 - Post doc in my lab.
10 joint publications.

Key journals: *Frontiers in Public Health*, *Technology in Society*, *Frontiers in Psychology*, *Journal of Creativity, Behaviour & Information Technology*.

6. Aharon Levy^

2017-2023, collaborated on research projects during his Ph.D. studies

5 joint publications.

Key journals: *Negotiation Journal*, *Social Influence*, *Judgment and Decision Making*.

7. Sandra Segal^

2020-2023, research assistant during her MA & Co-supervision of her MA thesis together with Prof. Ruth Shaharbany. The thesis was published:

Segal, S., Sharabany, R., & Maaravi, Y. (2021). Policymakers as safe havens: The relationship between adult attachment style, COVID-19 fear, and regulation compliance. *Personality and Individual Differences*, 177, 110832.

4 joint publications.

Key journals: *Frontiers in Public Health*, *Personality and Individual Differences*, *Journal of Vocational Behavior*.

In addition, the following were third-year undergraduate students (marked in **BOLD**) who wrote research projects, as part of their final project under my supervision.

My research team and I later developed these into joint publications:

1. *Maaravi, Y., Heller, B., **Amar, S., & Stav, H.** (2020). Training techniques for entrepreneurial value creation. *Entrepreneurship Education*, 1-24.
2. *Maaravi, Y., Heller, B., **Shoham, Y., Mohar, S., & Deutsch, B.** (2020). Ideation in the digital age: literature review and integrative model for electronic brainstorming. *Review of Managerial Science*, 1-34.
3. Segal, S., Mikulincer, M., **Hershkovitz, L., Meir, Y., Nagar, T., & *Maaravi, Y.** (2023). A Secure Base for Entrepreneurship: Attachment Orientations and Entrepreneurial Tendencies. *Behavioral Sciences*, 13(1), 61.
4. *Maaravi, Y., Hameiri, B., Gur, T., Heller, B., Confino, D., **Amdor, H., & Levi, Y.** (2023). Using Leading Questions to Reduce Resistance to Innovation. *Journal of Creativity*, 33(3), 100067.
5. Heller, B., **Amir, A., Waxman, R., & *Maaravi, Y.** (2023). Hack your organizational innovation: literature review and integrative model for running hackathons. *Journal of Innovation and Entrepreneurship*, 12(1), 1-24.
6. **Carni, M., Gur, T., & *Maaravi, Y.** (2024). Entrepreneurs' Social Capital in Overcoming Business Challenges: Case Studies of Seven Greentech, Climate Tech and Agritech Startups. *Sustainability*, 16(19), 8371.

LIST OF PUBLICATIONS IN REFEREED JOURNALS:

<https://scholar.google.co.il/citations?user=9Cvjx7gAAAAJ&hl=en>

34 peer-reviewed articles have been cited more than 930 times, with an h-index of 15 and an i10-index of 19. Most publications appear in Q1 or Q2 journals.

Note:

* Indicates corresponding author.

When my name appears last and is marked with * - the study was conducted in my lab under my supervision, with me as the lead researcher and the first author being a student or research assistant - a common practice in social science labs worldwide.

1. ***Maaravi, Y.**, Pazy A. & Ganzach Y. (2011). Pay as much as you can afford: Counterpart's ability to pay and first offers in negotiation. *Judgment and Decision Making*. 6, pp. 275-282
Impact Factor (2023): 1.9
Journal Citation Indicator (JCI): Q2 quartile, Category "Psychology, Multidisciplinary"
2. ***Maaravi, Y.**, Ganzach Y., & Pazy A. (2011). Negotiation as a form of persuasion: Arguments in first offers. *Journal of Personality and Social Psychology*. 101 (2), pp. 245-255.
Impact Factor (2023): 6.4
Journal Citation Indicator (JCI): Q1 quartile, Category "Psychology, Social"
3. ***Maaravi, Y.**, Pazy, A., & Ganzach, Y. (2014). Winning a battle but losing the war: On the drawbacks of using the anchoring tactic in distributive negotiations. *Judgment and Decision Making*, 9(6), 548-557.
Impact Factor (2023): 1.9
Journal Citation Indicator (JCI): Q2 quartile, Category "Psychology, Multidisciplinary"
4. Roizman, M., Hoffman, G., Ayal, S., Hochman, G., Reifen Tagar, M., & **Maaravi, Y.** (2016, March). Studying the Opposing Effects of Robot Presence on Human Corruption. In *The Eleventh ACM/IEEE International Conference on Human Robot Interaction* (pp. 501-502). IEEE Press.
Impact Factor: N/A
Journal Citation Indicator (JCI): N/A
5. ***Maaravi, Y.**, & Levy, A. (2017). When your anchor sinks your boat: Information asymmetry in distributive negotiations and the disadvantage of making the first offer. *Judgment and Decision Making*, 12(5), 420-429.
Impact Factor (2023): 1.9
Journal Citation Indicator (JCI): Q2 quartile, Category "Psychology, Multidisciplinary"
6. ***Maaravi, Y.** (2018). Running a research marathon. *Innovations in Education and Teaching International*, 1-7.
Impact Factor (2023): 1.9
Journal Citation Indicator (JCI): Q2 quartile, Category "Education & Educational Research"

7. Levy, A., & ***Maaravi, Y.** (2018). The boomerang effect of psychological interventions. *Social Influence*, 13(1), 39-51.
Impact Factor (2023): 1.8
Journal Citation Indicator (JCI): Q3 quartile, Category "Psychology, Social"
8. ***Maaravi, Y.** (2018). Using hackathons to teach management consulting. *Innovations in Education and Teaching International*, 1-11
Q1, IF = 1.95
Impact Factor (2023): 1.9
Journal Citation Indicator (JCI): Q2 quartile, Category "Education & Educational Research"
9. ***Maaravi, Y.**, & Hameiri, B. (2019). Deep pockets and poor results: The effect of wealth cues on first offers in negotiation. *Group Decision and Negotiation*, 28(1), 43-62.
Impact Factor (2023): 3.6
Journal Citation Indicator (JCI): Q1 quartile, Category "Social Sciences, Interdisciplinary"
10. ***Maaravi, Y.**, Idan, O., & Hochman, G. (2019). And sympathy is what we need my friend—Polite requests improve negotiation results. *PloS one*, 14(3), e0212306.
Impact Factor (2023): 2.9
Journal Citation Indicator (JCI): Q1 quartile, Category "Multidisciplinary Sciences"
11. ***Maaravi, Y.**, Heller, B., Amar, S., & Stav, H. (2020). Training techniques for entrepreneurial value creation. *Entrepreneurship Education*, 1-24.
Impact Factor: N/A
Journal Citation Indicator (JCI): N/A
12. ***Maaravi, Y.**, Heller, B., Shoham, Y., Mohar, S., & Deutsch, B. (2020). Ideation in the digital age: literature review and integrative model for electronic brainstorming. *Review of Managerial Science*, 1-34.
Impact Factor (2023): 7.8
Journal Citation Indicator (JCI): Q1 quartile, Category "Management"
13. ***Maaravi, Y.**, & Heller, B. (2020). Not all worries were created equal: The case of COVID-19 anxiety. *Public Health*, 185, 243-245.
Impact Factor (2023): 3.9
Journal Citation Indicator (JCI): Q1 quartile, Category "Public, Environmental & Occupational Health"
14. ***Maaravi, Y.**, Hameiri, B., & Gur, T. (2020). Fighting Coronavirus One Personality at a Time: Need for Structure, Trait Victimhood, and Adherence to COVID-19 Health Guidelines. *Frontiers in Psychology* 11: 576450. doi: 10.3389/fpsyg.
Impact Factor (2023): 2.6
Journal Citation Indicator (JCI): Q2 quartile, Category "Psychology, Multidisciplinary"
15. ***Maaravi, Y.**, Heller, B., Hochman, G., & Kanat-Maymon, Y. (2020). Internship Not Hardship: What Makes Interns in Startup Companies Satisfied?. *Journal of Experiential Education*, 1053825920966351.
Impact Factor (2023): 1.0
Journal Citation Indicator (JCI): Q2 quartile, Category "Education & Educational Research"

16. ***Maaravi, Y., & Heller, B. (2020).** Studying the prominence effect amid the COVID-19 crisis: implications for public health policy decision-making. *F1000Research*, 9(1356), 1356.
Impact Factor: N/A
Journal Citation Indicator (JCI): N/A
17. Segal, S. & ***Maaravi, Y. (2021)** Policymakers as safe havens: The relationship between adult attachment style, COVID-19 fear, and regulation compliance. *Personality and Individual Differences*.
Impact Factor (2023): 3.5
Journal Citation Indicator (JCI): Q1 quartile, Category “Psychology, Social”
18. Kanat-Maymon, Y., Yaakobi, E., & **Maaravi, Y. (2021)** Organizational support, legitimacy, and workplace outcomes: A mediation model. *Journal of Theoretical Social Psychology*.
Impact Factor (2023): 2.3
Journal Citation Indicator (JCI): Q4 quartile, Category “Psychology, Social”
19. ***Maaravi, Y., Levy, A., Gur, T., Confino, D., & Segal, S. (2021).** “The tragedy of the commons”: How individualism and collectivism affected the spread of the COVID-19 pandemic. *Frontiers in public health*, 9, 37.
Impact Factor (2023): 3.0
Journal Citation Indicator (JCI): Q1 quartile, Category “Public, Environmental & Occupational Health”
20. ***Maaravi, Y., & Heller, B. (2021).** Digital Innovation in Times of Crisis: How Mashups Improve Quality of Education. *Sustainability*, 13(13), 7082.
Impact Factor (2023): 3.3
Journal Citation Indicator (JCI): Q2 quartile, Category “Environmental Sciences”
21. ***Maaravi, Y., & Heller, B. (2021).** Buyers, Maybe Moving Second Is Not That Bad After All: Low-Power, Anxiety, and Making Inferior First Offers. *Frontiers in Psychology*, 12.
Impact Factor (2023): 2.6
Journal Citation Indicator (JCI): Q2 quartile, Category “Psychology, Multidisciplinary”
22. ***Maaravi, Y., Hameiri, B., & Gur, T. (2022).** Perceptions of victimhood and entrepreneurial tendencies. *Frontiers in Psychology*. 13, 797787-797787.
Impact Factor (2023): 2.6
Journal Citation Indicator (JCI): Q2 quartile, Category “Psychology, Multidisciplinary”
23. Einav, G., Allen, O., Gur, T., **Maaravi, Y., & Ravner, D. (2022).** Bursting filter bubbles in a digital age: Opening minds and reducing opinion polarization through digital platforms. *Technology in Society*, 102136.
Impact Factor (2023): 10.1
Journal Citation Indicator (JCI): Q1 quartile, Categories: "Social Issues"
24. ***Maaravi, Y., & Segal, S. (2022)** Crossing the “valley of death” of startup investors’ attention: The importance of investor deck clarity. *Academia Letters*
Impact Factor: N/A
Journal Citation Indicator (JCI): N/A

25. ***Maaravi, Y.**, Heller, B., & Levy, A. (2023). Low power, first offers, and reservation prices: Weak negotiators are self-anchored by their own alternatives. *Negotiation Journal*, 39(1), 7-34.
Impact Factor (2023): 0.8
Journal Citation Indicator (JCI): Q3 quartile, Categories: "Social Sciences, Interdisciplinary" (Published by the MIT Press with the Program on Negotiation at Harvard Law School)
26. Segal, S., Mikulincer, M., HersHKovitz, L., Meir, Y., Nagar, T., & ***Maaravi, Y.** (2023). A Secure Base for Entrepreneurship: Attachment Orientations and Entrepreneurial Tendencies. *Behavioral Sciences*, 13(1), 61.
Impact Factor (2023): 2.5
Journal Citation Indicator (JCI): Q2 quartile, Category: "Psychology, Multidisciplinary"
27. ***Maaravi, Y.**, & Segal, S. (2022). Reconsider what your MBA negotiation course taught you: The possible adverse effects of high salary requests. *Journal of Vocational Behavior*, 103803.
Impact Factor (2023): 5.2
Journal Citation Indicator (JCI): Q1 quartile, Category: "Psychology, Applied"
28. Heller, B., Erlich, Y., Kariv, D., & ***Maaravi, Y.** (2022). On the Opportunities and Risks of Examining the Genetics of Entrepreneurship. *Genes*, 13(12), 2208.
Impact Factor (2023): 2.8
Journal Citation Indicator (JCI): Q2 quartile, Category: "Genetics & Heredity"
29. ***Maaravi, Y.**, Levy, A., & Heller, B. (2023). To Bid or Not to Bid? That is the Question! First-Versus Second-Mover Advantage in Negotiations. *Negotiation Journal*, 39(3), 259-278.
Impact Factor (2023): 0.8
Journal Citation Indicator (JCI): Q3 quartile, Categories: "Social Sciences, Interdisciplinary" (Published by the MIT Press with the Program on Negotiation at Harvard Law School)
30. ***Maaravi, Y.**, Hameiri, B., Gur, T., Heller, B., Confino, D., Amdor, H., & Levi, Y. (2023). Using Leading Questions to Reduce Resistance to Innovation. *Journal of Creativity*, 33(3), 100067.
Impact Factor: N/A
Journal Citation Indicator (JCI): N/A
31. Heller, B., Amir, A., Waxman, R., & ***Maaravi, Y.** (2023). Hack your organizational innovation: literature review and integrative model for running hackathons. *Journal of Innovation and Entrepreneurship*, 12(1), 1-24.
Impact Factor (2023): 6.04
Journal Citation Indicator (JCI): Q1 quartile, Information Systems (<https://www.resurchify.com/impact/details/21100901140>)
32. Carni, M., Gur, T., & ***Maaravi, Y.** (2024). Entrepreneurs' Social Capital in Overcoming Business Challenges: Case Studies of Seven Greentech, Climate Tech and Agritech Startups. *Sustainability*, 16(19), 8371.
Impact Factor (2023): 3.3
Journal Citation Indicator (JCI): Q2 quartile, Category "Environmental Sciences"

33. Gur, T., Hameiri, B., & **Maaravi, Y.** Political ideology shapes support for the use of AI in policy-making. *Frontiers in Artificial Intelligence*, 7, 1447171.
Impact Factor (2023): 4.7
Journal Citation Indicator (JCI): Q2 quartile, Category “Computer Science, Artificial Intelligence”
34. Gur, T., & ***Maaravi, Y.** (2025). The algorithm of friendship: literature review and integrative model of relationships between humans and artificial intelligence (AI). *Behaviour & Information Technology*, 1-21.
Impact Factor (2023): 3.1
Journal Citation Indicator (JCI): Q2 quartile, Category “Computer Science, Artificial Intelligence”

CHAPTERS IN BOOKS:

35. Maaravi, Y. (2021) Expert entrepreneurs. In: Tenenbaum, G. & Galily, Y. [Eds.] Expertise and excellence: A multidisciplinary perspective. Herzliya: Interdisciplinary Center (IDC).

CONFERENCE PRESENTATIONS:

1. Conference on Enterprise Education (2019), National Erasmus+ Office in collaboration with the Division of Strategy & International Affairs at the Israeli Council for Higher Education (CHE). Van Leer Institute, Jerusalem
2. Start-up to Scale-up Conference (2018). Tel-Aviv University, Tel Aviv
 - a. Professional Development Workshop, Homo Curious: The Power of Curiosity in Business and Life.
 - b. Led Roundtable Discussion: Incubators, Accelerators, and Mentoring.
3. Panel discussion: The University's role in the entrepreneurship and innovation ecosystem (2018). 5th Global Entrepreneurship and Innovation Conference. University of Amsterdam, Amsterdam.
4. The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at TU Berlin
5. The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at IDC
6. The Entrepreneurial University, the IDC Case (2016). At HWR, Germany
7. Maaravi Y., Pazy A., Ganzach Y. (2011) Pay as much as you can afford: Counterpart's ability to pay and first offers in negotiation. Paper presented at the Schiller Laboratory, Mount Sinai School of Medicine, New York, NY, 2012
8. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2011): Arguments in First Offers. Paper presented at the Bar-Ilan university business school seminar, Ramat-Gan.

9. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2011): Arguments in First Offers. Paper presented at the Tel-Aviv university business school seminar, Tel-Aviv.
10. Maaravi Y., Pazy A., Ganzach Y. Negotiation as a Form of Persuasion (2008): Arguments in First Offers. Paper presented at the annual meeting of the Academy of Management, Chicago.

PUBLICATIONS – BOOKS - OTHER:

Maaravi Y. (2015). *You Deserve Better – how to excel in the negotiations of your life*. (Textbook, in Hebrew), Kinneret-Zmora-Bitan

PUBLICATIONS – FICTION - OTHER:

Maaravi Y. (2010). *The Juice Tree*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group
Translated to 5 languages and sold 80,000 copies worldwide.

Maaravi Y. (2011). *Friendship and Magic*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

Maaravi Y. (2010). *Every Great Forest Begins with One Small Tree*, pp. 63-70, in Tepper Y. (editor), *Kloompopo Island and other stories*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

PROFESSIONAL EXPERIENCE – CONSULTING AND TRAINING:

Selected clients: Mercantile Bank, Bein-Leumi Bank, Hapoalim Bank, Keter plastic, Kidum group, Wall Street English, Strauss group, the Jewish Agency, the Ministry of Education, the Ministry of Justice, Xpert financial group, Medimop.

PROFESSIONAL EXPERIENCE – NON-ACADEMIC:

2019 -	Co-founder and chairman of the board of directors, Runi Ventures
2010 - 2014	Co-founder and partner in "Tag Media Group" – a digital-marketing agency
2008 - 2014	Founder and CEO of Organix a boutique Management consulting firm
2006 - 2014	Co-founder of internet startup: sutree.com – the instructional videos hub
1998 - 2000	Co-founder of "Netcoupon" – the world's first digital coupons platform
1997 - 2004	Teacher in preparation courses for the psychometric exam
1998 - 2005	Tour Leader and Guide in organized tours to China, Tibet and Nepal