

CURRICULUM VITAE

Name: Dr. Michal Serr Ben-Ami
 Born: Israel
 Citizenship: Israeli
 Military Service: "Air Control Division", The Israeli Air Force

Academic Education

2009	PhD in marketing	Business Administration – Marketing	Tel Aviv University
2001	M.B.A	Business Administration	Ben-Gurion University
		<i>summa cum laude</i>	
1995	B.A.	Communication and Management	The College of management
		<i>summa cum laude</i>	Tel-Aviv

Academic Employment

Lecturer in the following courses: "Fundamentals of Marketing";
 "Advertising Management";
 "Consumer Behavior";

The Interdisciplinary Center, Herzliya;

The Leon Recanati Graduate School of Business Administration, Faculty of Management,
 Tel-Aviv University;

The School of Business Administration, the Academic Program of the College of Management,
 Rishon LeZion.

Academic Activities:

M.B.A Thesis: "Promoting Rural Tourism in Israel", Ben-Gurion University, ISRAEL;

Development and mentoring of asynchronous long-distance learning courses in the field of advanced issues in marketing management: "Advertising, Motivation and Change" ; "Marketing to Sectors"; "The Brand and Me - Love Story" and "Social Marketing and young consumers".
 The School of Business Administration, the Academic Program of the College of Management,
 Rishon LeZion;

Grants and Awards

2012	Citation for Excellence in teaching, The Leon Recanati Graduate School of Business Administration, Faculty of Management, Tel-Aviv University;
2012	Citation for Excellence in teaching, the College of Management, Rishon LeZion;
2008	Citation for Excellent Research, The First Netanya Conference for Young Scholars, The School of Business Administration, Netanya Academic College;
2008-2009	PhD candidate fellowship, Tel Aviv University;
2004-2003	PhD candidate fellowship, Tel Aviv University;
2001	Dean's Award for Special Excellence in Masters studies;
1994	Dean's Award for Special Excellence in BA studies;
1990	Citation for excellence, "Air Control Division", The Israeli Air Force.

List of Publications

Ben-Ami, Michal, Dov Eden, Jacob Hornik and Oren Kaplan (Under review), "Leaping over the Hurdle: Boosting Consumers' Self-Efficacy by Repositioning the Self", *European Journal o Marketing*.

Ben-Ami, Michal (2008), "The Motivator Message: Motivating Consumers by the Repositioning of the Self", *Marketing Now* (4), the School of Business Administration–Marketing and Advertising Department, the Academic Program of the College of Management, Rishon LeZion.

Ben-Ami, Michal (2008), "Close Encounters of the Third Sector", *Marketing Now* (3), the School of Business Administration–Marketing and Advertising Department, the Academic Program of the College of Management, Rishon LeZion.

Ben-Ami, Michal (2007), "How to Measure Brand Equity", *Marketing Now* (2), the School of Business Administration–Marketing and Advertising Department, the Academic Program of the College of Management, Rishon LeZion.