

Enav Friedmann

Senior Lecturer in Marketing · Guilford Glazer Faculty of Business and Management · Ben-Gurion University of the Negev

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Education

B.A. 1998 – 2001 | Ben-Gurion University of the Negev, Israel | Department: Behavioral Science

M.B.A. 2002 – 2006, with honors | Ben-Gurion University of the Negev, Israel | Business Administration, Marketing.
| Advisor: O. Lowengart | Title of thesis: “The effect of product-subjective utilities and the emotional orientation of consumers on purchase intentions.”

Ph.D. 2010 – 2014 | Ben-Gurion University of the Negev, Israel | Business Administration, Marketing | Advisor: O. Lowengart | Title of thesis: “Gender differences in consumers' multi-attribute product choice processes.”

Employment History

1/8/25-31/7/26 Sabbatical at Bocconi University, Milan, Italy

5/2025 Erasmus, Bicocca University, Visiting Scholar, Milan, Italy

1/2024- Present Senior Lecturer, Business Administration,
Guilford Glazer Faculty of Business and Management,
Ben-Gurion University of the Negev

9/2024 Erasmus, University of Dubrovnik, Visiting Scholar,
Department of Economics and Business, Dubrovnik, Croatia

10/2019-1/2024 Lecturer. Marketing, Business Administration
Guilford Glazer Faculty of Business and Management,
Ben-Gurion University of the Negev

2/2019, | 9/2019, Erasmus, Ca' Foscari University, Visiting scholar, | Management Department, Venice, Italy
9/2018

2015-2019 | | Instructor. Marketing, Business Administration, | Bar Ilan University | Adjunct Lecturer, |
2010-2019 Department of Business Administration | Guilford Glazer Faculty of Business and Management, |
Ben-Gurion University of the Negev

2004-2014 Teaching Assistant, | Department of Business Administration | Guilford Glazer Faculty of Business
and Management, | Ben-Gurion University of the Negev

Professional Activities

Positions in academic administration

1/8/2026-Present Chair of the departmental teaching committee, Business Administration,
Guilford Glazer Faculty of Business and Management,
Ben Gurion University of the Negev

10/2024-1/8/25 Head of IMBA program,
Guilford Glazer Faculty of Business and Management,
Ben Gurion University of the Negev

10/2024-1/8/25 Member of the faculty international committee
Guilford Glazer Faculty of Business and Management,
Ben Gurion University of the Negev

7/2022-Present Head of marketing and strategic consulting division, business administration Guilford Glazer
Faculty of Business and Management,

Ben Gurion University of the Negev

6/2022-Present Founder and head of the Lab for Better Marketing

Guilford Glazer Faculty of Business and Management,

Ben Gurion University of the Negev

6/2022-1/8/25 Member of the faculty marketing committee, Guilford Glazer Faculty of Business and Management,
Ben Gurion University of the Negev

4/2021-Present Head of marketing BGU alumni club Gilford Glazer Faculty of Management, Ben Gurion University
<https://fb.watch/iQFPKQ7-yy/>

6/2019-Present Member of the faculty lab committee, Guilford Glazer Faculty of Business and Management,
Ben Gurion University of the Negev

11/2019-1/8/2025 Member of the teaching committee, MBA, Business Administration, Guilford Glazer Faculty of
Business and Management,

Ben Gurion University of the Negev

2001-2010 Head of Social and Cultural Department | Southern Region, Student Authority, Jewish Agency,
Israel

6/2000; 6/2001 Summer Camp Manager | Magen Avraham, Omer

Significant professional consulting

Strategic and Marketing consultant as a freelancer

Editor or member of editorial board of scientific or professional journal

2026-Present Associate Editor, International Journal of Advertising

2025-Present Guest Editor, Special Issue on Neuromarketing — International Journal of Advertising

2025-Present Guest Editor, Special Issue on Neuromarketing — Psychology & Marketing

Ad-hoc reviewer for journals or competitive grants

2022-Present European Journal of Marketing

2023-Present Journal of Product and Brand Management

2024-Present Journal of Business Ethics

2025-Present International Journal of Advertising

2025- ERC- reviewer

Membership in professional/scientific societies

2023-Present Member of the Goldman Sonnenfeldt School of Sustainability and Climate Change (SSSC)

2019-Present Member of Association for Consumer Research (ACR)

2019-Present Member of European Academy of Management (EURAM)

2019-Present Member of the Academy of Business and Retail Management (ABRM)

2017-Present Member of Marketing Science Institute (MSI)

Positions in conferences

2025- Founder, organizer, reviewer, and chair of the Neurobusiness international conference,
Dubrovnik, Croatia <https://www.neurobusiness-conference.com/>

2024 Ad-Hoc reviewer for ACR - Association for Consumer Research

2023 Chair session- MI - Marketing Science

2022 Chair session- GWS- Gender and Women's Studies

2026 | 2026 University of Twente, Netherlands | Membership in a PhD committee, IQS, Spain

Educational Activities

Courses taught

Neuromarketing Seminar	Graduate — Ben Gurion University of the Negev
Marketing, Strategy and Entrepreneurship Practicum	Graduate — Ben Gurion University of the Negev
Pricing Methods	Graduate & Undergraduate — Bar Ilan and Ben-Gurion Universities
Marketing Management	Graduate — Ben-Gurion University of the Negev
Marketing Research	Undergraduate & Graduate — Ben-Gurion University of the Negev
Advanced Methods in Market Research	Graduate — Bar Ilan University
Marketing Practicum	Graduate — Bar Ilan University
Consumer Behavior	Graduate — Bar Ilan University
Behavioral Science for Managers	Undergraduate — Ben-Gurion University of the Negev

Research students

M.B.A. students

Noam Dagan, M.B.A., 2021-2023, Ben-Gurion University of the Negev (Faculty Scholarship; co-supervised by Dr. Merav Weiss-Sidi, then manager of my Lab for Better Marketing)

Omer Shtruli, M.B.A., 2022-2024, Ben-Gurion University of the Negev (Outstanding Students Program; Best Paper Award, Gamma Conference 2024; co-supervised by Dr. Merav Weiss-Sidi)

Lior Avieli, M.B.A., 2022-2024, Ben-Gurion University of the Negev (Outstanding Students Program; co-supervised by Dr. Merav Weiss-Sidi)

Lior Cohen, M.B.A., 2023-current, Ben-Gurion University of the Negev (Outstanding Students Program; co-supervised by Dr. Merav Weiss-Sidi)

Guy Peled, M.B.A., 2023-current, Ben-Gurion University of the Negev (co-supervised by Dr. Merav Weiss-Sidi)

Nadav Anker, M.B.A., 2024-current, Ben-Gurion University of the Negev (co-supervised by Dr. Merav Weiss-Sidi)

Muhamad Alkarnawy, M.B.A., 2024-current, Ben-Gurion University of the Negev (co-supervised by Dr. Merav Weiss-Sidi)

Noy Yaari, M.B.A., 2025-current, Ben-Gurion University of the Negev (Outstanding Students Program)

Chen Shanes, M.B.A., 2025-current, Ben-Gurion University of the Negev (Outstanding Students Program; co-supervised by Prof. Hila Riemer)

Ph.D. students

Lior Leiba, Ph.D., 2022-current, Ben-Gurion University of the Negev (Negev Scholarship; co-supervised by Prof. Hila Riemer)

Lilach Rinot Levavi, Ph.D., 2022-current, Ben-Gurion University of the Negev (Outstanding Ph.D. Student; Dean's Award, Faculty of Management; The Kreitman Dean's Excellence Award; co-supervised by Prof. Chen Cohen and Prof. Tehila Kalagy)

Lior Avieli, Ph.D., 2025-current, Ben-Gurion University of the Negev (Negev Scholarship; Paran Mid-Way Scholarship for Outstanding Doctoral Students, Kreitman School of Advanced Graduate Studies, 10/2026-09/2029; co-supervised by Dr. Dorit Efrat-Treister)

Jumana Boulos, Ph.D., 2026-current, Ben-Gurion University of the Negev (co-supervised by Prof. Oded Lowengart)

Note: Dr. Merav Weiss-Sidi, who managed my Lab for Better Marketing, served as co-advisor on the MBA students indicated above throughout her years in the lab. The lab is currently managed by Lior Avieli-Weizman.

Awards, Citations, Honors, Fellowships

Honors, Citation Awards

2021	iMotion certified- Academy training for biosensors, Copenhagen, Denmark
2022	Two grants (\$1640) for the promotion of teaching initiatives from the unit for the promotion of teaching and learning
2024*	An innovative lecturer excellence award, the promotion of teaching and learning
2024*	The Toronto award, for outstanding professionals early in their academic Career
2024*	University's Unit for the Promotion of Gender Equity

Fellowships

2010-2014	The Negev-Zin Scholarship, Ben-Gurion University of the Negev - doctoral fellowship for internal research students, approx. ILS 4,500 per month for the duration of the doctorate
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Scientific Publications

a) H-index: ISI—10, Google Scholar - 13.

Total number of citations of all articles: ISI - 261, Google Scholar - 531.

Total number of citations without self-citations: ISI - 242.

Refereed articles and refereed letters in scientific journals

- Friedmann, E., and Lowengart, O. (2013). Gender differences in the effects of a product's utilities and identity consumption on purchase intentions. *Journal of Business and Management*, 19(2), 5-19.
- Segal-Engelchin, D., Friedmann, E., and Cwikel, J. (2014). The contribution of parental smoking history and socio-demographic factors to the smoking behavior of Israeli women. *Psychology, Health & Medicine*, 19(6), 625-634.
- Friedmann, E. and Lowengart, O. (2016). The effect of gender differences on the choice of banking services. *Journal of Service Science and Management*, 9, 361-377
- Friedmann, E. and Lowengart, O. (2018). The context of choice as boundary condition for gender differences in brand choice considerations. *European Journal of Marketing*, 52(5/6), 1280-1304. <https://doi.org/10.1108/EJM-08-2017-0524>
- Friedmann, E. and Bruller, D. (2018). Is stereotypical gender targeting effective for increasing service choice? *Journal of Retailing and Consumer Services*, 44, 35-44. <https://doi.org/10.1016/j.jretconser.2018.05.010>
- Friedmann, E. (2018). Increasing women's participation in the STEM industry: A first step for developing a social marketing strategy. *Journal of Social Marketing*, 8(4), 442-460. <https://doi.org/10.1108/JSOCM-12-2017-0086>
- Friedmann, E. and Lowengart, O. (2019). Gender segmentation to increase brand preference? The role of product involvement. *Journal of Product & Brand Management*, 28(3), 408-420. <https://doi.org/10.1108/JPBM-06-2018-1917>
- Cwikel, J. and Friedmann, E. (2020). E-therapy and social work practice: Benefits, barriers, and training. *International Social Work*, 63(6), 730-745. <https://doi.org/10.1177/0020872819847747>
- Efrat-Treister, D., Altman, D., Friedmann, E., Lev-Arai Margalit, D., and Teodorescu, K. (2020). Exploring the usefulness of medical clowns in elevating satisfaction and reducing aggressive tendencies in pediatric and adult hospital wards. *BMC Health Services Research*, 21(1), 1-14. <https://doi.org/10.1186/s12913-020-05987-9>
- Loureiro, S., Roschk, H., Faizan, A., and Friedmann, E. (2021). Cognitive image, mental imagery, and responses (CI-MI-R): Mediation and moderation effects. *Journal of Travel Research*, 61(4), 903-920. <https://doi.org/10.1177/00472875211004768>
- Friedmann, E., and Cwikel, J. (2021). Women and men's perspectives on the factors related to women's dyadic sexual desire, and on the treatment of hypoactive sexual desire disorder. *Journal of Clinical Medicine*, 10(22), 5321. <https://doi.org/10.3390/jcm10225321>
- Friedmann, E. (2022). Problematic product management: The case of Flibanserine to address women's hypoactive sexual desire disorder (HSDD). *International Journal of Pharmaceutical and Healthcare Marketing*, 16 (3), pp. 317-336. <https://doi.org/10.1108/IJPHM-01-2021-0014>
- Friedmann, E. Weiss-Sidi, M. and Vescovi, T. (2022). Do Americans seek pleasure while Chinese care about what others think? Examining two brand choice contexts. *Journal of Product & Brand Management*, 31(7), pp. 1104-1124. <https://doi.org/10.1108/JPBM-07-2021-3579>

- Friedmann, E., Vescovi, T. and Weiss-Sidi, M. (2023). Empirical measurement of Hall's communication styles theory: A new marketing segmentation scale. *European Journal of International Management*, 31. <https://dx.doi.org/10.1504/EJIM.2022.10053329>
- Friedmann, E., and Efrat-Treister, D. (2023). Gender bias in STEM hiring: Implicit in-group gender favoritism among men managers. *Gender & Society*, 37(1), 32-64. <https://doi.org/10.1177/08912432221137910>
- Loureiro, S., Friedmann, E., Breazeale, M., and Middendorf, I. (2023). How can brands encourage consumer to donate their personal data to a data-driven social partnership? examination in hedonic vs. functional product categories? *Journal of Business Research*, 164, 1-14. <https://doi.org/10.1016/j.jbusres.2023.113958>.
- Rinot Levavi, L., Friedmann, E., Kalagy, T., and Cohen, C. (2023). Applying the SOR framework to mitigate single-use plastic tableware consumption and why does it work? solving the dissonance with an extended SOR framework. *Journal of Environmental Management*, 348, 119344. <https://doi.org/10.1016/j.jenvman.2023.119344>.
- Friedmann, E., Weiss-Sidi, M., and Solodoha, E. (2024). Unveiling Impact Dynamics: Discriminatory Brand Advertisements, Stress Responses, and the Call for Ethical Marketing Practices, *Journal of Retailing and Consumer Services*, 79, 103851. <https://doi.org/10.1016/j.jretconser.2024.103851>.
- Pedro, Y., Friedmann, E., and Loureiro, S., (2024). High-end fashion as a social phenomenon: exploring the perceptions of designers and consumers. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2024.103877>
- Loureiro, S., Guerreiro, J., Friedmann, E., Lee, M.J., and Han, H. (2024). Tourists and Artificial Intelligence-LLM Interaction: The Power of Forgiveness. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2024.2353872>.
- Friedmann, E., Solodoha, E. Loureiro, S., and Avieli, L., (2025). Disidentification: The Long-Term Effects of Offensive-Discriminatory Advertisings. *Psychology & Marketing*, 42: 2767-2788. . <https://doi.org/10.1002/mar.70010>
- Rinot Levavi, L., Cohen, C., Kalagy, T., and Friedmann, E. (2025). Modeling Sustainable Consumption: Integrating Social Networks, Awareness, and the Extended TPB to Reduce Single-Use Plastic Tableware. *Journal of Environmental Planning and Management*. . <https://doi.org/10.1080/09640568.2025.2570718>
- Peled, G., Friedmann, E., Weiss-Sidi, M., and Avieli-Weitzman, L. (2026). Gendered Implicit Emotions to Slender Models in Menvertising: Does It Impact Brand Choice? *Journal of Marketing Communications* . <https://doi.org/10.1080/13527266.2026.2714914>
- Avieli, L., Friedmann, E. (2026). When Empowerment Triggers Contempt: Gendered Responses to Single and Multi-Modal Portrayals of Muscular Women. *Journal of Advertising*.
- Calipha, R., Friedmann, E. and Reuveni, Y. (2026). Bridging the Attitude-Behavior Gap: The Role of Perceived Control and Teaching Load in Promoting Sustainable Practices Among Lecturers. *International Journal of Sustainability in Higher Education*.
- Rinot Levavi, L., Cohen, C., Kalagy, T., & Friedmann, E. (2026). Optimizing Environmental Awareness Interventions for Reducing Single-Use Plastic Tableware: A Network-Based Policy Design Framework. *Management of Environmental Quality* (Revise and resubmit, R1).

Refereed chapters in collective volumes

- Friedmann, E., Tschisik, I., and Weiss-Sidi, M. (2021). A case study of Leonardo hotels chain marketing strategy: from Israel to Central Europe. in Vescovi, T. *Intercultural Marketing: European Perspectives*, Edward Elgar publishing (Book chapter).

Refereed papers in conference proceedings

- Friedmann, E., and Vescovi, T. (2019). The influence of ads' structure and content on purchase intentions of low and high context cultures. *EURAM Proceedings*.
- Friedmann, E., Solodoha, E., and Efrat-Treister, D. (2020). Does it pay to offend? Short and long-term responses to offensive ads, in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: Association for Consumer Research, Pages: 339-339.
- Friedmann, E., Vescovi, T. and Weiss-Sidi, M. (2021). Cross-cultural market segmentation scale towards a high- and low-context culture scale. *EuroMed Academy of Business (EMAB)*.
- Friedmann, E., Solodoha, E. and Efrat-Treister, D. (2021). Offensive-Stereotyping Ads: Disidentification Tendency in Action, in *NA - Advances in Consumer Research Volume 49*, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: Association for Consumer Research, Pages: 264-265.
- Friedmann, E., Gutman, G., Peleg, G. and Reggev, N. (2021). COVID-19 Stress and the Performance of Gender Counter-Stereotypical Behavior (Gcsb): Market Opportunities from an Overlooked Segment During the Pandemic, in *NA - Advances in Consumer Research Volume 49*, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: Association for Consumer Research, Pages: 358-359.

- Avieli, L. Friedmann, S., and Weiss-Sidi, M. (2024). Gender differences in implicit and explicit contempt emotion toward 'femvertising' ads featuring women with significant muscles using different ads formats, in Global Fashion Management Conference proceedings, 583-584.
- Shtruli, L. Friedmann, S., and Weiss-Sidi, M. (2024). Gender differences in implicit and explicit disgust emotion toward ads featuring women and men models with or without body hair, in Global Fashion Management Conference proceedings, 46-47.
- Noam, D. Friedmann, S., and Weiss-Sidi, M. (2024). Unveiling implicit responses: gendered attitudes of plus-size representation in advertising, in global fashion management conference proceedings. 10.15444/GFMC2024.06.09.02

Lectures and Presentations at Meetings and Invited Seminars

Presentation of papers at conferences/meetings

- Friedmann, E. (December 2013). Gender differences in consumers' multi-attribute product choice processes. Marketing in Israel Conference, Haifa, Israel.
- Friedmann, E. (June 2017). Are the brand choice considerations of men and women really different? ISMS Marketing Science Conference, L.A., USA.
- Cwikel, J. and Friedmann, E. (October 2018). E-therapy and mental health: a best-practice model and diffusion of innovation. Paper presented by Cwikel, J. at the 7th European Conference on Mental Health, Split, Croatia.
- Friedmann, E. and Cwikel, J. (March 2018). The marketing of Flibanserin: men and women's perspectives on women's sexual desire. Paper presented by Friedmann, E. and Cwikel, J. at Annual Women's Center Conference, Beer Sheva, Israel.
- Friedmann, E. and Cwikel, J. (May 2018). The marketing of Flibanserin: men and women's perspectives on women's sexual desire. Paper presented by Friedmann, E. and Cwikel, J. at the Women Studies Conference, Colombo, Sri Lanka.
- Friedmann, E. (July 2018). Why do consumers buy "products" whose advertisements are offensive?. The Global Marketing Conference (GMC), Tokyo, Japan.
- Friedmann, E. (April 2019). Why consumers buy "products" whose advertisements are offensive? The Global Marketing Conference, Academy of Business and Retail Management (ABRM), NYC, USA. Best presenter certificate in branding and marketing session.
- Friedmann, E. and Vescovi, T. (June 2019). The influence of ads structure and content on purchase intentions of low and high context cultures. Paper presented by Friedmann, E. and Vescovi, T. at European Academy of Management (EURAM), Lisbon, Portugal.
- Friedmann, E., Solodoha, E., and Efrat Treister, D., (June 2020). Does it pay to offend: Short- and long-term reactions for offensive advertisements. Paper presented by Friedmann, E. at ISMS Marketing Science Conference, Duke University, USA (Zoom conference).
- Friedmann, E., Solodoha, E., and Efrat Treister, D., (October 2020). Does it pay to offend: Short and long-term reactions for offensive advertisements. Paper presented by Friedmann, E. at ACR Conference, Paris (Zoom conference).
- Friedmann, E., Solodoha, E., and Efrat Treister, D., (June 2021). Offensive ads and long-term approach toward the advertised brand by those who are discriminated against: Disidentification tendency in action. Paper presented by Friedmann, E. at ISMS Marketing Science Conference, Rochester University, USA (Zoom conference).
- Friedmann, E., Vescovi, T. and Weiss-Sidi, M. (September 2021). Cross-cultural market segmentation scale towards a high- and low-context culture scale. Paper presented by Vescovi, T. at EuroMed Academy of Business (EMAB), (Zoom conference).
- Friedmann, E., and Solodoha, E. (October 2021). Offensive-Stereotyping ads: Disidentification tendency in action. Paper presented by Friedmann, E. at ACR conference, Seattle, WA (Zoom conference).
- Friedmann, E., Gutman, G., Peleg, G. and Reggev, N. (October 2021). COVID-19 stress and the performance of gender counter-stereotypical behavior (GCSB): market opportunities from an overlooked segment during the pandemic. Paper presented by Friedmann, E. at ACR conference, Seattle, WA (Zoom conference).
- Pedro, Y. and Friedmann, E. (November 2021). The frontstage and backstage perceptions of fashion luxury brands by consumers and designers. Paper presented by Pedro, Y. at GFMC - Global Fashion Management Conference, South Korea (Zoom conference).
- Friedmann, E., Solodoha, E., and Weiss-Sidi, M. (December 2022). Offensive-stereotyping ads: disidentification tendency in action. Paper presented by Friedmann, E. at Marketing in Israel conference, Ben Gurion University, Israel.

- Friedmann, E., and Weiss-Sidi, M. (June 2022). The 'power recovery effect' of women-offending advertising. Paper presented by Friedmann, E. ISMS Marketing science conference, Rochester University, USA (Zoom conference).
- Friedmann, E., Weiss-Sidi, M., and Peleg, G., (July 2022). Social influences on women's emotional responses to STEM: An examination of the effect of a mother's role model in STEM. Paper presented by Friedmann, E. at the 9th International Conference on Gender & Women's Studies 2022 (GWS2022). The National University of Singapore Society (Zoom conference).
- Weiss-Sidi, M., and Friedmann, E. (May 2023). The effect of role models on implicit and explicit emotional responses toward women entrepreneurs and investors. Paper presented by Weiss-Sidi, M. and Friedmann, E., at Rise Impact Conference, the Academic College of Tel Aviv-Yaffo, Israel.
- Friedmann, E., and Weiss-Sidi, M. (May 2023). Exploring the impact of female role models on implicit negative emotions toward women in STEM. Paper presented by Friedmann, E. at the 9th International CERE Conference at University of Haifa, Israel.
- Weiss-Sidi, M., and Friedmann, E. (May 2023). The effect of role models on implicit and explicit emotional responses toward women entrepreneurs and investors. Paper presented by Weiss-Sidi, M. at the 9th International CERE Conference at University of Haifa, Israel.
- Pedro, Y. and Friedmann, E. (June 2023). Designers' and consumers' perceptions of premium and luxury: A social constructionist analysis. Paper presented by Pedro, Y. and Friedmann, E. at ISMS Marketing Science Conference, Miami Herbert Business School, Miami, USA.
- Peleg, G., Friedmann, E. and Weiss-Sidi, M. (June 2023). Biological sex or gender roles? what differs purchase behavior between men and women. Paper presented by Peleg, G. at the ISMS Marketing Science Conference, Miami Herbert Business School, Miami, USA.
- Pedro, Y. and Friedmann, E. (July 2023). Designers' and consumers' perceptions of premium and luxury: A social constructionist analysis. Paper presented by Pedro, Y. and Friedmann, E. at GMC - Global Marketing Conference, Seoul, South Korea.
- Dagan, N., Friedmann, E., and Weiss-Sidi, M. (July 2024). Unveiling implicit responses: Gendered attitudes of plus-size representation in advertising. Paper presented by Weiss-Sidi, M. at the GFMC - Global Fashion Management Conference, University of Milan, Italy.
- Stroli, O., Friedmann, E., and Weiss-Sidi, M. (July 2024). Gender differences in implicit disgust emotion toward ads featuring women and men models with or without body hair. Paper presented by Stroli, O. (MBA student) at the GFMC - Global Fashion Management Conference, University of Milan, Italy.
- Avieli, L., Friedmann, E., and Weiss-Sidi, M. (July 2024). Gender differences in implicit and explicit contempt emotion toward 'Femvertising' ads featuring women with significant muscles using different ad formats. Paper presented by Avieli, L. (MBA student) at the GFMC - Global Fashion Management Conference, University of Milan, Italy.
- Friedmann, E., Solodoha, E. Efrat-Treister, D., and Grougiou, V. (May 2025). The short and long-term effects of gender offensive advertising: the role of reactance and gender empowerment in shaping purchase intentions at the EMAC -European Marketing Academy, Madrid, Spain.
- Friedmann, E. and Avieli, L. Weiss-Sidi, M. (August 2025). It's all about the context: Congruence between implicit and explicit responses: gendered responses to expected vs. unexpected ads featuring male and female models, Spudm conference, Lucca, Italy.
- Friedmann, E. and Avieli, L. Weiss-Sidi, M. (September 2025). It's all about the context: Congruence between implicit and explicit responses: gendered responses to expected vs. unexpected ads featuring male and female models, Neurobusiness conference, Dubrovnik, Croatia.
- Avieli, L., Friedmann, E., and Weiss-Sidi, M. (September 2025). Gender differences in implicit and explicit contempt emotion toward 'Femvertising' ads featuring women with significant muscles using different ad formats. Paper presented by Avieli, L. (PhD. student) at the Neurobusiness conference, Dubrovnik, Croatia.
- Cohen, L., Friedmann, E., and Weiss-Sidi, M. (September 2025). When sadness sparks support. Female role models and male emotional and motivational responses to women in tech entrepreneurship. Paper presented by Cohen, L. (MBA student) at the Neurobusiness conference, Dubrovnik, Croatia.
- Friedmann, E., Avieli-Weizman, L., Weiss-Sidi, M., Sharon, S., and Goel, S. (June 2026). When Do Emotional Surveys Work? A Diagnostic Framework for Non-Verbal Measurement in Advertising, the ISMS Marketing Science Conference, Nova School of Business and Economics, Carcavelos, Portugal.
- Friedmann, E., Avieli-Weizman, L., Weiss-Sidi, M., Sharon, S., and Goel, S. (September 2026). Norm-Violating Portrayals and Emotional Measurement in Advertising, Association of Consumer Research, Chicago, Illinois.

Invited seminar presentations at universities and institutions

- Friedmann, E. (2014). Context of choice as a boundary condition for cultural differences in brand choice considerations. Bar Ilan University, Israel.
- Friedmann, E. (2016). Level of involvement as a boundary condition for gender differences in the process of brand preference formation. Ben-Gurion University, Israel.
- Friedmann, E. (2018). Are the brand choice considerations of men and women really different? Tel Aviv University, Israel.
- Friedmann, E. (2019). Why do consumers buy products whose advertisements are offensive?" Consumer behavior workshop, Bar Ilan University, Israel.
- Friedmann, E. (2020). Why do consumers buy products whose advertisements are offensive?", Uno academic college, Israel.
- Friedmann, E. and Avieli, L. (2025). It's all about the context: Congruence between implicit and explicit responses: gendered responses to expected vs. unexpected ads featuring male and female models, Bicocca University, Milan, Italy.
- Avieli, L. and Friedmann, E. (2025). Gender differences in implicit contempt toward blatant and subtle empowerment ads featuring muscular women, Bicocca University, Milan, Italy.
- Friedmann, E. (2026). When Do Emotional Surveys Work? A Diagnostic Framework for Non-Verbal Measurement in Advertising. University of Twente, the Netherlands.
- Friedmann, E. (2026). The Conditional Validity of Self-Reported Emotions in Advertising
IQS, Universitat Ramon Llull, Barcelona, Spain.
- Friedmann, E. (2026). Gender Equity Across Domains: Hidden Biases and the Limits of Self-Reports, Toulouse Business School – TBS, France.

Research Grants

Accepted research grants (in chronological order, old to new)

- 2021- Promoting women's ventures: Role model use to encourage implicit approach responses among women and investors (\$5.5 K) - RISE IMPACT Institute for Social and Economic Research (in collaboration with the Edmond de Rothschild Foundation), the Academic College of Tel Aviv-Yaffo. Solo submission.
- 2021- Women and Science Chair, Paris Dauphine-PSL University / L'Oréal Foundation (€10K) for impacting the presence of women in scientific studies and careers. Solo submission.
- 2023- Designing advertisements that encourage women to be involved in STEM informal activities. MLAG budget for the promotion of female researchers as part of the five-year program "Kav-Mashve", (\$5.5 K). Submitted through Shenkar College for joint collaboration with Yael Pedro from Shenkar.
- 2024- Goldman Sonnenfeldt School of Sustainability and Climate Change- SSSC- (\$10.8K)- a grant to encourage meat substitution, submitted with Uriel Haran and Yoella Barabi.
- 2024- ISF support letter from my lab – of Dan Vilechnik and Julie Cwikel, winning proposal, portion of the lab (\$35K)
- 2026- Ministry of Environmental Protection, the Cleanliness Preservation Fund "Waste and Circular Economy". "Social networks and sustainability: Strategies for reducing single-use plastic consumption among three populations in Israel - the general, ultra-Orthodox and Arab populations". Joint submission with C. Cohen, T. Kalagy (ILS 218.5K).

Present Academic Activities

Articles to be published – Submitted for publication

- FriedmannPI, E., Avieli, L., Weiss-Sidi, M. and Stroli, O., (2026). The persistence of the hairless ideal: gendered responses to body-hair norm-violations of men and women in advertising. International Journal of Advertising. (Major revision, R2).
- Friedmann, E., and Weiss-Sidi, M., Gavius, I. (2026). Implicit Responses Toward Women in STEM Following Exposure to Successful Female Role Models Among Women and Men. Psychology of Women Quarterly.(Revise and resubmit, R1).

- Friedmann, E., Weiss-Sidi, M., Klarsfeld, A., and Cachat-Rosset, G. (2026). When Home Become the Office: How Gender Shapes the Experience of Control Loss. *Community, Work & Family*. (Revise and resubmit, R1).
- Friedmann, E., Avieli, L., Solodoha, E. and Cerf, M.(2026). Neuroadvertising Revisited: Typological and Theoretical Integration of implicit Neuroscientific and Explicit Self-Report Consumer Response. *International Journal of Advertising*.(Under review).
- Friedmann, E., Avieli, L., Profeta, P.(2026). Decision format structures the expression and detection of gender-related bias processes in political decisions. *Humanities and Social Sciences Communications*, (Under review).
- Friedmann, E., Jain, R., Mahindroo, P., and Avieli-Weizman, L s.(2026). Do AI Recommendations Replace Consumer Product Evaluation? Evidence of Coexistence Across Two Markets. *Journal of Product & Brand Management*. (Under review)
- Friedmann, E. and Avieli-Weizman, L. (2026). Entrepreneurial Opportunity Evaluation as a Multi-Channel Process: EEG Evidence from Technological Crowdfunding. *Journal of Business Research*. (Under review).
- Turgeman, M., Cohen, C., & Friedmann, E..Rinot Levavi, L. (2026). Knowing what to do: environmental knowledge, program knowledge, and household enrollment in voluntary green electricity programs. *Cleaner Environmental Systems* (Under review).
- Friedmann, E., and Solodoha, E., Efrat-Treister, D. & Grougiou, V. (2026). The Short- and Long-Term Effects of Gender Offensive Advertising: The Role of Reactance and Gender Empowerment in Shaping Purchase Intentions. *Journal of Consumer Behaviour* (Under review).

Research in progress / In preparation

- Jain, R., Mahindroo, P. Friedmann, E., Rinot Levavi, L. (2026). The green appeal: What drives Generation Z's sustainable cosmetic purchases in online retail?
- Friedmann, E., Avieli-Weizman, L., Weiss-Sidi, M., Sharon, S., and Goel, S. (2026). It's all about the context: Congruence between non-verbal and self-report: responses to ads that are consistent vs. inconsistent with media representations featuring male and female models.
- Feder-Bubis, P., Friedmann, E., Schwartz, E., and Harblin, I. (2026). A case study of the ripple effects of the "Golden Experts" volunteer program: a holistic assessment of the individual, business, and social change.
- Friedmann, E., Weiss- Sidi, M., Abu- Siam, S., and Alfayumi-Zeadna, S. (2026). Initial steps for promoting health equity: Social marketing strategies to encourage treatment-seeking for post-partum depression in Jewish and Muslim women in Israel.
- Friedmann, E., and Avieli Weizman, L. (2026). Who Decides? AI Delegation and the Consumer Authorship Gap: When Ownership Persists but Authorship Disappears.
- Friedmann, E., Yaari, N., Weiss- Sidi, M., and Avieli-Weizman, L. (2026). Support Without Choosing, Rejection Without Avoiding: Gendered Divergence in Responses to Plus-Size Advertising.
- Avieli Weizman, L., Friedmann, E., PI, Herziger, A. Haran, U.,C, and Barabi, Y.(2026). Meat type, disgust, and consumer response.
- Boulos, J., Friedmann, E., PI, Lowengart, O. Systematic review of AI-Luxury: Theories, Gaps and Future research directions.

Additional Information

Publications in the Media

- Scienc.Mag (2025). "Have You Been Offended by a Discriminatory or Harmful Ad? Science Reveals You Might Still End Up Buying the Product". Retrieved from:
<https://scienmag.com/have-you-been-offended-by-a-discriminatory-or-harmful-ad-science-reveals-you-might-still-end-up-buying-the-product/>
- Phys.Org(2025). "Discriminatory ads can paradoxically increase brand preference among targeted groups". Retrieved from: <https://phys.org/news/2025-08-discriminatory-ads-paradoxically-brand-groups.html>
- Kan Radio (2025). Radio interview: <https://kan.org.il/content/kan/podcasts/p-8270/940524/>
- Maariv (2024). "Changing attitudes: women have already occupied combat roles - now the stereotype needs to be challenged. Opinion". Retrieved from:
<https://m.maariv.co.il/journalists/opinions/Article-1073296>
- BGTV Radio (2023). "Between stereotype and reality - cracks of light during war".
- Gender & Society Twitter Blog. "Are we living in an era without gender bias in stem hiring?". Retrieved from:
<https://twitter.com/GendSoc/status/1613196759416569856?s=20&t=Mt5e0LPifvAWeLCLElAbA>

Ynet (2023). "For MK Amsalem's information: Israel has a crazy watch scene - it's not just for the rich". Retrieved from: <https://www.ynet.co.il/economy/article/syiraynro>

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News, Channel 12 (interview on 2021). COVID research.

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Three who know, Radio interview with Dudu Erez (2020). COVID research.

Canadian Associates of Ben-Gurion University of the Negev, "Coffee with a BGU Researcher" (2019). Decision making and consumer behavior. Interview with David Berson. Retrieved from: <https://www.youtube.com/watch?v=xHjI4qjUa8>

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Maariv (2020). "Surprising study: Who consumed more alcohol, chocolate and porn during the closure?" Retrieved from: <https://www.maariv.co.il/news/viral/Article-788708>

Ynet (2020). "Spring of the Wineries": What do you drink and where do you buy?" Retrieved from: <https://www.ynet.co.il/economy/article/HkEW5nD4v>

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The Medical (2019). "Characteristics of physicians' use of instant messaging software in the clinical work and its implications". Retrieved from: <http://www.themedical.co.il/Article.aspx?f=12&s=2&id=4566>

Hi-tech in traffic jams. Radio interview on 106.2 FM (2019). Marketing for men and women.

Science on the bar- Bar Ilan University (2018):

"A woman for the kitchen, a man for the garage - Gender stereotypes in advertising": <https://www.youtube.com/watch?v=zvtzeI1Rldc>

Volunteering Activities

Girl's empowerment initiative- "Shavot"- Lecturing in schools, role modeling for young girls
<https://www.linkedin.com/feed/update/urn:li:activity:7006506089999429633/>