

CURRICULUM VITAE**1. Personal Details**

Sigal Tifferet

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tifferet@ruppin.ac.il**2. Education**

1989-1992	Tel Aviv University, Israel. Dept. of Psychology	B.A., Cum Laude	Approved 1992
1992-1995	Hebrew University of Jerusalem, Israel. Clinical and Health Psychology	M.A., Cum Laude	Approved 1995
1998-2005	Hebrew University of Jerusalem, Israel. Dept. of Psychology	Ph.D.	Approved 2005

3. Academic Ranks and Tenure in Institutes of Higher Education

1996-1998	Holon Institute of Technology (HIT), Dept. of Communications	Lecturer
1996-2002	Ruppin Academic Center, Dept. of Behavioral Sciences	Lecturer
2002-2010	Ruppin Academic Center, Dept. of Business Administration	Lecturer
2010-	Ruppin Academic Center, Dept. of Business Administration	Senior Lecturer

4. Offices in Academic Administration Professional Activities

1996-2002	Member, Teaching Committee, Dept. of Behavioral Sciences.
1998	Director, Library Committee.
1999	Co-Director, Democratic Academy Project.
2003-2005	Head of Methodological Studies, Dept. of Business Administration, Executive Program.
2003-2005	Member, Teaching Committee, Dept. of Business Administration, Executive Program.
2006-2008	Director, Disciplinary Committee.
2008-2011	Member, Teaching Committee, Dept. of Business Administration.
2009	Director, Teaching Evaluation Committee.

- 2009-2011 Head of Methodological Studies,
Dept. of Business Administration.
- 2010-2012 Member, Quality Improvement Steering Committee.
- 2010-2012 Member, Library Committee.
- 2010-2013 Academic Coordinator, BA completion program,
Dept. of Business Administration.
- 2011-2013 Member, Technological Innovations in Education Committee.
- 2012-2016 Director, Library Committee.
- 2012- Member, Online Learning Committee.
- 2013-2015 Member, Academic Excellence Committee.
- 2015 Director, Alumni Committee,
School of Economics & Business Administration.
- 2015- Director, Student Appeals Committee.
- 2015- Member, Teaching Committee,
Dept. of Business Administration.
- 2018- Member, Student Admission Committee,
Dept. of Business Administration.

5. Scholarly Positions and Activities outside the Institution

(a) Significant Professional Consulting

- 2000-2015 Israeli Police Force: Anti-Terror Special Unit

(b) Membership in Professional/Scientific Societies

- 2003- The International Society for Human Ethology (ISHE)
- 2006-2013 Human Behavior and Evolution Society (HBES)
- 2007-2014 Association for Psychological Science (APS)
- 2009- European Human Behaviour and Evolution Association (EHBEA)
- 2012-2014 Association for Consumer Research
- 2013- Applied Evolutionary Psychology Society
- 2015-2016 Academy of Marketing
- 2016-2018 American Association for the Advancement of Science

(c) Manuscript and Proposal Reviews

Journal reviews

Behaviour & Information Technology; Computers in Human Behavior; Cyberpsychology;
Journal of Psychosocial Research on Cyberspace; Evolution, Mind, and Behaviour; Evolutionary
Behavioral Sciences; Evolutionary Psychological Science; Evolutionary Psychology; Frontiers in
Psychology; Human Ethology Bulletin; Information Processing and Management; International
Journal of Human-Computer Interaction; Information, Communication and Society; International
Journal of Contemporary Hospitality Management; International Journal of Retail and
Distribution Management; International Journal of Social Psychology (Revista de Psicologia

social); Internet Research; Journal of Child Health Care; Journal of Evolutionary Psychology; Journal of Marketing Theory and Practice; Journal of Personality; Journal of Product and Brand Management; Journal of Services Marketing; Music Perception; Periodicum Biologorum; Personality and Individual Differences; PLoS ONE, Review of General Psychology.

Book reviews

2014 Elsevier

Grant reviews

2008 Israel Science Foundation (ISF)

Conference reviews

2014 39th Annual Macromarketing Conference 2014, July 2-5

6. Participation in Scholarly Conferences

(a) Active Participation

August 2006	Biennial Conference of the International Society for Human Ethology	Detroit, Michigan	<i>Age-related worrying in mothers of children undergoing neurosurgery</i>
May 2007	Annual convention of the Association for Psychological Science	Washington, D.C.	<i>Cross-cultural recognition of alternative male mating strategies</i>
July 2007	Summer workshop of the International Society for Human Ethology	Andechs, Germany	<i>Sex differences in caregiving, stress, and adaptation in parents of children with chronic illness</i>
July 2008	Biennial Conference of the International Society for Human Ethology	Bologna, Italy	<i>Cross-cultural recognition of alternative male mating strategies</i>
October, 2008	Annual Frontiers in Service conference	Maryland	<i>Meeting the challenge of service intangibility: Images in web pages as marketing tools</i>
June 2009	Art and Science of Service Conference	Waltham, Massachusetts	<i>Meeting the challenge of service intangibility: Are top universities more innovative in the implementation of images and colors in their homepages?</i>
July 2011	Annual conference of the Human Behavior and Evolution Society	Montpellier, France	<i>I shoulda learned to play the guitar: Guitar increases Facebook attractiveness</i>

July 2011	Annual conference of the Human Behavior and Evolution Society	Montpellier, France	<i>Predicting sibling investment by perceived sibling resemblance</i>
April 2012	Annual Meeting of the Northeastern Evolutionary Psychology Society	Plymouth, New Hampshire.	<i>Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage.</i>
August 2012	Biennial Conference of the International Society for Human Ethology	Vienna, Austria.	<i>Sex differences in the status consumption of coffee</i>
August 2012	Biennial Conference of the International Society for Human Ethology	Vienna, Austria.	<i>Cad's best friend? Dog ownership increases long-term relationship attractiveness and attenuates short-term mating perceptions</i>
July 2013	Annual Frontiers in Service Conference. American Marketing Association	Taipei, Taiwan	<i>Facebook and evolutionary psychology: Implications for service firms</i>
March 2014	Cell Symposium: Evolution of modern humans - from bones to genomes	Sitges, Spain	<i>Gender differences in Facebook profile photos</i>
May 2014	Annual meeting of the Midwestern Psychological Association	Chicago, Illinois	<i>Who is man's best friend for attracting women?</i>
May 2014	Annual Convention of the Association for Psychological Science	San Francisco, California	<i>Man's best friend? Friendly and aggressive dogs have different mate attraction influences</i>
May 2015	Summer Workshop of the International Society for Human Ethology	Athens, Greece	<i>The attractiveness of soccer players in uniform</i>
May 2015	Summer Workshop of the International Society for Human Ethology	Athens, Greece	<i>Capturing gender differences in Facebook profile</i>
July 2017	International Conference on Improving University Teaching	Tel Aviv, Israel	<i>Digital formative assessments in Introduction to Psychology</i>
July, 2018	Global Marketing Conference	Tokyo, Japan	<i>Posing for success in USA and Israel: a comparison of portraits used to attract employers in professional social-networking-services</i>
June, 2019	QUIS symposium	Karlstad, Sweden	<i>Green consumption in services: More than a mere show-off?</i>

June, 2019	International Conference on Teacher Education	Tel Aviv, Israel	<i>The effect of task framing on student engagement</i>
July, 2020	Improving University Teaching	Online	<i>How students (and teachers) can create educational videos easily</i>
July, 2020	International Conference on Academic Writing	Online	<i>Teaching academic writing step by step</i>

7. Research Grants

(a) Grants Awarded

PI		Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage	Ruppin Academic Center, 1,000 ILS	2012
PI		Cad's best friend? Dog ownership increases long-term relationship attractiveness and attenuates short-term mating perceptions	Ruppin Academic Center, 1,000 ILS	2012
PI	With Vilnai-Yavetz, I.	The effect of indoor plants on store atmospherics	Ruppin Academic Center, 7,950 ILS	2013
PI		The effect of opposite-sex waiters on tipping behavior	Ruppin Academic Center, 7,700 ILS	2014
PI		Occupational personal branding using LinkedIn profile photos	Ruppin Academic Center, 8,000 ILS	2015
PI		Women clean their house and men clean their car	Ruppin Academic Center, 6,900 ILS	2016
PI	With Yassour, J.	Incentive Differences Between Bonus and In-grade Assignments	Ruppin Academic Center, 5,675 ILS	2017
PI		Gender Differences in Privacy on Social Network Sites: A Meta-Analysis	Ruppin Academic Center, 7,145 ILS	2018
PI	With Teman, E.	Service Learning: Recommendations for Planning, Management and Evaluation	Council for Higher Education, 12,848 ILS	2019
PI		Online Behaviors for Minimizing Misconceptions	Ruppin Academic Center, 11,000 ILS	2019
PI		Predictors of Validating Online Information	Ruppin Academic Center, 11,000 ILS	2020

8. Scholarships, Awards, and Prizes

2008	Literati Network Award for Excellence: "An investigation of the new generic consumer" published in <i>Journal of Consumer Marketing</i> was chosen as a Highly Commended Award Winner.
2010-2012	Recognition for Excellence in Teaching

2012- Excellence in Teaching and Research (Top 20%)

9. Teaching

(a) Courses Taught in Recent Years

1996-	Introduction to Psychology	Lecture	BA	40 students
1996-	Introduction to Psychology	Introduction Course (Mandatory)	BA	40 students
1996-2002	Developmental Psychology	Introduction Course (Mandatory)	BA	40 students
1996-2002	Cognitive Psychology	Introduction Course (Mandatory)	BA	40 students
1996-2002	Health Psychology	Lecture	BA	40 students
2000-2002	Statistics for the Behavioral Sciences	Introduction Course (Mandatory)	BA	40 students
2000-	Stress and Coping	Lecture	BA	40 students
2001-2006	Academic Writing	Introduction Course (Mandatory)	BA	40 students
2009-	An Evolutionary Perspective on Consumer Behavior	Seminar	BA	25 students
2010	Stress and Coping	Lecture	MA	40 students
2010-2015	Academic Skills	Workshop	BA	25 students
2011-2012	Research Methods	Introduction Course (Mandatory)	BA	40 students
2015-	Academic Literacy	Workshop	BA	25 students
2018-	Statistics for Managers	Introduction Course (Mandatory)	BA	130 students
2019-	Skills for the Future Workplace	Workshop	BA	40 students

(b) Supervision of Graduate students

2014-2016	Limor Serfati	<i>Half-sibling uncertainty</i> (Stage: Research plan)	MA	Additional supervisor: Prof. Yechiel Klar, Tel-Aviv University.
2018-2019	Anna Keselman	<i>Self-esteem in Facebook profile photos</i> (Stage: Research plan)	MA	Additional supervisor: Dr. David Bodoff, Haifa University.

PUBLICATIONS

Note: The authors are ordered according to their relative contribution.

A. Ph.D. Dissertation

Tifferet, S. (2005). Maternal adaptation to pediatric neurosurgical illness: A longitudinal study. Advisors: Prof. Yoel Elizur and Prof. Orly Manor, Dept. of Psychology, the Hebrew University of Jerusalem, Israel. 166 p. [Hebrew].

B. Articles in Refereed Journals

Undergraduate student co-authors underlined.

Published

1. **Tifferet, S.** (1997). Obesity: a chronic psychophysiological state. *Psychologia: Israel Journal of Psychology*, 6, 83-90 [Hebrew].
2. Herstein, R. & **Tifferet, S.** (2007). An investigation of the new generic consumer. *Journal of Consumer Marketing*, 24, 133-141. doi:10.1108/07363760710746139.
3. **Tifferet, S.**, Manor, O., Constantini, S., Friedman, O., & Elizur, Y. (2007). Parental investment in children with chronic disease: The effect of child's and mother's age. *Evolutionary Psychology*, 5, 844-859.
4. Vilnai-Yavetz, I., & **Tifferet, S.** (2009). Images in academic web pages as marketing tools: Meeting the challenge of service intangibility. *Journal of Relationship Marketing*, 8, 148-164. doi:10.1080/15332660902876893.
5. **Tifferet, S.**, Elizur, Y., Constantini, S., Friedman, O., & Manor, O. (2010). Maternal Adaptation to pediatric neurosurgical diagnosis: A growth curve analysis. *Psychology and Health*, 25, 213-229. doi:10.1080/08870440802245298.
6. **Tifferet, S.** & Herstein, R. (2010). The effect of individualism on private brand perception: A cross-cultural investigation. *Journal of Consumer Marketing* 27(4), 313-323. doi: 1108/07363761011052350.
7. **Tifferet, S.**, Manor, O., Elizur, Y., Friedman, O., & Constantini, S. (2010). Maternal adaptation to pediatric illness: A personal vulnerability model. *Children's Health Care* 39(2), 91-107. doi: 10.1080/02739611003679840.
8. **Tifferet, S.**, Jorev, S., & Nasanovitz, R. (2010). Lower parental investment in stepchildren: The case of the Israeli "Great Journey." *Journal of Social, Evolutionary, and Cultural Psychology*, 4(2), 62-67.
9. **Tifferet, S.**, & Kruger, D. J. (2010). The Terminal Investment Hypothesis and age-related differences in female preference for dads vs. cads. *Letters on Evolutionary Behavioral Science*, 1(2), 27-30.
10. **Tifferet, S.**, Manor, O., Constantini, S., Friedman, O., & Elizur, Y. (2011). Sex differences in parental reaction to pediatric illness. *Journal of Child Health Care*, 15(2), 118-125. doi: 10.1177/1367493510397710.

11. **Tifferet, S., Agrest, S., & Benisti-Shlomo, A.** (2011). Problem gambling: An outcome of a life history strategy. *International Gambling Studies*, 11(2), 253-262. doi: 10.1080/14459795.2011.599328.
12. **Tifferet, S.,** Herstein, R. (2012). Need for cognition as a predictor of store brand preferences. *EuroMed Journal of Business*, 7(1), 54-65.
13. **Tifferet, S., & Herstein, R.** (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product and Brand Management*, 21(3), 176-182.
14. Herstein, R., **Tifferet, S.,** Abrantes, J. L., Lymperopulos, C., Albayrak, T., & Caber, M. (2012). The effect of personality traits on private brand consumer tendencies: A cross-cultural study of Mediterranean countries. *Cross Cultural Management: An International Journal*, 19 (2), 196-214. doi:10.1108/13527601211219883.
15. **Tifferet, S., Gaziel, O., & Baram, Y.** (2012). Guitar increases male Facebook attractiveness: Preliminary support for the sexual selection theory of music. *Letters on Evolutionary Behavioral Science*, 3(1), 4-6.
16. Vilnai-Yavetz, I. & **Tifferet, S.** (2013). Promoting service brands via the internet. *Service Industries Journal*, 33 (15-16), 1544-1563. doi: 10.1080/02642069.2011.636423.
17. **Tifferet, S., Shani, N., & Cohen, H.** (2013). Gender differences in the status consumption of coffee. *Human Ethology Bulletin*, 3, 5-9.
18. **Tifferet, S.,** Kruger, D. J., Bar-Lev, O., Zeler, S. (2013). Dog ownership increases attractiveness and attenuates perceptions of short-term mating strategy in cad-like men. *Journal of Evolutionary Psychology*, 11(3) 121-129, doi: 10.1556/JEP.11.2013.3.2.
19. **Tifferet, S., & Vilnai-Yavetz, I.** (2014). Gender differences in Facebook self-presentation: An international randomized study. *Computers in Human Behavior*, 35, 388-399, doi: 10.1016/j.chb.2014.03.016.
20. Kruger, D. J., Fisher, M. L., De Backer, C., Kardum, I., Tetaz, M., & **Tifferet, S.** (2015). Human life history dimensions in reproductive strategies are intuitive across cultures. *Human Ethology Bulletin*, 30(1), 109-120.
21. Vilnai-Yavetz, I., & **Tifferet, S.** (2015). A picture is worth a thousand words: Segmenting consumers by Facebook profile images. *Journal of Interactive Marketing*, 32, 53–69. <http://doi.org/10.1016/j.intmar.2015.05.002>.
22. **Tifferet, S.,** Pollet, T., Bar, A., & Efrati, H. (2016). Predicting sibling investment by perceived sibling resemblance. *Evolutionary Behavioral Sciences*, 10(1), 64-70, doi: 10.1037/ebs0000035.
23. **Tifferet, S., & Vilnai-Yavetz, I.** (2017). Phytophilia and service atmospherics: The effect of indoor plants on consumers. *Environment & Behavior*, 49(7), 814-844, doi: 10.1177/0013916516669390.
24. **Tifferet, S., Rosenblit, N., & Shalev, M.** (2017). Promoting sustainability in a college café by opposite-sex cashiers. *International Journal of Sustainability in Higher Education*, 18(7), 1279-1290, doi: 10.1108/IJSHE-01-2016-0013.

25. **Tifferet, S.**, Saad, G., Meiri, M., & Ido, N. (2018). Gift giving at Israeli weddings as a function of genetic relatedness and kinship certainty. *Journal of Consumer Psychology*, 28(1), 157-165. doi: 10.1002/jcpy.1006.
26. **Tifferet, S.**, & Vilnai-Yavetz, I. (2018). Self-presentation in LinkedIn portraits: Common features, gender, and occupational differences. *Computers in Human Behavior*, 80, 33-48. doi: 10.1016/j.chb.2017.10.013.
27. **Tifferet, S.** (2019). Gender differences in privacy tendencies on social network sites: A meta-analysis. *Computers in Human Behavior*, 93, 1-12. doi: 10.1016/j.chb.2018.11.046
28. **Tifferet, S.**, Dror, S., & David, S. (2019). Age preferences for advertisement models differ by their gender. *Revista de Psicología Social / International Journal of Social Psychology*, 35 (1), 37-68. doi:10.1080/02134748.2019.1682293
29. **Tifferet, S.** (2020). Gender differences in social support on Social Network Sites: A meta-analysis. *Cyberpsychology, Behavior, and Social Networking*, 23(4), 199-209. doi: 10.1089/cyber.2019.0516.
30. **Tifferet, S.** The effect of grade framing on task engagement, task completion, and anticipated regret. *Instructional Science*, 48(4), 475-494. doi:10.1007/s11251-020-09516-3

C. Chapters in Scientific Books

1. **Tifferet, S.**, Elizur, Y. (2007). Maternal crisis, coping, and growth as a result of chronic pediatric illness. In E. Cohen (Ed.), *The parenting experience: Relationships, challenges, and development*. Kiryat Bialik: Ach [Hebrew].
Contribution: Planned study, collected and analyzed data, wrote manuscript.
2. **Tifferet, S.** (2019). The Israeli context on vegetarian and vegan diets. In C. De Backer, M. L., Fisher, J. Dare, & L. Costello (Ed.), *To eat or not to eat meat: How vegetarian dietary choices influence our social lives*. London: Rowman and Littlefield

D. Articles in Conference Proceedings (undergraduate student co-authors underlined)

1. Saad, G., **Tifferet, S.**, Meiri, M., & Ido, N. (2012). Gift-giving at Israeli weddings as a function of genetic relatedness and maternal lineage. In the *Proceedings of the 6th Annual Meeting of the Northeastern Evolutionary Psychology Society* (pp. 549-550). Plymouth, New Hampshire.
2. Vilnai-Yavetz, I. & **Tifferet, S.** (2013). Facebook and evolutionary psychology: Implications for service firms. In the *Proceedings of the 22nd Annual Frontiers in Service Conference* (p. 99). Taipei, Taiwan: American Marketing Association. (See B19)
3. Vilnai-Yavetz, I. & Tifferet, S. (June 2019). Green consumption in services: More than a mere show-off? In Edvardsson, B., Gustafsson, A., Bitner, MJ & Verma, R. (eds.) *Proceedings of QUIS16: Advancing Service Research and Practice*. Karlstad, Sweden, June 10-13, 2019. (pp. 251-255).

E. Entries in Encyclopedias

1. **Tifferet, S.** (2018). Genetic relatedness affects aid to kin. In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.
2. **Tifferet, S.** (2019). Sex differences in anger-proneness. In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.
3. **Tifferet, S.** (2019). K-Factor (Figueredo). In T. Shackelford & V. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Berlin: Springer.