

## **Dr. Yossi Maaravi - C.V.**

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### **ACADEMIC POSITIONS:**

#### **Interdisciplinary Center, Adelson School of Entrepreneurship**

2014 –

- Vice Dean, and -
  - Head of the BA program in Entrepreneurship
  - Head and academic director of "The Leumi Innovation Project" – an organizational innovation program for outstanding students in collaboration with Bank Leumi
  - Academic director of the CO-OP Startup experience course – hands-on practicum in real startups (250+ students and 70+ companies per year)
  - 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
  - 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)

#### **The Technische Universität Darmstadt, Startup and Innovation Centre HIGHEST**

Visiting lecturer: 2016 -

#### **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

**EDUCATION:**

- 2004 -2009     Ph.D., 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*

**HONORS AND AWARDS:**

- 2018             IDC, Adelson School of Entrepreneurship – Best Lecturer Award.
- 2016             IDC, Adelson School of Entrepreneurship – President special recommendation.
- 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

**RESEARCH INTERESTS**

- Decision making
- Negotiation and Persuasion
- Creativity and innovation

**GRANTS:**

- 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)

**PUBLICATIONS – ARTICLES:**

**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.

**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.

**Maaravi, Y.** (2018). Using hackathons to teach management consulting. *Innovations in Education and Teaching International*, 1-11

Levy, A., & **Maaravi, Y.** (2018). The boomerang effect of psychological interventions. *Social Influence*, 13(1), 39-51.

**Maaravi, Y.** (2018). Running a research marathon. *Innovations in Education and Teaching International*, 1-7.

**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.

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.

**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.

**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.

**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

**PUBLICATIONS - BOOKS:**

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

**PUBLICATIONS - FICTION:**

**Maaravi Y.** (2010). *The Juice Tree*, Hakibutz Hameuhad, Sifriat Poalim Publishing Group

**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

**CONFERENCE AND OTHER ACADEMIC PRESENTATIONS:**

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

Start-up to Scale-up Conference (2018). Tel-Aviv University, Tel Aviv  
Professional Development Workshop, Homo Curious: The Power of Curiosity in Business and Life.  
Roundtable Discussion: Incubators, Accelerators, and Mentoring.

Panel discussion: The University's role in the entrepreneurship and innovation ecosystem (2018). 5th Global Entrepreneurship and Innovation Conference. University of Amsterdam, Amsterdam.

The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at TU Berlin

The Entrepreneurial University, the IDC Case (2017). The SILICE project, Erasmus+ at IDC

The Entrepreneurial University, the IDC Case (2016). At HWR, Germany

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

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.

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.

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.

**EDITORIAL WORK:**

*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 EXPERIENCE:****Interdisciplinary Center**

- *Themes in Entrepreneurship - introduction, BA in entrepreneurship, 2017 -*
- *The Leumi 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*

**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:**

- 2010 - 2014 Cofounder and partner in "Tag Media Group" – a digital-marketing agency
- 2008 - 2014 Organizational consulting and training to leading Israeli firms
- 2006 - 2008 Founder of internet startup: sutree.com – the instructional videos hub
- 1998 - 2000 Founder of internet startup "Netcoupon" – the world's first digital coupons website
- 1997 - 2004 Teacher in preparation courses for the psychometric exam
- 1998 - 2005 Group Leader and Guide in organized tours to China, Tibet and Nepal