

# HIT - HOLON INSTITUTE OF TECHNOLOGY

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**Name** LIMOR SAHAR-INBAR Ph.D. 025518416  
(first) (last) (acad. degree) No. id. Card

**Faculty** Industrial Engineering and Technology Management **Department** \_\_\_\_\_

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(home) (work) (mobile)

**Date/place of birth** 9/1/1974 Israel **Date of arrival in Israel** -  
(date) (country)

**ZAHAL, (Israeli) Military Service** 1992 - 1994  
dates (enlisted) (discharged)

**Marital Status** Single **No. of children** 1

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## A. EDUCATION

Period of Study (dates)	Name of University (including city and country if not in Israel)	Subject	Degree or Professional Licence	Date of Award
1996-1999	School of Business Administration, Ruppin Academic Center	Business Administration (Major: Marketing)	B.A. Cum Laude	2/9/1999
2000-2002	College of Management	Business Administration	M.A. Cum Laude	13/4/2003
2016-2021	The Graduate School of Business Administration, Bar-Ilan University	Marketing	Ph.D.	25/10/2021

**Title of Master's Thesis:** Consumers' preferences in eWOM

**Name of Supervisors:** Dr. Eyal Peer

**Title of Doctoral Dissertation:** Wisdom of the crowd or people like me? The trade-off between volume and similarity in online reviews

**Names of Supervisors:** Dr. Eyal Pe'er (Hebrew University of Jerusalem)

## B. FURTHER STUDIES

Period of Study (dates)	Name of University (including city and country if not in Israel)	Subject	Degree or Professional Licence	Date of Award
		NONE		

**C. ACADEMIC AND PROFESSIONAL EXPERIENCE****Academic:**

Period (dates)	Name of Institution (city, country)	Department	Rank/Function
1998-2000	Ruppin Academic Center, Israel	School of Business Administration	Teaching Assistant
2003-2008	HaBetzef, Israel's Advertising Agencies Academy, Tel-Aviv, Israel		Lecturer
2016-2017	Bar-Ilan University, Ramat Gan, Israel	The Graduate School of Business Administration	Teaching Assistant
2016-2018	Center of Behavioral Insights, Bar-Ilan University, Ramat Gan, Israel	Cobi Laboratory	Research Fellow
<b>2009-present</b>	<b>HIT – Holon Institute of Technology, Holon, Israel</b>	<b>Faculty of Industrial Engineering and Technology Management</b>	
	<b>Rank:</b>	<b>Department of Multidisciplinary Studies</b>	
2009-2016	Statistical Advisor <sup>❶</sup>		
2009-2020	Adjunct Lecturer		
10/2020-4/2022	Equivalent to Teacher		
<b>4/2022-present</b>	<b>Lecturer</b>		
	<b>Function:</b>		
<b>1/10/2022-</b>	<b>Dean of Students</b>		

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❶ B.Sc. and M.Sc. students' final projects

**Professional:**

Period (dates)	Name of Institution (city, country)	Department	Rank/Function
1999-2001	Jollybar Ltd., Israel		Assistant Product Manager <sup>❷</sup>
2001-2009	The Online Target Consumer Panel in Israel		Partnering in establishment of "iPanel"
2001-2009	Midgam Research & Consulting Ltd., Israel		Vice President: Marketing and Research <sup>❸</sup>

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❷ Managed B2B strategy for consumers in various sectors

❸

- Managed and conducted marketing research for leading companies and organizations in various sectors, such as Motorola, P&G, Abbott, Cellcom, Leumi Card, McCann-Ericson, BBR – Saatchi & Saatchi, Mifal Hapais (Israel's national lottery), UMI, Isrotel, and more
- Supervised team of professional researchers

**D. PROFESSIONAL AND PUBLIC ACTIVITIES**

Period (dates)	Name of Institution/Conference/ Journal/Exhibitions/Projects (city, country)	Occasion
2009-2020	HIT – Holon Institute of Technology	Head of Research and Evaluation Center <sup>④</sup>
2017	Bar-Ilan University, Ramat Gan, Israel	Co-founder of the BizDoc Conference <sup>⑤</sup>
2017-2019	Association for Consumer Research (ACR)	Ad-hoc Reviewer
2022-present	HIT – Holon Institute of Technology	Dean of Students <sup>⑥</sup>

<sup>④</sup>

- Overall responsibility for HIT's online teaching evaluation surveys, including implementation of online data collecting system, managing and analyzing data as well as generating and distributing reports
- Planning and executing teaching workshops for the academic staff
- Developing, conducting and implementing inter-organizational tools for continuous evaluation, such as: student satisfaction survey for administrative services, brand equality and HIT's community-based program
- Leading service improvement workshops for administrative personnel

<sup>⑤</sup>

The Israeli Conference for doctoral students in the fields of business and administration

- Co-member of the BizDoc Committee
- Overall responsibility for the conference plan and branding
- Organizing a round-table session enabling students to meet with industry's senior managers

<sup>⑥</sup>

- Managing student services, such as career services, financial aid and accommodation
- Ensuring student success which includes providing support and resources to students to help them achieve their academic and personal goals
- Develop and implement department goals, working procedures, budgets, policies and goals
- Promoting community engagement among students, faculty and staff by encouraging them to participate in service projects, community outreach initiatives and other community-based activities

**E. ACADEMIC AND PROFESSIONAL AWARDS****(prizes, fellowships, scholarships, etc.)**

Year	Name of Institution (city, country)	Occasion
2020-2021	The Council for Higher Education, Israel	Funding for the course "Marketing strategy for social enterprise" taught at HIT – Holon Institute of Technology
2020-2021	HIT – Holon Institute of Technology, Holon, Israel	Excellence Award in research/creativity, teaching and contribution to the institute and the community

**E1. RESEARCH GRANTS**

<b>Year</b>	<b>Name of Institution (city, country)</b>	<b>Occasion/amount</b>
2020-2023	The Council for Higher Education (Malag), Israel	Internal grant for promising academic researchers: "eWOM Shades of Grey: Do seniors prefer turning to the wisdom of the crowd or people similar to them in their online search behavior?" in cooperation with Dr. Ofrit Kol, Ariel University, Israel Amount: NIS 40,000

**F. MEMBERSHIP IN PROFESSIONAL SOCIETIES**

<b>Year</b>	<b>Society (country)</b>
2018-present	Society for Judgment and Decision-Making (SJDM)
2017-present	Society for Marketing in Israel

**G. STUDENTS SUPERVISED BY CANDIDATE**

***HIT – Holon Institute of Technology does not currently have an accreditation for granting research theses (M.Sc.) or Dissertation (Ph.D.) degrees***

**G1. DOCTORAL STUDENTS**

Year	Name of Student	Title of Thesis	Name of Academic Institution
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NONE

**G2. M.A./M.Sc. STUDENTS (please indicate if degree is with "thesis" or "final project")**

Year	Name of Student	Title of Final Project	Name of Academic Institution
2022-present	Dorit Zohar Ilya Kunin Sahar Eliahu	Using location-based information systems to promote a chain of cinemas	HIT - Holon Institute of Technology
2023-present	Daniel Kuzniz Hodaya Vaknin Lior Arama	Student's satisfaction at HIT	HIT - Holon Institute of Technology
2023-present	Mali Hen Dror Cohen Ziv Mordoch	Technological solutions for accessibility and improving the quality of life of the blind	HIT - Holon Institute of Technology

**Courses Taught at Academic Institutions**

<b>Year</b>	<b>Name of Course</b>	<b>Institution</b>
1998-2000	▪ Research Methods and SPSS <sup>⑥</sup>	Ruppin Academic Center
2016-2017	▪ Advanced Marketing <sup>⑥</sup>	Bar-Ilan University
2009-2020	▪ Principles of Marketing and SPSS <sup>⑦</sup>	HIT – Holon Institute of Technology
2020-2022	▪ Principles of Marketing, Micro and Macro Economics <sup>⑧</sup>	
	▪ Marketing Strategy for Social Enterprises <sup>⑧</sup>	
2022-present	▪ Principles of Marketing <sup>⑨</sup>	
	▪ Micro and Macro Economics <sup>⑨</sup>	
	▪ Marketing Strategy for Social Enterprises <sup>⑨</sup>	
	▪ Marketing and Personal Branding in Organization Learning Domain <sup>⑨</sup>	

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<sup>⑥</sup> Teaching Assistant

<sup>⑦</sup> Adjunct Lecturer in undergraduate and graduate programs

<sup>⑧</sup> Equivalent to Teacher in undergraduate programs

<sup>⑨</sup> Teacher in undergraduate and graduate programs

## PUBLICATIONS

### C. REFEREED ARTICLES (ranked by either WoS or SCImago)

1. E. Pe'er, Y. Feldman, E. Gamliel, **L. Sahar**, A. Tikotsky, N. Hod, H. Schupak  
Do minorities like nudges? The role of group norms in attitudes towards behavioral policy  
Judgment and Decision Making, 14(1), 2019 (40-50)  
WoS: Q2, IF: 2.500 (2021), JCR citations: 9  
SCImago: Q1, h-index: 61  
[Google scholar citations: 26]
2. E. Babad, **L. Sahar-Inbar**, R. Hammer, K. Turgeman-Lupo, S. Nesis  
Student evaluations fast and slow: It's time to integrate teachers' nonverbal behavior  
In evaluations of teaching effectiveness  
J. of Nonverbal Behavior, 45(3), 2021 (321-338)  
<https://doi.org/10.1007/s10919-021-00364-4>  
WoS: Q2, IF: 4.019 (2021), JCR citations: 3  
SCImago: Q1, h-index: 68, Scopus citations: 3  
[Google scholar citations: 7]
3. G. Kurtz, O. Kopolovich, E. Segev, **L. Sahar-Inbar**, L. Gal, R. Hammer  
Impact of an instructor's personalized email intervention on completion rates in a massive  
open online course (MOOC)  
Electronic J. of e-Learning (EJEL), 20(3), 2022 (325-335)  
<https://doi.org/10.34190/ejel.20.3.2376>  
WoS: Q2 (JCI), IF: 2.2 (2022), JCR citations: 6  
SCImago: Q2, h-index: 33, Scopus citations: 5  
[Google scholar citations: 11]
4. H. Friman, I. Banner, Y. Sitbon, **L. Sahar-Inbar**, N. Shaked  
Experiential learning for sustainability: A catalyst for global change  
Educational Administration: Theory and Practice, 30(5), 2024 (8508-8514)  
SCImago: Q4; h-index: 7 (2023)
5. H. Friman, I. Banner, Y. Sitbon, **L. Sahar-Inbar**, N. Shaked (2024)  
Nurturing eco-literate minds: Unveiling the pathways to minimize ecological footprint  
in early childhood education  
Social Sciences-Basel, 13(4), 187  
<https://doi.org/10.3390/socsci13040187>  
WoS: Q2; IF: 1.7 (2023)  
SCImago: Q2; h-index: 42 (2023)

**E. PAPERS PRESENTED AT SCIENTIFIC MEETINGS PUBLISHED IN PROCEEDINGS**

1. נ. שקד, **ל. סהר-ענבר**, ג. פלג, ב. איינהורן, ה. אייל  
 הערכת למידה מקוונת: מתודולוגיה למשוב עמיתים בסביבה רב-תחומית  
 ספר הכנס השישה-עשר לחקר חדשנות וטכנולוגיות למידה ע"ש צ'ייס: האדם הלומד בעידן הדיגיטלי  
 א. בלאו, א. כספי, י. עשת-אלקלעי, נ. גרי, י. קלמן, ת. לוטרמן (עורכים)  
 האוניברסיטה הפתוחה, רעננה, ישראל, ב 16 לפברואר 2021 (60E-71E) [מאמר קצר באנגלית]  
 N. Shaked, **L. Sahar-Inbar**, G. Peleg, B. Einhoren, H. Eyal  
 Assessing online teaching: A peer-review methodology in a multidisciplinary setting  
 Proc. 16th Chais Conf. for the Study of Innovation and Learning Technologies:  
 Learning in the Digital Era  
 I. Blau, A. Caspi, Y. Eshet-Alkalai, N. Geri, Y. Kalman, T. Lauterman (Eds.)  
 The Open University of Israel, Ra'anana, Israel, 16 February 2021 (60E-71E) [short paper]
2. **L. Sahar-Inbar**, N. Shaked  
 TLM (Three Layers Methodology) model facing multidisciplinary education  
 Proc. END 2023 – International Conference on Education and New Developments  
 Lisbon, Portugal, 24-26 June 2023, Vol.1 (158-162)
3. **L. Sahar-Inbar**, E. Peer  
 Wisdom of the crowd or people like me? Preferences between volume and  
 similarity in eWOM  
 Proc. 28th Int'l. Conf. on Corporate and Marketing Communications (CMC 24)  
 Valuing Diversity in Corporate and Marketing Communications: Towards an Inclusive  
 Corporate and Market Environment  
 Sabine Einwiller, Ingrid Wahl (eds.)  
 University of Vienna, Vienna, Austria, 26-27 March 2024 (186-190)

**F. PAPERS PRESENTED AT SCIENTIFIC MEETINGS (UNPUBLISHED)**

12/2016 Marketing in Israel Conference, Ben Gurion University of the Negev, Beer  
 Sheba, Israel  
 Poster presentation: *Wisdom of crowd or people like me – Consumers'*  
*preferences in online reviews*

**Poster presentation: *Wisdom of the crowd or people like me? Preferences between***  
***volume and similarity in online reviews* - presented at the following conferences:**

- 12/2017 Marketing in Israel Conference, Ben Gurion University of the Negev,  
 Beer Sheba, Israel
- 7/2018 CCBE – The 3rd Collier Conference on Behavioral Economics,  
 Tel-Aviv University, Tel-Aviv, Israel
- 11/2018 SJDM – The Society for Judgment and Decision Making Conference,  
 New Orleans, USA
- 6/2019 DMEP – Decision-Making and Economic Psychology, Workshop on Social  
 Status, Inequality and Decision-Making, The Hebrew University of Jerusalem,  
 Jerusalem, Israel



**F. PAPERS PRESENTED AT SCIENTIFIC MEETINGS (UNPUBLISHED), contd.**

- 12/2018     Marketing in Israel Conference, Ben Gurion University of the Negev, Beer Sheba, Israel  
                 Oral presentation:     *Wisdom of the crowd or people like me? Preferences between volume and similarity in online reviews*
- 8/2019     SPUDM – Subjective Probability, Utility and Decision-Making Conference, University of Amsterdam, Amsterdam, The Netherlands  
                 Oral presentation:     *Wisdom of the crowd or people like you? The malleable tradeoff of volume and similarity in online reviews*

**H. OTHER PUBLICATIONS**

**H1. Non-Refereed Articles**

1. M. Frank, R. Hammer, **L. Sahar-Inbar**  
What are the most important teaching factors for students? Analysis of teaching surveys  
מה באמת חשוב לסטודנטים? ניתוח תוצאות סקרי ההוראה במכון טכנולוגי חולון  
Academic Teaching J. on Teaching in Higher Education, 1, 2011, (55-57) [in Hebrew]

**H. OTHER PUBLICATIONS**

**H2. PRESS RELEASE ABOUT CANDIDATE**

1. T. Heruti-Sover  
Weaning Israelis off their plastic bag habit  
Ha'aretz, 2 December 2016  
<http://www.haaretz.com/israel-news/business/1.756580>