

HIT - HOLON INSTITUTE OF TECHNOLOGY

Date: 13th March 2025

Name GIL GREENSTEIN Ph.D. 058501768
 (first) (last) (acad. degree) No. id. Card
Faculty Industrial Engineering and Technology Management **Department** _____
Home Address 11 Shaul-Hamelech St., Kiryat Ono 5565419 **Phone No.** 03-5026757 052-3996787
 (home) (work) (mobile)
Date/place of birth 4/5/1964 Israel **Date of arrival in Israel** _____
 (date) (country)
ZAHAL, (Israeli) Military Service 8/1982 - 8/1985
 dates (enlisted) (discharged)
Marital Status Married **No. of children** 2

Email: gilgr@hit.ac.il

A. EDUCATION

Period of Study (dates)	Name of University (including city and country if not in Israel)	Subject	Degree or Professional License	Date of Award
1985-1988	Tel-Aviv University	Mathematics & Computer Sciences	B.Sc. [Magna Cum Laude]	Sep. 1988
1994-1998	Tel-Aviv University	Management of Information Systems	M.Sc. [Summa Cum Laude]	Jan. 1998
1999-2004	Tel-Aviv University	Management of Information Systems and Technology	Ph.D.	May 2004

Title of Master's Thesis: Analyzing the value of information systems applied in various configurations using an expanded information structure model

Name of Supervisor: Prof. Niv Ahituv

Title of Doctoral Dissertation: Analyzing Relations between Accuracy of Information Systems, the Value of Information, and Timing of Decision-Making

Name of Supervisor: Prof. Niv Ahituv

B. FURTHER STUDIES

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

C. ACADEMIC AND PROFESSIONAL EXPERIENCE

Period (dates)	Name of Institution (city, country)	Department	Function
• 1988-1989/	The Israeli Electric Corporation	Information Systems & Telecommunication (ICT Division)	Programmer
• 1989-1993/			Team Leader
• 1993-2000/			Project Manager
• 2000-2004/			Business Development Manager
• 2004-2015/			Senior Project Manager; Senior Expert
• 2015-2021/			ICT Department Manager
• 2020-2021/			Chief Technological Officer (CTO)
2002-2004	Tel-Aviv University, Tel-Aviv, Israel	Recanati Graduate School of Business Administration, Sackler Faculty of Exact Sciences	Instructor
2006-present	HIT - Holon Institute of Technology, Holon, Israel	Faculty of Industrial Engineering and Technology Management	

Rank:

7/2006-10/2007 Adjunct Lecturer
 10/2007-10/2010 "שוה ערך" מרצה
 10/2010-1/5/2023 Lecturer
**1/5/2023-present Senior Lecturer
of Practice
with tenure**

Function:
**10/2023-present Head of M.Sc.
program with
final project
(without thesis)**

D. PROFESSIONAL AND PUBLIC ACTIVITIES

Period (dates)	Name of Institution/Conference/ Journal/Exhibitions/Projects (city, country)	Occasion
1994-2000	The Association of Engineers and Architects in Israel (AEAI).	Member of the AEA General Council (1994-2000). Chairman of "Tel-Aviv" branch of the "Software Engineering and Sciences Society" (1998-2000)
1993-1997	The Israeli Natural / Adabas Users Group	Leader of the "Natural Applications" users group
1997-1999	The Israeli Natural / Adabas Users Group	Chairman

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

Year	Name of Institution (city, country)	Occasion
1988	Tel Aviv University – Faculty of Exact Sciences (B.Sc.)	AWARD for Achievements (from the Dean of Faculty)
1997	Tel Aviv University – Faculty of Management (M.Sc.)	AWARD and Scholarship for Achievements (from the Dean of Faculty)
1998	Tel Aviv University – Faculty of Management (M.Sc.)	AWARD and Scholarship for Excellency of thesis (from the Dean of Faculty)
2013	22nd ESRI Systematics Israeli User Conference, Tel-Aviv, Israel, 5 November 2013	Special Achievement in GIS (Geographic Information Systems) – Project Manager of NIS project
2014	ESRI International User Conference, San Diego, USA, 20-24 July 2015	Special Achievement in GIS (Geographic Information Systems) – Project Manager of NIS project
2012-2013	HIT – Holon Institute of Technology, Holon, Israel	Excellence award for teaching
2014-2015	HIT – Holon Institute of Technology, Holon, Israel	Excellence award for teaching and contribution to the institute and the community
2016-2017	HIT – Holon Institute of Technology, Holon, Israel	Excellence award for contribution to the institute and the community
2017-2018	HIT – Holon Institute of Technology, Holon, Israel	Excellence award in teaching, research, creativity, and contribution to the institute and the community

E1. RESEARCH GRANTS

Year	Name of Institution (city, country)	Occasion/Amount
2009	Institute for Information, Innovation and Productivity (IIIP), USA	Research Grant \$96,000. Title of research proposal: "Reviewing and renewing the definition of the productivity of ICT in the era of cyberspace, internet, open information and shared knowledge" (Prof. N. Ahituv, Prof. E.A. Stohr, Dr. G. Greenstein, Dr. I. Milstein, A.Z. Balasiano, H. Jin)

F. MEMBERSHIP IN PROFESSIONAL SOCIETIES

Year	Society (country)
	NONE

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
NONE			

G2. M.A./M.Sc. STUDENTS

Year	Name of Student	Title of Thesis/Final Project	Name of Academic Institution
10/4/2009	Koby Lechner; Hani Moreno	FINAL PROJECT: Perceived usefulness and user satisfaction with ERP implementation in organizations	HIT – Holon Institute of Technology
14/3/2010	Oren Kimhi	FINAL PROJECT: The relationship between internet addiction and habitual use	HIT – Holon Institute of Technology
11/4/2010	Moran Cohen	FINAL PROJECT: The economic value of e-learning system	HIT – Holon Institute of Technology
23/6/2010	Oleg Goferman	FINAL PROJECT: Cost-benefit analysis of IS for transportation of Israel Prison Service	HIT – Holon Institute of Technology
10/10/2010	Yulia Zak	FINAL PROJECT: The influence of aesthetics of purchasing sites on trust and loyalty of their customers	HIT – Holon Institute of Technology
17/10/2010	Meir Egrest	FINAL PROJECT: The contribution of systems analysis methodologies during various stages of IS development	HIT – Holon Institute of Technology
20/1/2011	Nataly Lasebnik	FINAL PROJECT: Decision support for accept/decline projects for the firms in the supplier management area	HIT – Holon Institute of Technology
3/4/2011	John Antebi	FINAL PROJECT: The effect of BI in industry on the use of quantitative models in the area of technological management	HIT – Holon Institute of Technology
5/6/2011	Katia Izlev	FINAL PROJECT: The relationships between education and internet surfing patterns	HIT – Holon Institute of Technology

G2. M.A./M.Sc. STUDENTS, contd.

Year	Name of Student	Title of Thesis/Final Project	Name of Academic Institution
21/8/2011	Amir Levy	FINAL PROJECT: The relationships between the role-based model for management identities and indicators of IS authorization	HIT – Holon Institute of Technology
19/9/2011	Dina Zvulun	FINAL PROJECT: The perceived value of CRM	HIT – Holon Institute of Technology
1/4/2012	Roi Carmi	FINAL PROJECT: The perceived value of ERP in "Renuar" fashion company	HIT – Holon Institute of Technology
14/10/2012	Tamar Maor Ezra	FINAL PROJECT: The relationships between e-commerce site aesthetics and their consumers' trust and loyalty	HIT – Holon Institute of Technology
2/12/2012	Yaniv Kadosh	FINAL PROJECT: Identifying factors that affect the adoption of m-commerce	HIT – Holon Institute of Technology
13/1/2013	Segev Wolf	FINAL PROJECT; Measuring the use of knowledge management system in the audit division of Bank Leumi	HIT – Holon Institute of Technology
17/3/2013	Nikolay Borudchuk	FINAL PROJECT: The relationship between employee training and success of career	HIT – Holon Institute of Technology
17/3/2013	Liron Arman	FINAL PROJECT: Cost-benefit analysis of investments in computing of credit allocation processes in a credit company	HIT – Holon Institute of Technology
21/3/2013	Limor Meiri	FINAL PROJECT: Measuring the usage of DSS by managers in various organizations	HIT – Holon Institute of Technology
27/10/2013	Anna Shulkin	FINAL PROJECT: The relationship between orientation of system analysts and failure of information systems	HIT – Holon Institute of Technology
3/11/2013	Nataly Ad-Rabinian	FINAL PROJECT: Assessing the success of ITIL methodology in IS division of the Ministry of the Interior	HIT – Holon Institute of Technology
17/11/2013	Elia Zimerman	FINAL PROJECT: The effectiveness of computing tools for management working plans in "Leumit" Health Services	HIT – Holon Institute of Technology
29/12/2013	Elad Elzam	FINAL PROJECT: Identifying factors that affect the use of an international virtual game platform for children	HIT – Holon Institute of Technology
6/4/2014	Gali Meir Gvritz	FINAL PROJECT: The factors affecting adoption of cloud computing by SMBs	HIT – Holon Institute of Technology
7/4/2014	Avital Oren Mahbash	FINAL PROJECT: The effect of risk events on the success of organizational information systems implementation	HIT – Holon Institute of Technology

G2. M.A./M.Sc. STUDENTS, contd.

Year	Name of Student	Title of Thesis/Final Project	Name of Academic Institution
14/12/2014	Yafit Trabelski	FINAL PROJECT: The relationship between management involvement and ICT project success	HIT – Holon Institute of Technology
18/1/2015	Ido Rozner	FINAL PROJECT: Evaluation of productivity loss in the IS of Petah-Tikva Municipality	HIT – Holon Institute of Technology
25/1/2015	Shachar Elul	FINAL PROJECT: Identifying factors that affect adoption of information security methods	HIT – Holon Institute of Technology
22/3/2015	Yaron Lapidot	FINAL PROJECT: Assessing the effectiveness of digital marketing campaigns	HIT – Holon Institute of Technology
29/3/2015	Orna Harel	FINAL PROJECT: Analyzing problems in the procurement IS in a financial organization	HIT – Holon Institute of Technology
1/4/2015	Hila Molaim	FINAL PROJECT: Measuring the effectiveness of DSS for credit allocation in Jerusalem Bank	HIT – Holon Institute of Technology
19/4/2015	Yelena Girin	FINAL PROJECT: The effectiveness of data cleaning processes in "CAL"	HIT – Holon Institute of Technology
6/9/2015	David Avraham	FINAL PROJECT: The impact of social networks on students' success	HIT – Holon Institute of Technology
6/9/2015	Ziv Hundrut	FINAL PROJECT: The effect of service experience products on firms' profitability	HIT – Holon Institute of Technology
17/1/2016	Daniela Mekler	FINAL PROJECT: The use of mobile devices for internet surfing seniors	HIT – Holon Institute of Technology
21/2/2016	Roy Naim	FINAL PROJECT: The effect of virtualization on storage space saving in a software company	HIT – Holon Institute of Technology
20/3/2016	Sofia Puchkov	FINAL PROJECT: Assessing methodologies for design stage of BI systems	HIT – Holon Institute of Technology
2/4/2017	Iris Stern	FINAL PROJECT: Comparison of software development approaches using code quality indicators	HIT – Holon Institute of Technology
7/5/2017	Daniel Ivanikova	FINAL PROJECT: The relationship between personal and demographic characteristics and patterns of application use	HIT – Holon Institute of Technology
19/11/2017	Liat Edri Sankevitz	FINAL PROJECT: Identifying the characteristics that affect user satisfaction with Boss IS in "Yael Solutions"	HIT – Holon Institute of Technology

G2. M.A./M.Sc. STUDENTS, contd.

Year	Name of Student	Title of Thesis/Final Project	Name of Academic Institution
10/12/2017	Adi Zilberman	FINAL PROJECT: The influence of age and gender on the use of "Clalit" Health Services site	HIT – Holon Institute of Technology
10/12/2017	Alexander Borisov	FINAL PROJECT: The relationship between the complexity of internet sites and their success among users	HIT – Holon Institute of Technology
29/4/2018	Yafit Cohen	FINAL PROJECT: The perceived value of the claim system in an insurance company	HIT – Holon Institute of Technology
13/5/2018	Ofir Cohen	FINAL PROJECT: The perceived usefulness of HR system of Tel-Aviv Municipality	HIT – Holon Institute of Technology
26/5/2019	Liron Levi	FINAL PROJECT: The characteristics of agile based projects	HIT – Holon Institute of Technology
4/6/2019	Sharon Cohen	FINAL PROJECT: Acceptance of robotics in real-life world	HIT – Holon Institute of Technology
15/9/2019	Meital Hamawi	FINAL PROJECT: Implementation of ERP based on change management approaches	HIT – Holon Institute of Technology
17/5/2020	Arnon Bain	FINAL PROJECT: The adoption of running application by dilettantes	HIT – Holon Institute of Technology
19/5/2020	Heut Porat Maduel; Shahar Porat	FINAL PROJECT: The effect of WhatsApp on project management from the point of view of system engineers	HIT – Holon Institute of Technology
20/5/2020	Nina Roytman Cohen	FINAL PROJECT: The effectiveness of mobile platform for procurement	HIT – Holon Institute of Technology
1/7/2021	Yulia Budianski	FINAL PROJECT: Using machine learning analysis for diagnosing ASD	HIT – Holon Institute of Technology
12/7/2021	Eitan Triestmann; Sivan Shani	FINAL PROJECT: Management of credit data and liabilities of household expenses	HIT – Holon Institute of Technology
13/7/2021	Yossi Natanov; Hadas Kalfon	FINAL PROJECT: Measuring the impact of innovative and advanced IT in the IDF Training Campus in the Negev	HIT – Holon Institute of Technology
1/10/2021	Avner Cohen; Aviram Damari	FINAL PROJECT: Accepting an information system on command?!	HIT – Holon Institute of Technology
14/12/2021	Revaya Abitbol; Adi Lasri	FINAL PROJECT: Examining the level of adoption of an enterprise portal by using TAM model for measurement of perceived usefulness	HIT – Holon Institute of Technology

G2. M.A./M.Sc. STUDENTS, contd.

Year	Name of Student	Title of Thesis/Final Project	Name of Academic Institution
22/12/2021	Tamar Yotzer	FINAL PROJECT: Examining the perceived value of an information system for management of HR in various organizations	HIT – Holon Institute of Technology
24/7/2022	Daria Dadov; Elran Duek	FINAL PROJECT: The relationships between the usage of various digital channels and trust and loyalty among consumers in the area of hotel reservations	HIT – Holon Institute of Technology
7/9/2022	Diana Levi; Yevgenia Shapiro	FINAL PROJECT: The effect of using a GIS in municipal authorities to handle with the COVID-19 pandemic	HIT – Holon Institute of Technology
24/11/2022	Bar Peleg Karif; Shani Zuberi	FINAL PROJECT: Analysis of perceived value of a DSS for management of student's projects in the Faculty of Sciences at HIT	HIT – Holon Institute of Technology
2/4/2023	Yehonatan Elbaz; Sapir Cohen	FINAL PROJECT: Measuring the effectiveness of implementation of tablet based IS on maintenance processes of airplanes	HIT – Holon Institute of Technology
5/9/2023	Belov Alexey	FINAL PROJECT: Analysis of criterion for selection of taxi's applications	HIT – Holon Institute of Technology
6/6/2024	Gal Shitrit; Stav Yitzhaki	FINAL PROJECT: Comparison of implementation processes of ERP systems	HIT – Holon Institute of Technology
11/8/2024	Avi Maayan	FINAL PROJECT: Performance analysis and selection of infrastructure of cloud computing	HIT – Holon Institute of Technology
12/8/2024	Inna Garsimchik	FINAL PROJECT: Examining the correlation between navigation applications and demographic characteristics	HIT – Holon Institute of Technology

Courses Taught at Academic Institutions

Year	Name of Course	Name of Institution
2002-2004	♦ Introduction to Information Systems	Tel-Aviv University, Israel
Summer 2006-present	♦ Principles of Decision Theory ♦ Decision Support Systems ♦ Integration of Information Systems and ERP ♦ Project Risk Management ♦ Management of Advanced IT Infrastructure ♦ Methodologies for Development and Implementation of Information Systems ♦ Electronic Commerce	HIT - Holon Institute of Technology, Israel

PUBLICATIONS

Dr. Gil Greenstein has an h-index of 2 (Scopus)

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

- *1. S. Fridkin, **G. Greenstein**, A. Cohen, A. Damari (2024)
Perceived usefulness of a mandatory information system
Applied Sciences-Basel, 14(6), (7413)
<https://doi.org/10.3390/app14167413>
WoS: Q1, IF: 2.5 (2023)
SCImago: Q2, h-index: 130 (2023)
[Google scholar citation: 1]
2. N. Ahituv, **G. Greenstein** (2005)
The impact of accessibility on the value of information and the productivity paradox
European J. of Operational Research, 161(2), (505-524)
WoS: Q1, IF: 6.0 (2023) , JCR citations: 5
SCImago: Q1, h-index: 305 (2023) , Scopus citations: 6
[Google scholar citations: 17]

C. REFEREED ARTICLES (non-ranked)

1. **G. Greenstein** (2017)
Paradox of multi criteria decision making processes
Universal J. of Management, 5(8), (395-403)
[Google scholar citations: 2]
2. N. Ahituv, **G. Greenstein** (2010)
Evolution or revolution of organizational information technology –
Modeling decision makers' perspective
J. of Service Science and Management (JSSM), 3(1), (51-66)
[Google scholar citations: 7]
3. **G. Greenstein**, N. Ahituv (2009)
The value of knowing that you do not know
Serdica J. of Computing, 3, (205-226)
[Google scholar citation: 1]

* Since last promotion

D. CHAPTERS IN BOOKS

- *1. N. Ahituv, **G. Greenstein** (2025)
A quantitative model for evolution or revolution of organisational IT – Modeling decision makers' perspective
In: New Advances in Business, Management and Economics, Vol.2
G.H. Silva de Souza (ed.)
published in the International Book, Ch.6 (119-151)
ISBN: 978-93-49238-42-8
<https://doi.org/10.9734/bpi/nabme/v2>
2. **G. Greenstein** (2015)
Timing and decision making
in: Springer Book: Lecture Notes in Business Information Processing (LNBP)
Springer Series LNBP Book of Post-Proceedings, 221, (89-100)
ISBN: 978-3-319-21535-8
[One of the eight papers that received the best evaluation results from the reviewers and subsequently was selected for publication in this book]
(presented at IFORS 2014 Conf., Spain, 13-18 July 2014) **[invited]**
JCR citations: 2
Scopus citations: 2
[Google scholar citations: 6]

E. PAPERS PRESENTED AT SCIENTIFIC MEETINGS PUBLISHED IN PROCEEDINGS

1. I. Milstein, **G. Greenstein**, A. Zeevi, N. Ahituv (2016)
Summarizing 20 years of research on ICT productivity
Proc. 10th Conf. of the Israeli Chapter of the Association for Information Systems (ILAIS 2016)
Beer-Sheva, Israel, 4 July 2016 (8 pages) **[extended abstract – reviewed]**
2. **G. Greenstein** (2014)
Timing and decision making approaches
20th Conf. of the Int'l. Federation of Operational Research Societies (IFORS 2014):
The Art of Modeling
Barcelona, Spain, 13-18 July 2014 **[invited]**
3. **G. Greenstein**, I. Milstein, A. Zeevi, Y. Jin, N. Ahituv, E.A. Stohr (2013)
A review for ICT productivity definitions
26th European Conf. on Operational Research (EURO/INFORMS)
Rome, Italy, 1-4 July 2013
4. M. Farhi-Rodrig, **G. Greenstein** (2010)
Lessons from the global financial crisis: A review of our rationality
Turgut Ozal Int'l. Conf. on Economics and Politics – I
Malatya, Turkey, 15-16 April 2010 (1435-1446)

* Since last promotion

F. PAPERS PRESENTED AT SCIENTIFIC MEETINGS (UNPUBLISHED)

*June-July 2024 33rd European Conference on Operational Research (EURO 2024),
Copenhagen, Denmark, 30 June-3 July 2024
Oral presentation: *Handling issues of uncertainty while designing DSS*
(G. Greenstein) **[invited]**

July 2022 32nd European Conference on Operational Research (EURO 2022),
Espoo, Finland, 3-6 July 2022
Oral presentation: *Multi-criteria decision-making processes during the COVID-19 pandemic*
(G. Greenstein) **[invited]**

May 2022 Operations Research Society of Israel Annual Meeting (ORSIS 2022),
Jerusalem, Israel, 30-31 May 2022
Oral presentation: *Multi-criteria decision-making processes during the COVID-19 pandemic*
(G. Greenstein)

June 2019 30th European Conference on Operational Research (EURO 2019),
Dublin, Ireland, 23-26 June 2019
Oral presentation: *The effectiveness of digital advertising*
(G. Greenstein)

June 2017 4th Annual Conference – Trends in Development of Embedded Systems,
HIT, Holon, Israel, 21 June 2017
Oral presentation: *Continuous integration in embedded systems*
(I. Stern, G. Greenstein)

July 2016 28th European Conference on Operational Research (EURO 2016),
Poznan, Poland, 3-6 July 2016
Oral presentation: *Modeling design issues of DSS*
(G. Greenstein)

August 2015 23rd International Conference on Multiple Criteria Decision Making
(MCDM '15), Hamburg, Germany, 2-7 August 2015
Oral presentation: *A paradox of multi-criteria decision making processes*
(G. Greenstein)

November 2014 23rd ESRI User Program Conference, Tel-Aviv, Israel, 3 November 2014
Oral presentation: *Implementation of GIS based mobile-applications in the IEC*
(E. Safra, G. Greenstein) **[invited]**

February 2010 13th Conference of the Union of New Israeli Philosophy, Beer-Sheva, Israel,
17 February 2010

December 2009 Meeting of ILTAM – The Israeli Users' Association of Advanced Technologies
in Hi-Tec Integrated Systems, Herzliya, Israel, 22 December 2009

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

February 2004 The Value of Information in Networked Contexts, International Conference in Collaboration with the London School of Economics, Department of Media and Communications, Haifa, Israel.
Oral presentation: *Lack of information and the productivity paradox*

September 2002 The First Annual Doctoral Consortium in Israel about "Computer-Mediated Communication, the Internet and Social Aspects Thereof", Haifa, Israel
Oral presentation: *Examining the value of information analytically, under a stable (rigid) general informativeness ratio*

H. OTHER PUBLICATIONS**H1. ABSTRACTS**

- 1*. **G. Greenstein** (2024)
Handling issues of uncertainty while designing DSS
33rd European Conf. on Operational Research (EURO 2024)
Copenhagen, Denmark, 30 June-3 July 2024 [**invited**]
2. **G. Greenstein** (2022)
Multi-criteria decision-making processes during the COVID-19 pandemic
32nd European Conference on Operational Research (EURO 2022)
Espoo, Finland, 3-6 July 2022 (page 210) [**invited**]
3. **G. Greenstein** (2022)
Multi-criteria decision-making processes during the COVID-19 pandemic
Operations Research Society of Israel Annual Meeting (ORSIS 2022)
Jerusalem, Israel, 30-31 May 2022 (page 20)
4. **G. Greenstein** (2019)
The effectiveness of digital advertising
30th European Conf. on Operational Research (EURO 2019)
Dublin, Ireland, 23-26 June 2019
5. **G. Greenstein** (2016)
Modeling design issues of DSS
28th European Conf. on Operational Research (EURO 2016)
Poznan, Poland, 3-6 July 2016
6. **G. Greenstein** (2015)
A paradox of multi-criteria decision making processes
23rd Int'l. Conf. on Multiple Criteria Decision Making (MCDM '15)
Book of Abstracts (15-16)
Hamburg, Germany, 2-7 August 2015

* Since last promotion