

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

(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- * 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; International Journal of Human-Computer Interaction; 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 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.

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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>

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
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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

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

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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	110 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-	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]. See B3, B5, B7, B10 and C1.

B. Articles in Refereed Journals

Undergraduate student co-authors underlined; Current Impact Factor IF (5-year when available) or SJR and citations C in parentheses.

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. (SJR = 0.6, C = 24)
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. (IF = 1.2, C = 4)
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. (SJR = 0.2, C = 16)
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. (IF = 2.0, C = 2)
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. (SJR = 0.6, C = 32)
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. (IF = 0.9, C = 1)
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. (SJR = 0.3, C = 9)
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. (C = 3)

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. (IF = 1.3, C = 13)
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. (IF = 1.4, C = 5)
12. * **Tifferet, S.**, Herstein, R. (2012). Need for cognition as a predictor of store brand preferences. *EuroMed Journal of Business*, *7*(1), 54-65. (SJR = 0.1, C = 2)
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. (SJR = 0.6, C = 142)
14. * Herstein, R., **Tifferet, S.**, Abrantes, J. L., Lymperopoulos, 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. (IF = 1.2, C = 25)
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. (C = 15)
16. * Vilnai-Yavetz, I. & **Tifferet, S.** (2013). Promoting service brands via the internet. *The Service Industries Journal*, *33* (15-16), 1544-1563. doi: 10.1080/02642069.2011.636423. (IF = 1.5, C = 7)
17. * **Tifferet, S.**, Shani, N., & Cohen, H. (2013). Gender differences in the status consumption of coffee. *Human Ethology Bulletin*, *3*, 5-9. (C = 1)
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. (SJR = 0.3, C = 9)
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. (IF = 4.3, C = 89)
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. (C = 4)
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>. (IF = 7.8, C = 21)
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. (New APA journal; C = 4)

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. (IF 2017: 3.5; C = 13)
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. (2017 IF = 1.9).
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. (IF = 4.0; C = 3)
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. (IF 2017: 3.5; 5-year IF:4.4; C = 18)
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 (IF 2018: 3.5; 5-year IF: 4.4)

Accepted for Publication

28. * **Tifferet, S.**, Dror, S., & David, S. Age preferences for advertisement models differ by their gender. Accepted for publication in *Revista de Psicología Social / International Journal of Social Psychology* (IF 2017: 0.9)

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].
2. * **Tifferet, S.** (in press). The Israeli context on vegetarian and vegan diets. In C. De Backer (Ed.), *Vegetarian dietary choices and social consequences*. Lanham, MD: 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. (See B25)
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)

E. Entries in Encyclopedias

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