

Name: Prof. Oren Kaplan, Ph.D.

The College of Management Academic Studies

CURRICULUM VITAE

1. Personal Details

Permanent Home Address: 15 Nordau St. Ramat Gan

Office Telephone Number: 03-9634013

Cellular Phone: 054-8181849

Electronic Address: okaplan@colman.ac.il

Marital Status: M + 2

2. Higher Education:

A. Undergraduate and Graduate Studies

1988 BA in Economics, Tel-Aviv University

1991 MBA in Marketing, Tel-Aviv University

1992 BA in Psychology (*Cum laude*), Tel-Aviv University

1994 MA in Clinical Psychology of the Child (*Cum laude*), Tel-Aviv University

B. Doctoral Degree and Post-Doctoral Studies

1999 PhD – Cognitive Psychology, Tel-Aviv University

C. Other Education

1999 Licensed Clinical Psychologist (Israeli Ministry of Health), Psychiatric Department, Tel-Aviv Medical Center, Ichilov Hospital

2001 Licensed Psychotherapist & Researcher in Hypnosis (Israeli Ministry of Health), Sackler Faculty of Medicine, Tel-Aviv University

- Licensed Supervisor in Hypnosis (In process), Hadassah Ein Kerem Hospital, Schneider Children's Medical Center (Israeli Ministry of Health).

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Institution and Department	Rank/Position
1990	College of Management Academic Studies	Assistant
1992	College of Management Academic Studies	Instructor
1995	College of Management Academic Studies	Lecturer
2002	College of Management Academic Studies	Senior Lecturer
2007	College of Management Academic Studies	Associate Professor

4. **Offices in Academic Administration**

- 2003-2007: Chair: BA & MBA Programs for employees of Orange cellular company
- 2006-2010: Chair: Department of Marketing & Advertising, School of Business
- 2010-2012: Associate Dean, School of Business
- 2003-present: Academic Director: Management & Business Psychology MBA program
- 2012-present: Dean, School of Business
- 2015-present: Chair of the Advisory Board in Israel of the European research project
ICSEM - International Comparative Social Enterprise Model
- 2016-present: Co-Director, The Academic Center for Social Business & Investment, in
association with the Dualis Social Investment Fund and the Rothschild
Caesarea Foundation

5. **Scholarly Positions and Activities outside the Institution**

Professional Experience

Psychology: Licensed Clinical Psychologist: Specialized in treatment of anxiety disorders, depression, preventive & positive psychology, mental resilience and coping with stress. Practising clinical psychologist in a private clinic, 1990-2012.

Management: Management & Business Psychology: Consultant and advisor for senior management and directors, career and decision-making support, organizational behavior, 1990-2012

Marketing: Consumer behavior, sampling, surveying, marketing research, advanced statistics and research methods, qualitative research, employees and HR survey & research, 1990-2012.

Membership of professional societies

- The Israeli Ministry of Health: Licensed psychologist #4599 since 1994.
- The Israeli Ministry of Health: Licensed clinical psychologist #5348 since 1999.
- The Israeli Ministry of Health: Licensed in hypnosis, psychotherapy and research #0499 since 2001; Member, the Israeli Society for Hypnosis.
- IPPA - International Positive Psychology Association.
- Ofek - The Israeli Association for the Study of Group and Organizational Processes.
- The Israeli Society of Hypnosis, Chair, The Audit Committee of the society.
- ENBIS - European Network for Business and Industrial Statistics.
- PCCA – Partners in Confronting Collective Atrocities (Israel, Germany)

PUBLICATIONS

A. Research Dissertation

Thesis in Business Administration (M.B.A.)

Kaplan, O. (1992). The context effect: Application of latent inhibition and perceptual learning paradigms on consumer attitudes to products. Tel Aviv University.

Thesis in Clinical Psychology (M.A.)

Kaplan, O. (1994). The effect of different familiarity levels of context and target during test on visual search performance. Tel Aviv University. Instructed by Prof. Lubow, Tel Aviv University

Doctoral dissertation (Ph.D.)

Kaplan, O. (1999). The effect of past and present experience with target and context on visual search performance. Tel Aviv University. Instructed by Prof. Lubow, Tel Aviv University

B. Scientific Books (Refereed)

Kaplan, O. (Ed.) (2003). *"Investigators speak": Market research and its applications in the Israeli market* (Hebrew). Rishon LeZion: Globes

Chapters in Books

Kaplan, O. (2001). The effect of pre-exposure to a product and its context on consumer attitudes towards the product. In: Nosak, H. (Ed.). *Israel in the beginning of the 21st century: Society, law, economics and communication*. Tel Aviv: Goma-Chericover. (Hebrew).

Chapters Written by Kaplan, O. (2008) in "Investigators speak: Market research and its applications in the Israeli market". (In Kaplan's edited book):

- Sample size decisions in marketing research;
- The survey and other research tools;
- The use of secondary data in marketing research;
- Applications of conjoint and multidimensional scaling MDS;
- Surveys and marketing research by Internet and advanced communication methods;
- Marketing research in the "Haredi" sector: An interview with Shuki Batist;
- The Cellcom case study: An Israeli leading communication cellular firm;
- The Tnuva case study: A leading Israeli dairy group

Lubow, R.E. & Kaplan, O. (2010). Psychopathology and individual differences in latent inhibition: Schizophrenia and schizotypality. In: Gruszka, A., Matthews, G. & Szymura, B. (Eds). *Handbook of individual differences in cognition: Attention, memory and cognitive control*. New York: Springer.

Kaplan, O., Nutkevitch, A., Tzadok, M. & Levy, Judith (2012). Learning from experience and the experience of learning in an academic setting. In: Aram, E., Nutkevitch, A. & Baxter, R.

(Eds). *Adaptation and innovation: Theory, design and role-taking in group relations conferences and their applications*. London: Karnac Books.

Kaplan, O., & Lipinsky-Kella, K. (2015). Virtual Teams and Group Relations in the WEB 2.0 Era: Insights from an MBA Experiential Distance-learning Course, p.21-33. In: Aram, E., Nutkevitch, A., and Baxter, R. (Eds.). *Exploring the Impact and Relevance of Group Relations Work within and beyond its Network*. London: Karnac Books.

Kaplan, Alon, & Kaplan, Oren (2017). Family Business in Israel. In: Kaplan, Alon, *Trusts in Israel: Development and current practice*.

C. Publications in Peer-Reviewed Journals

Lubow, R.E. & Kaplan, O. (1997). Visual search as a function of type of prior experience with target and distractor. *Journal of Experimental Psychology: Human Perception and Performance*, 23, 14-24.

Lubow, R.E., Dressler, R. & Kaplan, O. (1999). The effects of target and distractor familiarity on visual search in de-novo Parkinson's disease patients: Latent inhibition and novel pop-out. *Neuropsychology*, 13, 415-423.

Lubow, R.E., Toren, P., Laor, N. & Kaplan, O. (2000). The effects of target and distractor familiarity on visual search in anxious children: Latent inhibition and novel pop-out. *Journal of Anxiety Disorders*, 14, 41-56.

Lubow, R.E., Kaplan, O., Abramovich, P., Rudnick, A. & Laor, N. (2000). Visual search in schizophrenia: Latent inhibition and novel pop-out effects. *Schizophrenia Research*, 45, 145-156.

Kaplan, O. & Lubow, R.E. (2001). Context and reminder effects in a visual search analog of latent inhibition. *Learning and Motivation*, 32, 137-153.

Lubow, R.E., Kaplan, O. & De la Casa, G. (2001). Performance on the visual search analog of latent inhibition is modulated by an interaction between schizotypy and gender. *Schizophrenia Research*, 52, 275-285.

Kaplan, O. & Solan, M. (2002). Ghosts in the corridors of business administration schools: The "unconscious" at work. *Organisational & Social Dynamics*, 2, 53-74 [Karnac Books].

Cohen, E., Sereni, N., Kaplan, O., Weizman, A., Kikinzon, L., Weiner, I. & Lubow, R.E. (2003). The relation between latent inhibition and symptom-types in young schizophrenics. *Behavioural Brain Research*, 149, 113-122.

Kaplan, O. (2005). Freud and globalization: A psychological overview of the nationalism phenomenon during the globalization age. *ABI Insights, Journal of the Academy of International Business*, 5, 3-9.

Lubow, R.E. & Kaplan, O. (2005). The visual search analog of latent inhibition: Implications for theories of irrelevant stimulus processing in normal and schizophrenic groups. *Psychonomic Bulletin and Review*, 12, 224-243.

Lubow, R.E., Braunstein-Bercovitz, H., Blumenthal, O., Kaplan, O. & Toren, P. (2005). Latent inhibition and asymmetrical visual-spatial attention in children with ADHD. *Child Neuropsychology*, *11*, 445-457.

Kaplan, O., Dar, R., Rozental, L. & Lubow, R.E. (2006). Obsessive-compulsive disorder patients display enhanced latent inhibition on a visual search task. *Behaviour Research and Therapy*, *44*, 1137-1145.

Kaplan, O. (2006). Awareness instruction for sexual harassment: Findings from an experiential learning process at a higher-education institute in Israel. *Journal of Further and Higher Education*, *30*, 213-227.

Kenett, R., Kaplan, O. & Raanan, Y. (2006). Survey using advanced techniques – the end of telephone surveys? *Kesher Ha'eihut, Journal of the Israeli Association of Electronics & Software Industries*, *6*, 53-54. (Hebrew).

Kaplan, O., Ben Ezer, G. & Craco-Eyal, N. (2007). Management, culture, India: An exercise in experiential learning. *Al Hagova*, *6*, 19-22. (Hebrew).

Kaplan, O. (2007). The effect of the hypnotic-suggestive communication level of advertisements on their effectiveness. *Contemporary Hypnosis: Journal of the British Society of Experimental and Clinical Hypnosis*, *24*, 53-63.

Kaplan, O., Silberman, S., Alon, R. & Galli, Y. (2007). Psychoanalytical aspects of driving behavior: Role and fantasy on the road. *Organisational and Social Dynamics*, *7*, 172-192. [Karnac Books].

Shrira, A. & Kaplan, O. (2009). Latent inhibition in within-subject designs: The roles of masking, schizotypy and gender. *Personality and Individual Differences*, *47*, 922-927.

Kaplan, O. (2009). Authentic happiness. Yes or no? *Psychoactualia: Journal of the Israeli Psychologist Association*, *April*, 46-47. (Hebrew).

Manor, I., Kaplan, O., Tadmor, Y. & Lubow, E.R. (2010). The effects of methylphenidate treatment on latent inhibition in adults with ADHD. *European Psychiatry*, *25*, Supp. 1, 6.

Kaplan, O. (2010). Management & Business Psychology: A new language in management. *Psychoactualia, Journal of the Israeli Psychologist Association*, *July*, 10-16. (Hebrew).

Levy J., Nutkevitch, A., Tzadok, M. & Kaplan, O. (2010). Tavistock-London, Rishon-Lezion: Diary entries on experiential learning. *Psychoactualia: Journal of the Israeli Psychologist Association*, *July*, 17-27. (Hebrew).

Kaplan, O. (2011). "Authentic happiness – version 2.0". *Odyssey*, *13*, 30-37. (Hebrew).

Kaplan, O. & Lubow, R.E. (2011). Ignoring irrelevant stimuli in latent inhibition and Stroop paradigms: The effects of schizotypy and gender. *Psychiatry Research*, *186*, 40-45.

Lazar, J., Kaplan, O., Sternberg, T. & Lubow, R.E. (2012). Positive and negative affect induce opposing processing of task-irrelevant stimuli: Evidence from latent inhibition studies. *Emotion*, *12*, 591-604.

Vera, E. (2013). Elio Vera interviews Oren Kaplan. *Cross Cultural Management: An International Journal*, *20*, 635-639.

- Lubow, E.R., Kaplan, O., & Manor, I. (2014). Latent Inhibition in ADHD Adults On and Off Medication: A Preliminary Study. *Journal of Attention Disorders, 18*, 625-631.
- Ben Ami, M., Hornik, J., Eden, D., & Kaplan, O. (2014). Boosting Consumer Efficacy Beliefs by Repositioning the Self. *European Journal of Marketing, 48*, 1914-1938.
- Israel-Cohen, Y., Kashy-Rosenbaum, G., & Kaplan, O. (2014). High positive emotions shortly after missile attacks and the heightened risk of PTSD symptoms among Israeli adolescents. *Journal of Traumatic Stress, 27*, 375-378.
- Israel-Cohen, Y., Kashy-Rosenbaum, G., Navaro, H., Kasorla, J., & Kaplan, O. (2014). An Empowering parent-teachers' day: restructure of objectives and design for the school's parent-teachers' day. *Social Issues in Israel, 18*, 95-105 [Sugiyot Hevratyot Be'Israel - In Hebrew].
- Israel-Cohen, Y., Uzefovsky, F., & Kaplan, O. (2015). Gratitude and PTSD Symptoms among Israeli Youth Exposed to Missile Attacks: Examining the Mediation of Positive and Negative Affect and Life Satisfaction. *The Journal of Positive Psychology, 10*, 99-106.
- Israel-Cohen, Y., Kashy-Rosenbaum, G., and Kaplan, O. (2015). Is a good student also a happier one? Traditional measures of school functioning as predictors of students' well-being. *Educational Leadership in Action, 4*(1), Online.
- Israel-Cohen, Y., Kashy-Rosenbaum, G., and Kaplan, O. (accepted in 2015, Forthcoming In Press). Traumatic Stress during Population-Wide Exposure to Trauma in Israel: Gender as a Moderator of the Effects of Martial Status and Social Support. *Stress and Health*.
- Israel-Cohen, Y., Kashy-Rosenbaum, G., and Kaplan, O. (2016). Religiosity as a moderator of self-efficacy and social support in predicting traumatic stress among Combat Soldiers. *Journal of Religion and Health, 55*, 1160–1171.

D. Articles in Israeli professional journals

- Kaplan, O. (2003). Who's afraid of marketing in non-profit-organizations? *Meser Lainyan: The Journal of the Israeli Associations for the Elderly in Israel, 13*, 24-26. (Hebrew)
- Kaplan, O. (2003). Data mining: Imagination or reality? *Status - the Journal of Managerial Thinking, 146*, 46-49. (Hebrew)
- Kaplan, O. & Kenett, R. (2003). "Bottom-up" survey approach for measuring attitudes and satisfaction of employees: The retention of employees – the safe track for customer retention. *Mashabey Enosh (Human Resources), 188*, 32-37. (Hebrew)
- Kaplan, O. (2003). Sexual content in advertising – pornography for the mass: The (“as if”) psychoanalytical approach for marketing. *Otot: Journal of the Advertising Association of Israel, 279*, 18,30. (Hebrew)
- Kaplan, O. (2004). The known secret: Sexual harassment. *Mashabey Enosh (Human Resources), 197*, 58-68. (Hebrew)
- Kaplan, O. (2004). Impression management in product management: From social psychology principles into branding. *Status - the Journal of Managerial Thinking, 160*, 12-16. (Hebrew)
- Kaplan, O. (2004). Chronicle of a bubble foretold: The psychology of the naïve investor. *Forbes (Israeli Hebrew edition), 5*, 114-116. (Hebrew)

- Silberman, S, Kaplan, O., Alon, R. & Galli, Y. (2004). Fantasy and role on the road. *Kav Ofek*, 5, 27-33. (Hebrew)
- Kaplan, O. (2005). EMDR and hypnosis. *The Electronic Journal of the Israeli Association for EMDR*, July, 2005. (Hebrew)
- Kaplan, O. (2005). A redefinition of the role of the human resources manager in organizations: Business psychology – being on the light side of the moon. *Mashabey Enosh (Human Resources)*, 215, 24-28. (Hebrew)
- Kaplan, O. (2006). The consumer – too sensitive or too apathetic? Dilemmas in advertising in the light of the cognitive capacities and limitations of the brain. *Status - The Journal of Managerial Thinking*, 176, 10-14. (Hebrew)
- Raanan, Y., Kenett, R. & Kaplan, O. (2006). The future is here: Surveys and marketing research through the internet. *Status - The Journal of Managerial Thinking*, 176, 48-54. (Hebrew)
- Kaplan, O. (2006). Advertising is not persuasive, it is hypnotizing. *Otot: Journal of the Advertising Association of Israel*, 306, 26-28. (Hebrew)
- Kaplan, O. (2007). *Evaluation of the volume of public opinion polling and marketing research field in Israel* (In collaboration with the Israeli Central Bureau of Statistics). The College of Management, the School of Business, Research Unit. (In Hebrew)
- Kaplan, O. (2007). Consumer-brand relationships in the 21st century and their measurement. *Nihul*, 168, 50-53. (Hebrew)
- Kaplan, O. (2007). Who will love you more than I do? On relationships between consumers and brands. *Status – The Journal of Managerial Thinking*, 194, 16-22. (Hebrew)
- Kaplan, O. (2008). "Don't confuse me with facts." What does or doesn't work in advertising. *Status - The Journal of Managerial Thinking*, 202, 10-14. (Hebrew)
- Kaplan, O. (2008). Hypnosis as a therapeutic tool. *Medicine Psychiatry*, 8, 40-43. (Hebrew)
- Kaplan, O. (2008). An inconvenient truth: Corporate social responsibility and its application to organization and brand behavior. *Status - The Journal of Managerial Thinking*, 209, 18-24. (Hebrew)
- Kaplan, O. (2009). Positive psychology: "Preventive treatment" for times of crisis: Managerial, organizational and personal applications for the development of resilience. *Status - The Journal of Managerial Thinking*, 212, 10-17. (Hebrew)
- Kaplan, O. (2009). Emotional intelligence. *Status -The Journal of Managerial Thinking*, 213. The opening article of the current issue, dedicated to "Emotional Intelligence". (Hebrew)
- Kaplan, O. (2009). The “Flow” paradigm in positive psychology versus “the stick and the carrot” reinforcement in labor relations. *Status - The Journal of Managerial Thinking*, 220, 28-31. (Hebrew)
- Kaplan, O. (2010). "Fatal attraction": How hatred of loyal customers is created. *Status - The Journal of Managerial Thinking*, 234, 18-21. (Hebrew)

Kaplan, O. (2012). Emotions, performance, and social justice – Should we measure achievements by a scale or by a balance? *Status – The Journal of Managerial Thinking*, December, 248, The opening article of the current issue, dedicated to "emotions and performance" . (Hebrew)

Professional Journal Editing: College of Management, Israel

Kaplan, O. (Editor). "Marketing Now: E-journal for innovation in marketing". (Hebrew)
 Volume 1: "Marketing and Culture" (March, 2007).
 Volume 2: "Branding" (July, 2007).
 Volume 3: "The consumer experience and marketing of services" (December, 2007).
 Volume 4: "Cause marketing" (July, 2008).
 Volume 5: "Non-conventional marketing" (January, 2009).
 Volume 6: B2B – Business to business marketing (November, 2009).
 Volume 7: Digital marketing (August, 2010).

The above publication was replaced by a weekly column in the Marketing Section of "TheMarker" (one of the leading business newspapers in Israel) with the collaboration of the College of Management and the Israeli Marketing Association. See next.

Kaplan, O. (2011-2012). "Ha'olam Kemer'kaha" ["The world as turmoil" {Hebrew idiom}]: A weekly scientific review and article column in *TheMarker* (published 80 articles, 100,000 words, 500,000 internet page views).

Title	Publication Date
Commodity or brand? Introduction: A new academic research and review section.	January 02, 2011
Utilizing the Internet for word-of-mouth marketing.	January 05, 2011
Questions regarding the up-to-dateness of environmental and information consumers.	January 09, 2011
The WOW factor and customer experience: A cheap manipulation or an essential component of customer service?	January 16, 2011
When customer love turns into lasting hate.	January 30, 2011
Interactive marketing and low consumer involvement: A contradiction in terms, or a solution to a painful marketing problem?	February 06, 2011
Online consumer reviews: What impact do they have on consumer trust and willingness to purchase?	February 15, 2011
The social network - back to the source: Foreword to a chapter from the book <i>Connected</i> .	February 22, 2011
Mr. Grass-Head or Mr. Potato-Head? The influence of planning on unintended purchases.	February 28, 2011
Melancholy meditations on the effectiveness of road safety campaigns.	March 07, 2011
Jealousy as severe as the grave? Not when it comes to shopping: Jealousy among shoppers increases purchases.	March 14, 2011
Who wants to be a partner? Using the ownership effect as a consumer empowerment strategy.	March 23, 2011
Neuromarketing: The future of market research and understanding consumer behavior.	March 30, 2011
Smart marketing through word-of-mouth on social networks.	April 07, 2011
From 'Customer Focused Marketing' to 'Creating Shared Value': A strategic look at corporate social responsibility.	Part 1 April 14, 2011; Part 2, April 21, 2011
Forecasting demand in the retail supply chain: The mutual dependence of suppliers and retailers.	April 27, 2011
Mizrahi Tefahot Bank: Transferring Dvir: Foreword to a chapter from the book <i>I'm the Brand!</i> by Shuki Shtauber.	May 05, 2011

Why aren't we disappointed that Maccabi Tel Aviv lost the Euroleague final?	May 15, 2011
Bangladeshi pirates and Office 2010: On consumer behavior in the illegal software market.	May 23, 2011
The significance of the corporate brand for business-to-business companies.	May 30, 2011
Stretching the 'King David' brand: Marketing moves in a holy atmosphere.	June 06, 2011
Convergence and divergence: Developing a semi-global marketing strategy.	June 13, 2011
The Internet as a growth and marketing lever in Israel.	June 20, 2011
A local protest or a complete change of preferences? A 100-year economic examination.	Part 1 June 27, 2011; Part 2 July 05, 2011
We saved 3 shekels off the price of cottage cheese: We lost our pensions.	July 07, 2011
How happy is your customer?	July 18, 2011
The negative influence of circumcision on impulse purchase.	July 25, 2011
From welfare to wellbeing: On the brand value a government is required to provide to its customers.	Part 1 August 02, 2011; Part 2 August 08, 2011
Snow White wears Prada: Do attractive people benefit from attractive brands? (an article by Michal Drieman)	August 17, 2011
Baseless hatred or unconditional love? How consumers behave when they receive goods for free.	August 23, 2011
Communications during a time of national crisis: The central role of civil society as opposed to the limited responsibility of governments.	August 30, 2011
Maximizing happiness: Foreword to 'Constrained Optimism', a chapter from the book <i>The Pursuit of Happiness</i> .	September 05, 2011
The consumer demands social justice - and if he doesn't get it?	September 15, 2011
Sources of motivation for consumer boycotts: Research conclusions from a Canadian consumer boycott.	September 19, 2011
Predicting marital infidelity: Lessons I learned from Professor Trachtenberg.	October 03, 2011
Keep it Real... Very Real. Foreword to a chapter from the book <i>Crush it: Why now is the time to cash in on your passion</i> .	October 11, 2011
Health and beauty ads - do they cross cultures?	October 18, 2011
Why don't we buy the things that make us happy? (With Keren Lipinsky-Kella).	October 26, 2011
Buy less, enjoy more. (With Keren Lipinsky-Kella).	Part 1 November 03, 2011; Part 2 November 09, 2011
What is an adequate compensation? Complex questions in managing customer complaints.	November 17, 2011
Brand strategy: Foreword to a chapter from the book <i>Contemporary Marketing Strategy</i> .	November 24, 2011
Is cottage cheese in danger of losing its Kashrut certificate? Corporate responsibility and consumer boycotts.	November 30, 2011
Consumer implications of the OECD income inequality report.	December 06, 2011
Concluding exercise: Self-Marketing. Foreword to the Hebrew translation of Philip Kotler's book <i>Marketing Management</i> .	December 20, 2011
Male consumers are from Mars, female consumers are from Venus: How mood affects consumer behavior.	December 28, 2011
On the importance of a positive consumer experience in creating loyalty.	January 04, 2012
Temptation is prohibited, smoking is allowed: The role of the regulator	January 11, 2012

as a below-the-line advertiser in promoting the public interest.	
Why it isn't always best to be popular when it comes to marketing: Lonely consumers buy lonely brands.	January 18, 2012
The five leading marketing trends for 2012: Interactivity surges.	January 27, 2012
Channel 2 TV watch-out! The Zuckerberg Studios are behind you!	February 08, 2012
On the complicated connection between happiness and consumption: Reduction of consumption and enhancement of quality of life. (With Keren Lipinsky-Kella)	Part 1 February 22, 2012; Part 2 February 29, 2012
Why the VAT on oil should not be reduced: Pricing as leverage to social justice and strategy.	March 08, 2012
Psychiatry pills: Playing and reality in the Big Brother Villa	March 21, 2012
The (Big) brother or the sister? The brand-extension of Psychiatry drugs.	April 01, 2012
You are what you eat: On the status a large size portion gives.	April 18, 2012
And the land grows still [from <i>The Silver Platter</i> by Natan Alterman: Between Remembrance Day and Independence Day.	April 29, 2012
Who is going to win the elections? An answer by the Wisdom of the Crowd and the imprinted ducklings.	May 02, 2012
The successful maneuver and the short public memory.	May 09, 2012
Why cellular calls will be free of charge, and how this is related to the future of the academy.	May 16, 2012
Why a dominant-aggressive competitor is not necessarily harmful: The Walmart case study.	May 24, 2012
A vacation in a deluxe villa with a view to... a wall, and the future of marketing.	May 30, 2012
Who will be the next? The banks are on the spot.	June 06, 2012
Building a brand that does not suffer from Attention Deficit Disorder.	June 20, 2012
Did you like it? So tell your friends. Didn't like it? Just tell us. (on social networks and their influence)	June 28, 2012
"e-diction": how the electronic-mail transformed itself from a working tool into a Trojan Horse.	July 05, 2012
A new branding to the gullible [Hebrew slang for people who serve the country].	July 19, 2012
The avatar and the cellular: The "communication war" heats up again.	Part 1 August 15, 2012; Part 2 August 27, 2012
Some borrowed ideas on copyright and creativity in the interactive era.	September 06, 2012
Breast-feeding promotion: BTL marketing.	September 19, 2012
When should we believe the survey? From the US elections to the elections in Israel.	December 20, 2012
Unique customer experience and service as marketing tool using WEB 2.0 platforms.	December 30, 2012

Presentations at academic & professional conferences and meetings

Kaplan, O. "*Ghosts in the corridors of business administration schools.*" The annual conference of the Israeli Association of Group Therapy, Meridian Hotel, Haifa, Israel, July 7-8, 2002.

Shuv-Ami, A. & Kaplan, O. (Presented by Shuv-Ami, A.). "*Is the fear of fear itself warranted? A reassessment of the ambivalent effects of fear appeals.*" Australian and New Zealand Marketing Academy Conference, Melbourne, 2-4 December, 2002.

Kaplan, O. "*Marketing in non-profit organizations.*" The annual conference of the Israeli Non-Profit Organizations for the Elderly, Kfar Hamakabiya, December 29, 2002.

Kaplan, O., Kenett, R. & Raanan, Y. (presented by Kaplan, O.). "*Methodological challenges in*

operating internet surveys." The annual conference of the Israeli Association of Statistics, Ben Gurion University, May 21, 2003.

Kaplan, O., Kenett, R. & Raanan, J. (Presented by Kaplan, O.). "*Statistical properties of internet-based market research surveys.*" ENBIS European Network for Business and Industrial Statistics Conference, Barcelona, Spain, August 20-21, 2003.

Silberman, S., Kaplan, O., Alon, R. & Galli, Y. (Presented by Silberman, S.). "*Fantasy and role on the road.*" OPUS (An organization for promoting understanding of society) Annual Conference, International perspectives from Group Relations, Psychoanalysis and Systems Theory, London, November 19–20, 2004.

Kaplan, O. "Price tag presentation – consumer aspects." Price presentation – future directions. The Israeli Ministry of Industry and Commerce Conference, Hyatt Regency Hotel, Jerusalem, January 4, 2005.

Silberman, S., Kaplan, O., Alon, R. & Galli, Y. (Presented by Silberman, S.). "*Fantasy and role on the road.*" The 8th international conference of the Israeli Institute for researching the Human Factor in Accident, Rescue and Rehabilitation, the College of Management, Rishon LeZion, February 14-15, 2005.

Kaplan, O. "*Psychological aspects in covering children and youth in the media.*" The Israeli Press Council Conference: Children and youth in the media, Crown Plaza Hotel, Tel Aviv, January 28, 2005.

Kaplan, O. The psychology of adolescents. Conference: Marketing and advertising to adolescents, the College of Management, Rishon LeZion, May 6, 2006.

Kaplan, O. "Childhood – psychological aspects." A conference on marketing and advertising to children: "Small people big consumers". The College of Management, Rishon LeZion, April 4, 2007.

Kaplan, O. "*Positive psychology and happiness.*" The 7th Anglo-Israel Colloquium: "Wealth and happiness: Quality of life in Israel and the United Kingdom". Kfar Blum, November 1-3, 2007.

Kaplan, O. "*Authentic happiness – yes or no?*" Conference of the Israeli Association of Psychotherapy: From common unhappiness to the joy of life. The first positive psychology and psychotherapy conference, Sorasky Hall, Shiba Tel Hashomer Medical Center, May 21, 2008.

Kaplan, O. "*Changes from below: Grassroots environmental activism.*" The Jerusalem Environment and Nature Conference, Binyney Ha'uma, Jerusalem, May 18, 2008.

Kaplan, O. "*From helplessness to motivation – the positive psychology approach.*" The 3rd Adlerian Conference, The Adler Institute, June 11, 2008.

Kaplan, O. "*Coaching as an application of positive psychology.*" The Annual Conference of the Coaching Community Association in Israel, Bar-Ilan University, September 16, 2008.

Kaplan, O. "*Economic and government policy should be oriented towards happiness. On the financial markets in the eyes of the positive psychology approach.*" The 1st annual conference of the psychology of investments, the College of Management, December 1, 2008.

Kaplan, O. "*Managing multi-directional communication.*" The Israel Business Conference, Tel-Aviv, December 15, 2008.

Kaplan, O. "Positive psychology as a consultancy approach." IPA 2009 conference – The Israeli Association for Organizational Development, "Avenue", Airport City, Israel, January 29, 2009.

- Kaplan, O., Nutkevitch, A., Tzadok, M. & Levy, Judith. "*Learning from experience and the experience of learning: How can these two co-exist in an academic MBA program?*" BELGIRATE III - Tradition, creativity and succession in the Global Group Relations Network, An International Conference, November 5-8, 2009, Hotel Villa Carlotta, Belgirate, Lago Maggiore, Italy.
- Kaplan, O. "*Positive Psychology - the science of happiness: The transition from learned helplessness to resilience.*" The 5th ORT Braude College Interdisciplinary Research Conference, October 14-15, 2009, Carlton Hotel, Nahariya.
- Kaplan, O. "*Children and consumption.*" The 2010 Be'er Sheva Conference of the National Council for the Child, Ben Gurion University, Be'er Sheva, February 15-16, 2010.
- Kaplan, O. "*From employee's retention to marriage retention: Insights from HR management to the family system management.*" The MBA Management & Business Psychology Conference, in collaboration with the Adler Institute: "Who says that family and business should not get mixed up?" April 25, 2010, the College of Management, Rishon LeZion.
- Kaplan, O. "*Love that turns into hatred - on customer loyalty and revenge.*" The senior forum for customer service, HAMIL. From human to technology and vice versa - the balance between technological tools and human service, October 27, 2010. Leonardo Plaza Hotel, Tel Aviv.
- Kaplan, O. "*Corporate responsibility – Personal responsibility.*" The MBA Management & Business Psychology Conference, in collaboration with the Adler Institute: "Corporate responsibility and parental responsibility", June 21, 2011, the College of Management, Rishon LeZion.
- Kaplan, O. "*Managerial applications of positive psychology.*" A conference celebrating 20 years in the journal *Status – the Journal of Managerial Thinking*: "Management in a changing world", June 1, 2011, Leonardo City Tower Hotel, Ramat Gan.
- Ickson, T. & Kaplan, O. "*Is optimism always beneficial? The role of conscientiousness and gender on academic performance.*" A poster presentation at the 2nd World Congress on Positive Psychology, Philadelphia, USA, July 23-26, 2011.
- Kaplan, O. & Lipinsky-Kella, K. "*Positive organizational intervention for empowering students and student services center staff in an academic setting.*" A poster presentation at the 2nd World Congress on Positive Psychology, Philadelphia, USA, July 23-26, 2011.
- Kaplan, O. "*Don't get out of the box: The 'gray routine' as an engine for innovation.*" 2011 TheMarker Innovation Conference, Tel-Aviv Art Museum, November 13, 2011.
- Hadar, S. & Kaplan, O. "*And they worked happily ever after: The relationship between happiness and work performance.*" The European Conference on Positive Psychology, Moscow, Russia, June 26-29, 2012.
- Cohen-Israel, Y., Ochana, H., Casorela, Y., Navaro, H. & Kaplan, O. "*Positive Psychology in the schoolroom: Cultivating self-efficacy for developing personal and organizational resilience.*" Organizational Resilience Conference, The Israeli Association for Organizational Development, IDC, Hertzelia, April 1, 2012.
- Kaplan, O. & Lipinsky-Kella, K. "*Virtual teams and group relations in the WEB 2.0 era: Insights from an MBA experiential distance-learning course.*" The BELGIRATE IV Conference: Exploring the impact and relevance of group relations work within and beyond its network, Belgirate, Lago Maggiore, Italy, November 1-4, 2012.
- Kaplan, O., Cohen-Israel, Y. & Navaro, H. "*A study under fire: Acute and chronic post traumatic symptoms among school students in the south of Israel.*" The 6th research day of the

College of Management, Rishon LeZion, January 29, 2013.

Cohen-Israel, Y., Navaro, H. & Kaplan, O. “*Revisiting the structure and goals of the parent-teacher student meeting: The development of applied positive psychology interventions in schools to cultivate youth engagement, well-being, and improved academic performance.*” The Israeli Association for Research on Adolescence Conference, Bar-Ilan University, February 20, 2013.

Shany, H. & Kaplan, O. (Submitted). “*Should they be happy? A new perspective on the ‘Happy-Productive Worker Paradigm’* ” . The 3rd World Congress on Positive Psychology, Los Angeles, California, USA, June 27-30, 2013.

Israel-Cohen, Y., Uzefovsky, F. & Kaplan, O. (2014). “*Gratitude, subjective well-being, and PTSD symptoms among Israeli youth exposed to ongoing missile attacks: The significance of gender.*” The 3rd World Congress on Positive Psychology, Los Angeles, California, USA, June 27-30, 2013.

Lipinsky-Kella, K., & Kaplan, O. The student as a customer or a pupil? The effect of using business terminology to students on their perceptions of the academic institute. The 7th research day of the College of Management, Rishon LeZion, February 14, 2014.

Israel-Cohen, Y., Kashy-Rosenbaum, G., Kaplan, O. "Is a good student also a happier one? Traditional measures of school functioning and connectedness as predictors of students' subjective well-being". 7th European conference on positive psychology, Amsterdam, July, 1-4, 2014. [Presented by Oren Kaplan].

Kaplan, O., Schutz-Levy, G., & Rotstein, A. "The effect of social enterprises on their brand equity and consumers' perception". The 8th research day of the College of Management, Rishon LeZion, January 28, 2015.

Organization and Management of Conferences

Authority, Leadership and Initiative in Individuals, Groups and Organizations Conference. The annual international experiential "Tavistock" conference of OFEK, The Israeli Association for the Study of Group and Organizational Processes, Kfar Blum, Israel 2–7 February, 2003.

Authority and leadership: Continuity and change, The annual international experiential "Tavistock" Conference of OFEK, the Israeli Association for the Study of Group and Organizational Processes, Kfar Blum, Israel, January 16-21, 2005.

Authority and leadership: Between chaos and “new order”. The annual International Experiential "Tavistock" Conference of OFEK, the Israeli Association for the Study of Group and Organizational Processes, Kfar Blum, Israel, February 5-10, 2006. In collaboration with the Management & Business Psychology Program at the College of Management and the Tavistock Institute, London.

“Authority, leadership and identity: Systems and organizations in times of globalization and terrorism.” The annual International Experiential "Tavistock" conference of OFEK, the Israeli Association for the Study of Group and Organizational Processes, Ramot, Israel, February 4-9, 2007. In collaboration with the Management & Business Psychology Program at the College of Management and the Tavistock Institute, London.

Authority, leadership and boundaries: In individuals, groups, organizations and in society. The annual International Experiential "Tavistock" Conference of OFEK, the Israeli Association for

the Study of Group and Organizational Processes, Ramot, Israel, February 3-8, 2008. In collaboration with the Management & Business Psychology Program at the College of Management and the Tavistock Institute, London.

Identity, authority and leadership in a culture of change and uncertainty. The Israeli "Tavistock" workshop of OFEK, the Israeli Association for the Study of Group and Organizational Processes, Arad, Israel, July 5-8, 2009. In collaboration with the Management & Business Psychology Program at the College of Management.

"How peace can be made. Learning from the experience of others." February 9, 2010, the College of Management, Rishon LeZion. The MBA Management & Business Psychology Conference in collaboration with OFEK - the Israeli Association for the Study of Group and Organizational Processes, the Academic Center for the Research of Dispute Resolution and Mediation, the Conflict Transformation and Management Center, Shatil.

"Who says that family and business should not get mixed up?" April 25, 2010, the College of Management, Rishon Lezion. The MBA Management & Business Psychology Conference in collaboration with the Adler Institute.

"Corporate responsibility and parental responsibility." June 21, 2011, the College of Management, Rishon LeZion. The MBA Management & Business Psychology Conference, in collaboration with the Adler Institute.

Authority, leadership, interbeing in an era of social media. The annual International Experiential "Tavistock" conference of OFEK, The Israeli Association for the Study of Group and Organizational Processes, Keinar Galilee, Israel, February 12-17, 2012. In collaboration with the Management & Business Psychology Program at the College of Management and the Tavistock Institute, London.

The Leicester Conference - Authority & Role: Flighting & Fighting in our Organisations. The Tavistock Institute at The University of Leicester UK, 1-14 August 2015.