

Shirly Bar-Lev

## CURRICULUM VITAE

### 1. Personal Details

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### 2. Higher Education

#### A. Undergraduate and Graduate Studies

| Period of Study | Name of Institution and Department                             | Degree | Year of Degree |
|-----------------|--|--------|----------------|
| 1995-1998       | Bar Ilan University (Department of Sociology and Anthropology) | B.A    | 1998           |
| 1998-2001       | Bar Ilan University (Department of Sociology and Anthropology) | M.A    | 2001           |
| 2001-2005       | Bar Ilan University (Department of Sociology and Anthropology) | Ph.D   | 2005           |

### 3. Academic Ranks and Tenure in Institutes of Higher Education

| Dates         | Name of Institution and Department  | Rank/Position   |
|---------------|---|-----------------|
| 2013- to date | Ruppin Academic Center, Faculty of Engineering (Department of Industrial Engineering)                                     | Senior Lecturer |
| 2006-2013     | Ruppin Academic Center, Faculty of Behavioral Sciences, and Faculty of Engineering (Department of Industrial Engineering) | Lecturer        |
| 2015 – 2017   | Transportation Research Institute, Technion Institute.  | Researcher      |

|           |   |            |
|-----------|---|------------|
| 2006-2010 | Haifa University, School of Political Science | Instructor |
| 1999-2006 | Bar-Ilan University                           | Instructor |

#### **4. Offices in Academic Administration**

| <b>Dates</b>   | <b>Name of Committee</b>                    |
|----------------|---|
| 2016-to date   | Head of the Center for Health Informatics   |
| 2016 – to date | Library Committee, Ruppin Academic Center   |
| 2014-to date   | Teaching Committee, Industrial Engineering  |
| 2013-to date   | Teaching Committee, English Department      |
| 2013-2015      | Department Seminars, Industrial Engineering |

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

|             |   |
|-------------|---|
| 2009-2011   | Researcher at the Center for Interdisciplinary Research of Emotions, Faculty of Education, Haifa University |
| 2009 - 2011 | Researcher at the Center for Public Management & Policy, School of Political Sciences, Haifa University     |

## 6. Participation in Scholarly Conferences

### a. Active Participation

| <b>Date</b> | <b>Name of Conference</b>  | <b>Place of Conference</b>                  | <b>Subject of Lecture/Discussion</b>  | <b>Role</b>                        |
|-------------|--|---|---|------------------------------------|
| 2019        | The 7th International Jerusalem Conference- Nhip<br>September 15-16                | Jerusalem                                   | Forgotten on the sides of the information highway   | Speaker                            |
| 2018        | KM Conference 2018<br>Knowledge Management,<br>Learning, Information<br>Technology | Italy                                       | Design modeling of Health-related processes   | Co speaker                         |
| 2017        | ILAIS  | Bar-Ilan<br>university                      | Lay interpretation of personalized medical information  | speaker                            |
| 2016        | ILAMI – Information<br>Systems in Health   | Merkaz<br>Haerum, Sde<br>Hateufa, Israel    | Lay use of the patient-record in decision-making.   | Speaker                            |
| 2015        | International Metropolis<br>Conference   | Milan, Italy                                | Gender and migration: The integration of French immigrant women in French speaking companies in Israel            | speaker                            |
| 2014        | The ISS annual conference.   | Tel Aviv, Israel                            | The politics of trust in multi-cultural high tech organization.<br>The ISS annual conference, Tel Aviv University | Speaker<br>(with<br>Karin<br>Amit) |
| 2014        | The 3rd International<br>Conference on Immigration<br>& Social Integration         | Ruppin<br>Academic<br>Center                | Neither Here Nor There:<br>Transnational identity of French immigrants employed in Israeli-French Companies       | Speaker<br>(with<br>Karin<br>Amit) |
| 2014        | Yokohama   | XVIII ISA<br>world congress<br>of sociology | Neither Here Nor There:<br>Transnational identity of French immigrants employed in Israeli-French Companies       | Speaker<br>(with<br>Karin<br>Amit) |
| 2012        | The 14th European<br>Symposium for suicide &<br>suicidal behavior                  | Tel-Aviv, Israel                            | Flirting with Death: The Politics of Liminality in SAHAR Virtual Support Forum                                    | Speaker                            |
| 2012        | Annual Meeting of the  | Boston, USA                                 | "Now there is a computer  | Speaker                            |

|      |  |                  |   |                                     |
|------|--|------------------|---|-------------------------------------|
|      | Academy of Management,   |                  | between them": Micro-politics and the theatrics of knowledge production using an Electronic Medical Record System |                                     |
| 2010 | The Third Annual Meeting of Dove Izraeli Center for Organizational Transparency and Ethics | Tel-Aviv, Israel | More than Meets the Eye: EMR implementation and the Foundations of Trust.   | Speaker                             |
| 2005 | Annual Meeting of the Academy of Management  | Honolulu, USA    | "Localization of HIT: How Users Repair Electronic Medical Record System   | Speaker with Profr Michael Harrison |

**b. Organization of Conferences or Sessions**

| <b>Date</b> | <b>Name of Conference</b>         | <b>Place of Conference</b> | <b>Subject of Lecture/<br/>Role at Conference/<br/>Comments</b> | <b>Role</b> |
|-------------|-----------------------------------|----------------------------|---|-------------|
| 2016        | Industrial Engineering Conference | Ruppin Academic Center     | Information Technology – Recent advances and challenges.        | Chair       |
| 2015        | Industrial Engineering Conference | Ruppin Academic Center     | Measuring Quality of Health via Information Technology          | Chair       |

**7. Research Grants**

**a. Grants Awarded**

| <b>Role in Research</b> | <b>Co-Researchers</b>     | <b>Topic</b>  | <b>Founded by/Amount</b>           | <b>Year</b> |
|-------------------------|---------------------------|---|------------------------------------|-------------|
| PI                      | Dizza BeimeI              | Visualization of personalized health information                          | Ruppin academic Center/ 13,000 NIS | 2019-2020   |
| PI                      | Daniella Aizenberg, Keren | Social internet sites as predictors of actual fluctuations in vaccination | Maccabi Research                   | 2018-2020   |

|        |  |  |   |           |
|--------|--|--|---|-----------|
|        | Grinberg   | patterns, and the potency of personally-tailored information in changing vaccination tendencies  | Institute   |           |
| PI     | Dizza Biemel, Ayelet Gal-Tzur                                      | Personalize the self-care process for teens suffering from diabetes as a way of encouraging self-management and helping them follow their health plan        | The Israeli National Institute for Health Policy Research/ 80 NIS       | 2018-2019 |
| PI     | Dr Daniela Aizenberg, Adi Luria                                    | The cognitive processes supporting the tailoring of on-line information for people of old age living at home   | The National Insurance Institute of Israel/ 187, 190 NIS                | 2017-2019 |
| PI     | Dr Ayala Gonen, Dr Diza Bimal, Dr Lilach Lev-Ari                   | Knowledge sharing and time management via Ofek –an integrated Electronic Medical Record for Israeli hospitals and the HMO (Health Maintenance organizations) | The Israeli National Institute for Health Policy Research (100,000 NIS) | 2015-2016 |
| Co. PI | Dr Karin Amit  | Integration of French immigrants in the labor market- religious practices  | Intercultural Center – Joint Israel and IISI, 5,000\$                   | 2015-2016 |
| CO.PI  | Dr Karin Amit  | French immigrants – Gender and religiosity in the work place   | Intercultural Center – Joint Israel and IISI, 5,000\$                   | 2014-2015 |
| Co PI  | Dr Karin Amit  | Integration of French immigrants in the Israeli job market.  | AMI- NGO (15000 NIS)  | 2012      |
| Co PI  | Dr Karin Amit, Professor Sibylle Heilbrunn, Dr Nonna Kushnirovichb | The integration of Immigrants from Former Soviet Union and from North America in Israeli High-tech   | Ministry of Absorption and Immigration                                  | 2009      |
| Co PI  | Professor Gadi   | Clinical integration of Neonatal   | Maccabi Health  | 2007      |

|  |        |   |          |  |
|--|--------|---|----------|--|
|  | Vitner | Departments, NICUs, and Community services to improve the quality of Postnatal Care with Minimum Cost | Services |  |
|--|--------|---|----------|--|

**b. Submission of Research Proposals – Pending**

| <b>Role in Research</b> | <b>Co-Researchers</b>            | <b>Topic</b>  | <b>Founded by/Amount</b>                                  | <b>Year</b> |
|-------------------------|----------------------------------|---|---|-------------|
| PI                      | Daniela Aizenberg, Zohar Itzhaki | Social media discourse as predictor of vaccination trends in the Israeli population: a predictive model based on machine learning | The Israeli National Institute for Health Policy Research | 2020        |
| PI                      | Dr Shiri Tenenboun               | Gendered creation of treatment spaces – the hospital as a .case study   | The Israeli National Institute for Health Policy Research | 2020        |
| PI                      | Daniela Aizenberg, Amit Rechavi  | From motivation to volition: the use of social appeal to nudge intentions to vaccinate among young adults                         | The Israeli National Institute for Health Policy Research | 2020        |

**c. Submission of Research Proposals – Not Funded**

| <b>Role in Research</b> | <b>Co-Researchers</b>              | <b>Topic</b>   | <b>Founded by</b>          | <b>Year</b> | <b>Score</b> |
|-------------------------|------------------------------------|--|----------------------------|-------------|--------------|
| CPI                     | Daniela Aisenberg, Motti Talias,   | "Hashiva Habita"- evaluation research                                    | Joint – Eshel/ 718,000 nis | July 2019   |              |
| PI                      | Daniella Aisenberg, Sigal Tifeeret | Action research accompanying a digital literacy program for the elderly. | Joint – Eshel 277,000 nis  | 2018-2019   |              |
| CPI                     | Nivi Dayan, Pnina Dolberg          | Evaluative research accompanying the                                     | Joint-Eshel 86,000 nis     | 2018-2019   |              |

|    |                |  |     |      |                        |
|----|----------------|--|-----|------|------------------------|
|    |                | establishment of a teaching center for health personnel in the South of Israel   |     |      |                        |
| PI | Michal Morag   | The journey from membership to dissent : Women's experience of cult affiliation,defection and reintegration into society | ISF | 2016 | Verbal evaluation      |
| PI | Dr Ayala Gonen | A Study of the Organizational, Personal and Emotional Antecedents of HIT Effective Use among Nurses in Israeli Hospitals | ISF | 2015 | High verbal Evaluation |

## **9. Scholarships, Awards and Prizes**

### **Research**

- 2018 – Best Research Idea Award, International Institute for Applied Knowledge Management, Knowledge Management Conference – Pisa, Italy (with Dizza Beimel and Arava Tzury).
- 2016 - The Israeli Sociological Association’s Award for Excellent Paper (second place).
- 2012 The Israeli Sociological Association’s Award for Excellent Paper (second place).
- 2011 The Israeli Sociological Association’s Award for Excellent Paper (third place)
- 2005 Academy of Management: “Best Health Care Management Theory to Practice Paper,” Annual Meeting of the Academy of Management, Honolulu
- 2000 Bar Ilan University: Doctoral Fellowship of Excellence

### **Teaching**

- 2020- Excellence in teaching and Research, Ruppin Academic Center
- 2019 - Excellence in teaching and Research, Ruppin Academic Center

2018 - Excellence in teaching, Ruppin Academic Center

2017 – Excellence in teaching, Ruppin Academic Center

2008 - Excellence in teaching, Ruppin Academic Center

## **10. Teaching**

### **a. Courses Taught in Recent Years**

| <b>Year</b>    | <b>Name of Course</b>                        | <b>Type of Course</b> | <b>Degree</b>  | <b>Number of Students</b>         |
|----------------|--|-----------------------|----------------|-----------------------------------|
| 2017 – to date | Introduction to Marketing                    | Lecture               | B.A            | Over 90                           |
| 2017 – to date | Pre-Project Workshop                         | workshop              | BA             | Over 90<br>divided to 3<br>groups |
| 2006-to date   | Organization Theory                          | Lecture               | B.A            | Over 90                           |
| 2006-to date   | Human Resources                              | Lecture               | B.A            | Over 90                           |
| 2012-to date   | Learning Skill                               | Workshop              | B.A            | 25 * 3                            |
| 2013-to date   | Research Methods                             | Lecture               | B.A and<br>M.A | 25                                |
| 2015-to date   | Cross-Cultural issues in Health<br>(Nursing) | Lecture (elective)    | B.A            | 25                                |

## **PUBLICATIONS**

### **6. Ph.D.Dissertation**

2001-2005 Bar Ilan University, department of Sociology and Anthropology.

Thesis Title: A Brave New Ward: Computerizing the Medical Record in a Large Israeli Hospital

Supervisor: Professor Michael I. Harrison

### **7. Articles in Refereed Journals**

**English**

1. Bar-Lev, Shirly (2020) The Sound of Silence: The Aestheticization of the Coronavirus in Service of the Production of Knowledge, **European sociologist, Issue 45(2): Pandemic (Im)Possibilities**, (forthcoming).
2. Bar-Lev, Shirly and Dizza Beimel (2020) Numbers, Graphs and Words – Do We Really Understand the Lab Test Results Accessible via the Patient Portals? **Israel Journal of Health Policy Research** (forthcoming)
3. Gal-Tzur Ayelet., Bar-Lev Shirly., Shifan Yoram., (2019) “How can authorities use Question & Answer forums as a platform for improving transport-related information for tourists”, **Journal of Travel Research** IF 5.33, Q1
4. Bar-Lev, Shirly, Beimel, Dizza., & Rechavi, Amit. (2019) To be or not to be an entrepreneur? Entrepreneurial tendencies and future orientation among male and female information-systems students. **Journal of Entrepreneurship Education**, 22(5). IF1.360, Q2
5. Beimel, Dizza, Bar-lev, Shirly. (2016) A controlled experiment of teaching ontology formalisms, **Human Systems Management**.35(3): 213-228. IF 0.36, Q3
6. Amit Karin, Bar-Lev, Shirly (2016) The Formation of Transnational Identity among French Immigrants Employed in French-Speaking Companies. **International Immigration**. 54(3): 110–124. IF 0.881, Q1.
7. Bar-Lev, Shirly (2015) The politics of healthcare informatics: knowledge management using an electronic medical record system. **Sociology of Health & Illness**, 37(3) 404–421. IF 2.122; Q1.
8. Amit Karin, Bar-Lev, Shirly (2015) Employing Immigrant of French decent in French speaking companies. **Hed Haulpan Hachadash**, 104, 78-88 (in Hebrew)
9. Amit Karin, Bar-Lev, Shirly (2014) Immigrants' sense of belonging to the host country: The role of life satisfaction. **Social Indicators Research**. [published on-line November 2014]. IF 1.703, Q1.
10. Bar Lev Shirly, Karin Amit (2013) Motivation to Lead in Multicultural Organizations The Role of Work Scripts and Political Perceptions. **Journal of Leadership & Organizational Studies**, 20(2): 169-184. IF 1.672, Q1.
11. Bar-Lev Shirly, Gadi Vitner (2012) Performing a Crisis: Institutional Politics and the Construction of (ir)Responsibility. **Organization**. 19(6) 667–684. IF 2.701
12. Vitner Gadi., Bar-Lev, Shirly, Nadir, Erez, Feldman, Michael. And Yurman, Shmuel. (2010) Service Management of Special Care Units: Lessons Learned in Manufacturing, **International Journal of Information Systems in the Service Sector**, 3(1).
13. Bar-Lev Shirly (2010) “Do You Feel Sorry for Him?”: Gift Relations in an HIV/AIDS On-line Support Forum. **Health 2010 14: 147-161**. IF 1.480

14. Bar-Lev Shirly, Efrat Tillinger. (2010). "A Life Worth Living: Israeli and American Homosexual Men Performing Masculinity on HIV/AIDS Bulletin Boards." in **Men and Masculinities**, 12: 299-327. IF 1.923
15. Bar-Lev Shirly. (2008). "We Are Here to Give You Emotional Support": Performing Emotions in an On-Line HIV/AIDS Support Group" in **Qualitative Health Research**, 18:509-529. IF. 2.181
16. Harrison, I. Michael, Koppel Ross, Bar-Lev Shirly (2007) Unintended Consequences of Information Technologies in Health Care—An Interactive Sociotechnical Analysis. **JAMIA**, 14:542–549. IF 3.428
17. Bar-Lev Shirly, Harrison Michael I. (2006) Negotiating Time Scripts during Implementation of an Electronic Medical Record. **Health Care Management Review**, 31(1) 11-17. IF 2.636
18. Bar-Lev Shirly, Harrison Michael I. (2005) Localization of Health Information Technology: How Users 'Repair' Electronic Medical Systems? **Academy of Management Proceedings**. IF

#### עברית

1. בר-לב שירלי, קארין עמית. 2015. "כינונה של זהות טראנס לאומית בקרב עולים מצרפת המועסקים בחברות דוברות צרפתית. הגירה, 4 תשע"ה, 34-52.
2. בר-לב שירלי, אפרת טילינגר. 2009. "החיים הם לא מה שחיית אלא האופן שאתה זוכר אותם כדי לספרם": גברים הומואים מספרים איידס באינטרנט". **סוציולוגיה ישראלית** (בדפוס)
3. בר-לב, שירלי. 2008. "להבנות את אי-הנראות: הגליון הרפואי הממוחשב ככלי ממשמע". סוגיות חברתיות בישראל, 5: 185-204.

#### **8. Articles or Chapters in Scientific Books** **(which are not Conference Proceedings)**

1. Bar-Lev, Shirly; BeimeI, D. C (2020) Common-Sense Epidemiology in the Age of Electronic Patient Records (EPR). Accepted for publication In Impacts of Information Technology on Patient Care and Empowerment. IGI Global
2. Bar Lev Shirly and Amit K. (2019) Employing Women Immigrants from France in French-Speaking Companies –Honey Trap or Safety Net? Quest-Issues in Contemporary Jewish History.no 16
3. Bar-Lev Shirly (2014) Flirting with Death: Writing as a mode of being-in-the-world on an On-Line Suicide Support Forum. The Emotion Industry. Edited by Dr. Mira Moshe. Nova Science Publishers, Inc. Hauppauge, N.Y., USA.

4. Bar-Lev Shirly (2013) Shameless Politics: Public Shaming as a Strategy of Inaction. Editors: Mira Moshe and Nicoleta Corbu. The Walk of Shame. Nova Publications.
5. Bar-Lev Shirly, Efrat Tillinger (2009) "HIV My Darling': Israeli Gay Men Reclaiming Heteronormative Cultural Scripts in the Shadow of AIDS". Editors: Angela Laflen and Marcelline Block. Prescribing Gender in Medicine and Narrative. Cambridge: Cambridge Scholars Publishing Collection.

9. **Other Scientific Publications:**

1. Bar-Lev, Shirly, Daniela Aisenberg, Adi Luria (2020) Forgotten at the sidelines of the Information Highway: the cognitive and emotional barriers preventing elders from efficiently using on-line platforms.  
<https://www.btl.gov.il/Mediniyut/BakashatNetunim/dohot/doctorat/Pages/default.aspx>
2. Amit, Karin and Bar-Lev, Shirly (2013). Neither Here Nor There: Transnational identity of French immigrants employed in Israeli-French Companies, Mid-term research report for AMI
3. Amit, Karin, Bar-lev, Shirly. Heilbrunn, Sibylle, Kushnirovich, Nona (2011) Integration of immigrants from Western countries and the Former Soviet Union in the Israeli High-tech Industry. Final report for the Ministry of Absorption, The Institute for Immigration and Social Integration, Ruppin Academic Center, (Hebrew)
4. Bar Lev Shirly, Karin Amit (2010). Integration of immigrants from North America and the Former Soviet Union in the Israeli High-Tech Industry – Phase 1 delivered to the Ministry of Immigration and Absorption.
5. Bar Lev Shirly, Gadi Vitner (2010) Clinical integration of Neonatal Departments, NICUs and Community services to improve the quality of Postnatal Care with Minimum cost.cr

10. **Media Articles**

- 2020 [מאמר דעה - נוכח הנגיף הגיע הזמן לחשוב אחרת](#) (גלובס)
- 2020 מאמר דעה - [היתרונות והחסרונות בשיתוף במידע רפואי אישי](#) (כלכליסט)
- 2020 כתבה - [לשנות גישה להנגשה](#) (דבר לעובדים)