

## **IRIS GERTNER MORYOSSEF - CURRICULUM VITAE**

Date and place of birth: March 20<sup>th</sup>, 1963, Israel

Address: Kibbutz Harrell, POB Shimshon

Phone Number: +972-522-684968

I.D Number: 058047689

Military service: 1983-1986

### **Academic Education**

- 2009 – 2014** Ph.D. begun at Haifa University, continued and completed at Pecs University, International Program  
Dissertation subject: *Predictive factors in fashion involvement of first time mothers concerning their newborn's clothes.*
- 1992–1995** MBA at University of Tel Aviv, Recanti Business School of Management, Department of Business Management, specializing in marketing management and organizational behavior
- 1989- 1992** B.Sc. at Tel Aviv University, the School of Life Sciences  
Department of Molecular Biology

### **Academic Employment**

- 2010 -present** Member, the department of Service Organization Management, Hadassah Academic College.  
Was selected to be first rate lecturer for the third year.
- 2014- 2016** External lecturer, Ariel university, (courses of consumer behavior and, business strategy)
- 2008- 2010** External lecturer, Tel Aviv Yafo Academic College, Peres Academic College: (courses: Principles of selling, service marketing, business plan, business entrepreneurship)
- 2005-present** Center for Continuing Education, Bar-Ilan University, Head of Academic Studies in marketing courses.

## **Relevant Activities**

**2010-2012 Anglo-Saxon College** for property management and operation of learning centers

- Determining a business plan for the College
- Establishing and operating the Anglo-Saxon Property College
- Developing an advertising array for the College and its products
- Managing and motivating staff per predefined objectives

**2004-present:** Select "corporation - Marketing consultancy for Israeli private and government organizations, focusing mainly on areas of consumption:

- Strategic planning and SWOT analysis for organizations
- Identifying marketing-operational strategies for diverse populations
- Determining advertising strategies for organizations
- Organizational consultancy on service and sales

**2006-present:** Small Business Authority: Establishing a call-in help center for Female Owned Businesses:

- Identifying special needs relevant to female enterprises
- Assimilating the methodology amongst nurturing centers around the country
- Developing unique courses and workshops for female entrepreneurship
- Preparing business plans for female owned businesses

## **List of Courses Taught**

- Social networking and traditional marketing.
- Business plan.
- Entrepreneurship and creation of value
- Generic strategies.
- Service management of marketing.
- Consumer behavior.
- Principles of communication marketing
- Creating a winning team in the organization
- Marketing research

## **Research and Personal Skills**

1. Identifying resources
2. Performing experiments
3. Compilation, presentation and analysis of statistics and quantitative research methodologies
4. Peer group discussion
5. Identifying an appropriate research strategy and method
6. Collaborating with fellow researchers
7. Presenting complex academic arguments in a form accessible to diverse audiences.

## **List of Publications**

### **Peer Reviewed Papers**

1. Gertner Moryossef, Iris, Or Chen Keren,(2021) Satisfaction with Childbirth Services Among Ultra-Orthodox and Non-religious Mothers in Israeli Hospitals: A Comparative Study *Journal of Gynecology and Obstetrics* Volume 9, Issue 2, , Pages: 36-41
2. Gertner Iris and Or chen keren (2021) PREDICTORS OF SATISFACTION WITH CHILDBIRTH AMONG NON-RELIGIOUS JEWISH MOTHERS INPUBLIC HOSPITALS, PARIPEX - INDIAN JOURNAL OF RESEARCH | Volume - 10 | Issue - 01 |January - 2021 | PRINT ISSN No. 2250 - 1991 | DOI : 10.36106/paripex  
[https://www.worldwidejournals.com/paripex/recent\\_issues\\_pdf/2021/January/predictors-of-satisfaction-with-childbirth-among-nonreligious-jewish-mothers-inpublic-hospitals\\_January\\_2021\\_6108170086\\_5809285.pdf](https://www.worldwidejournals.com/paripex/recent_issues_pdf/2021/January/predictors-of-satisfaction-with-childbirth-among-nonreligious-jewish-mothers-inpublic-hospitals_January_2021_6108170086_5809285.pdf)
3. Gertner Iris (2018) “Obstetric Service Satisfaction difference between Parous and Nulliparous mothers among Religious segment in Israel - An explanatory study “*International Research Journal of Marketing and Economics* ISSN: (2349-0314) Volume 5, Issue 10, October 2018
4. Moryossef, I. G., & Shtokman, N. (2018). Fashion Involvement of the First-Time Mother: Online Purchasing or Face-to-Face Purchasing. *Journal of Health Science*, 6, 264-273.
5. Gertner Moryossef (2016) "Single mothers and social media uses- trends and behavior". *International Research Journal of Human Resources and Social Sciences* Vol. 3, Issue 12, December 2016 Impact Factor- 5.414 ISSN(O): (2349-4085) ISSN(P): (2394-4218)

1. Gertner Moryossef Iris (2016) "Fashion Involvement of the First Time Mother" Journal of Global Academic Institute Business & Economics ISSN: 2375-9534 (Online), USA Vol 2 No 2 pp 47-51
2. Gertner Moryossef Iris (2016). "Trade-off between Qualities Dimensions in Relation to Trade-off between Strategic Positions. Canadian International" Journal of Science and Education, Volume 6, June 2016, ISSN 2356-9085
3. Gertner, M. (2013). The Profile of a Success Women's Entrepreneur. *Advances In Management*, 6(6), 34-37
4. MoRyoSSEFF, I. G. (2013). "Possible selves and consumer behavior amongst first time mothers as related to shopping for baby goods". *International Journal of Management Cases*, 14(2), 100-109.
5. Gertner Moryossef. I., (2013). The value chain and value creation. *Advances in Management*, vol 6, (10), 1-4.
6. Gertner Moryossef, I (2011). Possible selves and consumer behavior in first time mothers as related to shopping for baby goods. CIRCLE Conference, *International Journal of Management Cases*, 127-136 (10).
7. <http://www.ynet.co.il/articles/0,7340,L-4575478,00.html>

Papers and Abstracts - Proceedings of Conferences (in chronological order)

1. <https://www.ishivuk.co.il/%D7%A9%D7%99%D7%A8%D7%95%D7%AA-%D7%94%D7%95%D7%90-%D7%94%D7%A9%D7%99%D7%95%D7%95%D7%A7-%D7%94%D7%97%D7%93%D7%A9/>
2. Gertner Moryossef (2016). Digital Shopping and Consumer Involvement of 1st time Mothers in the Duration of Electronic Buying Volume 3, Pages 1-89 2016 MTAR Conference on "MULTIDISCIPLINARY TRENDS IN ACADEMIC RESEARCH" (MTAR 2016)
3. Feb. 2010. 8<sup>th</sup> International Conference of CIRCLE, Dubrovnik. Possible selves and consumer behavior among first time mothers as related to shopping for their baby's goods.
4. Oct. 2009: Pecs conference: Culture of Business – Capital of Culture. International Conference on Cross-cultural differences amongst Arab Israelis and Israeli first time mothers living in Israel
5. <https://www.youtube.com/watch?v=8g69y1JZvkE>

6. <http://www.ishivuk.co.il/articles/1303><http://www.ishivuk.co.il/articles/1303>
7. I was selected as a reviewer of MTAR global illuminators. By this privilege, I participate in the scientific & review committee of the advisory board and participate in the National & International research projects of Global Illuminators as a special consultant.  
(Membership ID is ISM-1230-IR-16)
8. <http://www.icfs.co.il>