



Updated Feb 2022

Name: Gila Oren

Date: February 2022

CURRICULUM VITAE

1. Personal Details

Electronic Address: gilaoren@colman.ac.il.

2. Higher Education

Period of study	Name of institution, department, and host	Degree	Year of completion
1986 -1989	Hebrew University, Departments of Business Administration and Sociology	BA	1989
1990 -1994	The University of Haifa, Department of Business Administration, majored in Marketing and Organizational Behavior	MA	1994
2010-2014	The Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management. Advisor: Prof. Yaniv Poria.	PhD	2014

Other Education

Period of study	Name of institution	Diploma
2019-2020	The Open University of Israel.	Certified Group Mediator.
2019	Tavistock Institute, Larnaca, Cyprus.	80 years later. Will history repeat itself; The Fallout of the Holocaust over those affected Looking back, moving forward.
2018	Tavistock, The Netherlands.	Europe in a globalized world.
2016	Tavistock Institute, Leicester, U.K.	The art of the Role; Tao of Tavistock.
2014	Tavistock Institute, Poland.	Victims and perpetrators.
2007	Yad-Vashem, The International School for Holocaust Studies.	Holocaust educator. A guiding authorization.
2007	The Department of Justice.	Mediation Certification.



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3. Academic Ranks and Tenure in Institutes of Higher Education

Date	Institution and Department	Rank/Position
2018-Today	The College of Management Academic Studies.	Senior Lecturer
2005-Today	Ben-Gurion University, Guilford Glazer Faculty of Business and Management.	Adjunct Lecturer
2000-2018	The College of Management Academic Studies.	Adjunct Lecturer
2002-2005	Ono Academic College, School of Business Management.	Adjunct Lecturer

4. Offices in Academic Administration

Date	Institution	Position
2013-Today	The College of Management Academic Studies.	Head of Marketing and Strategy studies.
2018-2020	The College of Management Academic Studies.	Board Member; Academic staff representative.
May 2009	The College of Management Academic Studies.	Chair of the academic committee - Marketing Conference.
May 2005	The College of Management Academic Studies.	Chair of the academic committee- Creative conference

5. Scholarly Positions and Activities outside the Institution

Date	Institution	Position
2020	Yad Mordechai Museum	Board of Directors
Nov 2011	Ben-Gurion University	Branding image committee



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6. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2021	The 5th International Conference On History and Culture	Ankara, Turkey	"History faces on Facebook."	Presenter
2021	Online international conference	Esther and Sidney Rabb Center for Holocaust and Revival Studies, Ben Gurion University of the Negev, Israel	"Offspring faces on Facebook" Digital Holocaust memory from the margins: Practices, Places, and Narratives.	Presenter
2019	Birmingham Midlands Institute	The University of Birmingham.	"Mortality Salience Shedding light on the dark experience" The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy.	Presenter
2018	Future of Religious Heritage	Paris, France	PSOH The Key For Engagement.	Presenter
2018		Krakow, Poland	An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz. Urban Jewish Heritage Presence and Absence.	Presenter
2017	The Annual Conference of the EuroMed Academy of Business	Rome, Italy	The Visitor Emotional Experience at a Heritage site: A case study - The Auschwitz Birkenau Death Camp.	Presenter
2017	The Annual Conference of the Israeli Tourism Researches Forum	Israel	The role of hospitality in the context of religious the case of "Chabad's House."	Presenter
2016	The Annual Conference of the Israeli Tourism Researches Forum	Ashkelon College, Israel	To visit or not to visit? Typology of museums based on the consumer decisions making process.	Presenter
2016	Research and Projects Day. College of Management Academic.	Rishon LeZion, Israel	Typology of museums based on non-visitors.	Presenter
2014	The Annual Conference	Kinneret	Did we come to enjoy	Presenter



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	of the Israeli Tourism Researches Forum.	College, Israel	ourselves? The emotional experience during a visit to a heritage site. A case study of Auschwitz-Birkenau.	
2013	The Annual Conference of the Israeli Tourism Researches Forum.	Kinneret College, Israel	The emotional experience during a visit to a heritage site. A case study of Auschwitz-Birkenau	Presenter
2011	Research and Projects Day, The College of Management Academic.	Rishon LeZion, Israel	The Interpretation at Auschwitz Concentration Camp and its impact on the willingness to pay for its preservation.	Presenter
2011	The 9 th Annual Meeting of the Academic Forum of Tourism Researchers in Israel.	Ono Academic College, Israel	Designed Memory and its Marketing - A base for segmenting visitors to Holocaust sites.	Presenter
2011	Advancing the social science of tourism	University of Surrey Guildford, Surrey, United Kingdom	Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites.	Presenter
2011	Special Interest Tourism and Destination Management	Kathmandu, Nepal	The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz-Birkenau.	Presenter
2010	CIT 2010- International Congress on Tourism: Heritage and Innovation- ISCET.	Porto, Portugal	The role of interpretation as determines of willingness to pay for preservation- The case of Auschwitz- Birkenau	Presenter
2009	The 7 th Annual Meeting of the Academic Forum of Tourism Researchers in Israel	Haifa University, Israel	Interpretation at heritage sites: A Zionist perspective to global heritage.	Presenter
2009	Consumer Behaviour in Tourism Symposium	Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy	Dark heritage sites ≠ Dark tourism: Tourists' perception vs. site classification as a practice for understanding tourism subgroups.	Presenter
2009	ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences	University of Aalborg, Denmark	Developing tourist experiences at dark heritage sites.	Presenter



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2009	Tourists Experiences: Meanings, Motivations, and Behaviours	The University of Central Lancashire, Preston, United Kingdom	Sought experience at (dark) heritage sites.	Presenter
2008	Segmentation of visitors as a basis for the management of heritage sites	Rishon LeZion, Israel	Research and project day, The College of Management Academic.	Presenter
2008	Tourism in The New Eastern Europe: Global Challenges –Regional Answers	Warsaw, Poland,	Personalizing and Customizing All-inclusive Heritage.	Presenter

b. Organization of Conferences or Sessions

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
May 2009		Rishon LeZion, Israel	Branding on multi platforms	Organiser

7. Research Grants

a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by/Amount	Year
Research Design. Collecting, creating, processing, and analyzing data.	Biran, A., & Poria, Y.	Willingness to pay for the preservation of Auschwitz concentration camp	The College of Management Academic Studies/20,000 Nis	2010
Research Design. Collecting, creating, processing, and analyzing data.	Biran, A., & Poria, Y.	Sought experience – Auschwitz concentration camp	The College of Management Academic Studies/20,000 Nis	2008

b. Submission of Research Proposals – Pending

Role in Research	Co-Researchers	Topic	Funded by	Year
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Researcher

Second generation in
the online network
space

2021

8. Scholarships, Awards and Prizes

Outstanding lecturer (2014, 2020)

Collage of management

Seeds of innovation / online course

Collage of management

9. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type: Lecture/Seminar/Workshop/ High Learn Course/Introduction	Degree	No. of Students
2020-Present	Marketing and strategy	Lecture	MBA	30+
2014-Present	Marketing fundamentals	Lecture	BA	100+
2007-Present	Advertising and creativity	Lecture	BA	60+
2010-2022	Ben Gurion University New media	Lecture	BA	60+
2010-2022	Ben Gurion university Advertising and creativity	Lecture	BA	60+
2018-2020	Business strategy	Lecture	MBA	30+
2016-2018	Consumer behavior	Lecture	BA	60+
2016-2018	Marketing research	Lecture	BA	60+

b. Supervision of Graduate Students

Name of Student	Title of Thesis	Degree	Completion Date / in Progress	Students' Achievements
Shira Barzel	You'll never walk alone: Israeli basketball fans' motivation and team identification	MA	2018	Currently a Phd student

10. Miscellaneous



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Date	Academic Entrepreneurship
2019	Updating the marketing curriculum for the Israeli Ministry of Education.
2017	Initiating and managing thematic courses that organize several bodies of Knowledge into one academic course. The initiative makes it possible to grasp the complexity and dynamism that characterizes the market today.
2016	Initiating and establishing a non-academic curriculum that trains students with digital skills relevant to the marketing working industry.

Date	Heritage Bequeathing Involvement
2019	Auschwitz in the collective memory and abroad. Seminar, Poland.
2019	Friends of Yad Vashem delegation- Vienna
2019	Guiding IDF and Israel Ministry of the Defence groups to Holocaust sites in Poland.
2008	A guide for the New York delegation for the March of the Living in Poland.
2008	Auschwitz seminar, Poland.
2007	A certified guide at Yad Vashem Memorial in Jerusalem, Israel.

11. Professional Experience

Date	Organization	Position
2007-2009	"Nana10" Internet leading news portal	Research manager. Responsibilities include all daily traffic, data measurement, and analysis. Implementation of new traffic technologies; segments and panel basis work; launching new portal and developing models which combine marketing methods with technological data.
2004-2006	Israeli Television, Channel Two, "Keshet" Broadcasting	Research and Strategy Department. Responsible for Keshet's research projects' including daily rating data, quantitative and qualitative analysis of broadcasted contents. Also, examining consumer behavior and the world's trends in contents development.
2002-2005	Bolton Advertising- Strategic and media planning	Director of research and planning.
2000-2004	Gitam BBDO - Planning and Research Department	Director of research and planning for leading clients.



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1992-2002

Borosh Advertising Agency

Director of Planning and Research
Department. Marketing, planning, and
tactical consultation for the agency client.
Advertising and Project Coordinator.

1989-1992

Jerusalem Post Newspaper



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PUBLICATIONS

A. Ph.D. Dissertation

The emotional experience during a visit to a heritage site: A case study of Auschwitz-Birkenau. The Ben-Gurion University of the Negev. Guilford Glazer Faculty of Business and Management.

Advisor: Prof. Yaniv Poria.

B. Articles in Refereed Journals

Published

1. Oren, G., & Shavit, T. (2022). Subjective Holocaust Influence Level and Holocaust Survivors' Offspring Financial Thinking and Attitude. *Journal of Loss and Trauma*, 1-13
 2. Oren, G., Poria, Y., & Reichel, A. (2021). The positive role of negative emotions in heritage-site visits: The case of Auschwitz Death Camp. *Journal of Heritage Tourism*, 1-16.
 3. Oren, G., & Shavit, T. (2020). The effect of the subjective Holocaust influence level on Holocaust survivors' offspring. *Journal of Loss and Trauma*. DOI: 10.1080/15325024.2020.1847921
 4. Oren, G., Shani, A., & Poria, Y. (2020). Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, 82, 104194.
 5. Oren, G., Shani, A., & Poria, Y. (2019). Mortality salience-shedding light on the dark experience. *Journal of Heritage Tourism*, 14, 5-6, 574-578.
 6. Milman, A., & Oren, G. (2018). In praise of hospitality: The role extended by religious hosts as drivers of satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 12(3), 348-365.
 7. Oren, G., & Meidan, A. (2017). Self-evaluation of higher education colleges: The case of Israel. *Journal of Modern Education Review*, 7(1), 37-43.
 8. Oren, G., & Shani, A. (2012). The Yad Vashem Holocaust Museum: Educational dark tourism in a futuristic form. *Journal of Heritage Tourism*, 7(3), 255-270.
 9. Biran, A., Y. Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of Tourism Research*, 38(3), 820-841.
 10. Oren, G., Biran, A., & Poria, Y. (2010). "Dark Tourism" – The case of Auschwitz Concentration. *Horizons in Geography*, 75, 105-123.
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C. Articles in Conference Proceedings

Published

1. Biran, A., Oren, G., & Poria Y. (2012). *Interpretation as determines of willingness to pay for preservation of dissonant heritage: The case of Auschwitz- Birkenau*. The future of the past: Heritage and cultural in the 21st century. Tiberius, Israel (10 pages - abstract).
 2. Biran, A., Poria Y., & Oren, G. (2011). *Preferences towards the interpretation in educational dark (heritage) tourism - The Auschwitz- Birkenau Museum*. Educational Travel - Expanding Horizons. Tallinn University, Tallinn, Estonia (5 pages - abstract).
 3. Biran, A., Poria Y., & Oren, G. (2011). *Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites*. Advancing the social science of tourism. Surrey, United Kingdom, University of Surrey, Guildford (15 pages paper).
 4. Oren, G., Poria, Y., & Biran, A. (2011). *Designed memory and its marketing - A base for segmenting visitors to Holocaust Site*. Research and Projects Day. The College of Management Academic, Rishon LeZion, Israel (Abstract, pp. 11-12).
 5. Biran, A., Poria Y. & Oren, G. (2011). *The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz-Birkenau*. Special Interest Tourism and Destination Management. Kathmandu, Nepal (12 pages paper).
 6. Biran, A., Poria Y., & Oren, G. (2010). The role of interpretation as determines of willingness to pay for preservation- The Case of Auschwitz- Birkenau. In *CIT 2010- International Congress on Tourism: Heritage and Innovation, Book of Abstracts*. ISCET, Porto, Portugal.
 7. Oren, G., Biran, A., & Poria, Y. (2009). *Interpretation at heritage sites: A Zionist perspective to global heritage*. The Annual Meeting of the 7th Academic Forum of Tourism Researchers in Israel. Haifa (Abstract).
 8. Biran, A., Poria Y., & Oren, G. (2009). Dark heritage sites ≠ Dark tourism: Tourists. Perception vs. site classification as a practice for understanding tourism subgroups. In *Consumer Behaviour in Tourism Symposium, Book of Abstracts*. Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy.
 9. Biran, A., Oren, G., & Poria, Y. (2009). Developing tourist experiences at dark heritage sites. In *ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences, Book of Abstracts*. University of Aalborg, Aalborg, Denmark.
 10. Biran, A., Oren, G., & Poria Y. (2009). *Sought experience at (dark) heritage sites. Tourists' experiences: Meanings, motivations, and behaviors*. University of Central Lancashire, Preston, United Kingdom (book of abstracts).
 11. Oren, G., Biran, A., & Poria, Y. (2008). *Personalizing and customizing all-inclusive heritage*. Tourism in the New Eastern Europe: Global challenges –Regional answers. Warsaw, Poland. (pp. 93-95 in Abstract book).
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D. Other Publications

Oren, G. Meta-Theming: A Tool for Heritage Site Management. Opinion pieces about holocaust memory and consumer behavior for the press and media (YNET, Globes, and others). <https://www.frh-europe.org/meta-theming-a-tool-for-heritage-site-management/>

E. Summary of My Research Activities and Future Plans

The fields of my research have evolved and changed shapes over the years integrating a number of bodies of knowledge which mirror my professional areas of interest and practice.

My relatively late entrance to the Academic world allowed me early acquaintance with many areas such as advertising, consumer behavior communication and Holocaust and memory educating. All these are a source of inspiration for my areas of research.

My research deals with consumer behavior in the field of tourism and heritage and likewise studies the visitor's experience in heritage sites including the emotional experience that visitors undergo.

I also study the world of Heritage Marketing and its evolve

. The research on heritage inheritance also addresses the complexity that technology poses to heritage sites in general and dark sites in particular .

My work also focuses on the challenges that future generations of Holocaust survivors will face In addition, as Head of the Marketing Department in the Faculty of Business Administration and my involvement in building practical curricula focusing on future student's employment, I also engage in research amongst our students and graduates regarding their objectives, interests and ongoing career development.

Students' interests, together with the intention to offer the students an in-depth research experience introduces me to additional areas such as ecommerce, sports and more.

Having said all this, my main area of interest and research is the memory and ripples of the Holocaust that shape our identity as individuals and as a society. As time passes and we move away from the significant historical events, the weight of the ripples that shape heritage and memory intensifies. The expression of memory in heritage sites produces a complex and fascinating visiting experience related to the physical space and at the same time the space of the visitor's identity and self-definition.

Accordingly, one of the main themes in my work is the experience of heritage sites visitation and the effectiveness of the visit in terms of identity, formation and memory.

My research paper on the experience of visiting Auschwitz has been published in leading journals, presented at a number of conferences and has also become an important lecture in the field of guidance and education for guides leading groups to Poland. This work revealed the importance of the visitor's perception of the displayed heritage and the emotional duality that characterizes the visitation experience.



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Oren, G., Poria, Y., & Reichel, A. (2021). The positive role of negative emotions in heritage-site visits: The case of Auschwitz Death Camp. *Journal of Heritage Tourism*, 1-16.

Oren, G., Shani, A., & Poria, Y. (2020). Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, 82, 104194.

Oren, G., Shani, A., & Poria, Y. (2019). Mortality salience-shedding light on the dark experience. *Journal of Heritage Tourism*, 14, 5-6, 574-578.

It should be noted that findings regarding the tourist-visitor experience at heritage sites are of great importance and highly contribute to the understanding of consumers behavior (in this case, tourists) regarding exposure to difficult experiences. The question arises as to how much satisfaction can be inferred from an experience at "dark" heritage sites, and how negative emotions can evolve into a positive memory.

Another central area of my research is the impact of the historical burden on the second generation of Holocaust survivors and the changes that have taken place in the second generation perceptions of themselves over time. Two of my recently published articles (in collaboration with Shavit) present an indicator for a subjective perception of the second generations and offer grounds for further research.

Oren, G., & Shavit, T. (2022). Subjective Holocaust Influence Level and Holocaust Survivors' Offspring Financial Thinking and Attitude. *Journal of Loss and Trauma*, 1-13

Oren, G., & Shavit, T. (2020). The effect of the subjective Holocaust influence level on Holocaust survivors' offspring. *Journal of Loss and Trauma*. DOI: 10.1080/15325024.2020.1847921

My involvement in the second generation issue led me to examine second generation Facebook groups through Anderson's point of view as imaginary communities. Anderson's approach, which generates in political science, is relevant and for the exploration of community spaces. Following Facebook groups and second-generation organizations is interesting and important, certainly as the second generation now moves to the memory forefront. Facebook group research is qualitative, involves participant observation and its findings have already been presented in a conference and are in writing stages.

"History faces on Facebook" The 5th International Conference On History and Culture (Ankara, 2021) .

"Offspring faces on Facebook" Digital Holocaust memory from the margins: Practices, Places, and Narratives. (Ben Gurion University, 2021).

In addition, under the guidance of a research student and in collaboration with the Western Galilee Academic College, we have been accompanying a groundbreaking course for two semesters that combines entrepreneurship studies, project-based teaching and Holocaust memory. This international course of the Upper Galilee Academic College is attended by a variety of students from around the world. The course and the research around it provide a unique and interesting opportunity to explore memory in a multidisciplinary representation. The idea of combining entrepreneurship with memory is innovative and exciting. The student's guidance is accompanied by Dr. Boaz Cohen from the Western Galilee Academy and myself, and we are confident that this project will soon produce an excellent



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research paper that will also enter professional journals.

As mentioned above, I am simultaneously researching the career development patterns of students. Proximity to students encourages my interest in their careers. What is important to young people and what motivates them. In collaboration with the Career section and Prof. Roni Manos from the Faculty of Business Administration, Manos and I are working on the development of an ongoing research among the students and graduates that consulted the Career Section. The study will seek to refine the service and content provided by the Career Section and likewise deepen and explore the areas of motivation, gender and career in the disrupted employment arena as experienced by young graduates.

In the context of the visitor site experience, it should be noted that in recent years tourism has experienced the appearance of advanced technology, and concepts such as virtual tourism are frequently used as site promoters. The COVID Pandemic naturally contributed to the diversion of virtual tourism from being a site promotion tool to sometimes substitute for the site visit itself. For example, a virtual reality film of a visit to the Auschwitz-Birkenau extermination camp was recently launched presenting raw material for further research. Thus, the virtual visiting experience and its impact on historical issues like heritage and identity will be at the heart of a study that will take place soon. The study will be done in collaboration with "The Spirit Won" and Prof. Yaniv Poria of Ben-Gurion University.

To conclude,

The majority of my research until today has dealt with the experience of visiting heritage sites, with an emphasis on Holocaust sites.

Moving forward I plan to expand my research and also explore the virtual space as a tourism platform. I plan to continue and examine the ripples of the Holocaust impact among the second generation. I will study the self-perception of the second generations of themselves, the dynamism and changes that take place in these self-definitions and the online tools that enable the formation of an imaginary community that seeks leadership and self-definition.

The students will continue to be a source of interest and academic curiosity for me, whether in deepening the research in the field of their careers or in the bodies of knowledge in which they will find interest and hence draw us into them.
