

Name: Gila Oren
College of Management

CURRICULUM VITAE

1. Personal Details

Electronic Address:

gilaoren@colman.ac.il

Gender: Female

Marital Status: Married + 3 Children Place

of birth: Jerusalem, Israel

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	Hebrew University, Department of Business Administration, majored in Marketing	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
2007	Yad-Vashem, The International School for Holocaust Studies	Holocaust educator. A guiding authorization
2007	The Department of Justice	Mediation Certification
2014	Tavistock Institute, Poland	Victims and perpetrators
2016	Tavistock Institute, Leicester, U.K.	The art of the Role of Tavistock
2018	Tavistock, The Netherlands	Europe in a globalized world
2019	Tavistock Institute, Larnaca, Cyprus	Looking back, moving forward
2019-2020	The Open University of Israel	Certified Group Mediator
2022-2023	Mofet / Research and evaluation program	Graduated

3. Academic Ranks and Tenure in Institutes of Higher Education

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

4. Offices in Academic Administration

Date	Institution	Position
May 2005	The College of Management Academic Studies	Initiation and academic management- Innovation and Creativity Conference
May 2009	The College of Management Academic Studies	Initiation and academic management– Digital Marketing Conference
Nov 2011	Ben-Gurion University	Branding image committee
2018-2020	The College of Management Academic Studies	Board Member; Academic staff representative
2013-Today	The College of Management Academic Studies	Head of Marketing studies
2020 - Today	Yad Mordechai Museum	Board of Directors
2022	The College of Management Academic Studies	Research Authority, Ethics committee

6. Participation in Scholarly Conferences

a. **Active Participation**

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2008	Research and project day, The College of Management Academic Studies	Rishon LeZion, Israel	Segmentation of visitors as a basis for the management of heritage sites	Presenter

2008	Tourism in The New Eastern Europe: Global Challenges – Regional Answers	Warsaw, Poland,	Personalizing and Customizing All-inclusive Heritage	Presenter
2009	Tourists Experiences: Meanings, Motivations, and Behaviours	The University of Central Lancashire, United Kingdom	Sought experience at (dark) heritage sites	Co-author of Presentor
2009	ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences	University of Aalborg, Aalborg, Denmark	Developing tourist experiences at dark heritage sites	Co-author of Presentor
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, Brunico, Italy	Dark heritage sites ≠ Dark tourism: Tourists' perception vs. site classification as a practice for understanding tourism subgroups	Co-author of Presentor
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	Co-author of Presentor
2011	Research and Projects Day, The College of Management Academic Studies	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, United Kingdom	Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites	Co-author of Presentor
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	Co-author of Presentor

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
2014	The Annual Conference of the Israeli Tourism Researches Forum	Kinneret College, Israel	Did we come to enjoy ourselves? The emotional experience during a visit to a heritage site. A case study of Auschwitz-Birkenau	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 Studies	Rishon LeZion, Israel	Typology of museums based on non-visitors	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
2018	Future of Religious Heritage	Paris, France	PSOH The Key For Engagement	Presenter
2018	Urban Jewish Heritage: Presence and Absence	Krakow, Poland	An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz	Presenter
2019	The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy	The University of Birmingham, United Kingdom	Mortality Salience Shedding Light on the Dark Experience"	Presenter
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

2022	Research and Projects Day. College of Management Academic Studies	Rishon LeZion, Israel	Imagined communities on social networks as a tool for change	Presenter
2022	International Association for Research in Economic Psychology (IAREP)	The School of Business and Law, University of Agder Kristiansand, Norway	Digital: Subjective Holocaust Influence Level and Holocaust survivors' offspring financial thinking and attitude	Presenter
2023	Recent Advancements in Tourism Business, Technology, and Social Sciences	IACuDIT, Greece	Virtual visits to a Dark Heritage site: A Case Study of Auschwitz-Birkenau Concentration Camp	Presenter
2023	9 th "Advancs In Tourism Marketing Conference	ATMC , Bordeaux, France	Can virtual tours replace on-site visits to heritage sites? A Case Study of Auschwitz-Birkenau Concentration Camp	Presenter
2023	GRRR Holocaust Conference	International Holocaust eConference.	Gratitude notebooks as a final stage of a socialization ritual	Presenter
2024	ATLAS Annual Conference 2024 Leisure & Tourism 2030: Navigating the Future	Breda, Netherlands	Will virtual tours replace on-site visits to heritage sites?	Presenter

b. Organization of Conferences or Sessions

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
May 2009	Branding on multi-platforms	Rishon LeZion, Israel	Collaboration with Israeli TV	Organizer

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.	Sought experience – Auschwitz concentration camp	The College of Management Academic Studies/20,000 Nis	2008
Research Design. Collecting, creating,	Biran, A., & Poria, Y.	Willingness to pay for the preservation of the Auschwitz concentration	The College of Management Academic	2010

processing, and analyzing data	camp	Studies/20,000 Nis
Research Design. Collecting, creating, processing, and analyzing data	The second generation in online network space	The College of Management Academic Studies 2021

8. Scholarships, Awards and Prizes

Outstanding lecturer (2014, 2020)	College of Management Academic Studies
Seeds of Innovation / online course	College of Management Academic Studies
Outstanding researcher (2022)	College of Management Academic Studies
Dallen Timothy Best Paper Award, an annual prize awarded for the best research paper(s) published in the Journal of Heritage Tourism for 2022	The positive role of negative emotions in heritage-site visits: the case of Auschwitz Death Camp

9. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type: Lecture/Seminar/Workshop/High Learn Course/Introduction	Degree	No. of Students
2007-Present	Advertising and creativity	Lecture	BA	60+
2010-2021	New media- BGU	Lecture	BA	60+
2010-2021	Advertising and creativity- BGU	Lecture	BA	60+
2014-Present	Marketing fundamentals	Lecture	BA	100+
2016-2018	Consumer behavior	Lecture	BA	60+
2016-2018	Marketing research	Lecture	BA	60+
2018-2020	Business strategy	Lecture	MBA	30+
2020-Present	Marketing and strategy	Lecture	MBA	30+

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	MA	2018	Currently a PhD student

Amit Rozi	team identification Entrepreneurship MA And Innovation: Tools For Preserving The Memory Of The Holocaust	2022	Together with Dr. B. Cohen (Western Galilee Academic College
Lior Schor	The Relationships MA Between Visit Characteristics, Visitors' Behaviors, and Cart Abandonments in eCommerce Websites	2023	Together with Prof. R. Manos.

10. Miscellaneous

Date	Academic Entrepreneurship
2016	Initiating and establishing a non-academic curriculum that trains students with digital skills relevant to the marketing working industry
2017	Initiating and managing thematic courses that combine several bodies of knowledge into one academic course. The initiative makes it possible to grasp the complexity and dynamism that characterizes today's market.
2019	Updating the marketing curriculum for the Israeli Ministry of Education
Date	Heritage Bequeathing Involvement
2007	A certified guide at Yad Vashem Memorial in Jerusalem, Israel
2008	A guide for the New York delegation for the March of the Living in Poland
2008	Auschwitz seminar, Auschwitz State Museum, Poland
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
2020	Auschwitz seminar, Yad Vashem Delegation, Poland

11. Professional Experience

Date	Organization	Position
1989-1992	Jerusalem Post Newspaper	Advertising and Project Coordinator
1992-2002	Borosh Advertising Agency	Director of Planning and Research Department. Marketing, planning, and tactical consultation for the agency client
2000-2004	Gitam BBDO - Planning and Research Department	Director of research and planning for leading clients
2002-2005	Bolton Advertising- Strategic and media planning	Director of research and planning
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 technical 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.

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

Oren, G., Biran, A., & Poria, Y. (2010). "Dark Tourism" – The case of Auschwitz Concentration. *Horizons in Geography*, 75, 105-123.

Biran, A., Y. Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of Tourism Research*, 38(3), 820–841.

SJR: Q1 in Tourism, Lesuire and Hospitality Management; SJR 2020 2.16.

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.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

Oren, G., & Meidan, A. (2017). Self-evaluation of higher education colleges: The case of Israel. *Journal of Modern Education Review*, 7(1), 37-43.

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.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.57.

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

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

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.

SJR: Q1 in Tourism, Lesuire and Hospitality Management; SJR 2020 3.33.

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

SJR: Q2 in Social Sciences; SJR 2020 0.44.

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.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

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

SJR: Q2 in Social Sciences; SJR 2020 0.44.

Oren, G., & Shavit, T. (2023). "Radioactive identification" with the holocaust: An empirical study of holocaust trauma's effect on the third generation. *Current Psychology*, 1-12.

Oren, G., & Shavit, T. (2024). "Radioactive identification" with the holocaust: An empirical study of holocaust trauma's effect on the third generation. *Current Psychology*, 43(14), 12731-12742.

Hadar, D., & Oren, G. (2024). Gratitude notebooks in Israeli youths' Holocaust journeys to Poland: ritual, confirmation, and reflection in heritage tourism. *Journal of Heritage Tourism*, 1-15.

Lu, X., Yuan, Z., Wan, F., Lan, T., & Oren, G. (2025). Do tourists experience suffering when they touch the wailing wall?. *Tourism Management*, 106, 105021.

Research Pipeline

Hadar, D., Oren, G. The tour guide role in the experience economy

Oren, G. Holocaust faces on Facebook

Oren, G.; Poria, Y. Virtual Tourism. VR tour of Auschwitz Birkenau

Oren, G.; Bershlag, M. Applying Ansoff on social workers

Oren, G.; Bershlag. Emotional labor among dark site workers, the case of Auschwitz Birkenau

Theses students

Thesis subject	Student name
Happiness and sport among Israeli Arabs	Ahmad Hossam Zoabi
Post Covid Sport Race - Perception and Satisfaction	Together with Prof. R. Manos Beeri Shitrit
Gamification in webinars	Nofar Kukbanker

C. Articles in Conference Proceedings

Published

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).

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.

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).

- 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.
- 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).
- 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.
- 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).
- 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).
- 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).
- 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).
- Biran, A., Oren, G., & Poria Y. (2012). *Interpretation as determines of willingness to pay for the preservation of dissonant heritage: The case of Auschwitz- Birkenau*. The future of the past: Heritage and culture in the 21st century. Tiberius, Israel (10 pages - abstract).
- Oren, G., Poria, Y. (2017). *The Visitor Emotional Experience at a Heritage site: A case study - The Auschwitz Birkenau Death Camp*. The Annual Conference of the EuroMed Academy of Business. Rome, Italy
- Oren, G., Poria, Y. (2018) An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz. Urban Jewish Heritage: Presence and Absence. Krakow, Poland
- Oren, G., Shani, A., Poria, Y. (2019). *Mortality Salience Shedding Light on the Dark Experience*. The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy. The University of Birmingham, United Kingdom
- Oren, G., Shavit, T. *Digital: Subjective Holocaust Influence Level and Holocaust survivors' Offspring financial thinking and attitude* (2022). International Association for Research in Economic Psychology (IAREP). The School of Business and Law, University of Agder Kristiansand, Norway.
- Oren, G., Poria, Y. (2023). *Virtual visits to a Dark Heritage site: A Case Study of Auschwitz-Birkenau Concentration Camp*. Recent Advancements in Tourism Business, Technology, and Social Sciences". IACuDIT, Greece
- Oren, G., Poria, Y. (2023). Can virtual tours replace on-site visits to heritage sites? A Case Study of Auschwitz-Birkenau Concentration Camp?. 9th "Advances In Tourism Marketing

Conference. ATMC , Bordeaux, France.

Oren, G., Poria, Y.(2024). *Will virtual tours replace on-site visits to heritage sites?*. Will virtual tours replace on-site visits to heritage sites?. Breda, Netherlands.

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>.

Oren, G. (2021). Memory as a brand. Our voice. The Organization of Bergen-Belsen Survivors, Vol 20, p 13. <https://bergenbelsen.org/wp-content/uploads/2022/01/%D7%92%D7%9C%D7%99%D7%95%D7%9F-20>

A contribution to the *Encyclopedia of Tourism*:

Oren, G. (2022). Getto Tourism. *Encyclopedia of Tourism*. Jafari, J., Baretje, R., Buhalis, D., Cohen, E., Dann, G. M., Collison, F., ... & Fletcher, J. (Eds.). Taylor & Francis.

A series of performances and quotes, including interviews in the Israeli Media.
(<https://www.ynet.co.il/yedioth/article/yokra13914608>)