



## **Yael Podkamen - Curriculum Vitae**

### **1. Personal Details**

Tel. 0545651114

yael.podkamen@gmail.com

### **2. Higher Education**

#### **A. Undergraduate and Graduate Studies**

<b>Study Period</b>	<b>Name of Institution and Department</b>	<b>Degree</b>	<b>Degree Approval</b>
2001-2003	Social Psychology, Bar Ilan University	MA	2004
1995-1998	Communication and Management, Collage of Management	BA	1998

#### **B. Doctoral Degree and Post-Doctoral Studies**

<b>Study Period</b>	<b>Name of Institution and Department</b>	<b>Degree</b>	<b>Degree Approval</b>
2020-2024	Business Administration, Bar Ilan University	PhD	2024

### **3. Offices in Academic Administration**

<b>Dates</b>	<b>Institution and Department</b>	<b>Rank/Position</b>
2019-current	School of Media Studies, Collage of management, academic studies	Head of Advertising and Marketing academic program
2016-current	School of Media Studies, Collage of management, academic studies	Head of student's Final projects administration.



#### **4. Teaching - Courses Taught in Recent Years**

<b>Year</b>	<b>Institute</b>	<b>Name of Course</b>	<b>Type of Course</b>	<b>Degree</b>	<b>Number of Students</b>
2023	Colman	Culture and Identity in the digital space	Theoretical Lesson	BA	180
2016 - current	Colman	Final project in advertising	Practical project, co-op with the marketing industry	BA	35
2015- current	Colman	Advertising Fundamentals	Theoretical Lesson	BA	160
2015- current	Colman. Sapir College	Strategic planning	workshop	BA	2 groups of 30
2017-2018	Sapir College	Intro to marketing communication	Lecture	BA	70
2012-1016	Colman Sapir College	Advertising Campaign lab	Practicum-workshop. working with real clients.	BA	15

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

<b>Dates</b>	<b>Position</b>	<b>Institution</b>
2023	Judge - Peer Review Process	Competitive Papers, Association for Consumer Research Conference, Paris 2024
2023	Judge - Peer Review Process	Competitive Papers, American Marketing Association, CBSIG Conference, Vienna 2024
2022	Judge - Peer Review Process	Competitive Papers, European Association for Consumer Research Conference, Amsterdam 2023



## 6. Participation in Scholarly Conferences

### a. Active Participation

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2-4 July 2024	AMA CBSIG	Vienna	Identity related consumption decisions	Lecturer
6-8 July 2023	EACR 2023	Amsterdam	Identity related consumption decisions	Lecturer

## 7. Publications:

Stockheim, I., Perez, D., & Podkamien, Y. (2024). Friend and Foe: The impact of complimentary competitor content (CCC) on consumer response towards the endorsing competitor. *Journal of Retailing and Consumer Services*, 79, 103841.

Podkamien, Y., Perez, D., & Gelbard, R. (2023). *Identity-related consumption decisions: interaction between identities and effects on product preference and evaluation / Yael Podkamien*. Bar-Ilan University.

פודקמין, י., פרץ ד. (2023). תפקידה הממתן של תפיסת קלות השימוש (PEOU) בהשפעה על הכוונה לאמץ טכנולוגיה חדשה, *תיאוריה ופרקטיקה בניהול*. אוני בר אילן.

פודקמין, י., פרץ ד. (2023). "השפעת הזהות החברתית והזהות האישית בקבלת החלטות צרכניות: משמעותו של סדר הצגת הזהויות, *תיאוריה ופרקטיקה בניהול*. אוני בר אילן.

## 8. Professional Experience

2009 – current

### **Brand Strategy Specialist and Marketing consultant**

Building brand strategies, expert in marketing research, very strong creative thinking skills.

Former and current clients: Arkia, Altman, Strauss, Unilever Israel, Better Place, orange, CaesarStone, Miki deli, Meitav-Dash and many more.

2001- 2009

### **VP, Head of Strategic Planning, Reuveny Pridan IPG (Advertising Agency)**

Responsible for developing marketing and advertising strategy for all clients. Working closely with Marketing VPs and leading CEOs. board member.

My clients: Orange, Johnson & Johnson, Castro, Clalit Healthcare, Toys 'R US, Strauss Unilever Ice cream, etc.



1999- 2001

**Strategic Planner, Raban Golani & co. (Advertising Agency)**

Responsible for developing marketing and advertising strategy for my clients.