

**Ph.D. Workshop- 70-783-01**  
Syllabus and Course instructions  
Building # 504 Room 301  
תשע"ב 2011-12

## Introduction

The seminar program is based on:

- Students' research
- Guest lectures

The participants will introduce and analyze their own research.

The presentation will take 30 minutes during which the student will be required to address questions from the audience.

A discussant will be allocated to each presentation. Any deviation from this time frame will be considered to signify that the student has insufficient command of the material or of the audience, or lacks a proper presentation technique.

The presenter will distribute a one-page abstract to all the participants and the lecturer one week prior to the meeting.

The presentation will include the following:

- Research motivation
- Research objectives
- Review of literature
- Research contribution (in terms of previous knowledge and research methods)


The discussant will share his personal opinion as to the quality of the research and missing motives, specifically in relation to:

- Ways to improve the research
- Innovations included in the research
- Weaknesses of the research
- Main contribution of the research
- Recommendations for future research directions

## Ph.D. Workshop

Academic Year: 2011-2012  
3:15-4:45 PM  
Building 504, Room 301

Workshop Coordinator: [Prof. Gila Fruchter](#)

Previous Seminars 

## Semester A

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8.11.11

Introduction : 3:15-4:00

Barak Aviad (Information Systems): 4:00-4:30

Discussant: Shaul Levi (Information Systems): 4:30-4:40

22.11.11

**Guest Lecture:** Dr. Yael Steinhart - Haifa University

6.12.11

**Guest Lecture:** Masha Blekher

Doing Good Biases Managerial Decisions: Unexpected Effects of Corporate Social

Responsibility PhD candidate, Ben- Gurion University

13.12.11

Irit Kaufman (Marketing): 3:15-3:45

Discussant: Einat Doron: 3:45-3:55

Oren Tapiero (Finance): 4:00-4:30

Discussant: Israel Frieder: 4:30-4:40

20.12.11

Iris Tamari-Reshef (Management): 3:15-3:45

Discussant: Edna Rabenu: 3:45-3:55

Noam Koriat (Information Systems): 4:00-4:30

Discussant: Irit Kaufman: 4:30-4:40

17.1.12

Einat Doron (Marketing): 3:00-3:15

Discussant: Irit Kaufman: 3:45-3:55

Michal Mozes (Management): 4:00-4:30

Discussant: Avraham Levi: 4:30-4:40

31.1.12

**Guest Lecture:** Dr. Amir Grinstein - Ben-Gurion University

## Semester B

13.3.12

Levi Shaul (Information Systems): 3:15-3:45

Discussant: Noam Koriat: 3:45-3:55

Yosef Heller (Management): 4:00-4:30

Discussant: Odellia Karidi-Zehavi: 4:30-4:40

27.3.12

**Guest Lecture:** Dr. Vardit Landsman - Tel-Aviv University

17.4.12

Rachel-Yahel Halfon (Information Systems): 3:15-3:45

Discussant: Noam Koriat: 3:45-3:55

Yosef Heller (Management): 4:00-4:30

Discussant: Odellia Karidi-Zehavi: 4:30-4:40

1.5.12

Odellia Karidi-Zehavi (management): 3:15-3:45

Discussant: Michal Mozes: 3:45-3:55

Israel Frieder (Management): 4:00-4:30

Discussant: Oren Tapiero: 4:30-4:40

15.5.12

**Guest Lecture:** Dr. Danit Ein-Gar - Tel-Aviv University

29.5.12

Netanel Drori (Marketing): 3:15-3:45

Discussant: Iris Tamari-Reshef: 3:45-3:55

Avraham Levi (Management): 4:00-4:30

Discussant: Michal Mozes: 4:30-4:40

29.5.12

Celebration