



## **Ongoing review of classifier's rules to support dynamic data environment**

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In many segmentation processes, we classify new cases according to a model that was built on the basis of past cases. As long as the new cases are “similar enough” to existing segments containing past cases, classification functions normally. However, when a new case is substantially different from the known segments, a reexamination of the previously created segments is required. In this study the main assumption is that in big and dynamic data environments it is not possible to reexamine all past data and, therefore, there is a need for incremental solution. The proposed model presents an incremental dynamic classifier that supports real-time unsupervised segmentation in big and dynamic data environments. In order to reduce the computational effort of unsupervised clustering in such environments, the suggested model performs calculations only on the relevant data buffers that store the relevant representative cases. In order to support calibration of diverse domains, the model accommodates different forms of processing by using a wide range of parameters. The proposed visualization method, called ExpanDrogram, is designed to support dynamic classifiers that run in a big data environment subject to changes in data characteristics. It offers a wide range of features that seek to maximize the customization of a decision-making process by choosing an individual approach for every user. The main goal of ExpanDrogram method is to improve comprehensiveness by combining both the individual and segment levels, illustrating the dynamics of the segmentation process, providing “version control” that enables the user to observe the history of changes, and more.

# **Silence is golden: how reporting restrictions affect investor disagreement**

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This paper examines the effect of a regulation that limited voluntary disclosure of oil and gas firms in Israel. We hypothesize that the regulation increases the precision of disclosed information, thus decreased investor disagreement following disclosures. The empirical analysis shows that after the regulation came into effect, disclosures made by oil and gas firms generated less disagreement than they had prior to the regulation. This decrease is more pronounced for disclosures perceived to be conveying positive information, while disclosures perceived to be conveying negative information were hardly affected. The findings imply that banning information disclosure may, in some cases, improve the quality of reporting and reduce investor disagreement.

# **Global Identity: A lever for improving performance of global teams**

Raveh Harush

Globalization, technological progress, and team-based work structures have led many organizations to assemble global teams. Global teams have the potential to utilize the talent, diverse knowledge, and skills of professionals, regardless of their geographical location and time zone differences. Frequently however, the cultural diversity that ensues from this strategy can result in distrust, disagreements, and conflicts among team members, all of which can harm team performance. This paper builds on the principles of social identity theory to explain global teams' processes. I present team members' local (national) identities as a potential source of mistrust, communication, and collaboration challenges. By contrast, I offer team members' and leaders' global identity as a common group identity that can help overcome the challenges of cultural diversity. I review research findings on global identity emergence and how it contributes to leadership emergence and effectiveness in global teams, as well as its limitations as a dominant common group identity. To conclude, I offer practical implications for employee development and global teams management.

# **Analysis and risk management of bond indices using a structural model**

Gil Krysa, Alon Raviv, Sharon Peleg-Lazar

The past decade has seen a substantial shift of investment from active fixed income funds to passive ones. Therefore, a significant need arises to develop tools for risk management and pricing of these passive strategies. We present a method for tracking corporate bond indices by modeling a synthetic bond issued by a firm that invests its entire assets in a stock index. We match the synthetic bond's maturity and leverage with the average of the companies included in the bond index and value it using Contingent Claims Analysis (CCA), developed by Merton (1974). Implementing the model for the Tel-bond Shekel AAA-AA Index between 2019 and 2020, we find that the weekly yields of the synthetic bond price explain 76.5% of the variation of the Tel-bond index. The explanatory power of the method is higher than the levels which were documented by previous works that tracked the value of single corporate bonds using the CCA. Moreover, we show that the accuracy of the method increased during the Covid-19 crisis of 2020.

# **The Influence of Ethnic Identity on Consumer Preferences:**

## **The Case of East Jerusalem Arabs**

Ori Grossman, Matti Rachamim, Yossi Mann

This paper examines the impact of Palestinian ethnic identity on the consumption preferences of east Jerusalem Arabs. The paper provides insights into the impact of ethnic identity on the perception of businesses operating in this unique area, which is at the heart of the Israeli-Palestinian conflict. Specifically, through two studies conducted in east Jerusalem, the consumption preference of east Jerusalem residents was examined with respect to businesses operating in the area, which are defined as Palestinian-owned businesses over businesses defined as Jewish-owned businesses. The main results of the studies indicate a positive correlation between Palestinian ethnic identity and assessment of Palestinian-owned businesses in east Jerusalem, regardless of product's involvement level. It was also found that the relationship between the variables does not exist when it comes to technological products with a relatively short useful life, such as a personal computer, and / or when the Palestinian-owned businesses, which are available in east Jerusalem, such as Palestinian-owned banks, do not meet the needs of consumers living in the area.

The present paper may help develop a methodology for examining consumer considerations in Arab society in Israel. The research findings make it possible to focus the relevant marketing efforts with respect to the target audience, and at the same time to examine options regarding the establishment of small businesses in east Jerusalem depending on the results of the research. In addition, these insights can help policymakers implement the Jerusalem Law and Resolution 3790 of the Government of Israel. The purpose of it is an investment of NIS 1.2 billion over five years, in the fields of economy and society in east Jerusalem to reduce the gaps between east and west Jerusalem.