

1. **Personal Details**

First name: Asaf

Last name: Elbaz

Place and Date of Birth: 11/3/80, Israel

Marital Status: Married (to Shira) +2 (Ariel & Maayan)

Telephone Number: 0523958714

E-mail: asafelbaz@gmail.com

2. **Higher Education**

2005-2007, **M.A.** in Organizational-Occupational Psychology, University of Haifa.

Thesis: "From self-service to service-oriented self": An exploratory research of service workshops as a method for implementing service culture in call centers

A **field study** in which my past work as an organizational consultant allowed us to explore the world of service culture in Israel (supervised by Prof. Lipshitz, Final mark for Thesis: 90)

2001-2004, **B.A.** in Psychology, University of Haifa.

Included courses in Sociology, Music (Improvisation, Theory and Harmony), Languages (Russian & German) and Economy (Grade average: 94)

1989-1998, Secondary education at The Hebrew '**Reali**' School in Haifa, Beit Biram

3. **Research Experience**

2011-2013, **PhD candidate & Research Assistant** at the Behavioral Lab, Jerusalem School of Business Administration, HUJI (Prof. David Mazursky & Prof. Yael Steinhart):

- Designing & conducting lab experiments using **Qualtrics** (Online Survey Software) and **MATLAB**
- Attending academic conferences and research seminars
- Scholarship for participating in summer school "Managerial Agility and Innovation: Managing Change" (Directed by Prof. Adam D. Galinsky, Prof. E. Tory Higgins, Prof. Yaakov Trope) -IDC
- Studying advanced research methodology (Regression Analysis Workshop by Dr. Inbal Nahum-Shani, Structural Equation Modeling by Dr. Hagay Kupermintz)

2003-2005, **Research Coordinator** at Berman Institute

Directing 'Bogrim Project' - collecting and analyzing data about graduates at Haifa University and reporting occupational prospects

2002-2004, **Lab coordinator** at Prof. Micha Leshem Salt Appetite & Taste Lab

Developing technique for oxytocin injection with rats, conducting experiments and analyzing data

4. Work Experience

2012-Present, **Lecturer** at the Open University, Psychology and Social Science Departments.

2008-2011, **Lecturer** at the University of Haifa Preparatory Program for BA.

Teaching Topics: Introduction to Science, Introduction to Psychology, Organizational Psychology

2009-2011, **Educational Psychologist** at Haifa Psychological Services ('Shapach')

2009, **Instructor** at the American School, instructing and developing statistical and research design materials for a preparatory course for the MITAM (a Psychology Master degree Selection Exam)

2008-2009, **Lecturer** at Medicine College

Teaching Psychopathology & Introduction to Psychology

2007-2008, **Organizational Psychologist** at OCI

Specializing in Customer Service training at call centers (including Poalim Bank, Masad Bank, Yes, Clalit health services, Pelephone, Eldan, Flying Cargo), Management Development and ODT.

2006-2008, **Group therapist** at 'Kvutzot' community

Developing and enhancing social skills (Practicum requirements)

5. Active Participation in Scholarly Conferences

Conference Place and Dates Title of your Presentation

Psychology conference at Jerusalem, 2012 lecturing 'Is Fluency Always Good?'

Neuroscience conference at Eilat, 2003 Poster Presentation- Injection technique developed at the labs

6. Scholarships, Awards etc.

Summer School Scholarship (IDC excellence in research seminar)

Teaching scholarship during M.A. studies

Excellence scholarship by the German and Modern Europe Institute

7. Teaching

Courses taught in recent years:

<u>Title</u>	<u>Year</u>	<u>Type</u>	<u>Level</u>
Research Design and Methodology	2012-Present	frontal	Lecturer at the Open University
Introduction to Psychology	2012-Present	frontal	Lecturer at the Open University
Personality Theories	2014-	frontal	Lecturer at the Open

	Present		University
Research for social science	2014-Present	frontal	Lecturer at the Open University
Creative Thinking Introduction to Marketing	2012-2013	assistance	Teaching Assistant at TAU
Organizational Psychology	2008-2011	frontal	Preparatory students
Intro. to Science	2008-2011	frontal	Preparatory students
Intro. To Psychology	2008-2009	frontal	College students
Customer Service	2007-2008	Training	Organizational Consultant
Statistics	2006-2007	teaching assistance	B.A. students
SPSS	2006-2007	teaching assistance	B.A. students
Group Dynamics	2006-2007	leading	B.A. students

6. **List of Publications**

"From self-service to service-oriented self": an exploratory research of service workshops as a method for implementing service culture in call centers/ Elbaz A. (supervised by Prof. Lipshitz, 2009)

A preparatory Exam Book for the MITAM test (included over 500 practice questions in Statistics and Research Design for a Psychology Master degree Selection Exam)

7. **Miscellaneous**

2010-Present, Military service (reserve duty) - **Selection & Assessment Psychologist**