1.12.2021

Dr. Daphna Shwartz-Asher - CV

Tel-Hai College
The Department of Economics & Management
& The Department of Human Services
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Research focus

- Communication Technologies
    - Human behavior in communication and network technologies
    - Social media user behavior
    - Virtual team members' behavior and team work in a virtual environment
    - Teaching and assessment in hybrid course
- Career in the new work world
    - Professional and academic career choices
    - Career empowerment

Teaching Expertise

- Organizational Behavior
- Introduction to Management
- Organizational Theories
- Human Resource Management
- Management skills
- Leadership Communication
- Organizational Communication in a Global Era
- Management Seminar

Education

2017-2020   **Technion – Israel Institute of Technology, Haifa, Israel**
Faculty of Education in Science and Technology
Science and Technology Teaching Certificate

2003–2010   **Tel Aviv University, Tel Aviv, Israel**
Faculty of Management Ph.D. in Management
Supervisors: Prof. Niv Ahituv & Prof. Dalia Etzion.
Dissertation topic: "Virtual Team Structure"- analyzing the effectiveness of virtual teams in comparison to face-to-face teams, with the hypothesis that the team's informal structure can compensate for the shortcomings of a non-face-to-face interaction.
The research combined an interdisciplinary study of Organizational Behavior, Information Systems, and Internet Studies.

1997–2000   **Technion – Israel Institute of Technology, Haifa, Israel**
Faculty of Industrial & Management Engineering
M.Sc. in Behavioral & Management Sciences
Supervisors: Prof. Shaul Gabbay & Prof. Uri Ben-Zion.
Thesis topic: "The Impact of a Constructed Web Site on Share Value of a Firm" (final grade: A+).

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1994–1997	**Haifa University, Haifa, Israel**

Faculty of Social Sciences
B.A. in Economics and Communications.

Teaching Experience

2018-date   **Tel-Hai College**, Israel
The Department of Economics & Management
The Department of Human Services
A master's degree program in management and economics
A master's degree program in Organizational Behavior
- Introduction to Management (Graduate Course).
- Foundation of Management (Graduate Course).
- Human Resource Management (Graduate Course).
- Organizational Behavior (Graduate Course).
- Organizational Communication (Graduate Course).
- Organizational Behavior
- Introduction to Management
- Organizational Communication in a Global Era
- Organizational Theories

2016-2017   **Rutgers Business School Newark and New Brunswick**, NJ, USA
The Department of Management and Global Business
- Management skills
- Effective Leadership Communication

2008-2014   **The Max Stern Academic College of Emek Yezreel**, Israel
Department of General Studies, Business Management Unit
- Organizational Communication in a Global Era (Graduate course)
- Introduction to Management
- Management Seminar
- Organizational Behavior

2010-2014   **The College for Academic Studies**, Or Yehuda, Israel
School of Business
- Personal and organizational leadership
- Management Communications
- Organizational Behavior
- First Line Management
- Economics

2006-2007   **Tel Aviv University**, Tel Aviv, Israel
Faculty of Management
- Organizational Behavior (Graduate course)

2003-2012   **Ort Braude College of Engineering**, Karmiel, Israel
Department of Industrial Engineering and Management
- Organizational Behavior
- Human Resource Management

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Professional Activities

2018-2020 **Technion R&D Foundation, Haifa, Israel**
Faculty of Education in Science and Technology
Researcher Level A at More-Tech: Technology National Teacher Center – Assessment Project of Engineering Education Experts Professional Development Project; responsible for pedagogical activities planning and operating.
Research projects: Chemistry Faculty Career Choice; FIRST Robotics Program Graduates Career Choice.
Teachers training programs academic management: PBL in Technology Education; Digital Pedagogy in STEM.

2015-2017 **Rutgers Business School, NJ, USA**
The Department of Management and Global Business - I developed a new course ("Effective Leadership Communication"), supervised by Prof. Kurtzberg, and suggested a syllabus and a full course material including class outlines, reading material and students individual and team assignments.
CIMIC - A visiting research associate at Rutgers Center for Information Management, Integration and Connectivity (CIMIC) under the supervision of Prof. Nabil Adam.

2016 **Trainings & Workshops**
I provide trainings focus on improving communication skills of employees relocated in a foreign culture, challenged by globalization barriers.

2010–2011 **Econ@Tel (A COST Network)**
As an Econ@Tel member, I participated in the 6th MC Meeting (Ghent, Belgium, June, 2010), in the 7th MC Meeting (Rennes, France, May, 2011) and in the 8th MC Meeting (Budapest, September, 2011).

2006 **Dan Academic Center, Petah Tikva, Israel**
Composed a fully detailed curriculum for the Business Administration undergraduate program of a new College which was under the process of establishment.

2003–2004 **University of Denver, CO, USA**
The Institute for the Study of Israel in the Middle East, Graduate School of International Studies - As a research project manager of a study focusing on "Social Capital Accruing from Oslo Accords", I interviewed representatives of organizations that deal with the Israeli-Palestinian conflict, and by that mapped out the social networks created after the signing of the Oslo accords.

2000–2002 **Kulicke & Soffa, Israel**
K&S was a provider of semiconductor packaging. As a product manager, I was in charge of international sales coordinating of "7500 dicing system". In this position, I was responsible for projects from the minute an order was place, through stages of production, and the delivery along with the client services. My duty included extensive communication with internal firm departments as well as external representatives and clients all over the world. During this job, I initiated and wrote a detailed training instruction kit for the ERP system usage in dicing systems sales coordination positions.

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Publications

Journal Publications
1. **Shwartz-Asher**, D., Ben-Zion, U., Gabbay, S., Yagil, J. (2006). Launching a corporate website and market efficiency, *Applied Financial Economics*, 16(7), 551-559.
2. **Shwartz-Asher**, D., Ahituv, N. & Etzion, D. (2009). Modeling the characteristics of virtual teams' structure, *The International Journal of Business Intelligence and Data Mining*, Special Issue on Advances in Intelligent Information Management Systems and Applications, 4(2), 195-212.
3. **Shwartz-Asher**, D., Chun, S. A., Adam, R. N. (2017). Knowledge behavior model of e-government social media users, *Transforming Government: People, Process and Policy*, 11(3) 456-475.
4. **Shwartz-Asher**, D. & Ahituv, N. (2019). Comparison between face-to-face teams and virtual teams with respect to compliance with directives, *The Journal of Service Science and Management (JSSM)*, 12(4), 549-571.
5. Rocker Yoel, S., **Shwartz Asher**, D., Schohet, M & ,.Dori, Y. J. (Online first 2020). The effect of the FIRST Robotics Program on its graduates. Robotics, 9(4), 84 ,https://doi.org/10.3390/robotics9040084.
6. **Shwartz-Asher**, D., Chun, S. A., & Adam, R. N. (Accepted Oct. 2020). Knowledge Sharing Behaviors in Social Media. *Technology in Society.*

Submitted
Avargil, S., **Shwartz-Asher**, D., Reiss, S. R., & Dori, Y. J. & (2021). Professors' Retrospective Views of Choosing a Career in Chemistry: Gender and Career Stage Aspects. Submitted to: *International Journal of Science Education.*

Work in progress
Shwartz-Asher, D., Raviv, A. & Herscu-Kluska, R. Teaching and assessment in hybrid course.
Shwartz-Asher, D., Raviv, A. & Herscu-Kluska, R. Active Learning.
Shwartz-Asher, D., Grabarski, M. & Tziner, A. The Era of "Me": Individuals as Career Managers.
Tziner, A. & **Shwartz-Asher**, D., Career Development.
Shwartz-Asher, D., Career Empowerment.

Book Chapters
1. **Shwartz-Asher**, D., Ahituv, N. & Etzion, D. (2008). Improving virtual teams through swift structure. In T. Torres & M. Arias (Eds.) *Encyclopedia of HRIS: Challenges in e-HRM*, Rovira i Virgili University, 2(I-Z), 510-517.
2. **Shwartz-Asher**, D. (2009). Improving the performance of virtual teams through team dynamics. In Angel A. Juan (Ed.) *Monitoring and Assessment in Online Collaborative Environments: Emergent Computational Technologies for E-learning Support,* IGI Global, 97-110.
3. **Shwarts-Asher**, D. (2012). Social communication behaviors of virtual leaders. In A.M. Hadjiantonis & B. Stiller (Eds.) *Telecommunication Economics, Selected Results of the COST Action ISO605 Econ@Tel*, Lecture Notes in Computer Science, Volume 7216, Springer, 67-77.
4. **Shwartz-Asher**, D., Reiss, S. R., Abu-Younis, A. A., & Dori, Y. J. (2020). Engineering teachers' assessment knowledge in active and project-based learning. In Mintzes, J. J. & Walter E. M. (Eds.) *Active Learning in College Science: The Case for Evidence-Based Practice*, Section V. Restructuring Whole Class Interactions, chapter 53.

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Teacher Guides and Educational Reports (In Hebrew)

1. Swirski, H. & **Shwartz-Asher, D.** & Dori, Y. (2018). Assessment of the digital projects of high school science and technology (MUTAL) students. A report submitted to The Ministry of Education. The Faculty of Education in Science and Technology, Technion IIT, Haifa, Israel. 58 pages.

2. **Shwartz-Asher, D.,** Schohet, M., Zaaroura, N. & Dori, Y. (2019). Assessment of the digital projects of high school science and technology (MUTAL) students. A report submitted to The Ministry of Education. The Faculty of Education in Science and Technology, Technion IIT, Haifa, Israel. 60 pages.

3. **Shwartz-Asher, D.,** Catz, B., Abu-Younis, A. A. & Dori, Y. (2019). Improving final projects in the technology education. The Faculty of Education in Science and Technology, Technion IIT, Haifa, Israel. 350 pages.

4. **Shwartz-Asher, D.,** Herscu-Kluska, R., Schohet, M., Zaaroura, N. & Dori, Y. (2020). Assessment of the digital projects of high school science and technology (MUTAL) students. A report submitted to The Ministry of Education. The Faculty of Education in Science and Technology, Technion IIT, Haifa, Israel. 60 pages.

5. Herscu-Kluska, R., **Shwartz-Asher, D.** & Dori, Y. (2020). Science and Technology (MUTAL) Digital Activities Guideline. A report submitted to The Ministry of Education. The Faculty of Education in Science and Technology, Technion IIT, Haifa, Israel. 60 pages.

Refereed Conferences

1. **Shwartz-Asher**, D., Ahituv, N. & Etzion, D. (2007). Improving the performance of virtual teams through team structure. Paper presented at *The 3rd International e-Social Science Conference*, Ann Arbor, Michigan, US.

2. **Shwartz-Asher**, D. Ahituv, N. & Etzion, D. (2009). Computer-mediated group interaction processes. Paper presented at *The 3rd International Conference on Complex, Intelligent and Software Intensive Systems*, Fukuoka Institute of Technology, Japan.

3. **Shwartz-Asher**, D. (2010). The impact of team structure on virtual team output mediated by task and social processes. Paper presented at *The 3rd COST 2102 international training school on "Toward Autonomous, Adaptive, and Context-Aware Multimodal Interfaces: Theoretical and Practical Issues"*, Polo Scientifico University, Caserta, Italy.

4. **Shwartz-Asher**, D. (2010). Virtual teams' leadership. Paper presented at *The 5th Mediterranean Conference on Information Systems (MCIS),* Tel-Aviv University, Tel-Aviv, Israel.

5. **Shwartz-Asher**, D. (2012). Social aspects of virtual teams. Paper presented at *Collective Intelligence 2012*, MIT, MA, US.

6. **Shwartz-Asher**, D. (2014). Are virtual team members compliant? Paper presented at *2014 International Conference on E-commerce and Contemporary Economic Development*, HongKong, China.

7. **Shwartz-Asher**, D., Chun, S. A., & Adam, N. (2016). Understanding social media user behavior in e-government context. Paper presented at *The 17th International Digital Government Research Conference*, Fudan University, China.

8. **Shwartz-Asher**, D., Chun, S. A., & Adam, N. (2017). Evaluation on social media user's knowledge behavior model. Paper presented at *The 18th Annual International Conference on Digital Government Research*, City University of New York, NY.

9. **Shwartz-Asher**, D., Avargil, S., Kohen, Z. & Dori, Y. J. (2018). The processes of choosing academic career in sciences: Science education and gender perspectives. Paper presented at The 2018 Gender Equity Conference of the Future: Redesigning the Tomorrow, The national council for the advancement of women in science and technology, Tel Aviv, Israel.

10. Avargil S., Kohen Z., **Shwartz-Asher**, D., Shwartz, G., Shav-Artza, O., Strimbaum G., Vincent-Ruz, P., Sevian, H., Schunn, C.D., & Dori, Y.J. (2019). Choosing a science career: Self-efficacy and identity perspectives. Symposium presented at The 92nd NARST international conference, Baltimore, MD, USA.
11. Avargil S., **Shwartz-Asher**, D., Reiss, S. & Dori, Y.J. (2021). Scientists' Perspectives: Choosing an Academic Career in Chemistry. Presented at The 94nd NARST international conference.
12. **Shwartz-Asher**, D., Raviv, A. & Herscu-Kluska, R. (2021). Teaching and Assessing Active Learning in Hybrid Academic Courses. Presented at Higher Education in the Post Corona Era International Conference, Tel-Hai College.