

Curriculum Vitae

1. Personal Data

Name in Hebrew: ד"ר לוי-בלייך מיכל
Name in English: Levi-Bliech, Ph.D.
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2. Education Certificates and Degrees

Education	Institute	Department	From - To
Ph.D.	Ben-Gurion University of the Negev	Department of Industrial Engineering	2013-2019
M.Sc	Ben-Gurion University of the Negev	Department of Industrial Engineering	2005-2008
M.Sc	Ben-Gurion University of the Negev	Department of Industrial Engineering	2002-2005

3. **Title of Master's Thesis:** Collaborative Capabilities in Supply Chain Management: Impact Evaluation via Pair-Wise Comparison

Supervisor: Prof. Lior Fink

Title of Doctoral Thesis: Exploring the Impact of Mobile Technologies on Organizational Performance

Supervisor: Prof. Lior Fink

4. Academic Ranks

Rank	% Position	From – To	Institute
Teaching Assistant	25%-30%	2013-2019	Ben-Gurion University of the Negev
Teaching Fellow	40%	2018-2020	Ben-Gurion University of the Negev
Outside Lecturer	20%	2019-2020	Peres Academic College
Outside Lecturer	20%	2019-2020	The Open University of Tel Aviv
Outside Lecturer	20%	2019-2020	Ramat Gan Academic College

5. Active Participation in Conferences (Only from 2001)

1. **Levi-Bliech, M.**, Kurtser, P., Pliskin, N., and Fink, L. (2018). The Effects of a Fleet-Management App on Driver Behavior. *Proceedings of the 26th European Conference on Information Systems* 11, 1-12.
2. **Levi-Bliech, M.**, Kurtser, P., Pliskin, N., and Fink, L. (2018). The Effects of a Mobile App on Driver Behavior in an Organizational Setting. *Proceedings of the 12th Israel Association for Information Systems Conference* 12, 23-26.
3. **Levi-Bliech, M.**, Pliskin, N., and Fink, L. (2019). An Empirical Investigation of the Organizational Impacts of a Sales Support App. *Proceedings of the 13th Multi Conference on Computer Science and Information Systems* 1-3.

6. Positions Held

From-To	Institute	Position	% Position
2013-2019	Ben-Gurion University of the Negev	Teaching Assistant	25%-30%
2018-2020	Ben-Gurion University of the Negev	Lecturer	40%
2019-2020	Peres Academic College	Lecturer	20%
2019-2020	The Open University of Tel Aviv	Lecturer	20%
2019-2020	Ramat Gan Academic College	Lecturer	20%
2020-present	The Western Galilee College	Lecturer	100%

7. Scientific Areas of Specialization

Mobile applications, Information Management Systems, Supply Chain Management, ERP courses.

8. Miscellaneous

1999 – 2001	Military Service Museum Instructor at the Yoav Fortress
2005 - 2008	Procurement and Logistics Intel in Kiryat Gat Three tasks: <ol style="list-style-type: none">1. Purchasing Items for the Clean Room2. Following the PR to PO Procedure3. Managing Electronic Auctions
2008 - 2010	Product Planning Intel in Kiryat Gat Three tasks: <ol style="list-style-type: none">1. Product Management in High Volume Manufacturing2. New Products Entrance into Production3. Response to Customer Demands

9. Academic Profile

My academic work focuses on various aspects of advanced mobile technology applications in organizations and in particular the impact of their implementation on business performance. I chose to focus on mobile technology, which enables data sharing, integration, navigation and scanning, and is a necessary tool for achieving a competitive advantage and maintaining it in a global business environment. Mobile capabilities support field workers such as technicians, salespersons, delivery personals and fleet drivers, and may change employee behavior. Most existing research about mobile technology has been devoted more to deployment and adoption without examining its various capabilities or organizational impacts. My research to date has examined the implementation of mobile technologies and its immense potential from a broad organizational perspective.

In the first paper, entitled Mobile Technology and Business Process Performance: The Mediating Role of Collaborative Supply-Chain Capabilities published in 2018 in the Journal of Information Systems Management I identified the importance of implementing internal and external collaborative capabilities to boost business performance. Organizations should implement innovative mobile technologies to improve external collaborative capabilities and enhance business performance. Nevertheless, to further boost business performance, organizations should also implement innovative mobile technologies to improve internal collaborative capabilities. In future research, I will investigate the benefit from case studies that explore the effect of mobile technologies along the supply chain and assess the viewpoints of employees that use mobile technologies in their work to further help in understanding the influence of collaboration on business performance.

The second paper, entitled *Can Mobile Apps Change Employee Behavior? An Empirical Investigation of the Effects of a Fleet-Management*, published in 2019 in the *International Journal of Information Management*, addressed the influence of mobile technology on employee behavior. In this research, I revealed that a mobile technology can improve employee behavior and serve as a learning platform with an enduring effect for new processes and activities. When implementing a new mobile technology, the organization should rely upon the underlying learning process to increase employee performance and productivity. In future research, I will explore the influence of mobile technology on employee behavior in various business processes involving logistics, production, sales, and distribution, by taking a comprehensive approach to the various types of feedback provided by mobile technologies. Log files or data gathered by mobile technology might be used in such future research to tease how mobile technology enhance performance in organizational settings.

The third paper, entitled *Implementing a Sales Support App to Complement Face-to-Face Interaction: An Empirical Investigation of Business Value*, published in 2020 in the *Journal of Organizational Computing and Electronic Commerce*, addressed the impact of innovative sales support mobile technology. In this research, I revealed that customers would rather search information online than offline. The third paper is among the first empirical investigations of the actual business value gained by such mobile technology. I demonstrated a shift from buying a car in a showroom to using a mobile sales technology anytime anywhere and thus innovates by moving the focus to new collaborative capabilities enabled by mobile technology that change the relationship between the customer and the supplier. In further research, I intend to apply alternative methodologies, such as multiple-case approaches, to explore the effects of supportive mobile technology in settings in which face-to-face interaction cannot be fully substituted

Publications

Michal Levi-Bliech, Ph.D.

A. Refereed Publications

Articles in periodicals

1. Fink, L., Levi-Bliech, M., Nave, G., & Pliskin, N. (2018). Mobile Technology and Business Process Performance: The Mediating Role of Collaborative Supply-Chain Capabilities. *Information Systems Management, 35*(4), 308-329. doi.org/10.1080/10580530.2018.1503803.
2. Fink, L., Levi-Bliech, M., Pliskin, N., & Kurtser, P. (2019). Can Mobile Apps Change Employee Behavior? An Empirical Investigation of the Effects of a Fleet-Management App on Driver Behavior. *International Journal of Information Management, 49*, 355-365. <https://doi.org/10.1016/j.ijinfomgt.2019.07.006>.
3. Fink, L., Levi-Bliech, M., & Pliskin, N. (2020). Implementing a Sales Support App to Complement Face-to-face Interaction: An Empirical Investigation of Business Value. *Journal of Organizational Computing and Electronic Commerce, 266-278*. <https://doi.org/10.1080/10919392.2020.1750932>.

B. Papers presented at scientific conferences

4. Fink, L., Levi-Bliech, M., Pliskin, N., & Kurtser, P. (2018). The Effects of a Fleet-Management App on Driver Behavior. *Proceedings of the 26th European Conference on Information Systems* 11, 1-12.
5. Fink, L., Levi-Bliech, M., Pliskin, N., & Kurtser, P. (2018). The Effects of a Mobile App on Driver Behavior in an Organizational Setting. *Proceedings of the 12th Israel Association for Information Systems Conference* 12, 23-26.
6. Fink, L., Levi-Bliech, M., & Pliskin, N. (2019). An Empirical Investigation of the Organizational Impacts of a Sales Support App. *Proceedings of the 13th Multi Conference on Computer Science and Information Systems* 1-3.