



The Reputation Index ISRAELI FIRMS



The Eli Hurvitz institute of Strategic Management (EHISM)

- Founded in 2004 to develop cutting edge models in strategic management for practical application within the Coller School of Management at Tel Aviv University.
- Designed to support both communities of scholarship and practice in meeting the ongoing challenges in business strategy.
- Equipping managers with tools and knowledge necessary to create and sustain a competitive advantage.



About the Project

The goal of this project was to create a measurement tool for assessing the reputation of Israeli firms (i.e., The Israeli Corporate Reputation Index).

We conducted the project in 2015 to assess the reputation of Israeli firms that met the following criteria:

- 1) Israeli firms traded on the Tel Aviv 100 Index.
- 2) Israeli firms traded on the Nasdaq Index

We accessed respondents from both the list of MBA students and Alumni at Coller School of Management (participated voluntarily), as well as respondents from the Midgam Panel (participants were given a curtesy payment of 1.20 ILS for their participation). Each respondent must have had familiarity of the firms for which she or he was asked to provide her or his assessment. Overall, 1924 responses were obtained as regards 129 Israeli firms.



About the Project

We developed the measure of organizational reputation by drawing on the extant literature and finally composed a four-dimensional index consists of:

Innovation: The extent to which the firm is known for its innovative behaviors?

Service / product quality: The extent to which the firm is known for its quality services / products?

Workplace attractiveness: The extent to which the firm is known for being a good and desirable organization to work for?

Social responsibility: The extent to which the firm is known for its care for the community and environment?

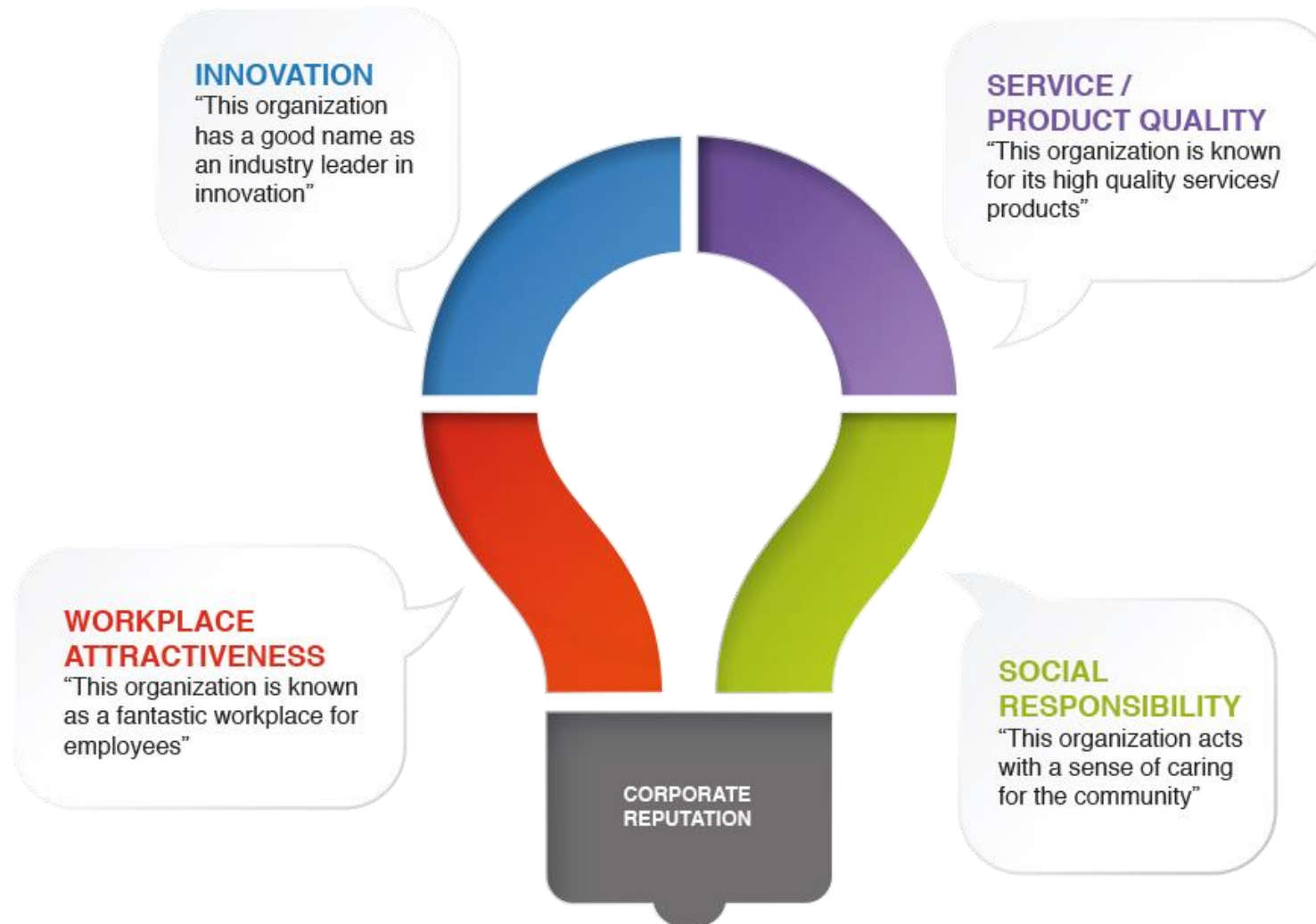


Facets of Corporate Reputation





Assessing Corporate Reputation





Measurement Items Used for Assessing Corporate Reputation

INNOVATION

- This organization has a good name as an industry leader in innovation
- This organization is known for its innovative products/ services
- Others look up at this organization as a role model for innovation
- This organization produces and delivers creative things in the marketplace

SERVICE / PRODUCT QUALITY

- This organization is known for its high quality products services
- Customers feel that the organization provides outstanding products/ services
- The organization's products/services provide an excellent value for money for customers
- It is known that the products/services of this organization are of poor quality (R)

WORKPLACE ATTRACTIVENESS

- This organization is known as a fantastic workplace for employees
- Job seekers consider this organization as a first choice to work for
- Workplace conditions in this organization are good
- This organization is known for taking good care of its employees

SOCIAL RESPONSIBILITY

- This organization acts with a sense of caring for the community
- This organization cares for the environment
- This organization is known for producing / selling environmentally friendly products/ services
- This organization shows little concern for the environment and the community (R)



Potential Implications of the Project

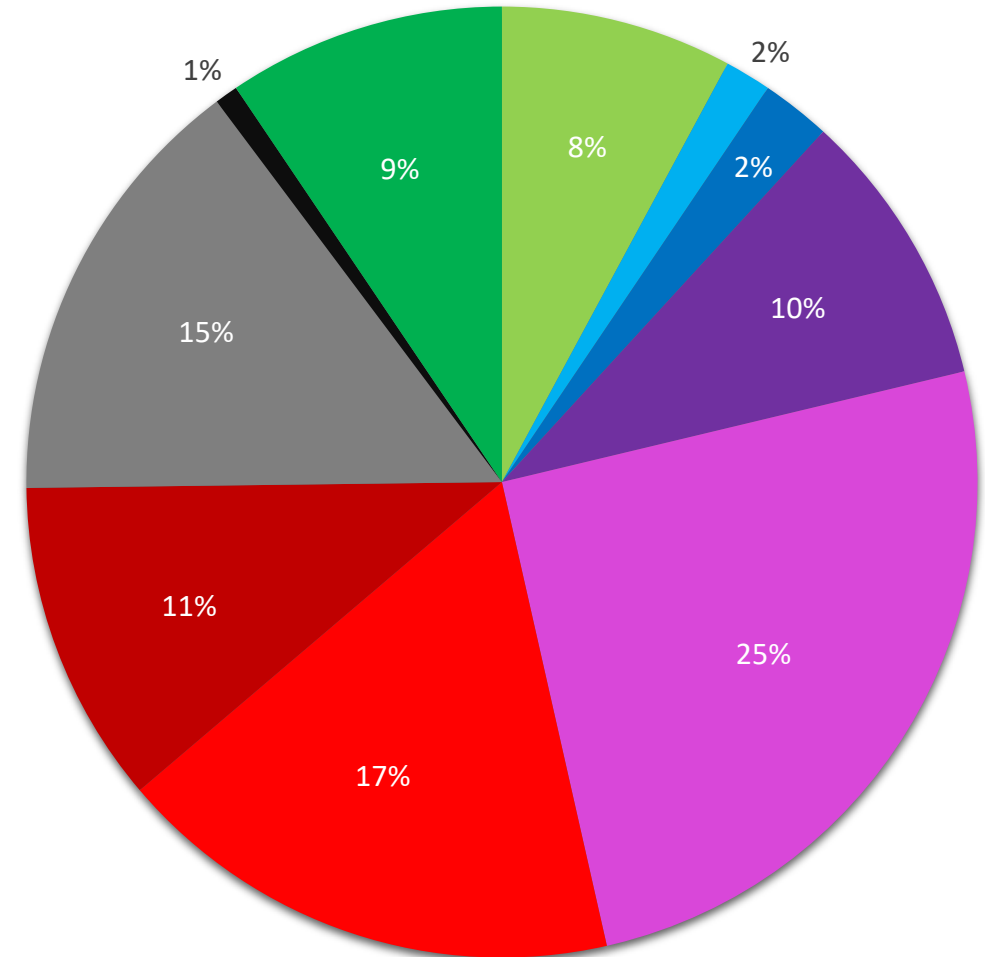
This project and its results can inform us regarding:

- The most and least (overall) reputable Israeli firms.
- The most and least reputable Israeli firms across different reputation dimensions.
- Drivers of organizational reputation (what makes a firm reputable).
- The performance implication of organizational reputation of Israeli Firms.

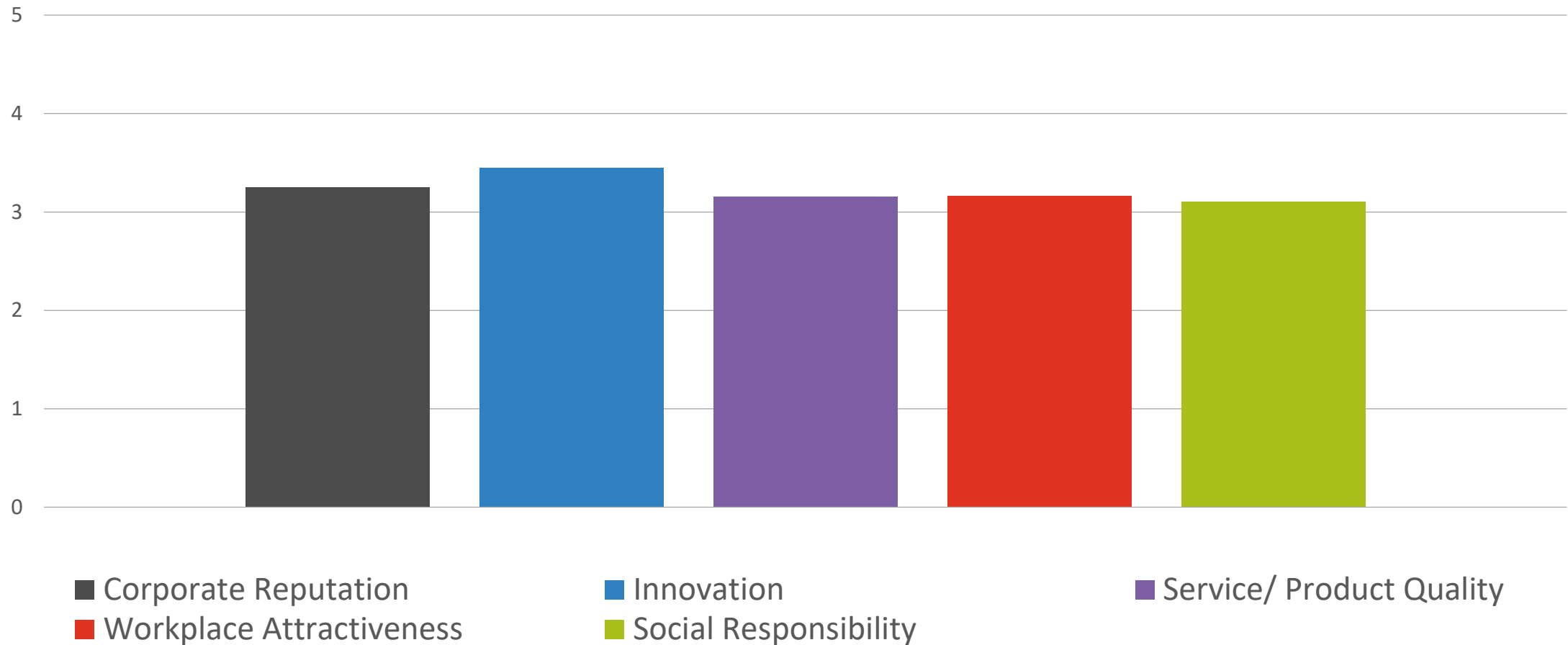


The Findings

Corporate Reputation Sectors (percentage)



Components of Corporate Reputation



Corporate Reputation Across Sectors



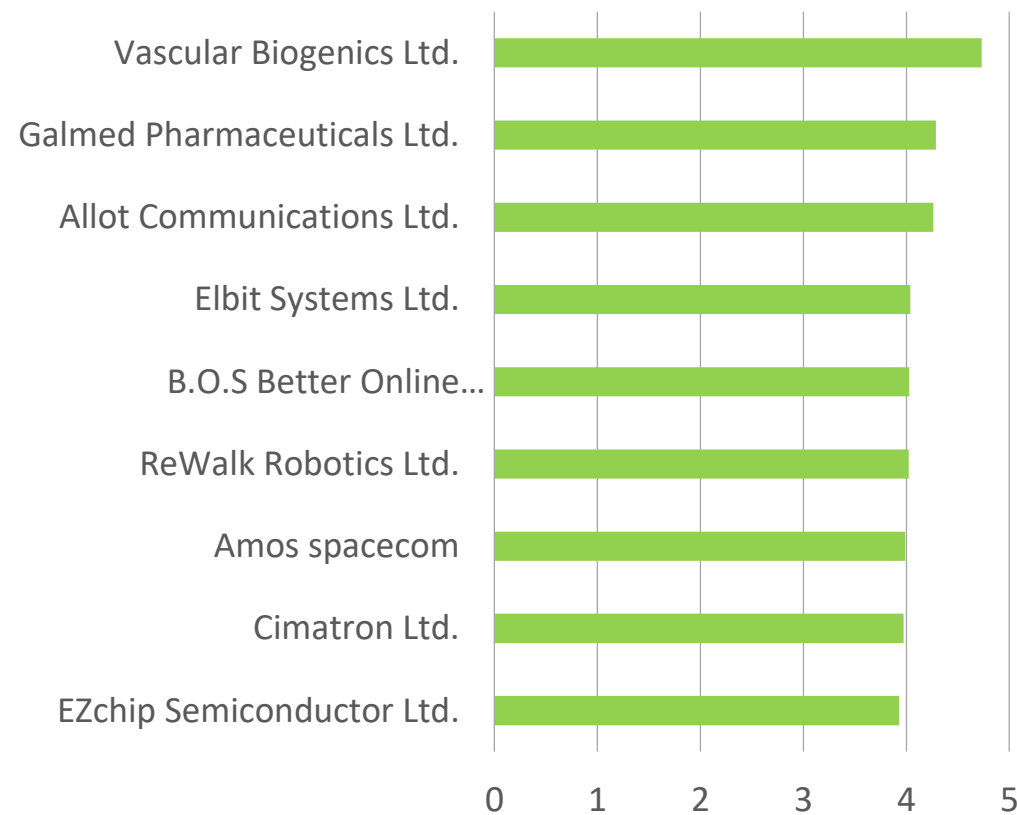
■ Corporate Reputation
 ■ Workplace Attractiveness

■ Innovation
 ■ Social Responsibility

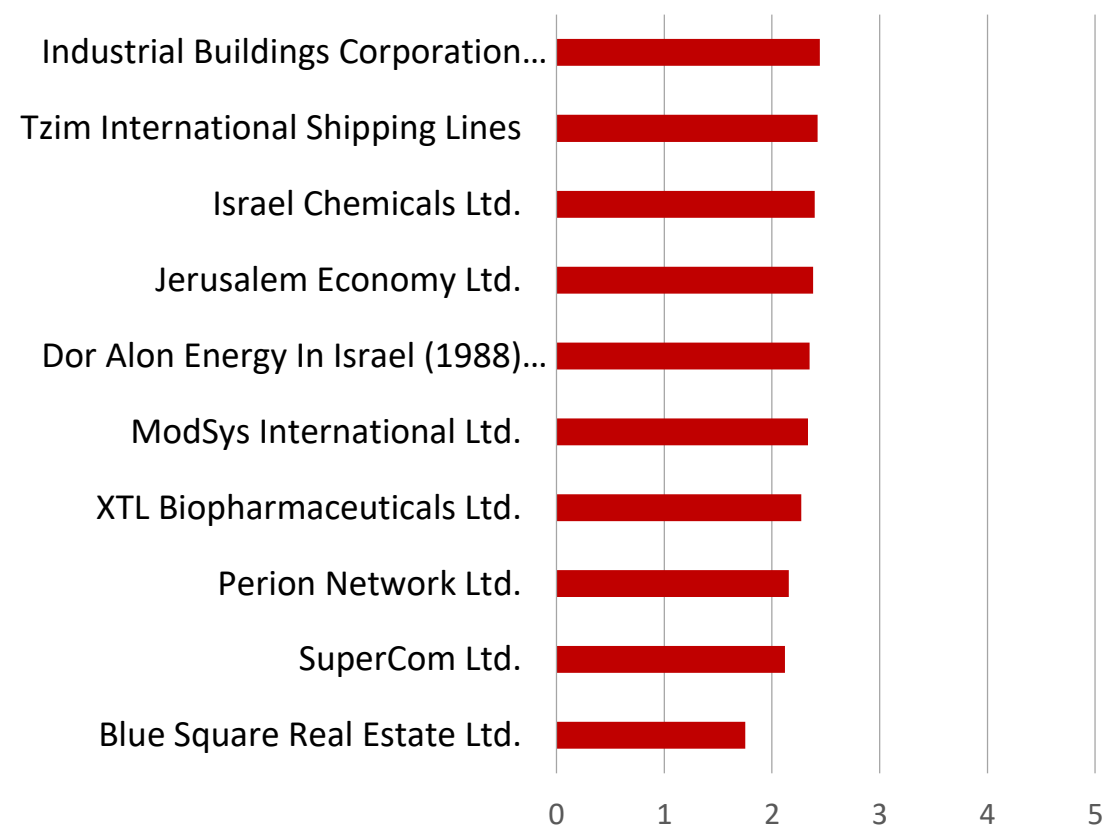
■ Product/Service Quality

More- and Less-Reputable Firms

The Ten most reputable firms







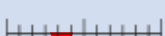











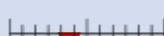



The Ten least reputable firms



Note. The top two firms are from the pharmaceutical sector.

Similarities and Differences across Sectors

Innovation Average Score	Sector
Defense	 4.08
Pharmaceutical	 3.44
Technology	 3.36
Consumer Products	 3.35
Media & Telecommunications	 3.22
Commerce	 2.96
Real-Estate	 2.84
Financial Services	 2.62
Energy	 2.61
Transport	 2.08
Across Sectors	3.13

Innovation Median Score	Sector
Defense	 4.08
Media & Telecommunications	 3.78
Pharmaceutical	 3.58
Consumer Products	 3.35
Technology	 3.33
Commerce	 3.03
Real-Estate	 2.67
Financial Services	 2.59
Energy	 2.53
Transport	 2.08
Across Sectors	3.05

Note. The leading sectors in innovation are the defense and pharmaceutical sectors while transport lags behind.

Defense Sector

Rank	Company	Innovation	Δ
5	Elbit Systems Ltd.	4.23	0.15
14	Magal Security Systems Ltd.	3.93	0.15

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Pharmaceutical Sector

Rank	Company	Innovation	Δ
1	Vascular Biogenics Ltd.	5	1.49
2	Galmed Pharmaceuticals Ltd.	4.63	1.12
67	Taro Pharmaceutical Industries Ltd.	2.71	0.80
94	Can-Fite BioPharma Ltd.	2.13	1.38

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Technology Sector

Rank	Company	Innovation	Δ
1	Allot Communications Ltd.	5	1.62
3	EZchip Semiconductor Ltd.	4.33	0.95
94	SuperCom Ltd.	2.13	0.80
96	Orbotech Ltd.	2	1.25

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Consumer Products Sector

Rank	Company	Innovation	Δ
10	Strauss Group Ltd.	4.05	0.69
16	Plasson Industries Ltd.	3.88	0.52
68	Fox-Wizel Ltd.	2.71	0.45
75	G. Willi-Food International Ltd.	2.06	1.30

Innovation Average Score	Sector
4.08	Defense
3.51	Pharmaceutical
3.38	Technology
3.36	Consumer Products
3.22	Media & Telecommunications
2.86	Real-Estate
2.77	Commerce
2.61	Energy
2.61	Financial Services
2.08	Transport
3.13	Across Sectors

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Media & Telecommunications Sector

Rank	Company	Innovation	Δ
6	Amos spacecom	4.17	0.95
9	B.O.S Better Online Solutions Ltd.	4.13	0.91
76	walla	2.6	0.62
90	Perion Network Ltd.	2.38	0.74

Innovation Average Score	Sector
4.08	Defense
3.51	Pharmaceutical
3.38	Technology
3.36	Consumer Products
3.22	Media & Telecommunications
2.86	Real-Estate
2.77	Commerce
2.61	Energy
2.61	Financial Services
2.08	Transport
3.13	Across Sectors

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Real-Estate Sector

Rank	Company	Innovation	Δ
11	Shapir Engineering and Industry Ltd	4	1.14
29	Amot Investment Ltd	3.63	0.77
86	Bayside Land Corporation Ltd	2.45	0.41
97	Blue Square Real Estate Ltd.	1.92	0.94

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Commerce Sector

Rank	Company	Innovation	Δ
38	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	3.37	0.6
70	Shufersal Ltd	2.70	0.07
91	Mega Or Holdings Ltd.	2.24	0.53

Innovation Average Score	Sector
4.08	Defense
3.51	Pharmaceutical
3.38	Technology
3.36	Consumer Products
3.22	Media & Telecommunications
2.86	Real-Estate
2.77	Commerce
2.61	Energy
2.61	Financial Services
2.08	Transport
3.13	Across Sectors

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Energy Sector

Rank	Company	Innovation	Δ
13	Ormat Technologies, Inc.	3.96	1.35
41	Energix - Renewable Energies Ltd	3.31	0.7
93	Dor Alon Energy In Israel (1988) Ltd.	2.21	0.40
99	Avner L	1	1.61

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Financial Services Sector

Rank	Company	Innovation	Δ
46	Direct Insurance – Financial Investments Ltd.	3.18	0.57
51	Mizrahi Tefahot Bank Ltd.	3.08	0.67
94	Menora Mivtachim Holdings Ltd	2.13	0.48
98	Jerusalem Economy Ltd.	1.8	0.81

Rank - Company rank across sectors



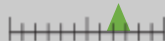




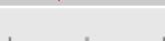

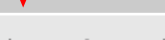
Company - Name of the participant company within sector



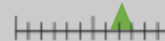




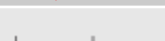

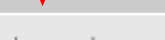
Innovation - Average innovation score

Δ - Difference from industry average score

Innovation Average Score	Sector
Defense	4.08
Pharmaceutical	3.51
Technology	3.38
Consumer Products	3.36
Media & Telecommunications	3.22
Real-Estate	2.86
Commerce	2.77
Energy	2.61
Financial Services	2.61
Transport	2.08
Across Sectors	3.13

Similarities and Differences across Sectors

Product/Service Quality Average Score	Sector
Defense	 3.77
Pharmaceutical	 3.41
Technology	 3.28
Consumer Products	 3.25
Media & Telecommunications	 3.16
Real-Estate	 3.01
Energy	 2.86
Financial Services	 2.75
Commerce	 2.72
Transport	 2.54
Across Sectors	3.14

Product/Service Quality Median Score	Sector
Defense	 3.77
Pharmaceutical	 3.40
Technology	 3.30
Consumer Products	 3.25
Media & Telecommunications	 3.12
Real-Estate	 3.01
Energy	 2.77
Financial Services	 2.76
Commerce	 2.61
Transport	 2.54
Across Sectors	3.14

Defense Sector

Rank	Company	Product/Service Quality	Δ
10	Elbit Systems Ltd.	3.88	0.11
23	Magal Security Systems Ltd.	3.67	0.1

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Pharmaceutical Sector

Rank	Company	Product/Service Quality	Δ
1	Vascular Biogenics Ltd.	4.75	1.31
4	Enzymotec Ltd.	4.47	1.03
123	XTL Biopharmaceuticals Ltd.	2	1.44
125	Can-Fite BioPharma Ltd.	1.56	1.88

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Technology Sector

Rank	Company	Product/Service Quality	Δ
2	Allot Communications Ltd.	4.68	1.39
6	EZchip Semiconductor Ltd	4.25	0.96
114	ModSys International	2.5	0.79
122	SuperCom Ltd.	2.11	1.18

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Consumer Products Sector

Rank	Company	Product/Service Quality	Δ
20	Plasson Industries Ltd.	3.69	0.44
22	Strauss Group Ltd.	3.68	0.43
93	G. Willi-Food International Ltd.	2.74	0.51
101	Fox-Wizel Ltd.	2.67	0.58

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Media & Telecommunications Sector

Rank	Company	Product/Service Quality	Δ
3	B.O.S Better Online Solutions Ltd.	4.56	1.39
16	Amos spacecom	3.76	0.59
112	Cellcom Israel Ltd.	2.54	0.63
115	Perion Network Ltd.	2.46	0.71

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Real-Estate Sector

Rank	Company	Product/Service Quality	Δ
9	Shapir Engineering and Industry Ltd	3.97	0.97
28	Amot Investment Ltd	3.59	0.59
116	Bayside Land Corporation Ltd	2.46	0.54
124	Blue Square Real Estate Ltd.	1.95	1.05

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Energy Sector

Rank	Company	Product/Service Quality	Δ
19	Ormat Technologies, Inc.	3.71	0.85
51	Energix - Renewable Energies Ltd	3.20	0.34
119	Israel Chemicals Ltd.	2.41	0.45
120	Dor Alon Energy In Israel (1988) Ltd.	2.36	0.5

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Financial Services Sector

Rank	Company	Product/Service Quality	Δ
59	Mizrahi Tefahot Bank Ltd.	3.15	1.31
67	Bank Leumi le- Israel B.M	3.04	1.03
118	Jerusalem Economy Ltd.	2.44	0.33
121	Menora Mivtachim Holdings Ltd	2.28	0.49

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Commerce Services Sector

Rank	Company	Product/Service Quality	Δ
1	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	2.98	0.16
125	Mega Or Holdings Ltd.	2.58	0.14

Rank - Company rank across sectors








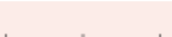


Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Product/Service Quality Average Score	Sector
Defense	3.77
Pharmaceutical	3.44
Technology	3.29
Consumer Products	3.25
Media & Telecommunications	3.17
Real-Estate	3.00
Energy	2.86
Financial Services	2.77
Commerce	2.72
Transport	2.54
Across Sectors	3.14

Similarities and Differences across Sectors

Workplace Attractiveness Average Score	Sector
Defense	 3.98
Consumer Products	 3.67
Pharmaceutical	 3.65
Technology	 3.53
Real-Estate	 3.34
Transport	 3.33
Media & Telecommunications	 3.18
Energy	 3.11
Commerce	 3.07
Financial Services	 3.00
Across Sectors	3.45

Workplace Attractiveness Median Score	Sector
Defense	 3.98
Consumer Products	 3.72
Pharmaceutical	 3.67
Technology	 3.58
Real-Estate	 3.43
Transport	 3.33
Media & Telecommunications	 3.24
Energy	 3.17
Commerce	 2.99
Financial Services	 2.99
Across Sectors	3.39

Defense Sector

Rank	Company	Workplace Attractiveness	Δ
9	Elbit Systems Ltd.	4.16	0.18
27	Magal Security Systems Ltd.	3.81	0.17

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

- Rank - Company rank across sectors
- Company - Name of the participant company within sector
- Innovation - Average innovation score
- Δ - Difference from industry average score

Consumer Products Sector

Rank	Company	Workplace Attractiveness	Δ
18	Frutarom Industries Ltd.	4	0.33
22	Caesarstone Ltd.	3.89	0.22
70	G. Willi-Food International Ltd.	3.31	0.36
95	Fox-Wizel Ltd.	2.99	0.68

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Pharmaceutical Sector

Rank	Company	Workplace Attractiveness	Δ
1	Vascular Biogenics Ltd.	5	1.35
2	Enzymotec Ltd.	5	1.35
83	Kamada Ltd.	3.06	0.59
121	Can-Fite BioPharma Ltd.	1	2.65

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Technology Sector

Rank	Company	Workplace Attractiveness	Δ
3	Allot Communications Ltd.	5	1.42
4	EZchip Semiconductor Ltd.	4.5	0.92
115	TAT Technologies, Ltd.	2.5	1.08
116	Camtek Ltd.	2.5	1.08

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Real-Estate Sector

Rank	Company	Workplace Attractiveness	Δ
5	Shapir Engineering and Industry Ltd	4.33	0.90
13	Ashtrom Group Ltd.	4	0.57
119	Blue Square Real Estate Ltd.	2.33	1.10
120	Optibase Ltd.	2	1.43

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

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Media & Telecommunications Sector

Rank	Company	Workplace Attractiveness	Δ
46	Wix.com Ltd.	3.61	0.57
50	Amos spacecom	3.58	0.54
112	Cellcom Israel Ltd.	2.75	0.49
118	Perion Network Ltd.	2.33	0.89

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Energy Sector

Rank	Company	Workplace Attractiveness	Δ
30	Ormat Technologies, Inc.	3.78	0.61
55	Ellomay Capital Ltd.	3.56	0.39
111	Israel Chemicals Ltd.	2.75	0.42
117	Ratio Oil Exploration (1992) Limited Partnership	2.5	0.67

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Commerce Sector

Rank	Company	Workplace Attractiveness	Δ
63	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	3.36	0.37
102	Mega Or Holdings Ltd.	2.86	0.13

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Financial Services Sector

Rank	Company	Workplace Attractiveness	Δ
68	Mizrahi Tefahot Bank Ltd.	3.33	0.33
71	Union Bank of Israel Ltd.	3.27	0.27
107	First International Bank of Israel Ltd	2.81	0.19
113	The Phoenix Holdings Ltd.	2.65	0.35

Workplace Attractiveness Average Score	Sector
Defense	3.98
Consumer Products	3.67
Pharmaceutical	3.65
Technology	3.53
Real-Estate	3.34
Transport	3.33
Media & Telecommunications	3.18
Energy	3.11
Commerce	3.07
Financial Services	3.00
Across Sectors	3.45








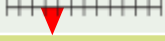


Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Similarities and Differences across Sectors

Social Responsibility Average Score	Sector
Defense	 3.88
Pharmaceutical	 3.52
Media & Telecommunications	 3.31
Technology	 3.25
Energy	 3.24
Real-Estate	 3.23
Transport	 3.20
Financial Services	 3.03
Consumer Products	 3.01
Commerce	 2.32
Across Sectors	3.23

Social Responsibility Median Score	Sector
Defense	 3.88
Pharmaceutical	 3.69
Real-Estate	 3.25
Transport	 3.20
Technology	 3.15
Energy	 3.09
Media & Telecommunications	 3.08
Financial Services	 3.08
Consumer Products	 3.00
Commerce	 2.27
Across Sectors	3.13

Defense Sector

Rank	Company	Social Responsibility	Δ
10	Elbit Systems Ltd.	4.11	0.22
31	Magal Security Systems Ltd.	3.66	0.22

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Pharmaceutical Sector

Rank	Company	Social Responsibility	Δ
4	Galmed Pharmaceuticals Ltd.	4.38	0.69
7	Rosetta Genomics Ltd.	4.25	0.56
108	Evogene Ltd.	2.50	1.19
117	XTL Biopharmaceuticals Ltd.	2.00	1.69

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Media & Telecommunications Sector

Rank	Company	Social Responsibility	Δ
1	B.O.S Better Online Solutions Ltd.	5	1.69
11	Amos spacecom	4.08	0.77
93	Partner Communications Company Ltd.	2.75	0.56
107	Cellcom Israel Ltd.	2.58	0.83

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Technology Sector

Rank	Company	Social Responsibility	Δ
2	MER Telemanagement Solutions Ltd.	5	1.87
3	Attunity Ltd.	4.5	1.37
118	ModSys International Ltd.	2	1.17
120	SuperCom Ltd.	1.5	1.67

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Energy Sector

Rank	Company	Social Responsibility	Δ
9	Avner L	4.25	1.34
13	Ratio Oil Exploration (1992) Limited Partnership	4.00	1.09
99	Energix - Renewable Energies Ltd	2.75	0.34
112	Dor Alon Energy In Israel (1988) Ltd.	2.46	0.63

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Real-Estate Sector

Rank	Company	Social Responsibility	Δ
6	Shapir Engineering and Industry Ltd	4.33	1.1
24	Shikun & Binui Ltd.	3.75	0.52
106	Industrial Buildings Corporation Ltd.	2.58	0.65
119	Blue Square Real Estate Ltd.	1.88	1.35

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Financial Services Sector

Rank	Company	Social Responsibility	Δ
36	Bank Leumi le- Israel B.M	3.61	1.75
49	Mizrahi Tefahot Bank Ltd.	3.34	1.25
100	First International Bank of Israel Ltd	2.70	-1.25
109	Menora Mivtachim Holdings Ltd	2.50	-1.75

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Consumer Products Sector

Rank	Company	Social Responsibility	Δ
37	Plasson Industries Ltd.	3.61	0.60
38	Strauss Group Ltd.	3.58	0.57
113	Fox-Wizel Ltd.	2.41	0.60
114	Caesarstone Ltd.	2.36	0.65

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

Innovation - Average innovation score

Δ - Difference from industry average score

Commerce Sector

Rank	Company	Social Responsibility	Δ
116	Shufersal Ltd	2.09	0.23
105	Mega Or Holdings Ltd.	2.59	0.29

Social Responsibility Average Score	Sector
Defense	3.88
Pharmaceutical	3.52
Media & Telecommunications	3.31
Technology	3.25
Energy	3.24
Real-Estate	3.23
Transport	3.20
Financial Services	3.03
Consumer Products	3.01
Commerce	2.32
Across Sectors	3.23

Rank - Company rank across sectors

Company - Name of the participant company within sector

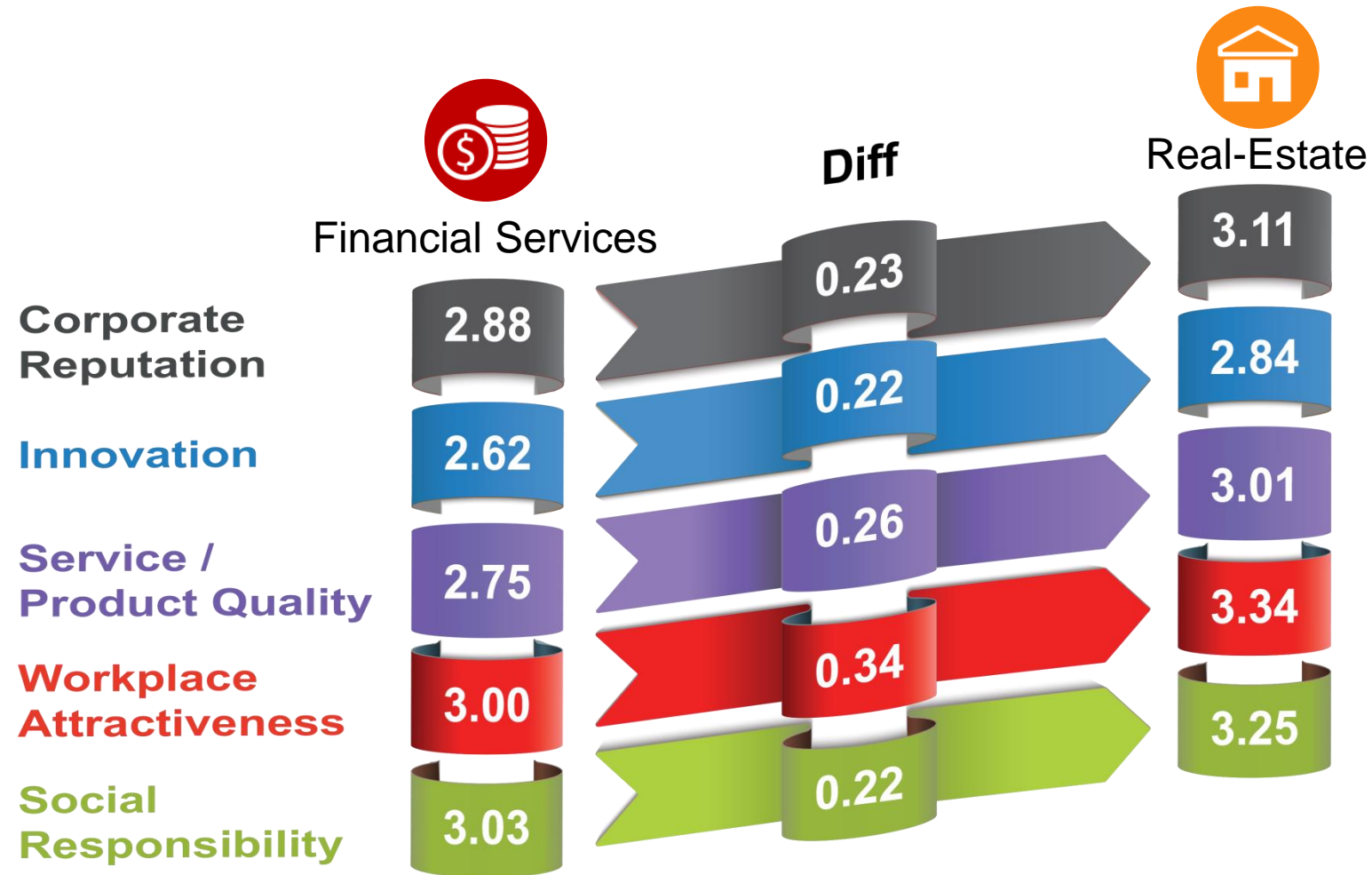
Innovation - Average innovation score

Δ - Difference from industry average score

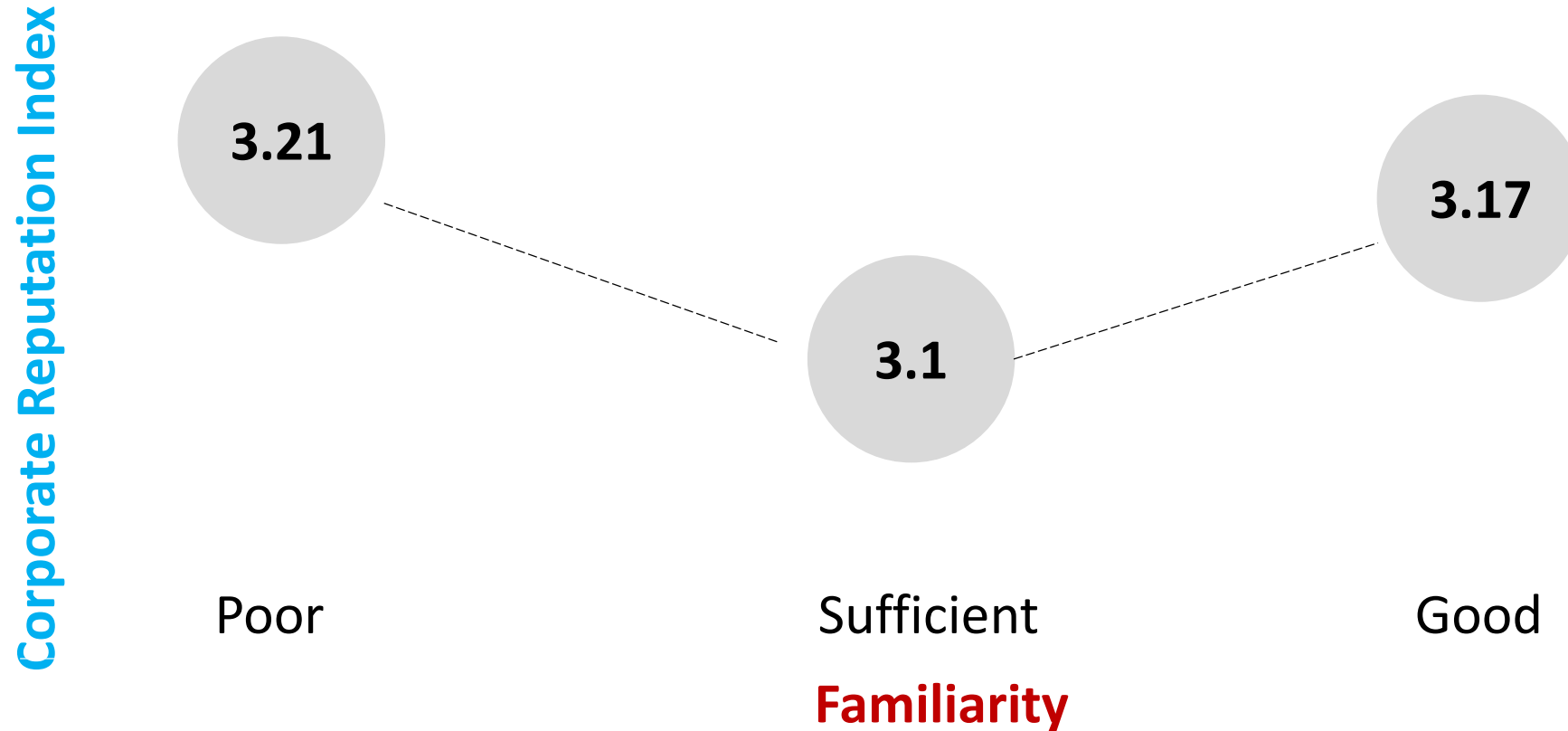
Finance versus Real-Estate

Comparison of Related Industries

The Financial Industry is Falling Behind CR Dimensions



The Benefits of Familiarity

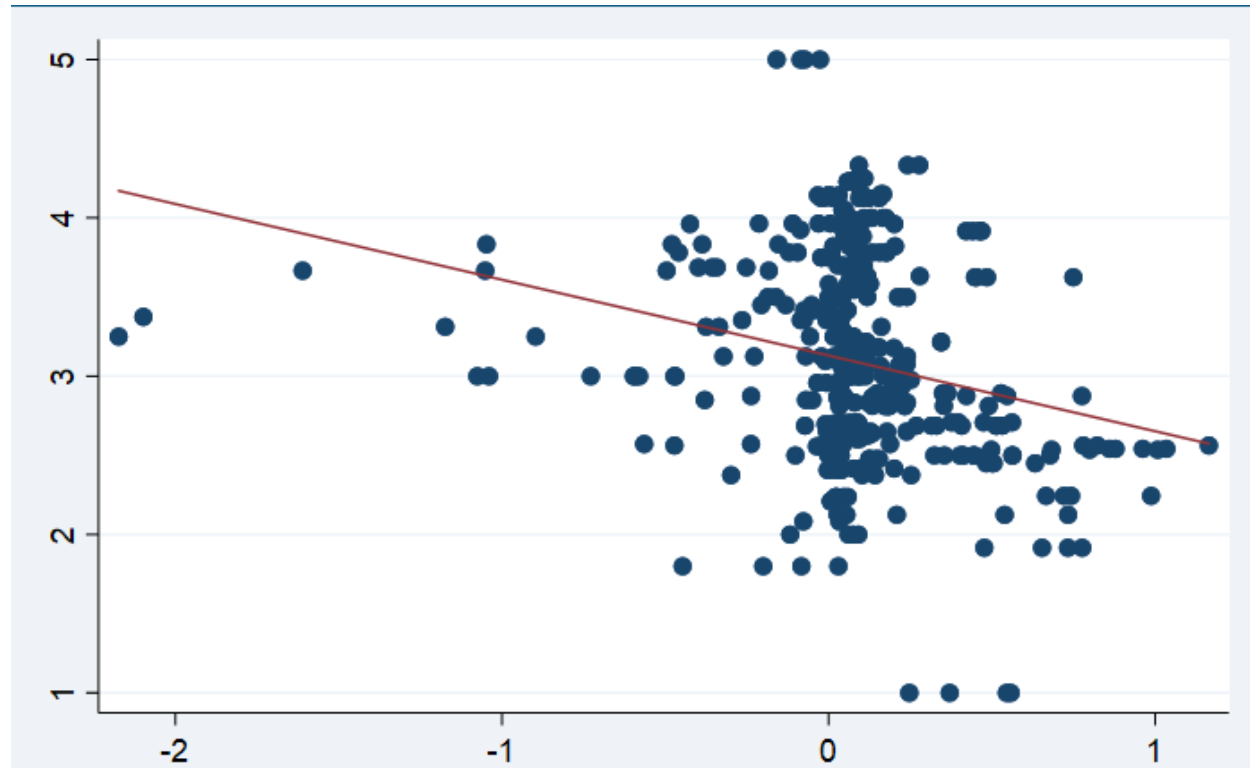


Note.

Familiarity does matter; Firms specializing in a niche product market (i.e., low familiarity) enjoys the most favorable reputation, followed by those publicly-known firms.

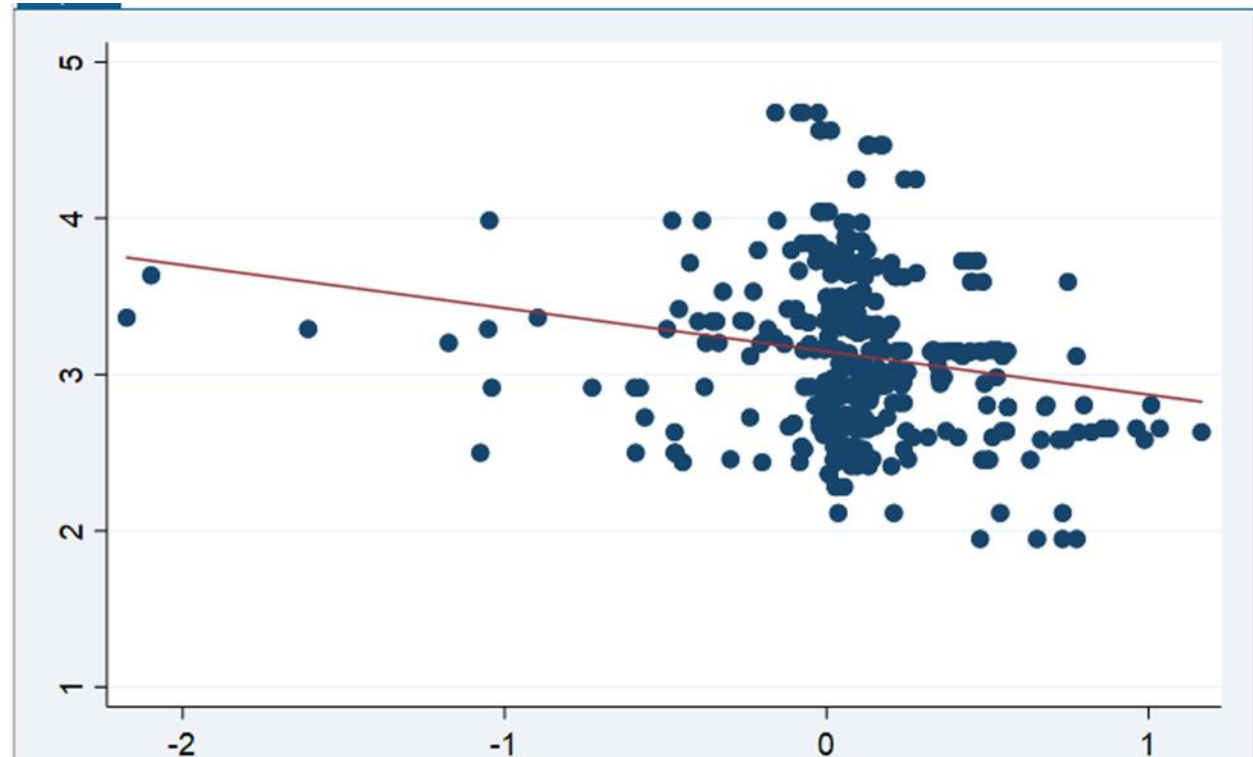
The Effect of Operating Margin

As operating margin (t-1) increases, organizations are perceived as less innovative (t).



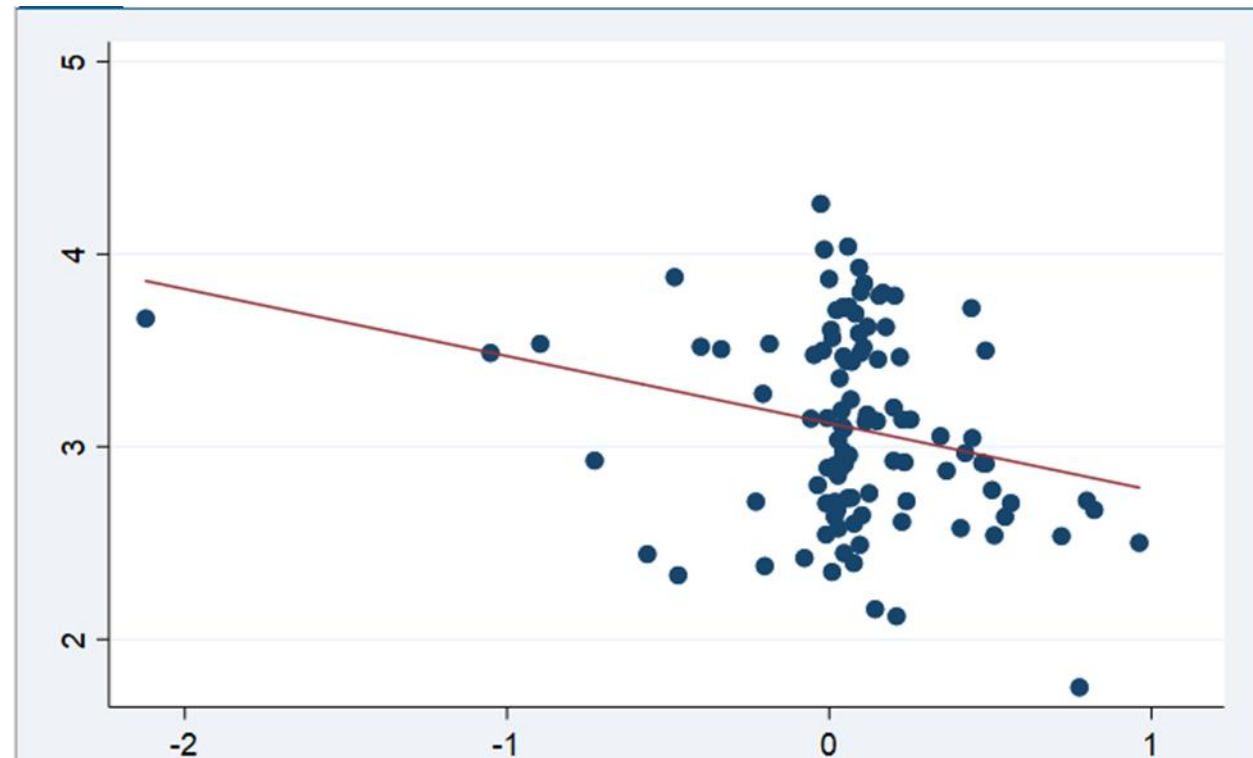
The Effect of Operating Margin

As operating margin (t-1) decreases, the quality of the services/products (t) are perceived as lower.



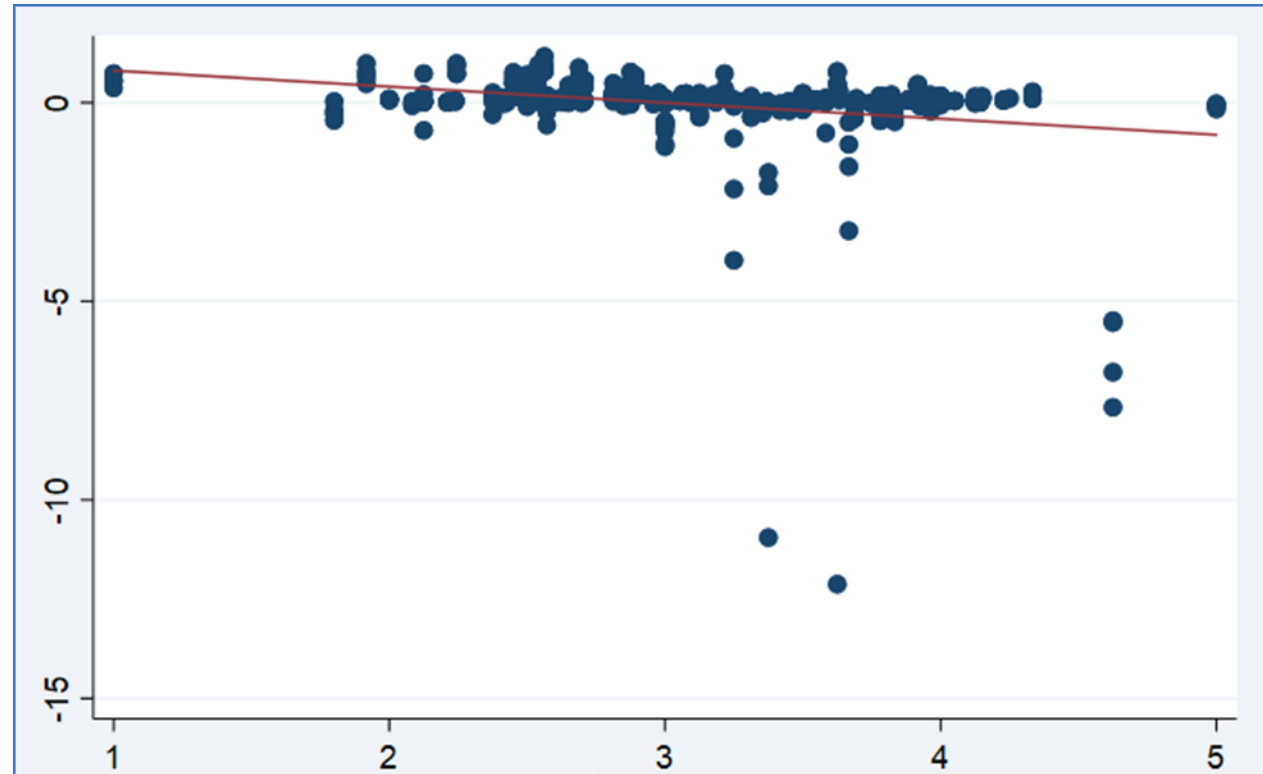
The Effect of Operating Margin

As operating margin (t-1) decreases, organizations are perceived as less reputable (t).



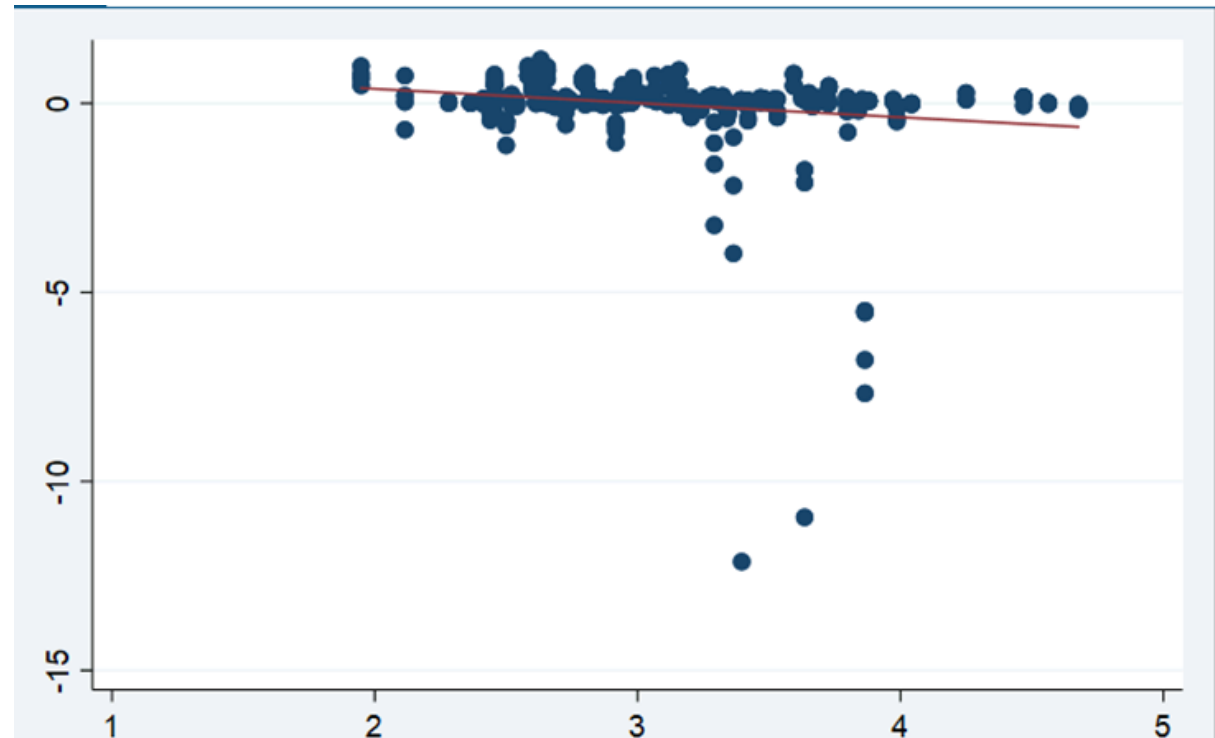
The Effect of Innovation

As perceived innovation (t) decreases the firms operating margins (t+1) decreases as well.



The Effect of Product/ Service Quality

As perceived Product/Service Quality (t) decreases the firms operating margin ($t+1$) decreases as well.





Key Insights

1. A Firm's Reputation is Multidimensional

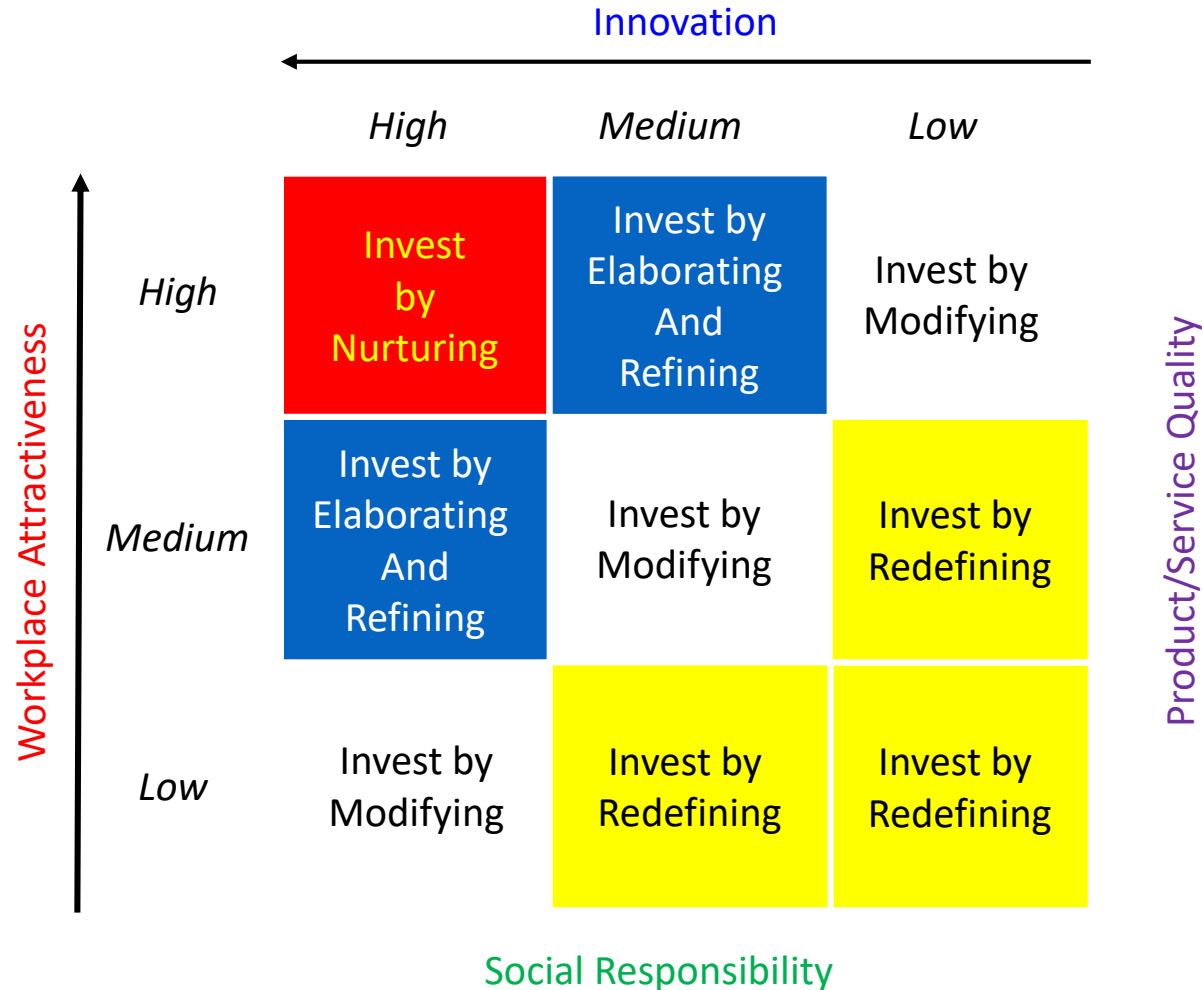
Normative Expectations and the Challenge

- A firm should strive to build a favorable reputation in each dimension to create an organizational system that is attractive as a whole.
- However, this endeavor is challenging as firms tend to excel on specific dimensions

In Practice:

- Direct attention and channel efforts to cultivate each dimension in ways that reinforce one another.
- Build a reputation team, interdisciplinary in nature, devoted to augmenting each reputational dimension and expanding opportunities for alignment.

2. Manage your Reputation as an Invaluable Asset



- When your reputation is high on all dimensions, engage in *nurturing*.
- When your reputation is moderate on each dimension, seek to *elaborate and refine*.
- When your reputation is either mixed or low across dimensions, *modify or redefine* your strategy, respectively.

3. Inter-Sector Reputation Differences

Overall reputation varies across sectors

- The Defense sector tops all sectors as defense firms enjoying the most favorable organizational reputation.
- The Retail sector is the less reputable as key firms are perceived unfavorably.

Reputation dimensions vary across sectors

- The Defense sector most reputable sector for innovation, product/service quality, workplace attractiveness, and corporate social responsibility.
- The Transportation sector the least reputable on innovation and product/service quality .
- The Financial and Commerce/Retail sectors possess the lowest reputation on for workplace attractiveness.
- The Financial sector is the least reputable on corporate social responsibility.

4. Intra-Sector Reputation Differences

Firms within a sector vary on specific reputation dimensions

- Even in the most reputable sector, firms can find themselves in an unfavorable reputation position.
- Even in the least reputable sector, firms can build favorable reputation.
- Firms can find themselves appreciated for excelling on a particular reputation facet, but not for other facets.

In Practice:

- Develop deep awareness on why your firm obtains favorable reputation on one dimension and not for the other/s.
- Expand on practices that help your firm in building favorable reputation on a specific dimension in ways that enable you to inform and bolster the others.
- Be mindful about different points in time (organizational and industry life cycles).
Your efforts are bounded, thus at one point you may direct more effort to build innovation reputation and at another point in time you may direct more attention to social responsibility.

5. Opposing Demands

Firms must manage opposing and conflicting demands

- Firms with increasing operating margin ($t-1$), organizations are perceived as less innovative (t).
- Higher operating margins are associated with lower levels of workplace attractiveness ($t+1$).
- Higher operating margins are associated with lower levels of perceived product/service quality ($t+1$)

In Practice:

- Sequence your efforts (attention, motivation, resources).
- Balance your efforts (attention, motivation, resources).

The List of the Participating Firms and their Reputation Rank

Corporate Reputation (1-32)

Rank	Company	Corporate Reputation	Rank	Company	Corporate Reputation
1	Vascular Biogenics Ltd.	4.73	17	Perrigo Company plc	3.73
2	Galmed Pharmaceuticals Ltd.	4.29	18	Strauss Group Ltd.	3.73
3	Allot Communications Ltd.	4.26	19	Check Point Software Technologies Ltd.	3.72
4	Elbit Systems Ltd.	4.04	20	Magal Security Systems Ltd.	3.72
5	B.O.S Better Online Solutions Ltd.	4.03	21	Ashtrom Group Ltd.	3.71
6	ReWalk Robotics Ltd.	4.02	22	Plasson Industries Ltd.	3.69
7	Amos spacecom	3.99	23	Foamix Pharmaceuticals Ltd.	3.67
8	Cimatron Ltd.	3.97	24	NICE Ltd.	3.62
9	EZchip Semiconductor Ltd.	3.93	25	Caesarstone Ltd.	3.62
10	On Track Innovations Ltd.	3.88	26	Tower Semiconductor Ltd.	3.61
11	AudioCodes Ltd.	3.87	27	Sapiens International Corporation N.V.	3.59
12	Shapir Engineering and Industry Ltd	3.85	28	Rosetta Genomics Ltd.	3.59
13	Ormat Technologies, Inc.	3.80	29	RADA Electronic Industries Ltd.	3.57
14	Enzymotec Ltd.	3.80	30	Kamada Ltd.	3.54
15	Pointer Telocation Ltd.	3.79	31	Compugen Ltd.	3.54
16	Nova Measuring Instruments Ltd.	3.78	32	Wix.com Ltd.	3.52

Corporate Reputation (33-64)

Rank	Company	Corporate Reputation	Rank	Company	Corporate Reputation
33	Frutarom Industries Ltd.	3.52	49	Ceragon Networks Ltd.	3.28
34	Energix - Renewable Energies Ltd	3.51	50	Osem	3.26
35	Amot Investment Ltd	3.50	51	Kerur Holdings Ltd.	3.25
36	Syneron Medical Ltd.	3.50	52	Delek Automotive Systems Ltd.	3.20
37	Evogene Ltd.	3.49	53	Naaman	3.19
38	CyberArk Software Ltd.	3.49	54	Bank Leumi le- Israel B.M	3.17
39	Attunity Ltd.	3.48	55	Gilat Satellite Networks Ltd.	3.15
40	Lumenis Ltd.	3.47	56	Eltek Ltd.	3.15
41	MIND C.T.I. Ltd	3.47	57	Ituran Location & Control	3.14
42	MediWound Ltd.	3.46	58	Mizrahi Tefahot Bank Ltd.	3.14
43	Teva Pharmaceutical Industries Limited	3.45	59	Property and Building Corp. Ltd	3.13
44	Avgol Industries 1953 Ltd	3.45	60	Radware Ltd.	3.13
45	Shikun & Binui Ltd.	3.44	61	RR Media Ltd.	3.11
46	Electra Ltd	3.36	62	Delta Galil Industries Ltd.	3.09
47	Tnuva	3.34	63	Bezeq International	3.09
48	Yes	3.30	64	Azrieli Group Ltd	3.06

Corporate Reputation (65-96)

Rank	Company	Corporate Reputation
65	Airport City Ltd.	3.05
66	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	3.04
67	Alcobra Ltd	3.00
68	Matrix IT Ltd.	2.98
69	Ellomay Capital Ltd.	2.97
70	Orbotech Ltd.	2.96
71	Mazor Robotics Ltd.	2.93
72	Bank Hapoalim B.M.	2.93
73	Partner Communications Company Ltd.	2.92
74	Bezeq The Israel Telecommunication Corporation Limited	2.92
75	Taro Pharmaceutical Industries Ltd.	2.92
76	Direct Insurance - Financial Investments Ltd.	2.91
77	Villar International Ltd.	2.91
78	magicJack VocalTec Ltd.	2.91
79	Gazit Globe Ltd	2.91
80	Harel Insurance Investments & Financial Services Ltd	2.90

Rank	Company	Corporate Reputation
81	Camtek Ltd.	2.90
82	Alrov Properties and Lodgings Ltd.	2.89
83	Radcom Ltd.	2.89
84	Delek Drilling - Limited Partnership	2.88
85	Clicksoftware Technologies	2.86
86	Union Bank of Israel Ltd.	2.85
87	walla	2.81
88	Discount Investment Corporation Limited	2.80
89	Bayside Land Corporation Ltd	2.78
90	First International Bank of Israel Ltd	2.76
91	Fox-Wizel Ltd.	2.74
92	G. Willi-Food International Ltd.	2.73
93	BIG Shopping Centers Ltd	2.72
94	Optibase Ltd.	2.72
95	MER Telemanagement Solutions Ltd.	2.72
96	TAT Technologies, Ltd.	2.71

Corporate Reputation (97-127)

Rank	Company	Corporate Reputation
97	Isramco Negev 2 Limited Partnership	2.71
98	Shufersal Ltd	2.71
99	Danya Cebus	2.70
100	Migdal Insurance and Financial Holdings Ltd.	2.67
101	Summit Real Estate Holdings Ltd.	2.67
102	Can-Fite BioPharma Ltd.	2.67
103	Meitav DASH Investments Ltd	2.64
104	Clal Insurance Enterprises Holdings Ltd.	2.64
105	Avner L	2.64
106	Ratio Oil Exploration (1992) Limited Partnership	2.63
107	Silicom Ltd.	2.61
108	Cellcom Israel Ltd.	2.60
109	Melisron Ltd.	2.58
110	Menora Mivtachim Holdings Ltd	2.58
111	Oramed Pharmaceuticals Inc	2.57
112	Oil Refineries Ltd.	2.54

Rank	Company	Corporate Reputation
113	Africa Israel Properties Ltd	2.54
114	Mega Or Holdings Ltd.	2.54
115	Nitzba	2.50
116	Magic Software Enterprises Ltd.	2.49
117	The Phoenix Holdings Ltd.	2.45
118	Industrial Buildings Corporation Ltd.	2.44
119	Tzim International Shipping Lines	2.42
120	Israel Chemicals Ltd.	2.40
121	Jerusalem Economy Ltd.	2.38
122	Dor Alon Energy In Israel (1988) Ltd.	2.35
123	ModSys International Ltd.	2.33
124	XTL Biopharmaceuticals Ltd.	2.27
125	Perion Network Ltd.	2.16
126	SuperCom Ltd.	2.12
127	Blue Square Real Estate Ltd.	1.75

Corporate Innovation (1-32)

Rank	Company	Innovation	Rank	Company	Innovation
1	Allot Communications Ltd.	5	13	Ormat Technologies, Inc.	3.96
1	Vascular Biogenics Ltd.	5	14	Magal Security Systems Ltd.	3.93
2	Galmed Pharmaceuticals Ltd.	4.63	15	Check Point Software Technologies Ltd.	3.92
2	ReWalk Robotics Ltd.	4.63	16	Plasson Industries Ltd.	3.88
3	EZchip Semiconductor Ltd.	4.33	17	On Track Innovations Ltd.	3.83
4	Cimatron Ltd.	4.25	18	Pointer Telocation Ltd.	3.82
5	Elbit Systems Ltd.	4.23	19	RADA Electronic Industries Ltd.	3.78
6	Amos spacecom	4.17	20	Caesarstone Ltd.	3.78
7	CyberArk Software Ltd.	4.15	21	Frutarom Industries Ltd.	3.78
8	AudioCodes Ltd.	4.14	22	Syneron Medical Ltd.	3.75
9	Nova Measuring Instruments Ltd.	4.13	23	Lumenis Ltd.	3.70
9	B.O.S Better Online Solutions Ltd.	4.13	24	Sapiens International Corporation N.V.	3.69
10	Strauss Group Ltd.	4.05	25	Wix.com Ltd.	3.69
11	Shapir Engineering and Industry Ltd	4	26	Evogene Ltd.	3.67
11	Enzymotec Ltd.	4	27	NICE Ltd.	3.63
12	Tower Semiconductor Ltd.	3.96	28	MediWound Ltd.	3.63

Corporate Innovation (33-64)

Rank	Company	Innovation	Rank	Company	Innovation
29	Amot Investment Ltd	3.63	43	Eltek Ltd.	3.25
30	Yes	3.62	43	RR Media Ltd.	3.25
31	Perrigo Company plc	3.58	43	Compugen Ltd.	3.25
32	Avgol Industries 1953 Ltd	3.55	44	Azrieli Group Ltd	3.22
33	MIND C.T.I. Ltd	3.50	45	Teva Pharmaceutical Industries Limited	3.18
33	Ashtrom Group Ltd.	3.50	46	Direct Insurance - Financial Investments Ltd.	3.18
33	Kamada Ltd.	3.50	47	Delek Automotive Systems Ltd.	3.18
34	Tnuva	3.48	48	MER Telemanagement Solutions Ltd.	3.13
35	Ceragon Networks Ltd.	3.45	48	TAT Technologies, Ltd.	3.13
36	Attunity Ltd.	3.42	48	Optibase Ltd.	3.13
37	Rosetta Genomics Ltd.	3.38	49	Shikun & Binui Ltd.	3.10
38	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	3.37	50	Partner Communications Company Ltd.	3.10
39	Gilat Satellite Networks Ltd.	3.35	51	Mizrahi Tefahot Bank Ltd.	3.08
40	Osem	3.35	52	Bank Leumi le- Israel B.M	3.06
41	Energix - Renewable Energies Ltd	3.31	53	Delta Galil Industries Ltd.	3.05
42	Electra Ltd	3.29	54	Alcobra Ltd	3.00

Corporate Innovation (65-96)

Rank	Company	Innovation	Rank	Company	Innovation
54	ModSys International Ltd.	3.00	64	Property and Building Corp. Ltd	2.83
54	Clicksoftware Technologies	3.00	65	magicJack VocalTec Ltd.	2.81
54	Radware Ltd.	3.00	66	Bezeq The Israel Telecommunication Corporation Limited	2.81
54	Kerur Holdings Ltd.	3.00	67	Taro Pharmaceutical Industries Ltd.	2.71
54	Mazor Robotics Ltd.	3.00	68	Fox-Wizel Ltd.	2.71
55	Ituran Location & Control	2.98	69	Cellcom Israel Ltd.	2.70
56	Matrix IT Ltd.	2.98	70	Shufersal Ltd	2.70
57	Naaman	2.96	71	Africa Israel Properties Ltd	2.69
58	Bank Hapoalim B.M.	2.93	71	Melisron Ltd.	2.69
59	Bezeq International	2.91	72	Magic Software Enterprises Ltd.	2.65
60	Delek Drilling - Limited Partnership	2.89	72	Alrov Properties and Lodgings Ltd.	2.65
61	Ellomay Capital Ltd.	2.88	73	Gazit Globe Ltd	2.64
61	Harel Insurance Investments & Financial Services Ltd	2.88	74	Meitav DASH Investments Ltd	2.63
62	Union Bank of Israel Ltd.	2.87	75	G. Willi-Food International Ltd.	2.60
63	Radcom Ltd.	2.85	76	walla	2.60
64	Silicom Ltd.	2.83	77	Danya Cebus	2.59

Corporate Innovation (97-125)

Rank	Company	Innovation
78	Industrial Buildings Corporation Ltd.	2.57
79	Summit Real Estate Holdings Ltd.	2.56
80	Oil Refineries Ltd.	2.56
81	Discount Investment Corporation Limited	2.56
82	Nitzba	2.54
83	BIG Shopping Centers Ltd	2.54
84	Isramco Negev 2 Limited Partnership	2.50
84	Camtek Ltd.	2.50
84	Airport City Ltd.	2.50
84	Villar International Ltd.	2.50
85	First International Bank of Israel Ltd	2.48
86	Bayside Land Corporation Ltd	2.45
87	Migdal Insurance and Financial Holdings Ltd.	2.43
88	Israel Chemicals Ltd.	2.42
89	Clal Insurance Enterprises Holdings Ltd.	2.41
90	Ratio Oil Exploration (1992) Limited Partnership	2.38

Rank	Company	Innovation
90	Perion Network Ltd.	2.38
91	Mega Or Holdings Ltd.	2.24
92	The Phoenix Holdings Ltd.	2.24
93	Dor Alon Energy In Israel (1988) Ltd.	2.21
94	SuperCom Ltd.	2.13
94	Menora Mivtachim Holdings Ltd	2.13
94	Can-Fite BioPharma Ltd.	2.13
95	Tzim International Shipping Lines	2.08
96	Orbotech Ltd.	2.00
96	XTL Biopharmaceuticals Ltd.	2.00
97	Blue Square Real Estate Ltd.	1.92
98	Jerusalem Economy Ltd.	1.80
99	Avner L	1.00

Product/ Services Quality (1-32)

Rank	Company	Product/ Services Quality	Rank	Company	Product/ Services Quality
1	Vascular Biogenics Ltd.	4.75	17	Check Point Software Technologies Ltd.	3.73
2	Allot Communications Ltd.	4.68	18	AudioCodes Ltd.	3.72
3	B.O.S Better Online Solutions Ltd.	4.56	19	Ormat Technologies, Inc.	3.71
4	Enzymotec Ltd.	4.47	20	Plasson Industries Ltd.	3.69
5	EZchip Semiconductor Ltd.	4.25	21	Nova Measuring Instruments Ltd.	3.69
6	Galmed Pharmaceuticals Ltd.	4.25	22	Strauss Group Ltd.	3.68
7	Syneron Medical Ltd.	4.04	23	Magal Security Systems Ltd.	3.67
8	On Track Innovations Ltd.	3.99	24	NICE Ltd.	3.65
9	Shapir Engineering and Industry Ltd	3.97	25	Pointer Telocation Ltd.	3.64
10	Elbit Systems Ltd.	3.88	26	Rosetta Genomics Ltd.	3.64
11	ReWalk Robotics Ltd.	3.86	27	MIND C.T.I. Ltd	3.63
12	Cimatron Ltd.	3.85	28	Amot Investment Ltd	3.59
13	Attunity Ltd.	3.84	29	MER Telemanagement Solutions Ltd.	3.53
14	Perrigo Company plc	3.80	30	Sapiens International Corporation N.V.	3.52
15	Tower Semiconductor Ltd.	3.80	31	Ashtrom Group Ltd.	3.50
16	Amos spacecom	3.76	32	Frutarom Industries Ltd.	3.48

Product/ Services Quality (33-64)

Rank	Company	Product/ Services Quality
33	Shikun & Binui Ltd.	3.47
34	Teva Pharmaceutical Industries Limited	3.47
35	RADA Electronic Industries Ltd.	3.42
36	Avgol Industries 1953 Ltd	3.42
37	Electra Ltd	3.42
38	MediWound Ltd.	3.40
39	Kerur Holdings Ltd.	3.39
40	Compugen Ltd.	3.36
41	Gilat Satellite Networks Ltd.	3.34
42	Wix.com Ltd.	3.34
43	Tnuva	3.33
44	Eltek Ltd.	3.33
45	Delek Automotive Systems Ltd.	3.32
46	Lumenis Ltd.	3.31
47	Evogene Ltd.	3.29
48	Property and Building Corp. Ltd	3.28

Rank	Company	Product/ Services Quality
49	CyberArk Software Ltd.	3.27
50	Kamada Ltd.	3.24
51	Energix - Renewable Energies Ltd	3.20
52	Ceragon Networks Ltd.	3.20
53	Osem	3.19
54	Yes	3.18
55	Bezeq International	3.16
56	Naaman	3.16
57	Africa Israel Properties Ltd	3.16
58	Caesarstone Ltd.	3.15
59	Mizrahi Tefahot Bank Ltd.	3.15
60	Taro Pharmaceutical Industries Ltd.	3.15
61	Airport City Ltd.	3.15
62	Villar International Ltd.	3.15
63	Delta Galil Industries Ltd.	3.14
64	Ellomay Capital Ltd.	3.12

Product/ Services Quality (33-64)

Rank	Company	Product/ Services Quality
65	RR Media Ltd.	3.07
66	Azrieli Group Ltd	3.06
67	Bank Leumi le- Israel B.M	3.04
68	Ituran Location & Control	3.02
69	Alcobra Ltd	3.00
70	Delek Drilling - Limited Partnership	2.98
71	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	2.98
72	Bank Hapoalim B.M.	2.96
73	Alrov Properties and Lodgings Ltd.	2.95
74	magicJack VocalTec Ltd.	2.94
75	Matrix IT Ltd.	2.94
76	Bezeq The Israel Telecommunication Corporation Limited	2.93
77	Radware Ltd.	2.93
78	Danya Cebus	2.93
79	Radcom Ltd.	2.92
80	Mazor Robotics Ltd.	2.92

Rank	Company	Product/ Services Quality
81	Direct Insurance - Financial Investments Ltd.	2.88
82	Union Bank of Israel Ltd.	2.87
83	Harel Insurance Investments & Financial Services Ltd	2.86
84	Partner Communications Company Ltd.	2.86
85	Gazit Globe Ltd	2.83
86	Clicksoftware Technologies	2.83
87	Silicom Ltd.	2.82
88	BIG Shopping Centers Ltd	2.80
89	Discount Investment Corporation Limited	2.80
90	Isramco Negev 2 Limited Partnership	2.79
91	walla	2.75
92	Ratio Oil Exploration (1992) Limited Partnership	2.75
93	G. Willi-Food International Ltd.	2.74
94	Industrial Buildings Corporation Ltd.	2.73
95	Meitav DASH Investments Ltd	2.72
96	Migdal Insurance and Financial Holdings Ltd.	2.70

Product/ Services Quality (97-125)

Rank	Company	Product/ Services Quality
97	TAT Technologies, Ltd.	2.70
98	Camtek Ltd.	2.69
99	First International Bank of Israel Ltd	2.67
100	Orbotech Ltd.	2.67
101	Fox-Wizel Ltd.	2.67
102	Oil Refineries Ltd.	2.66
103	Nitzba	2.66
104	Magic Software Enterprises Ltd.	2.65
105	Avner L	2.64
106	Summit Real Estate Holdings Ltd.	2.63
107	Clal Insurance Enterprises Holdings Ltd.	2.62
108	Shufersal Ltd	2.61
109	Melisron Ltd.	2.60
110	Mega Or Holdings Ltd.	2.58
111	Tzim International Shipping Lines	2.54
112	Cellcom Israel Ltd.	2.54

Rank	Company	Product/ Services Quality
114	ModSys International Ltd.	2.50
115	Perion Network Ltd.	2.46
116	Bayside Land Corporation Ltd	2.46
117	The Phoenix Holdings Ltd.	2.45
118	Jerusalem Economy Ltd.	2.44
119	Israel Chemicals Ltd.	2.41
120	Dor Alon Energy In Israel (1988) Ltd.	2.36
121	Menora Mivtachim Holdings Ltd	2.28
122	SuperCom Ltd.	2.11
123	XTL Biopharmaceuticals Ltd.	2.00
124	Blue Square Real Estate Ltd.	1.95
125	Can-Fite BioPharma Ltd.	1.56

Workplace Attractiveness (1-32)

Rank	Company	Workplace Attractiveness	Rank	Company	Workplace Attractiveness
1	Vascular Biogenics Ltd.	5.00	17	MER Telemanagement Solutions Ltd.	4.00
2	Enzymotec Ltd.	5.00	18	Frutarom Industries Ltd.	4.00
3	Allot Communications Ltd.	5.00	19	Check Point Software Technologies Ltd.	3.92
4	EZchip Semiconductor Ltd.	4.50	20	Rosetta Genomics Ltd.	3.92
5	Shapir Engineering and Industry Ltd	4.33	21	NICE Ltd.	3.89
6	Perrigo Company plc	4.27	22	Caesarstone Ltd.	3.89
7	ReWalk Robotics Ltd.	4.17	23	Plasson Industries Ltd.	3.86
8	Tower Semiconductor Ltd.	4.17	24	Delek Automotive Systems Ltd.	3.85
9	Elbit Systems Ltd.	4.16	25	Airport City Ltd.	3.83
10	On Track Innovations Ltd.	4.11	26	Pointer Telocation Ltd.	3.83
11	Teva Pharmaceutical Industries Limited	4.02	27	Magal Security Systems Ltd.	3.81
12	Galmed Pharmaceuticals Ltd.	4.00	28	Strauss Group Ltd.	3.80
13	Ashtrom Group Ltd.	4.00	29	Attunity Ltd.	3.78
14	Africa Israel Properties Ltd	4.00	30	Ormat Technologies, Inc.	3.78
15	Amot Investment Ltd	4.00	31	Tnuva	3.76
16	Cimatron Ltd.	4.00	32	RADA Electronic Industries Ltd.	3.75

Workplace Attractiveness (33-64)

Rank	Company	Workplace Attractiveness	Rank	Company	Workplace Attractiveness
33	AudioCodes Ltd.	3.73	49	Shikun & Binui Ltd.	3.60
34	Naaman	3.68	50	Amos spacecom	3.58
35	Syneron Medical Ltd.	3.67	51	Radware Ltd.	3.58
36	MediWound Ltd.	3.67	52	Sapiens International Corporation N.V.	3.57
37	Evogene Ltd.	3.67	53	Avgol Industries 1953 Ltd	3.56
38	Property and Building Corp. Ltd	3.67	54	Taro Pharmaceutical Industries Ltd.	3.56
39	Alrov Properties and Lodgings Ltd.	3.67	55	Ellomay Capital Ltd.	3.56
40	Nova Measuring Instruments Ltd.	3.67	56	Gilat Satellite Networks Ltd.	3.54
41	ModSys International Ltd.	3.67	57	Ituran Location & Control	3.53
42	Eltek Ltd.	3.67	58	Ceragon Networks Ltd.	3.50
43	Delta Galil Industries Ltd.	3.66	59	CyberArk Software Ltd.	3.50
44	Osem	3.63	60	magicJack VocalTec Ltd.	3.50
45	Kerur Holdings Ltd.	3.63	61	Bezeq International	3.39
46	Wix.com Ltd.	3.61	62	Yes	3.37
47	Electra Ltd	3.61	63	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	3.36
48	Azrieli Group Ltd	3.60	64	Tzim International Shipping Lines	3.33

Workplace Attractiveness (65-96)

Rank	Company	Workplace Attractiveness	Rank	Company	Workplace Attractiveness
65	Compugen Ltd.	3.33	81	Harel Insurance Investments & Financial Services Ltd	3.15
66	Mazor Robotics Ltd.	3.33	82	Kamada Ltd.	3.06
67	Lumenis Ltd.	3.33	83	Direct Insurance - Financial Investments Ltd.	3.06
68	Mizrahi Tefahot Bank Ltd.	3.33	84	walla	3.05
69	Clicksoftware Technologies	3.33	85	Meitav DASH Investments Ltd	3.05
70	G. Willi-Food International Ltd.	3.31	86	Discount Investment Corporation Limited	3.05
71	Union Bank of Israel Ltd.	3.27	87	Jerusalem Economy Ltd.	3.00
72	Matrix IT Ltd.	3.27	88	Villar International Ltd.	3.00
73	Bayside Land Corporation Ltd	3.25	89	Industrial Buildings Corporation Ltd.	3.00
74	Delek Drilling - Limited Partnership	3.25	90	Danya Cebus	3.00
75	Bezeq The Israel Telecommunication Corporation Limited	3.24	91	Radcom Ltd.	3.00
76	Oil Refineries Ltd.	3.21	92	Alcobra Ltd	3.00
77	Summit Real Estate Holdings Ltd.	3.17	93	Orbotech Ltd.	3.00
78	Gazit Globe Ltd	3.17	94	Isramco Negev 2 Limited Partnership	3.00
79	RR Media Ltd.	3.17	95	Fox-Wizel Ltd.	2.99
80	Energix - Renewable Energies Ltd	3.17	96	Shufersal Ltd	2.99

Workplace Attractiveness (97-121)

Rank	Company	Workplace Attractiveness
97	Bank Hapoalim B.M.	2.98
98	Partner Communications Company Ltd.	2.97
99	Menora Mivtachim Holdings Ltd	2.97
100	Bank Leumi le- Israel B.M	2.95
101	BIG Shopping Centers Ltd	2.93
102	Mega Or Holdings Ltd.	2.86
103	Migdal Insurance and Financial Holdings Ltd.	2.86
104	Nitzba	2.83
105	SuperCom Ltd.	2.83
106	Clal Insurance Enterprises Holdings Ltd.	2.83
107	First International Bank of Israel Ltd	2.81
108	Dor Alon Energy In Israel (1988) Ltd.	2.80
109	Melisron Ltd.	2.78
110	Silicom Ltd.	2.78
111	Israel Chemicals Ltd.	2.75
112	Cellcom Israel Ltd.	2.75

Rank	Company	Workplace Attractiveness
113	The Phoenix Holdings Ltd.	2.65
114	Magic Software Enterprises Ltd.	2.62
115	TAT Technologies, Ltd.	2.50
116	Camtek Ltd.	2.50
117	Ratio Oil Exploration (1992) Limited Partnership	2.50
118	Perion Network Ltd.	2.33
119	Blue Square Real Estate Ltd.	2.33
120	Optibase Ltd.	2.00
121	Can-Fite BioPharma Ltd.	1.00

Social Responsibility (1-32)

Rank	Company	Social Responsibility
1	B.O.S Better Online Solutions Ltd.	5.00
2	MER Telemanagement Solutions Ltd.	5.00
3	Attunity Ltd.	4.50
4	Galmed Pharmaceuticals Ltd.	4.38
5	Allot Communications Ltd.	4.38
6	Shapir Engineering and Industry Ltd	4.33
7	Rosetta Genomics Ltd.	4.25
8	Vascular Biogenics Ltd.	4.25
9	Avner L	4.25
10	Elbit Systems Ltd.	4.11
11	Amos spacecom	4.08
12	ReWalk Robotics Ltd.	4.00
1	B.O.S Better Online Solutions Ltd.	5.00
2	MER Telemanagement Solutions Ltd.	5.00
3	Attunity Ltd.	4.50
4	Galmed Pharmaceuticals Ltd.	4.38

Rank	Company	Social Responsibility
17	Cimatron Ltd.	3.83
18	EZchip Semiconductor Ltd.	3.83
19	On Track Innovations Ltd.	3.83
20	Nova Measuring Instruments Ltd.	3.80
21	AudioCodes Ltd.	3.80
22	Syneron Medical Ltd.	3.75
23	Villar International Ltd.	3.75
24	Shikun & Binui Ltd.	3.75
25	Property and Building Corp. Ltd	3.75
26	Amot Investment Ltd	3.75
27	Pointer Telocation Ltd.	3.75
28	NICE Ltd.	3.75
29	MIND C.T.I. Ltd	3.75
30	Kerur Holdings Ltd.	3.67
31	Magal Security Systems Ltd.	3.66
32	Kamada Ltd.	3.63

Social Responsibility (33-64)

Rank	Company	Social Responsibility
33	Perrigo Company plc	3.63
34	MediWound Ltd.	3.63
35	RADA Electronic Industries Ltd.	3.62
36	Bank Leumi le- Israel B.M	3.61
37	Plasson Industries Ltd.	3.61
38	Strauss Group Ltd.	3.58
39	Electra Ltd	3.58
40	Check Point Software Technologies Ltd.	3.55
41	Africa Israel Properties Ltd	3.50
42	Tower Semiconductor Ltd.	3.50
43	Isramco Negev 2 Limited Partnership	3.50
44	Bezeq International	3.46
45	Delek Automotive Systems Ltd.	3.44
46	Ormat Technologies, Inc.	3.41
47	Ashtrom Group Ltd.	3.38
48	RR Media Ltd.	3.38

Rank	Company	Social Responsibility
49	Mizrahi Tefahot Bank Ltd.	3.34
50	Sapiens International Corporation N.V.	3.33
51	Avgol Industries 1953 Ltd	3.33
52	Bank Hapoalim B.M.	3.28
53	Bezeq The Israel Telecommunication Corporation Limited	3.28
54	Airport City Ltd.	3.25
55	Tzim International Shipping Lines	3.20
56	Lumenis Ltd.	3.19
57	Gazit Globe Ltd	3.19
58	Radcom Ltd.	3.17
59	Jerusalem Economy Ltd.	3.13
60	Harel Insurance Investments & Financial Services Ltd	3.13
61	Radware Ltd.	3.13
62	magicJack VocalTec Ltd.	3.13
63	Delek Drilling - Limited Partnership	3.13
64	Tnuva	3.12

Social Responsibility (65-96)

Rank	Company	Social Responsibility	Rank	Company	Social Responsibility
65	Meitav DASH Investments Ltd	3.11	81	The Phoenix Holdings Ltd.	2.93
66	Discount Investment Corporation Limited	3.09	82	Yes	2.92
67	Gilat Satellite Networks Ltd.	3.08	83	Camtek Ltd.	2.92
68	Clal Insurance Enterprises Holdings Ltd.	3.08	84	Ellomay Capital Ltd.	2.88
69	Wix.com Ltd.	3.06	85	Delta Galil Industries Ltd.	2.87
70	Oil Refineries Ltd.	3.06	86	Ituran Location & Control	2.86
71	Frutarom Industries Ltd.	3.05	87	Direct Insurance - Financial Investments Ltd.	2.85
72	Taro Pharmaceutical Industries Ltd.	3.00	88	Azrieli Group Ltd	2.84
73	Mazor Robotics Ltd.	3.00	89	walla	2.84
74	Migdal Insurance and Financial Holdings Ltd.	3.00	90	BIG Shopping Centers Ltd	2.83
75	Danya Cebus	3.00	91	Ceragon Networks Ltd.	2.83
76	Alrov Properties and Lodgings Ltd.	3.00	92	Clicksoftware Technologies	2.81
77	Alcobra Ltd	3.00	93	Partner Communications Company Ltd.	2.75
78	Orbotech Ltd.	3.00	94	Union Bank of Israel Ltd.	2.75
79	Israel Chemicals Ltd.	3.00	95	Nitzba	2.75
80	Osem	2.95	96	CyberArk Software Ltd.	2.75

Social Responsibility (97-120)

Rank	Company	Social Responsibility
97	Eltek Ltd.	2.75
98	G. Willi-Food International Ltd.	2.75
99	Energix - Renewable Energies Ltd	2.75
100	First International Bank of Israel Ltd	2.70
101	Naaman	2.70
102	Matrix IT Ltd.	2.67
103	Magic Software Enterprises Ltd.	2.67
104	Optibase Ltd.	2.63
105	Mega Or Holdings Ltd.	2.59
106	Industrial Buildings Corporation Ltd.	2.58
107	Cellcom Israel Ltd.	2.58
108	Evogene Ltd.	2.50
109	Menora Mivtachim Holdings Ltd	2.50
110	TAT Technologies, Ltd.	2.50
111	Silicom Ltd.	2.50
112	Dor Alon Energy In Israel (1988) Ltd.	2.46

Rank	Company	Social Responsibility
113	Fox-Wizel Ltd.	2.41
114	Caesarstone Ltd.	2.36
115	Rami Levi Chain Stores Hashikma Marketing 2006 Ltd	2.27
116	Shufersal Ltd	2.09
117	XTL Biopharmaceuticals Ltd.	2.00
118	ModSys International Ltd.	2.00
119	Blue Square Real Estate Ltd.	1.88
120	SuperCom Ltd.	1.50

Abraham Carmeli



Abraham Carmeli is a Professor of Strategy and Management at the Coller School of Management, Tel Aviv University.

His interests and work center on:

- Strategic leadership (CEOs, top management teams, and BODs).
- Building and managing intangible assets and capabilities (e.g., reputation, knowledge creation capabilities).
- Leading and managing for creativity and innovation.
- Developing resilient organizations (decline and failures in organizations and ways to bounce back from setbacks and adapt).
- Cultivating generative workplace environments for people to thrive and flourish.

Natalie Shefer



Natalie Shfer is a Ph.D. student in Organizational Behavior at the Coller School of Management, Tel Aviv University.

- Her research focuses on the positive relationships at work, utilized by respectful engagement, on employee learning and performance.
- In her research she integrates social, cognition, and emotion perspectives by examining how these three aspects interplay in organizations.
- Prior to her academic career, Natalie served as a Human Resource manager.
- Natalie holds a B.A. in psychology and economics (2004) from Haifa University, and an MSc (2012) from Tel Aviv University.

Doron Hadass



Doron Hadass is a Ph.D. student in strategy and accounting at the Coller School of Management, Tel Aviv University.

- His research concentrates on the effects of settings goals, especially stretch goals, on the performance of companies and organizations.
- In his research he addresses accounting issues (e.g., budgeting) and organizational behavior issues (e.g., goal settings).
- Prior to his academic career, Doron served as a CPA at Deloitte in Tel-Aviv and Boston, a Financial Analyst at Harvard University and Director of Finance at the Teva Pharmaceutical.
- Doron holds a B.A. in accounting and economics (1995) and an MBA (1999), both from Tel Aviv University. Doron has been a CPA (Israel).