

ILAIS 2026

The 20th annual Israeli Association for Information Systems (ILAIS) conference

July 7, 2026 | 09:00 – 17:00 | Peres Academic Center, Rehovot

Conference & Program Chairs

Arie Jacobi, Rami Rashkovits, Roni Ramon-Gonen

09:00–10:00	Registration
10:00–10:30	Opening Session Location: Building B, Auditorium Chair: Arie Jacobi, Peres Academic Center Greetings
10:30–11:00	Keynote I – Naama Perry Cohen CIO, Digital Health and Innovation at the Hospitals Directorate, Ministry of Health, Israel When GenAI Meets Government Medical Centers
11:00–11:30	Keynote II – Raz Heiferman Director, BDO Digital Organizational Maturity and Readiness for AI Implementation
11:30–11:45	Coffee Break

Parallel Session A: AI in Healthcare & Clinical Prediction

Location: Building B, Room 251

Chair: Idan Roth

11:45–13:30

- Multimodal Modelling for Pre-Procedural Prediction of Pacemaker Implantation Following TAVI [[ABSTRACT](#)] – Mika Yosef, Roni Ramon-Gonen, Michal Cohen-Shelly, Miriam Gibli, Avi Sabbag, Roy Beinart, Israel Barabash, Shlomi Matetzky, Valentin Belinson, Boris Fishman, Roy Beigel
- Resting ECG-Based Detection of Poor Cardiorespiratory Fitness Using Deep Learning Architectures [[ABSTRACT](#)] – Michal Cohen-Shelly, Roni Ramon-Gonen, Aias Masalha
- Fitting Analytical Models Using Tailored Samples [[ABSTRACT](#)] – Ofir Ben-Assuli, Gil Frenkel, Lior Roitman and Din Ben Ami
- Forecasting Mpox Spread in the Americas Using Non-Expert Methods [[ABSTRACT](#)] – Idan Roth, Arthur Yosef and David Ezra
- A Theory-Driven Approach to Behaviour Change in Diabetes Recommender Apps [[ABSTRACT](#)] – Pari Delir Haghighi, Reeva Lederman and Suelette Dreyfus
- Visualizing the Invisible: A Human-Centric Barrier Layer for Healthcare Systems Requirements Modeling [[ABSTRACT](#)] – Keren Segal, Meira Levy and Irit Hadar

Parallel Session B: Cybersecurity & IS Risk

Location: Building B, Room 252

Chair: Hadas Ben Avraham Tamam

11:45–13:30

- From Rules to Signals: Interpreting Cybersecurity Governance Through Market Responses [\[ABSTRACT\]](#) – Arie Jacobi and Hadas Ben Avraham Tamam
- On Legacy Systems and Cybersecurity [\[ABSTRACT\]](#) – Eyal Zucker and Arik Sadeh
- A Study of Software Supply Chain Cyber Attacks [\[ABSTRACT\]](#) – Michel Benaroch
- From OSINT to AI-Driven Cyber Intelligence: Evaluating CyEye for Automated Cybercrime Investigation [\[ABSTRACT\]](#) – Sofia Amador Nelke, Jack Altal, Ofir Ben-Assuli, Rajiv Kohli and Monica Chiarini Tremblay
- Winning is Not the Only Metric: The Complexity of Control Manipulation in Knockout Tournaments [\[ABSTRACT\]](#) – Hadassa Daltrophe, Tammar Shrot and Lior Aronshtam

Parallel Session C: AI in Education I – GenAI Tools & Student Experience

Location: Building B, Room 253

Chair: Tsipi Heart

11:45–13:30

- Beyond Disengagement: Gaming the System in Workplace Learning Management Systems [\[ABSTRACT\]](#) – Doron Avramov, Yoram Kalman and Ina Blau
- Does AI Usage Approach Matter? An Exploration of Student Perceptions and Performance [\[ABSTRACT\]](#) – Gali Naveh, Ronit Shmallo and Lior Aronshtam
- AI Teaching Assistants: Does Course Context Shape Acceptance? [\[ABSTRACT\]](#) – David Codish
- Beyond the Binary of AI Use: The Equalizer Effect and Student Prompting Strategies in GenAI-Integrated Assessments [\[ABSTRACT\]](#) – Dizza Beimel, Rina Zviel-Girshin and Meital Amzalag
- Student Satisfaction with an AI-Based Learning Assistant: A Case Study [\[ABSTRACT\]](#) – Tsipi Heart and Eyal Laifer
- Trust by Design: Supporting Students' Social-Emotional Reflection Through a Socratic Conversational Agent [\[ABSTRACT\]](#) – Nahla Aboromi, Roba Haasan and Naomi Unkelos-Shpigel

Parallel Session D: Recommender Systems, Multimodal ML & Decision Support

Location: Building B, Room 254

Chair: Moshe Unger

11:45–13:30

- Product Pricing by Multidimensional Similarity: A Multimodal Attention Framework Using Image, Text, and Temporal Representations [[ABSTRACT](#)] – Eylon Yehiel, Anat Goldstein and Chen Hajaj
- The Impact of LLM-Generated Reviews on Recommender Systems [[ABSTRACT](#)] – Itzhak Ziv, Moshe Unger and Hilah Levin Geva
- Seeing the Context: Enhancing Recommendation Systems with Image-Derived Contextual Signals [[ABSTRACT](#)] – Tal Cordova, Moshe Unger and Tomer Geva
- Triadic-Relational Modeling for Personalized Recommendations [[ABSTRACT](#)] – Rawan Qadri, Inbal Yahav and Moshe Unger
- How Does AI See Me? Inferential Privacy in LLM-Powered Applications [[ABSTRACT](#)] – Michael Khavkin
- Overcoming the AI Cold-Start Challenge: Leveraging the Crowd as a Strategic Resource for Bootstrapping Fine-Grained Recognition Models [[ABSTRACT](#)] – Weaam Shaheen, Yiftach Nagar and Ofer Arazy

13:30–14:30

Lunch

Parallel Session E: Generative AI, Creativity & Human-AI Interaction

Location: Building B, Room 251

Chair: Anat Goldstein

14:30–16:15

- From Parental to Generative Mentorship: AI-Mediated Accompaniment for Novice Drivers [\[ABSTRACT\]](#) – Anat Goldstein, Mordechai Ollech and Oren Musicant
- Winds of Generative AI: Research Trends of Digital Humanities in Computer Science Publications [\[ABSTRACT\]](#) – Vered Silber-Varod and Nitza Geri
- User Responses to AI Virtual Influencers Versus Human Influencers: A Multi-Method Study [\[ABSTRACT\]](#) – Kathleen M. Jagodnik and Alon Bartal
- Adaptive Content Pacing in a Virtual Reality Museum: A Preliminary Evaluation of LLM-Driven Personalization [\[ABSTRACT\]](#) – Naomi Unkelos-Shpigel, Joseph Damouni and Wadea Tanus
- Humor in AI-Mediated Negotiation: Effects on Satisfaction, Justice Perceptions, and Flexibility [\[ABSTRACT\]](#) – Yaniv Sultan, Yael Brender-Ilan and Adi Katz

Parallel Session F: NLP, Text Analytics & Language Technologies

Location: Building B, Room 252

Chair: Gilad Ravid

14:30–16:15

- AI-Generated Content (AIGC) Impact on Sentiment in Validated Fake News [\[ABSTRACT\]](#) – Hillel Kobrovski, Mor Atlas and Ofir Ben-Assuli
- Challenges and Solutions in the Online Discourse of Project Managers: An NLP-Based Analysis [\[ABSTRACT\]](#) – Avital Zadok and Daphne Raban
- Emotion Detection in Hebrew: Dataset Creation and Evaluation [\[ABSTRACT\]](#) – Natalia Vanetik, Shilat Haya Yosefi and Keturah Shlomo
- Bridging the Linguistic Gap: A New Dataset for Arabic Text Simplification in Israel [\[ABSTRACT\]](#) – Maysa Abu Shareb and Hussen Abo Ismael
- Systematic Literature Review and Its Representation as Heatmaps: Case in Point: Agile Software Development [\[ABSTRACT\]](#) – Itzik David and Roy Gelbard
- Network Motifs and Sentiment Analysis in Hebrew Wikipedia in the AI Era [\[ABSTRACT\]](#) – Yuval Melamed and Gilad Ravid

Parallel Session G: Organizational IS, Technology Adoption & Digital Transformation

Location: Building B, Room 253

Chair: Yoram Kalman

14:30–16:15

- Effective Implementation of Innovative AI Technology in a Distributed Work Environment [\[ABSTRACT\]](#) – Alon Hasgall, Niv Ahituv and Nir Regev
- Know Your Limits: The Consequences of Ability-Based Participation Limitations in Crowdsourcing Contests [\[ABSTRACT\]](#) – Shaked Shaday, Ella Segev and Lior Fink
- Technology Adoption in the Vertical Farming Industry [\[ABSTRACT\]](#) – Erran Carmel and David Bartlett
- The Impact of Large Language Models on Firms' Technology Investments: Complement or Substitute? [\[ABSTRACT\]](#) – Doron Yeverechyahu
- Work, Informal Learning, GenAI and the Space Between [\[ABSTRACT\]](#) – Eran Rubinstein and Yoram Kalman

14:30–16:15	Parallel Session H: AI in Education II – Assessment, Methods & Engineering Location: Building B, Room 254 Chair: David Codish • Adaptive Geometry DSS: Does AI Framing Matter? [ABSTRACT] – Amitay Granada and David Codish • Intelligent Mistakes: Rethinking Errors in the Age of AI [ABSTRACT] – Orly Barzilai, Ronit Shmallo and Rina Zviell-Grishin • Code Review Is Not Trivial: Characterizing Cognitive Load Challenges in Peer Software Quality Assurance Education [ABSTRACT] – Naomi Unkelos-Shpigel and Natali Levi-Soskin • Bridging Engineering Education Gaps for Industry: Mapping Entry-Level Competency Expectations Across Academia and Industry [ABSTRACT] – Uzi Rosen and Naomi Unkelos-Shpigel • Architectural Reliability in GenAI-Assisted Development: An Empirical Study Using Coupling-Based Metrics [ABSTRACT] – Moran Kufper and Naomi Unkelos-Shpigel • Decoupling Verisimilitude and Veridicality: Evaluating IVR for Naturalistic Behavioral Research [ABSTRACT] – Yoav Ofer, Yiftach Nagar, Uri Hertz and Ofer Arazy
16:15–16:30	Coffee Break
16:30–17:00	Awards Ceremony and ILAIS Meeting

Program Committee

Adi Katz, SCE Ashdod College of Engineering, Israel
Adir Even, Ben-Gurion University of the Negev, Israel
Alon Bartal, Bar-Ilan University, Israel
Anat Goldstein, Ariel University, Israel
Boris Kantsepolsky, The Academic College of Tel Aviv-Yaffo, Israel
Chen Hajaj, Ariel University, Israel
Dalit Levy, Zefat Academic College, Israel
Daphne Raban, University of Haifa, Israel
David Codish, Ben-Gurion University of the Negev, Israel
Dizza Beimel, Ruppin Academic Center, Israel
Gali Naveh, Shamoon College of Engineering (SCE), Israel
Gilad Ravid, Ben-Gurion University of the Negev, Israel
Hilah Levin Geva, Tel Aviv University, Israel
Idan Roth, The Academic College of Tel Aviv-Yaffo, Israel
Igor Kanovsky, Peres Academic Center, Israel
Inbal Yahav-Shenberger, Tel Aviv University, Israel
Iris Reyachav, Ariel University, Israel
Itamar Shabtai, The College of Management, Israel
Itzhak Aviv, The Academic College of Tel Aviv-Yaffo

Lior Fink, Ben-Gurion University of the Negev, Israel
Lior Gal, Peres Academic Center, Israel
Lior Zalmanson, Tel Aviv University, Israel
Loai AbdAllah, The Max Stern Yezreel Valley College, Israel
Meira Levy, Shenkar - Engineering. Design. Art, Israel
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Michel Benaroch, Syracuse University, USA
Mor Atlas, Ono Academic College, Israel
Nadav Voloch, Ruppin Academic Center, Israel
Nitza Geri, The Open University of Israel, Israel
Osnat Mokryn, University of Haifa, Israel
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Yael Inbar, Tel Aviv University, Israel
Yoram Kalman, The Open University of Israel, Israel