

Gil Appel

Academic CV, September 2018

Marketing Department
USC Marshall School of Business
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Academic Positions

Assistant Professor of Marketing, USC Marshall School of Business 2016 –

Education

Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management:
Ph.D., Marketing 2016
Tel Aviv University, The Recanati Graduate School of Business Administration:
M.B.A., Magna cum Laude 2009
B.A., Economics & Management 2003

Research Interests

Digital Goods, Word-of Mouth, Marketing Analytics, Customer Relationship Management

Publications

Gil Appel, Barak Libai, and Eitan Muller, 2018, “On the Monetary Impact of Fashion Design Piracy,” *International Journal of Research in Marketing*, *In Press*.

- Also available as part of MSI’s working paper series (2013) [13-108].

Working Papers

Gil Appel, Barak Libai, and Eitan Muller, “The Role of Popularity in New Product Growth: Evidence from Digital Product Markets,” in preparation for a new submission to the *Journal of Marketing Research*.

- Also available as part of MSI’s working paper series (2015) [15-100] and *MSI Insights* (2015-2).

Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar, “Retention and the Monetization of Apps,” Revise and resubmit, *International Journal of Research in Marketing*.

Yaniv Shani, Gil Appel, Shai Danziger, and Ron Shachar, “Accidentally on purpose: Careless Behavior that Enables Upgrading to a New Version of an Owned Product,” Revise and resubmit, *Management Science*.

Gil Appel, Michael Haenlein, Barak Libai, and Eitan Muller, “Customer Retention in a Product Platform World,” Working paper.

Eesha Sharma, Stephanie M. Tully, and Gil Appel, “I Need a Hero: Lower Financial Well-being Increases Interest in Superheroes,” Working paper.

Work in Progress

Gil Appel, and Oded Lowengart, “The Desire for Here and Now: The Information Era’s Impact on Aggregate Consumer Behavior.”

Gil Appel, and William M. Rand, “The Channel Dilemma – the Digital Customer Journey in a Mobile Enabled World.”

Conference Presentations and Invited Seminars

“I Need a Hero: Lower Financial Well-being Increases Interest in Superheroes”

- 40th INFORMS Marketing Science Conference, Temple, Philadelphia, PA June, 2018

“Retention and the Monetization of Apps”

- 2018 Winter AMA conference, New Orleans, LA February, 2018

“Customer Retention in a Product Platform World”

- 2017 NYU Big Data Conference, NYU, New York, NY December, 2017

“Stickiness and the Monetization of Apps”

- 39th INFORMS Marketing Science Conference, USC, Los Angeles, CA June, 2017

“Accidently on purpose: Action-Oriented Self-Deception in the Service of Difficult-to-Justify Purchases”

- 2017 Winter SCP conference, San Francisco, CA February, 2017

“The Desire for Here and Now: The Information Era’s Impact on Aggregate Consumer Behavior”, with Oded Lowengart

- Ben Gurion University, Israel January, 2016

“How Digital Goods Grow?”

- D’Amore-McKim School of Business, Northeastern University, Boston, MA October, 2015
- Marshall School of Business, University of Southern California, Los Angeles, CA October, 2015
- Saïd Business School, Oxford University, Oxford, United Kingdom October, 2015
- Goizueta Business School, Emory University, Atlanta, GA October, 2015

“Growth and Popularity in the Market for Free Digital Products”, with Barak Libai and Eitan Muller

- 37th INFORMS Marketing Science Conference, Baltimore, MD June, 2015

“Design Piracy: The Extensive Impact of a Fashion Knockoff”, with Barak Libai and Eitan Muller

- 36th INFORMS Marketing Science Conference, Atlanta, GA June, 2014

“The Cost of Uniqueness and Design Piracy”, with Barak Libai and Eitan Muller

- 12th Marketing in Israel Conference, Haifa, Israel December, 2012
- Tel Aviv University, Israel July, 2012
- 34th INFORMS Marketing Science Conference, Boston, MA June, 2012
- 41st European Marketing Academy Annual Conference (EMAC), Lisbon, Portugal May, 2012

Professional Activities

Founding lab resident at the 1st cycle of the Big Data Lab at **eBay Inc.** 2013-2014

Selected by eBay to be a founding member at eBay's Big Data Lab to derive new marketing insights from huge datasets of millions of consumer behaviors, decisions and transactions over time.

Dissertation committee member

Jennifer Kim (Management and Organization, USC Marshall), 2018

Qualification committee member

Sajeev Nair (Marketing, USC Marshall), 2018

Industry Invited Seminars

“I Need a Hero: The Effect of Financial Well-being on Superhero Interest”

- Invited seminar at Warner Brothers Media & Research Insights group September, 2018

Teaching Experience

Courses Developed

“Workshop in social networks”, developed with Prof. Barak Libai and Prof. Jacob Goldenberg,
Interdisciplinary Center (IDC). Herzliya, Israel 2011-2015

Courses Taught

Interdisciplinary Center (IDC). Herzliya, Israel, *Adjunct Lecturer - “Customer Centric Marketing”*

2014 Instructor Rating - 4.88/5

2015 Instructor Rating - 4.67/5

2016 Instructor Rating - 4.52/5

University of Southern California. CA, USA, *Assistant Professor* – “Internet Marketing”

2017 Instructor Rating – 4.04/5 (graduate class – MKT 556)

University of Southern California. CA, USA, *Assistant Professor* – “Marketing on the Internet”

2017 Instructor Rating – 3.93/5 (undergraduate class – MKT 425)

University of Southern California. CA, USA, *Assistant Professor* – “Directed Research – Introducing Digital Marketing to Cuba”

University of Southern California. CA, USA, *Assistant Professor* – “Marketing on the Internet”

2018 Instructor Rating – 4.25/5, 3.96/5, 4.24/5 (undergraduate class – MKT 425)

* Marshall Golden Apple Award for Teaching Excellence (2018): presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class

Executive Education

Interdisciplinary Center (IDC). Herzliya, Israel “A Guided Tour in a Dynamic New World” 2014-2016

University of Southern California. CA, USA, “Data Driven Consumer Insights” 2018

Ad-hoc Reviewer

Management Science; Marketing Science; Journal of Marketing (JM); International Journal of Research in Marketing (IJRM); Society of Consumer Psychology Conference (SCP Conference); Production and Operations Management (POMS); Israel Science Foundation (ISF); International Conference on Information Systems (ICIS).

Awards

2018, **Marshall Golden Apple Award for Teaching Excellence**, presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class