

Gil Appel

Academic CV, November 2019

Marketing Department
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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

My research focuses on the Digital domain: Evolution, and data source for explaining individual behavior. Specific research interest include:

Digital Markets and Goods, Social Media, Marketing Analytics, Big Data, Consumer Data Patterns.

Publications

Gil Appel, Barak Libai, and Eitan Muller (2018), “On the Monetary Impact of Fashion Design Piracy,” *International Journal of Research in Marketing*, 35(4), 591-610.

- *Finalist for the 2018 IJRM Best Article Award,*
Also available as part of MSI's working paper series (2013) [13-108].

Gil Appel, Lauren Grewal, Rhonda Hadi, and Andrew Stephen (2019), “The Future of Social Media in Marketing,” *Journal of the Academy of Marketing Science*, In Press.

Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar (2019), “On the Monetization of Mobile Apps,” *International Journal of Research in Marketing*, In Press.

Yaniv Shani, Gil Appel, Shai Danziger, and Ron Shachar (2019), “When and Why Consumers “Accidentally” Endanger Their Products,” accepted at *Management Science*.

Priyanka Joshi, Cheryl Wakslak, Gil Appel, and Laura Huang (2019), “Gender Differences in Communicative Abstraction,” *Journal of Personality and Social Psychology*, In Press.

- Also featured in *Psychology Today* (2019) - <https://bit.ly/34rCiCr>
- Also featured in *Forbes* (2019) - <https://bit.ly/34wRZZ2>

Working Papers

Gil Appel, Barak Libai, and Eitan Muller, “The Role of Popularity in New Product Growth: Evidence from Digital Product Markets,” submitted to *Journal of Marketing*.

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

Kristen Duke, Wendy Liu, Evan Weingarten, Rebecca W. Hamilton, On Amir, Gil Appel, Moran Cerf, Joseph K. Goodman, Andrea C. Morales, Ed O’Brien, Jordi Quoidbach, Monic Sun. “Why Don’t Consumers Choose the Experiences They Will Enjoy Most? Insights from the Two-Dimensional Experiential Space (TDES) Model,” submitted to *Marketing Letters*.

Work in Progress

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

Gil Appel, Jacob Goldenberg, Barak Libai, and Eitan Muller, “Growth Hacking, Saddles and Churn.”

Conference Presentations and Invited Seminars

“Early career panel on future trends in consumer and technology research” (Panel)

- 2019 SCP Boutique conference on Consumers and Technology, Montreal, Canada June, 2019

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

- 11th Choice Symposium, Cambridge, MD May, 2019
- Ono Academic College, Kiryat Ono, Israel January 2019
- Marketing in Israel 18, Kiryat Ono, Israel December 2018
- 40th INFORMS Marketing Science Conference, Temple, Philadelphia, PA June, 2018

“Retention and the Monetization of Apps”

- 16th PSI conference, Midway, UT February, 2019
- 2018 Winter AMA conference, New Orleans, LA February, 2018

“Work life balance” (Panel)

- 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

“Accidentally 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, Tel Aviv, 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 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.

Data for Good Exchange 2018 (D4GX) 2018

Workshop member and part of the Q&A and Bias thought groups working on creating a code of ethics for data scientists.

Member, the International Academy of Digital Arts and Sciences (IADAS) 2019

Appointed a member of IADAS and asked to judge the 2019 *Webby* awards

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

University of Southern California. CA, USA, *Assistant Professor* – “Marketing in a Digital World”

2019 Instructor Rating – 4.02/5, 4.08/5 (undergraduate class – MKT 425)

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); California Management Review (CMR); Society of Consumer Psychology Conference (SCP Conference); Production and Operations Management (POMS); Israel Science Foundation (ISF); International Conference on Information Systems (ICIS); MIS Quarterly (MISQ); Journal of the Academy of Marketing Science (JAMS).

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