

Gil Appel

Academic CV, November 2021

Marketing Department
The George Washington School of Business
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Academic Positions

Assistant Professor of Marketing, The George Washington School of Business	2020 –
Assistant Professor of Marketing, USC Marshall School of Business	2016 – 2020

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 (2020), “The Future of Social Media in Marketing,” *Journal of the Academy of Marketing Science*, 48, 79-95.

- Finalist for the 2020 JAMS Sheth Foundation Best Paper Award

Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar (2020), “On the Monetization of Mobile Apps,” *International Journal of Research in Marketing*, 37(1), 93-107.

- Winner, 2020 IJRM Best Article Award

Yaniv Shani, Gil Appel, Shai Danziger, and Ron Shachar (2020), “When and Why Consumers “Accidentally” Endanger Their Products,” *Management Science*, 66 (12), 5757-5782.

- Also featured in *The Wall Street Journal* (2020) - <https://on.wsj.com/3dPFYDO>

Priyanka Joshi, Cheryl Wakslak, Gil Appel, and Laura Huang (2020), “Gender Differences in Communicative Abstraction,” *Journal of Personality and Social Psychology*, 118(3), 417-435.

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

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

Priyanka Joshi, Cheryl Wakslak, Laura Huang, and Gil Appel (2021), “Gender Differences in Communicative Abstraction and their Organizational Implications,” *Rutgers Business Review*, 6(2), 145-153.

Gil Appel, and Eitan Muller (2021), “Adoption Patterns over Time: A Replication,” In Press at *Marketing Letters*.

- Also featured in *Development Corporate* (2021) - <https://bit.ly/3AVFExw>

Working Papers

Gil Appel, Barak Libai, and Eitan Muller, “The Role of Popularity in New Product Growth: Evidence from Digital Product Markets,” working paper (target journal - *Information Systems Research*).

- 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. “What Makes People Happy? Decoupling the Experiential-Material Continuum,” under review - *Journal of Consumer Psychology*.

Liat Hadar, Yael Steinhart, Gil Appel, and Yaniv Shani, “The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment,” under review – *Journal of Marketing Research*.

Work in Progress

Advanced stage projects - data analysis and write-up

Appel, Gil, and Cheryl Wakslak. “In the halls of power: How relative power shapes the communication of elected officials.”

Appel, Gil, Elinor Amit, and Cheryl Wakslak. “🍕 or pizza? The impact of gender on Venmo communications.”

Maimone, Giulia, Gil Appel, Ayelet Gneezy, and Tom Meyvis. “From #MeToo to Not Me.”

Maimone, Giulia, Gil Appel, Ayelet Gneezy, and Craig McKenzie. “Scandals in Academia.”

Intermediate stage projects - data collection in progress

Appel, Gil, and Cheryl Wakslak. “The more the verbier? Number of contributors, communicative abstraction, and the spread of scientific knowledge”

Atlas, Mor, Gil Appel, and Barak Libai. “Diffusion of brand and the aggregated category diffusion.”

Conference Presentations and Invited Seminars

“Let’s Get Digital: A Virtual Knowledge Forum on Marketing in the Age of Digitalization and Artificial Intelligence” (Symposium)

- 2021 Association for Consumer Research, Via zoom due to COVID October, 2021

“Construal Level in Organizational Research” (Symposium)

- 2021 AOM annual meeting, Via zoom due to COVID August, 2021

“Working Across the Aisle: Empirical Methods for Behavioral Research”

- 2020 Winter SCP conference, Huntington Beach, CA March, 2020

“Digital domain: Evolution, and data source for explaining individual behavior”

- Emory University's Goizueta Business School, Atlanta, GA January, 2020
- The George Washington University School of Business, Washington, DC February, 2020
- Kelley School of Business, Bloomington, IN(via Zoom due to COVID) March, 2020

“Diamonds in the rough - Uncovering brand valuation from keyword data”

- 2020 Junior Faculty Workshop, Atlanta, GA January, 2020

“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

Service

Marketing Department PhD Committee (USC Marshall)	2020
Marketing Department Faculty Recruiting Committee (USC Marshall)	2016, 2017
Member of the Doctoral Committee (GWSB)	2020-2021
Member of the Research Committee (GWSB)	2021 -
Organized the GWSB tenure track virtual mixer	January 2021

Dissertation committee member

Jennifer Kim (Management and Organization, USC Marshall) 2018

Dissertation evaluation external reviewer

Moshe Miller (Marketing, Hebrew University) 2020

Qualification committee member

Sajeev Nair (Marketing, USC Marshall) 2018

Editorial Service

ERB member

International Journal of Research in Marketing (IJRM) 2021 -

Ad hoc reviewer

Management Science; Marketing Science; Journal of Marketing (JM); Journal of Consumer Research (JCR); 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); Marketing Science Institute (MSI) doctoral award; American Marketing Association (AMA) EBSCO-RRBM award.

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

Founding member – Bold Minds Mixer 2020-2021

Organized a group of about 15 practitioners and academics that meet every 3 months to discuss current trends in industry and academia

Industry Invited Sessions

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

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

SUBTA podcast

- Invited discussant on the SUBTA – Subscription Trade Association podcast April, 2021

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* – “Directed Research – Introducing Digital Marketing to Cuba”

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

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

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

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

2020 Instructor Rating – 4.05/5, 4.38/5 (undergraduate class – MKT 425)

The George Washington University. DC, USA, *Assistant Professor* – “Digital Marketing”

2020 Instructor Rating – 3.6/5 (undergraduate class – MKT 4154)

2020 Instructor Rating – 3.4/5 (graduate class – MKT 6252)

The George Washington University. DC, USA, *Assistant Professor* – “Digital Marketing Analytics”

2020 Instructor Rating – 4/5 (undergraduate class – MKT 4162)

2020 Instructor Rating – 4/5 (graduate class – MKT 6262)

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

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

2020, **IJRM best paper award**, for Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar (2020), “On the Monetization of Mobile Apps,” *International Journal of Research in Marketing*, 37(1), 93-107.

Media Mentions

“How Has Technology Adoption Life Cycle Been Shortened in 2021?” *Development Corporate* (October 14, 2021) - <https://bit.ly/3AVFExw>

“TikTok and Google Docs: Small Businesses Thrive After Adapting to the Pandemic,” *Maryland Matters* (May 22, 2021) - <https://bit.ly/3wNW5do>

“Why We Seem to Damage Our Smartphones Just When a New Model Comes Out,” *The Wall Street Journal* (Oct. 23, 2020) - <https://on.wsj.com/3dPFYDO>

“Men and Women (Sort of) Speak Two Different Languages,” *Psychology Today* (Oct. 31, 2019) - <https://bit.ly/34rCiCr>

“Powerful People Use More Abstract Language, According To New Research,” *Forbes* (Nov. 5, 2019) - <https://bit.ly/34wRZZ2>