

# Gil Appel

Academic CV, October 2022

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Marketing Department  
The George Washington School of Business  
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## Academic Positions

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

## Education

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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

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

Digital Markets and Goods, Artificial Intelligence, Marketing Analytics, Big Data, Consumer Data Patterns.

## Publications

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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,” *Marketing Letters*, 32, 499-511.

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

Evan Weingarten, Kristen Duke, Wendy Liu, Rebecca W. Hamilton, On Amir, Gil Appel, Moran Cerf, Joseph K. Goodman, Andrea C. Morales, Ed O’Brien, Jordi Quoidbach, and Monic Sun (2022), “What Makes People Happy? Decoupling the Experiential-Material Continuum,” *In Press at Journal of Consumer Psychology*.

Nikhil Malik, Max Yanhao Wei, Gil Appel, and Lan Luo (2022), “Blockchain Technology for Creative Industry: Current State and Research Opportunities,” *In Press at International Journal of Research in Marketing*.

## **Working Papers**

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Gil Appel, Barak Libai, and Eitan Muller, “The Shape of Success: Popularity and Growth Patterns of Digital Products,” working paper.

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

Liat Hadar, Yael Steinhart, Gil Appel, and Yaniv Shani, “The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment,” invited revision, *Journal of Consumer research*.

Giulia Maimone, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, "Sexual Misconduct, Scientific Fraud, and Citation Penalties," under review at *Nature Communications*.

## **Work in Progress**

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

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

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

## Conference Presentations and Invited Seminars

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### **“A New Perspective on the Role of Citations in Academic Research”**

- Tel Aviv University, Tel Aviv, Israel March, 2022

### **“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”**

- 11<sup>th</sup> Choice Symposium, Cambridge, MD May, 2019
- Ono Academic College, Kiryat Ono, Israel January 2019
- Marketing in Israel 18, Kiryat Ono, Israel December 2018
- 40<sup>th</sup> 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”**

- 39<sup>th</sup> 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**

- 37<sup>th</sup> INFORMS Marketing Science Conference, Baltimore, MD June, 2015

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

- 36<sup>th</sup> INFORMS Marketing Science Conference, Atlanta, GA June, 2014

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

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

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## **Service**

**School committee member**

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
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#### **Dissertation evaluation external reviewer**

Moshe Miller (Marketing, Hebrew University)	2020
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#### **Qualification committee member**

Sajeev Nair (Marketing, USC Marshall)	2018
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### **Editorial Service**

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#### **ERB member**

International Journal of Research in Marketing (IJRM)	2021 –
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#### **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); Information Systems Research (ISR); Journal of the Academy of Marketing Science (JAMS); Marketing Science Institute (MSI) doctoral award; American Marketing Association (AMA) EBSCO-RRBM award.

### **Professional Activities**

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Founding lab resident at the Big Data Lab at <b>eBay Inc.</b>	2013-2014
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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
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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 -
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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**

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

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

### **“Subscription Consumer Habits - Purchase Regret & Surprise and Delight”**

- Invited discussant on the SUBTA – Subscription Trade Association podcast April, 2021  
<https://bit.ly/3AdZPIj>

### **“Introduction to simple and free analytics”**

- Invited seminar at GWU Health Communication Volunteer Corps May, 2021

## **Teaching Experience**

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### *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)  
2021 Instructor Rating – 4.7/5 (undergraduate class – MKT 4154)  
2021 Instructor Rating – 4.9/5 (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)  
2020 Instructor Rating – 4.8/5 (undergraduate class – MKT 4162)  
2020 Instructor Rating – 4.8/5 (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**

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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**

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“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>