

# Gil Appel

Academic CV, January 2026

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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: Innovation, adoption and evolution, and data sources 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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Total cite count, Jan 2026: Google Scholar – 4,459; WOS – 1,031

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Liat Hadar, Yael Steinhart, Gil Appel, and Yaniv Shani (2026), “The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment,” accepted at *Journal of Consumer Research*.

Yidan Yin, Gil Appel, and Cheryl Wakslak (2025), “Nice to Meet You.(!) Gender and Exclamation Point Usage,” *Journal of Experimental Social Psychology*, 121, 104812.

- Selected media coverage: [Financial Times](#); [Fast Company](#); [BBC](#); [The Week](#); [The Standard](#); [Nautilus](#); [Other media coverage](#)

Stephanie M. Tully, Chiara Longoni, and Gil Appel (2025), “Knowledge of Artificial Intelligence Predicts Lower AI Receptivity,” *The Journal of Marketing*, 89(5), 1-20.

- Lead article.

- Finalist, AMA AI SIG 2026 best paper award.

- Also available as part of MSI's working paper series (2024) [24-132] - <http://bit.ly/3VtCJZs>.

- Selected media coverage: [The Wall Street Journal](#); [WIRED](#); [Fastcompany](#); [Medium](#); [The Horizon Tracker](#); [Pivot to AI](#); [Moneyweb News](#); [Yahoo! Finance](#); [The Next Web](#); [The Conversation France](#); [The Conversation U.K.](#); [Nipponese News \(Japan\)](#); [Mandarinian](#)

[News](#) (China); [Levante](#) (Spain); [La Opinión](#) (Spain); [El Periodico Mediterraneo](#) (Spain); [Science et Vie](#) (France); [Popmech](#) (Russia); [Liberal](#) (Greece); [Eoswetenschap](#) (Belgium / the Netherlands); [Blikk](#) (Hungary); [Olhar digital](#) (Brazil); [AITNews](#) (Africa Independent Television); [Other media coverage](#)

- Selected impact on policy: [MIT AI Risk Repository](#), [United Nations Development Programme](#); [Marginal Revolution](#); [Ente Nazionale per l'Intelligenza Artificiale](#); [AI for Education](#); [Center for AI Policy](#)

- Selected impact on practice: [The Advertising Research Foundation](#); [IBM](#); [Neurons](#); [Nuance Behavior](#); [TeacherServer AI Tools](#); [Critical Inkling](#); [Kennedys Consulting](#); [Meltwater Consulting](#); [3 Standard Deviations](#); [The Math Ain't Mathing™](#); [CDOTrends](#); [K-12 EdTec](#); [The Peer Review](#)

Giulia Maimone, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy (2025), “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” *PLOS One*, 20(3): e0317736.

- Also featured in *Science* (2025) - <https://bit.ly/3QLCGpy>

- Also featured in *Nature* (2025) - <https://go.nature.com/3Xu2zxO>

Nikhil Malik, Max Yanhao Wei, Gil Appel, and Lan Luo (2023), “Blockchain Technology for Creative Industry: Current State and Research Opportunities,” *International Journal of Research in Marketing*, 40(1), 38-48.

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 (2023), “What Makes People Happy? Decoupling the Experiential-Material Continuum,” *Journal of Consumer Psychology*, 33(1), 97-106.

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>

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>

- Also featured in *Harvard Business Review* (2022) - <https://bit.ly/3Bghr7T>

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>

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*

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, 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].

## Working Papers

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Gil Appel, Barak Libai, and Eitan Muller, “Why EVs, AVs, and GenAI Still Diffuse Slowly in a Digital Age :Expectations of Fast Diffusion Meet Reality,” working paper, in preparation for submission to *Journal of the Academy of Marketing Science*.

Tanya Rubinstein, Elinor Amit, Cheryl Wakslak, and Gil Appel, “Unveiling the Social Dimension of Complexity: Complexity as a Gender Cue in Consumer Behavior,” working paper, under review at *Journal of Consumer Psychology*.

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).

## Managerial Publications & Popular Press

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Cheryl Wakslak, Yidan (Dani) Yin, and Gil Appel (2025), “Don't Overthink Your Use of Exclamation Points!” *Harvard Business Review*, available at <http://bit.ly/46If5xL>.

Chiara Longoni, Gil Appel, and Stephanie M. Tully (2025), “Why Understanding AI Doesn't Necessarily Lead People to Embrace It,” *Harvard Business Review*, available at <http://bit.ly/4kCjHdD>.

Gil Appel, Juliana Neelbauer, and David A. Schweidel (2023), “Generative AI Has an Intellectual Property Problem,” *Harvard Business Review*, available at <http://bit.ly/451TnCc>.

- Also included in *Generative AI: The Insights You Need from Harvard Business Review* (HBR Insights Series) - <https://store.hbr.org/product/generative-ai-the-insights-you-need-from-harvard-business-review/10697>

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.

## Selected Conference Presentations and Invited Seminars

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### “Digital innovation and its impact on consumers”

- The University of Kansas, Lawrence, KS November, 2025

### “AI Literacy, Privacy Concerns, and Adoption of AI Technologies”

- University of Pittsburgh, Pittsburgh, PA (Via Zoom) July, 2025

### “Knowledge of Artificial Intelligence Predicts Lower AI Receptivity”

- 2025 Society for Consumer Psychology Conference, Las Vegas, NV February, 2025  
\* *Presenter*: Stephanie M. Tully
- Tel Aviv University, Tel Aviv, Israel January, 2025

- 2024 Association for Consumer Research Conference, Paris, France  
\* *Presenter:* Chiara Longoni September, 2024
  - Yeshiva University, NY, NY September 2024
  - Oxford University, Oxford, United Kingdom May, 2024
  - Raichman University, Hertzliya, Israel December, 2023
  - Journal of Marketing Virtual Symposium, New Paradigms for a new world July, 2023
- “Sexual Misconduct, Scientific Fraud, and Citation Penalties”**
- 2025 Society for Consumer Psychology Conference, Las Vegas, NV February, 2025  
\* *Presenter:* Giulia Maimone
  - 2022 Association for Consumer Research, Denver, CO October, 2022  
\* *Presenter:* Giulia Maimone
- “Cart Composition Influences Online Cart Abandonment”**
- 2025 Society for Consumer Psychology Conference, Las Vegas, NV February, 2025  
\* *Presenter:* Liat Hadar
- “Women Are Complex, Men Are Simple: the Association Between Gender and Complexity and Its Implications for Consumer Behavior”**
- 2024 Association for Consumer Research, Paris, France September, 2024  
\* *Presenter:* Elinor Amit
- “Working Across the Aisle: Empirical Methods for Behavioral Research”**
- Tel Aviv University, Tel Aviv, Israel December, 2023
- “Sexual Misconduct, Scientific Fraud, and Citation Penalties”**
- 2022 Association for Consumer Research, Denver, CO October, 2022  
\* *Presenter:* Giulia Maimone
- “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

## Service

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### School committees and workshops

GWSB Wine Down session on Generative AI in the classroom	September, 2023
Marketing Department Faculty Recruiting Committee (GWSB)	2022
Member of the Research Committee (GWSB)	2021 – 2024
Organized the GWSB tenure track virtual mixer	January, 2021
Member of the Doctoral Committee (GWSB)	2020-2021; 2024-
Marketing Department PhD Committee (USC Marshall)	2020
Marketing Department Faculty Recruiting Committee (USC Marshall)	2016, 2017

### 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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<b>Management Science Reproducibility Collaboration</b>	2023
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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 Marketing Research (JMR); Journal of Consumer Research (JCR); International Journal of Research in Marketing (IJRM); California Management Review (CMR); Society of Consumer Psychology Conference (SCP Conference); Association for Consumer Research Conference (ACR 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 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
- 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.
- Member, the International Academy of Digital Arts and Sciences (IADAS) 2019 -  
Appointed a member of IADAS and asked to judge the *Webby* awards annually since 2019
- 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.

## Industry Invited Sessions

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### “Personalization, content generation and gamification”

- Invited discussant at HashtagHigherEd US, higher education marketing conference June, 2023  
<https://youtu.be/sXbdpYNCElc>

### “Introduction to simple and free analytics”

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

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

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

### “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

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### Courses Taught

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

2025 Instructor Rating – 4.3/5 (undergraduate class – MKT 4154\_10)

2025 Instructor Rating – 4.2/5 (undergraduate class – MKT 4154\_11)

2025 Instructor Rating – 4/5 (graduate class – MKT 6252)

2024 Instructor Rating – 4.5/5 (undergraduate class – MKT 4154\_10)

2024 Instructor Rating – 4.4/5 (undergraduate class – MKT 4154\_11)

2024 Instructor Rating – 4.7/5 (graduate class – MKT 6252)  
2023 Instructor Rating – 4.8/5 (undergraduate class – MKT 4154)  
2023 Instructor Rating – 4.8/5 (graduate class – MKT 6252)  
2022 Instructor Rating – 4.9/5 (undergraduate class – MKT 4154)  
2022 Instructor Rating – 4.9/5 (graduate class – MKT 6252)  
2021 Instructor Rating – 4.7/5 (undergraduate class – MKT 4154)  
2021 Instructor Rating – 4.9/5 (graduate class – MKT 6252)  
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*”

2023 Instructor Rating – 4.8/5 (cross listed class – MKT 4162/6262)  
2022 Instructor Rating – 4.7/5 (cross listed class – MKT 4162/6262)  
2021 Instructor Rating – 4.8/5 (cross listed class – MKT 4162/6262)  
2020 Instructor Rating – 4/5 (cross listed class – MKT 4162/6262)

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

2020 Instructor Rating – 4.05/5, 4.38/5 (undergraduate class – MKT 425)  
2019 Instructor Rating – 4.02/5, 4.08/5 (undergraduate class – MKT 425)  
2018 Instructor Rating – 4.25/5, 3.96/5, 4.24/5 (undergraduate class – MKT 425)  
2017 Instructor Rating – 3.93/5 (undergraduate class – MKT 425)

**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*”

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

2016 Instructor Rating - 4.52/5  
2015 Instructor Rating - 4.67/5  
2014 Instructor Rating - 4.88/5

### Courses Developed

“Workshop in social networks”, developed with Prof. Barak Libai and Prof. Jacob Goldenberg,

**Interdisciplinary Center (IDC).** Herzliya, Israel 2011-2015

### Executive Education

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

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

## Awards

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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.

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

## Selected Media Mentions

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“The Less You Know About AI, the More You Are Likely to Use It,” *WSJ* (Sep, 2, 2025) - <http://bit.ly/4n9Tdlf>

“The Less People Know About AI, the More They Like It,” *WIRED* (Jan, 25, 2025) - <http://bit.ly/40Nc8IX>

“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>

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

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