

# Gil Appel

Academic CV, July 2024

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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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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>.

Nikhil Malik, Max Yanhao Wei, Gil Appel, and Lan Luo (2022), “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 (2022), “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, Laura Huang, and Gil Appel (2021), “Gender Differences in Communicative Abstraction and their Organizational Implications,” *Rutgers Business Review*, 6(2), 145-153.

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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Stephanie M. Tully, Chiara Longoni, and Gil Appel, “Knowledge of Artificial Intelligence Predicts Lower AI Receptivity,” working paper, working on 2<sup>nd</sup> round revision for *The Journal of Marketing*.

- Also available as part of *MSI's working paper series* (2024) [24-132].

Giulia Maimone, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” working paper, working on 2<sup>nd</sup> round revision for *PLOS One*.

Liat Hadar, Yael Steinhart, Gil Appel, and Yaniv Shani, “The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment,” working paper, preparing for submission.

Yidan Yin, Gil Appel, and Cheryl Wakslak, “Nice to Meet You.(!) Gender and Exclamation Point Usage,” working paper, submitted to *Organizational Behavior and Human Decision Processes*.

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, submitted to *Journal of Consumer Research*.

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).

## **Selected Conference Presentations and Invited Seminars**

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

- Journal of Marketing Virtual Symposium, New Paradigms for a new world July, 2023
- Raichman University, Hertzliya, Israel December, 2023
- Oxford University, Oxford, United Kingdom May, 2024

### **“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 –
Organized the GWSB tenure track virtual mixer	January, 2021
Member of the Doctoral Committee (GWSB)	2020-2021
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 –

### 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 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 2019 *Webby* awards

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*”

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)

\* 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

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

## **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>

“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>