

Gil Appel

Academic CV, March 2025

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: 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

Stephanie M. Tully, Chiara Longoni, and Gil Appel (2025), “Knowledge of Artificial Intelligence Predicts Lower AI Receptivity,” in-print at *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 (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/3Xu2zxQ>

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

Liat Hadar, Yael Steinhart, Gil Appel, and Yaniv Shani, "The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment," working paper, under review following an invited risky revision at *Journal of Consumer Research*.

Yidan Yin, Gil Appel, and Cheryl Wakslak, "Nice to Meet You.(!) Gender and Exclamation Point Usage," working paper, submitted to *Journal of Experimental Social Psychology*.

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, invited risky revision at *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

“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 September, 2024
* *Presenter:* Chiara Longoni
- 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”**
- 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
- “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
- 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

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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Management Science Reproducibility Collaboration	2023
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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 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

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

“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

Courses Taught

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

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

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

“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>