**Gil Appel**

CV, December 2016

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Los Angeles, CA, 90089

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| **Academic Positions** |

Assistant Professor of Marketing, USC Marshall School of Business 2016 –

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| **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

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| **Research Interests** |

Digital Goods, Word-of Mouth, Marketing Analytics, Customer Relationship Management

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| **Working Papers** |

Gil Appel, Barak Libai, and Eitan Muller, “How Free Products Grow: Adoption Patterns in Fast Moving Digital Goods,” *In preparation for submission to the Journal of Marketing Research*

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

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| Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar, “Stickiness and the Monetization of Apps,” Currently under review at *Marketing Science*  Yaniv Shani, Gil Appel, Shai Danziger, and Ron Shachar, “Accidently on purpose: Careless Behavior that Enables Upgrading to a New Version of an Owned Product,” *In preparation for submission to the Journal of Consumer Research*  Gil Appel, Barak Libai, and Eitan Muller, “The Financial Impact of Knockoffs on the Original Fashion Design,” Currently being revised for re-submission to *Journal of Marketing*  *- Also available as part of MSI’s working paper series (2013) [13-108]*  **Work in Progress** |

Gil Appel, and Oded Lowengart, “The Desire for Here and Now: The Information Era’s Impact on Aggregate Consumer Behavior,” *data collection and preliminary analysis completed*

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| **Conference Presentations and Invited Seminars** |

**“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, Israel July, 2012
* 34th INFORMS Marketing Science Conference, Boston, MA June, 2012
* 41st European Marketing Academy Annual Conference (EMAC), Lisbon, Portugal May, 2012

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| **Research Experience** |

#### [Founding lab resident at the 1](https://www.linkedin.com/search?search=&title=Participation+in+the+1st+cycle+of+the+Big+Data+Lab&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title)[st](https://www.linkedin.com/search?search=&title=Participation+in+the+1st+cycle+of+the+Big+Data+Lab&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title) [cycle of the Big Data Lab](https://www.linkedin.com/search?search=&title=Participation+in+the+1st+cycle+of+the+Big+Data+Lab&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title) 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.

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| **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

*Executive Education*

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

This is a workshop on free web based tools for marketing analytics (starting with Google Trends and advancing in complexity), also given as several guest lectures for Global MBA and MBA classes

*T.A. Experience*

**Interdisciplinary Center (IDC).** Herzliya, Israel, ***Global MBA, MBA,BA***  2011-2016  
Core Marketing 2, Customer Centric Marketing, Workshop in Social Networks, Brand Management, Empirical Research in Marketing, Marketing Consultant

With Prof. Barak Libai, Prof. Jacob Goldenberg, Prof. Zvi Gilula and Prof. Oded Netzer

**Tel-Aviv University.** Tel-Aviv, Israel, ***Executive MBA and MBA***  2008-2012  
Core Marketing, CRM, Customer Centric Marketing, Brand Management

With Prof. Barak Libai and Dr. Irit Nitzan

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| **Ad-hoc Reviewer** |

International Journal of Research in Marketing (IJRM), Production and Operations Management (POMS)

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| **Professional Experience** |

**Zivion Construction Ltd.** Tel-Aviv, Israel 1998-2009  
***Executive Positions***