

# Gil Appel

Academic CV, January 2019

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Marketing Department  
USC Marshall School of Business  
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## Academic Positions

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

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

## 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.

- 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, “The Role of Popularity in New Product Growth: Evidence from Digital Product Markets,” in preparation for a new submission to the *Journal of Marketing*.

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

Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar, “Retention and the Monetization of Apps,” resubmitted in January 2019 following a Revise and Resubmit (Major revision) to *International Journal of Research in Marketing*.

Yaniv Shani, Gil Appel, Shai Danziger, and Ron Shachar, “Accidentally on purpose: Careless Behavior that Enables Upgrading to a New Version of an Owned Product,” resubmitted in December 2018 following a Revise and Resubmit (Major revision) to *Management Science*.

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Andrew Stephen, Gil Appel, Lauren Grewal, and Rhonda Hadi, “The Future of Social Media,” in preparation for a new submission to the *Journal of the Academy of Marketing Science*.

Gil Appel, Michael Haenlein, Barak Libai, and Eitan Muller, “Customer Retention in a Product Platform World,” Working paper.

Eesha Sharma, Stephanie M. Tully, and Gil Appel, “I Need a Hero: Lower Financial Well-being Increases Interest in Superheroes,” Working paper.

## **Work in Progress**

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Gil Appel, and Oded Lowengart, “The Desire for Here and Now: The Information Era’s Impact on Aggregate Consumer Behavior.”

Gil Appel, and William M. Rand, “The Channel Dilemma – the Digital Customer Journey in a Mobile Enabled World.”

## **Conference Presentations and Invited Seminars**

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### **“I Need a Hero: Lower Financial Well-being Increases Interest in Superheroes”**

- 40<sup>th</sup> INFORMS Marketing Science Conference, Temple, Philadelphia, PA June, 2018
- Marketing in Israel 18, Kiryat Ono, Israel December 2018
- Ono Academic College, Kiryat Ono, Israel January 2019

### **“Retention and the Monetization of Apps”**

- 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

### **“Accidentally 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

## **Professional Activities**

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Founding lab resident at the 1<sup>st</sup> cycle of 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.

### **Dissertation committee member**

Jennifer Kim (Management and Organization, USC Marshall), 2018

### **Qualification committee member**

Sajeev Nair (Marketing, USC Marshall), 2018

## **Industry Invited Seminars**

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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

## **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* – “Marketing on the Internet”

2017 Instructor Rating – 3.93/5 (undergraduate class – MKT 425)

**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”

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

## 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

## **Ad-hoc Reviewer**

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Management Science; Marketing Science; Journal of Marketing (JM); 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).

## **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