

# Gil Appel

Academic CV, August 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.

- Finalist for the 2018 IJRM Best Article Award,  
Also available as part of MSI's working paper series (2013) [13-108].

Gil Appel, Lauren Grewal, Rhonda Hadi, and Andrew Stephen (2019), "The Future of Social Media in Marketing," accepted at the *Journal of the Academy of Marketing Science*.

Gil Appel, Barak Libai, Eitan Muller, and Ron Shachar (2019), "On the Monetization of Mobile Apps," *International Journal of Research in Marketing*, forthcoming.

## Working Papers

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Priyanka Joshi, Cheryl Wakslak, Gil Appel, and Laura Huang, "Gender Differences in Communicative Abstraction," Conditionally accepted at the *Journal of Personality and Social Psychology*.

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," under review (Minor revision).

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.

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

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.”

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

## **Conference Presentations and Invited Seminars**

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### **“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

## “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 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.

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.

### 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

University of Southern California. CA, USA, *Assistant Professor* – “Marketing in a Digital World”

2019 Instructor Rating – 4.02/5, 4.08/5 (undergraduate class – MKT 425)

### 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); MIS Quarterly (MISQ).

## **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