Research

Network Traces on Penetration: Uncovering Degree Distribution from Adoption Data. Yaniv Dover. Yale University, Jacob Goldenberg. Hebrew University and Daniel Shapira. GGFBM. This study proposed and empirically validated a unified network-based growth model linking network structures and penetration patterns. Specifically, using external sources of information, the study confirmed that each network degree distribution identified by the model matches the actual social network that is underlying to the dissemination process. The study also empirically proved that the same method can be used to forecast adoption using an estimation of degree distribution and diffusion parameters in an early stage (15%) of the penetration process. These forecasts were confirmed to be significantly superior to those of three benchmark models of diffusion. The study was published in the top ranked journal Marketing Science.

Happily (Mal)Adjusted: Cosmopolitan identity and Expatriate Adjustment. Amir Grinstein. GGFBM and Luc Wathieu. Georgetown University. As populations increasingly identify themselves as cosmopolitan, this study examined whether cosmopolitan identity involves openness and adaptability to new environments, or favors maintaining a global lifestyle that persists across environments. Based on a field study of expatriates, findings showed the expected duration of sojourn is a critical moderator of cosmopolitan behavior. In short sojourns, cosmopolitans adjust more to new environments than non-cosmopolitans. In long sojourns, non-cosmopolitans adjust more to the host country while cosmopolitans tend to retreat into a global lifestyle. These adjustment choices correlated with well-being, in contrast to existing literature on expatriates suggesting that adjustment should be the preferred behavior regardless of consumer identity. The study is forthcoming in the highly prestigious International Journal of Research in Marketing in a special issue on Consumer Identities.

It Takes Two for a Culture War. Guy Ben-Porat. GGFBM and Yariv Feniger. BGU Department of Education. The study examined the tense relations between religious and secular in Israel and the prospects for what has been described as a “culture war.” Specifically, the consequences and implications of the challenges to church-state arrangements by social, economic, and demographic changes, and growing religious-secular tensions were studied. The empirical investigation relied on a survey of a representative, random sample of the adult Jewish population in Israel. Findings indicated that the culture war scenario exaggerates the actual state of affairs because secularism in Israel is lacking coherence and commitment, while alternatives to circumvent conflict are available. Rather than a culture war between the religious and secular camps in Israel, different battles are taking place, waged in different realms with different constituencies, tactics, strategies, and levels of commitment whose combined outcome is yet to be determined. This study was published in the highly ranked journal Social Science Quarterly.

Job satisfaction, intent to leave, and departure from medical practice among physicians in Israel. Dina Van Dijk. Gabi Ben-Nun. Keren Holzman-Schweid. GGFBM and Talma Kushnir. BGU Department of Sociology of Health. In the last decade, increasing evidence worldwide has revealed dissatisfaction with and even desertion of medical practice. With no accurate data on the scope of these phenomena, this study surveyed 1330 physician graduates of medical schools (in Israel and abroad) who received Israeli licenses in 2000, 2002, 2004, and 2006. The disturbing findings revealed that 5.5% of the physicians had left medicine. Departure rate among the two relatively senior cohorts (2000 and 2002) was 8%. Adding the rate of those living abroad (6.5%), approximately 12% of physicians were not employed as doctors in Israel. Moreover, departure rates indicated an upward trend in departure rate of physicians from medical practice. Satisfaction of doctors with work conditions and wages was lower compared to those who had left the occupation for other professions. Surgeons were the most unsatisfied group among the surveyed doctors. Preliminary findings were published in the Hebrew journal of medicine HaRefu’ah.

Visitors

Prof. Angela Lee. Marketing, Northwestern University, visited GGFBM on April 18. The visit was part of the activities of the Inter-University Forum for Consumer Behavior, a collaboration among five major Israeli universities. Prof. Lee presented her studies on “The Role of Perspective Taking in Embodied Cognition” to a full house of researchers. She also participated in two very successful workshops attended by research students, faculty and guests. In one workshop, Prof. Lee provided junior faculty with valuable tips about the research process, from idea generation to publication. In the second workshop, junior faculty and PhD students presented their research and led discussions that were particularly engaging and fruitful.

Mr. Mort Mandel of Cleveland, Ohio, Co-Founder and President of the Mandel Supporting Foundations, was special guest lecturer on March 5 in the Mandel MBA in Social Leadership. Mr. Mandel shared his track record in combining business and philanthropy with students, and discussed his mission to better the future of society through the development of future leaders.

Prof. Julian Franks. Corporate Governance, London Business School, lectured on Corporate Finance in March as part of the Honors MBA curriculum. Prof. Franks is known for his works on...
Visitors cont’d
takeovers, corporate restructuring, financial regulation, corporate bankruptcy, and ownership and control. He is a member of joint DTI-Treasury working party examining corporate governance and Editor of the Journal of Empirical Finance, the European Journal of Financial Management, the Journal of Corporate Finance, and the Journal of Financial Services Research.

Prof. Nachum Sicherman. Economics and Finance, Columbia University, lectured in April on Incentives in the Labor Market as part of the Honors MBA curriculum. Prof. Sicherman is an expert in labor economics, applied microeconomics, and cost-benefit-analysis. He examines the roles of education, job training, occupational and job mobility, moonlighting and retirement, technological change on outsourcing, as well as behavioral economics. Medical groups benefit from his cost-benefit analyses in medical decision making.

Mr. Wayne Deans. Chairman and CEO of Deans Knight Capital Management of Vancouver, presented GGFBM Honors MBA students on March 21 with a lecture on: “Investing can be extraordinarily complex. The genius is in keeping it simple.” Mr. Deans was hosted by Prof. Amos Drory, Vice President for External Affairs at BGU.

News
Prof. Natan Uriely of the Hotel & Tourism Management Department has been promoted to Full Professor.

Dr. Amir Grinstein of the Management Department has been promoted to Senior Lecturer.

Prof. David Brock. GGFBM Business Administration Department, was the invited speaker in March at the Novak Druse Seminar in the Said Business School of Oxford University where he is an Associate Fellow. Prof. Brock’s topic was “Understanding Professional Service Firms (PSF) Research: What’s Hot and What’s Not,” tracing the development of research into professional service firms from the mid-1960s to the present, and suggesting future directions.

Business for Peace Competition: At the initiative of its namesake, the Guilford Glazer Faculty of Business & Management launched this groundbreaking nationwide competition in December, 2011, to stimulate and encourage students and scholars to develop economic and business models that can improve the economic situation of the Palestinians and thereby facilitate peace, coexistence and collaboration. The assumption underlying the competition is that economic cooperation is essential for the promotion of peaceful coexistence, and demands imaginative approaches beyond political ones. In March, 72 creative, innovative projects were submitted by students and scholars from around Israel. The 26 best projects were selected for the second stage of the competition. Projects are to devise cooperative business and economic models fostering peace and cooperation between Israelis and Palestinians. The Judges Committee of the competition includes Israelis and Palestinians. The Steering Committee for the competition is chaired by MK Avishay Braverman and the members are; Prof. Arie Arnon, Prof. Rafi Bar-El, Dr. Arye Carmon, Prof. Ayala Malach-Pines, Prof. Arye Naor, Prof. Dafna Schwartz, Mr. Ido Shari and Dr. Yossi Vardi. Three prizes will be awarded in a special ceremony in December, 2012; a first place award of $20,000; a second place award of $10,000; and third place, $5,000.

Amidst rocket-fire from Gaza in March, Prof. Aviad Israeli, Hotel & Tourism Management Department Chair, was guest speaker to the Murray Fromson Media Mission at BGU led by Ronni Strongin, VP Marketing and Communications of American Associates of BGU (AABBG), and BGU Publications and Media Relations Director Faye Bittker. Because of the Department’s reputation, ranked sixth place worldwide in tourism research, the journalists were eager to meet with Prof. Israeli. Prof. Israeli’s talk addressed new approaches in service research and practice.

Events
About forty GGFBM doctoral students participated in a day-long fieldtrip to Sede Bokqer, in March, Research Student Committee Coordinator Ms Ricki Gershon accompanied the students along with GGFBM Dean Prof. Ayala Malach-Pines, Research Student Committee Chair Prof. Dov Divr, Research Student Seminar Director Prof. Nurit Zaidman, and Kreitman School of Advanced Graduate Studies representative Ms Ilana Naui. In standing with Committee aim to create a supportive peer group and prepare students on the brink of research careers, the trip exposed students to some of BGU’s leading researchers and research students at the Sede Bokqer desert campus.

The 15th Annual Spring Conference of the Israel Center for Third Sector Research (ICTR) was held on March 27 2012, focusing on Young Adults Volunteering and Social and Political Engagement in a time of Social Protest. Over 100 participants and guests from academia, philanthropy, civil society and government attended sessions. Findings of ICTR’s multi-year study of Social Engagement by Young Adults in Israel were presented together with thirteen new studies on Israel’s third sector and civil society by scholars from different universities and organizations. The keynote lecture by Prof. Yael Yishai of Haifa University was entitled— Is Israeli Civil Society Crumbling? What’s changed since summer 2011? - and presented the conundrum of the appearance and disappearance of last summer’s mass civil mobilization. The concluding session, chaired by Mandel Foundation Israel President Dr. Verda Shiffer, dealt with the political side of the issue: Young Persons and Social Change – Bottom-Up? Periphery vs. Center? The session featured Deputy Minister Gila Gamliel and young leaders who engaged in heated discussion on how best to enhance the impact of young persons’ social engagement and activism in today’s Israel.

The Department of Health Systems Management, together with the Faculty of Health Sciences, hosted a workshop on April 3 entitled “Household Surveys in the Service of Health Systems” led by Prof. Michael Grossman from City University of New York and the U.S. National Bureau of Economic Research. With the attendance of experienced experts in this field, this workshop provided participants essential knowledge as well as technical and regulatory experiences regarding issues such as: the interaction between researchers and survey developers, the linkage between administrative and survey data, how extant information is utilized for health systems planning, what additional areas need to be surveyed and what the potential for national databases is.