

Oded Lowengart - CV

Research Interests

Modeling consumer perceptions and consumer choice, market share forecasting, and diagnostics. Current research focuses on modeling issues in areas such as consumers' food and fast food product choice, the effect of information and its intensity on choice processes, consumer heterogeneity, reference price, and international branding

Other research interests include the marketing-finance interface, internet web-store choice, and international marketing.

Education

Ph.D. - 1991 - 1996 University of Wisconsin-Milwaukee, USA
School of Business, Management Science, Major - Marketing

Academic Employment

2014 – present Professor of Marketing
Department of Business Administration
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2009 - 2014 Associate Professor
Department of Business Administration
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2003 - 2009 Senior Lecturer
Department of Business Administration
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2004 - 2005 Visiting Associate Professor
Sheldon Lubar School of Business Administration
University of Wisconsin-Milwaukee

1996 - 2003 Lecturer
Department of Business Administration
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

Publications

Chapters in Collective Volumes

Lowengart O. and E. Menipaz (2000), "A Country Attractiveness as a Regional Location for a Multinational Company in the Mediterranean Basin: a Conceptual

Framework,” in *Regional Cooperation in a Global Context*, Bar-El, R. Menipaz, E. and Benhayoun, G. (Eds.), L'Harmattan, France, pp. 123-134.

Bar-Eli, M., O. Lowengart, M. Master-Barak, S. Oreg, J. Goldenberg, S. Epstein, and R. D. Fosbury (2005), "Developing Peak Performance in Sport: Optimization Versus Creativity," in *Essential Processes for Attaining Peak Performance*, Hackfort, M. D. and G. Tenenbaum (Eds.), Aachen: Meyer & Meyer, Germany, pp. 158-177.

Ghose S. and O. Lowengart, (2009), "Introducing International Brands in Emerging Markets" in *Asia-Pacific Advances in Consumer Research (ACR) Volume 8*, eds. Sridhar Samu and Rajiv Vaidyanathan and Dipankar Chakravarti, Duluth, MN: Association for Consumer Research, pp. 55.

Peleg, G., O. Lowengart, and D. Shapira (2017), "The Value of Sacrifice - Relative Evaluation of Prosocial Behavior", in *Advances in Consumer Research Volume 45*, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research, Pages: 238-242

Articles

Lowengart, O. and A. Reichel (1998). “Defining Opportunities and Threats in a Changing Information Technology Environment”. *Journal of Hospitality and Leisure Marketing*, Vol. 5, No. 4, pp. 57-71.

Lowengart, O. and S. Mizrahi (2000). “Applying International Reference Price: Market Structure, Information Seeking and Consumer Welfare”. *International Marketing Review*, Vol. 17, No. 6, pp. 525-537.

Reichel, A., O. Lowengart, and A. Milman (2000). “Service Quality and Service Orientation in Rural Israeli Tourism”. *Tourism Management*, Vol. 21, No. 5, pp. 451-459.

Lowengart O. and D. Vekstein (2001). “Integration between Technology-Based Marketing and Manufacturing Capabilities: A Multiple-Case Study of Small Firms in Israel”. *International Journal of Manufacturing Technology Management*, Vol., 2, No. 1-7, pp. 790-809.

Lowengart, O. and E. Menipaz (2001). “Positioning Mapping as a Tool for Multinational Corporations in Selecting a Country as a Base of Operation”. *Management Decision*, Vol. 39, No. 4, pp. 302-314.

Ghose S. and O. Lowengart (2001). “Taste Tests: Impacts of Consumer Perceptions and Preferences on Brand Positioning Strategies”. *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 10, No. 1, pp. 26-41.

Ghose S. and O. Lowengart (2001). “Consumers Perceptions of International, National, and Private Brands”. *Journal of Brand Management*, Vol. 9, No. 1 (September), pp. 45-62.

Lowengart, O. and S. Mizrahi (2001). "Retailers control of Reference Price Given Product Category and Level of Competition", *International Review of Retail, Distribution and Consumer Research*, Vol. 11, No. 4 (October), pp. 377-394.

Lowengart O. and N. Tractinsky (2001). "Differential Effect of Product Category on Shoppers Selection of Web-based Stores: A Probabilistic Modeling Approach". *Journal of Electronic Commerce Research*, Vol. 2, No. 4, pp. 142-156 (November). Available online: http://www.csulb.edu/web/journals/jecr/p_i.htm.

Zaidman N. and O. Lowengart (2001). "The Marketing of Sacred Goods: Interaction of Consumers and Retailers". *The Journal of International Consumer Marketing*, Vol. 13, No. 4, pp. 5-27.

Lowengart, O. (2002). "Reference Price Conceptualizations: An Integrative Framework of Analysis". *Journal of Marketing Management*, Vol. 18, No. 1-2, pp. 145-171.

Lowengart, O. and E. Menipaz (2002). "On the Marketing of Nations: A Gap Analysis of Managers' Perceptions". *Journal of Global Marketing*, Vol. 15, No. 3/4, pp. 65-94.

Lowengart O. and N. Zaidman (2003). "The Effect of National Stereotypes on the Tendency to Conduct Businesses in Foreign Countries: An Empirical Investigation". *Journal of Business and Management*, Vol. 9, No. 1, (winter), pp. 79-93.

Fibich, G., A. Gavious, and O. Lowengart (2003). "Explicit Solutions for Optimal Strategies in Optimization Models and in Differential Games with Nonsmooth (asymmetric) Reference Price Effects". *Operations Research*, Vol. 51, No. 5, pp. 721-734.

Lowengart O., S. Mizrahi and R. Yoseph (2003). "The Effect of Consumers Characteristics on Optimal Reference Price". *Journal of Revenue and Pricing management*, Vol. 2, No. 3, pp. 201-215.

Traktinsky N. and O. Lowengart (2003). "E-retailers' Competitive Intensity: A Positioning Mapping Analysis". *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12, No.2, pp. 114-136.

Fibich G., A. Gavious and O. Lowengart (2005). "The Dynamics of Price Elasticity of Demand in the Presence of Reference Price Effects". *Journal of the Academy of Marketing Science*, Vol. 33, No. 1, pp. 66-78.

Traktinsky N. and O. Lowengart (2007). "Web-Store Aesthetics in E-Retailing: Some Theoretical Implications". *Academy of Marketing Science Review*, Vol. 11, No. 1, pp. 1-18. Available online at <http://www.amsreview.org/articles/Tractinsky11-2007.pdf>.

Fibich G., A. Gavius and O. Lowengart (2007). "Optimal Price Promotion in the Presence of Asymmetric Reference Price Effects". *Managerial and Decision Economics*, Vol. 27, No. 6, pp. 569-577.

Lowengart O. and R. Yossef (2007). "Modeling Customer Equity: A Stochastic Modeling Approach for Arrival and Departure of Customers". *Journal of Business and Management*, Vol. 13, No. 2, pp. 167-182.

Bar-Eli, M, O. Lowengart, R. D. Fosbury, and M. Tsukahara (2008). "Tsukahara's Vault and Fosbury's Flop: A Comparative Analysis of Two Great Inventions". *International Journal of Innovation Management*, Vol. 20, No. 1, pp. 21-39.

Heiman, A. and O. Lowengart (2008). "The Effect of Information about Health Hazards on Demand in Frequently Purchased Commodities". *International Journal of Research in Marketing*, Vol. 25, No. 4, pp. 310-318.

Goldenberg, J., O. Lowengart, and D. Shapira (2009). "Zooming In: Self-Emergence of Movements in New Product Growth". *Marketing Science*, Vol. 28, No. 2, pp. 274-292.

Goldenberg, J., O. Lowengart, S. Oreg, and M. Bar-Eli (2010). "How do Revolutions Emerge? Lessons from the Fosbury Flop". *International Studies of Management and Organization*. Vol. 40 (summer), No. 2. pp. 30-51.

Lowengart O. (2010). "Heterogeneity in Consumer Sensory Evaluation as a Base for Identifying Drivers of Product Choice". *Journal of Business and Management*. Vol. 16, No. 1, pp. 37-50.

Heiman, A. and O. Lowengart. (2011). "The Effects of Information about Health Hazards in Food on Consumers' Choice Process". *Journal of Econometrics*. Vol. 162, No. 1, pp. 140-147.

Heiman, A., O. Lowengart, D. Zilberman and M.K. Amir. (2011). "Health, Diet, Nutritional Information and Consumer Choice." *Agricultural and Resource Economics Update*. Vol. 14, No. 6, pp. 9-11.

Gavius A. and O. Lowengart.(2012). "Price-Quality Relationship in the Presence of Asymmetric Dynamic Reference Quality Effects" Forthcoming in *Marketing Letters*. Vol. 23, pp. 137-161. DOI: 10.1007/s11002-011-9143-4.

Heiman, A. J. Hornik, and O. Lowengart. (2012). "Message Strategy Effects for risk-reduction campaign during health crisis" *Journal of Services Science Management*. Vol. 5, pp. 77-86.

Ghose S. and O. Lowengart. (2013). "Consumer Choice and Preference for Brand Categories". *Journal of Marketing Analytics*. Vol. 1, No. 1, pp. 3-17.

Friedman, E. and O. Lowengart. (2013). "Gender Differences in the Effects of a Product's Utilities and Identity Consumption on Purchase Intentions". *Journal of Business and Management*. Vol. 19, No. 2.

Heiman, A. and O. Lowengart. (2014). "The Effect of Calorie Information on Consumers' Food Choices: Sources of Observed Gender Heterogeneity". *Journal of Business Research*. Vol. 67, No. 5 (May), pp. 964–973
<http://dx.doi.org/10.1016/j.jbusres.2013.08.002>.

Friedman, E. and O. Lowengart. (2016). "The Effect of Gender Differences on the Choice of Banking Services". *Journal of Services Science Management*. Vol. 9, pp. 361-377.

Afic, Z., O. Lowengart and R. Yosef. (2017). "Options as a Marketing Tool: Pricing a Promotional Scheme and Building Loyalty for a Product with a Secondary Market". *Managerial and Decision Economics*. Vol. 38, No. 1, pp. 19-36, DOI: 10.1002/mde.2736.

Ghose, S., A. Heiman and O. Lowengart. "Isolating Strategy Effectiveness of Brands in an Emerging Market: A Choice Modeling Approach". *Journal of Brand Management*. Vol. 24, No. 2, pp. 161-177.

Eytam, E., N. Tractinsky and O. Lowengart (2017). "The Paradox of Simplicity: Effects of Role on the Preference and Choice of Product Visual Simplicity Level." *International Journal of Human-Computer Studies*. Vol. 105, pp. 43-55
<http://dx.doi.org/10.1016/j.ijhcs.2017.04.001>

Friedman, E. and O. Lowengart. (2018). "The Context of Choice as Boundary Condition for Gender Differences in Brand Choice Considerations". *European Journal of Marketing*, Vol. 52, No. 5/6, pp. 1280-1304.

PhD students

2014	Enav Friedman	"Gender Differences in Choice Processes" Placement: <i>Bar Ilan University - Israel</i>
2014	Eleanor Eytam	"Dimensions of Aesthetics and Usability" – advisor (with N. Tractinsky) Placement: <i>Sammy Shamoun College- Israel</i>
2016	Gil Appel	"The Desire for Here and Now: The Information Era's Impact on Aggregate Consumer Behavior" Placement: <i>University of Southern California- USA</i>

Research Grants

Ministry of Absorption, Return Scientist Grant, 1996-1998, amount: \$10,000.

Ben Gurion University Research Grant, "Diffusion of New Products and Optimal Market Coverage in the Presence of Reference Price Effects" (with A. Gavious), 2006-2007, amount: NIS 20,000 (approximately \$4,750).

ISF – Israel Science Foundation "Diffusion of New Products and Optimal Market Coverage in the Presence of Reference Price Effects" (with A. Gavious), 2007-2010, amount NIS 168,000 (approximately \$45,000).

ISF – Israel Science Foundation " The Effect of Calorie Information on Consumers' Choice Processes of (Fast) Food Products" (with A. Heiman), 2011-2013, amount NIS 2786,000 (approximately \$80,000).

ISF – Israel Science Foundation "The Devastating Effect of Slim Fashion Models on the Epidemic of Overweight Young Women" (with A. Heiman), 2015-2017, amount NIS 360,000 (approximately \$95,000).

Administrative Positions

- 2018-current European Advisory Council (EAC), member.
The AACSB (Association to Advance Collegiate Schools of Business).
- 2013 – 2018 Dean, Guilford Glazer Faculty of Business and Management
- 2013 – present Senate member, Ben-Gurion University of the Negev
- 2017 – present Chair, The Bengis Center for Innovation and Management
Guilford Glazer Faculty of Business and Management
- 2014 - 2018 Chair, The Mandel Institute for Social Leadership
Guilford Glazer Faculty of Business and Management
- 2013 – 2018 Executive committee, Member
Ben-Gurion University of the Negev
- 2009 – 2013 Chair, Department of Business Administration
Guilford Glazer Faculty of Business and Management
- 2011 - 2013 Member, new faculty recruitment evaluation committee
Ben-Gurion University of the Negev
- 2011 Member, research students' scholarship committee
Ben-Gurion University of the Negev
- 2009 – 2010 Member, Appointment Committee
Guilford Glazer Faculty of Business and Management
- 2009 – 2010 Head, Interdisciplinary area,
Department of Business Administration
- 2010 Search committee, Dean, Faculty of Business and Management
- 2010 Search committee, Dean, Kreitman School of Advanced
Graduate Studies, Ben-Gurion University of the Negev
- 2006 - 2009 Chair, Academic Curriculum Committee
Faculty of Business and Management
- 2006 - 2009 Chair, Research Students Committee (Ph.D. program director)
Faculty of Business and Management
- 2006 - 2009 Member, Research Students Committee

Ben-Gurion University of the Negev

2006 - 2009 Head, Marketing area
Department of Business Administration

2003 – 2004 Senate member, Ben-Gurion University of the Negev

2001 – 2004 Chair, Academic Curriculum Committee
Department of Business Administration

2001 – 2004 Member, Academic Curriculum Committee
Faculty of Business and Management

2000 – 2001 Coordinator, Faculty of Management Research Seminar
Faculty of Business and Management

1996 – 2004 Head, Marketing area
Department of Business Administration

1998 – 2002 Head, Junior Faculty Committee
Department of Business Administration