

Date: 09/22

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• **Personal Details**

Name: Daniel Shapira

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• **Education**

1986 – 1988: B.Sc. in Physics and Mathematics (with distinction) ,
The Hebrew University.

The studies were held as part of the "Athuda Academith" program of
the Israeli Defense Force.

1996 – 1998: M.Sc. in Physics , The Hebrew University .

Name of advisor: Prof. Ofer Biham

Title of thesis: “Neural Networks in Tracking Algorithms”.

1998 – 2004: Ph.D . in Physics , The Hebrew University .

Name of advisor: Prof. Ofer Biham

Title of thesis: “Dynamical Analysis of Quantum Computations”.

2005 – 2007: Post- Doctoral fellowship, Department of Business
and Administration, Ben-Gurion University in Collaboration with
Prof. Oded Lowengart (BGU) and Prof. Jacob Goldenberg (HUJI).

• **Employment History**

2014- present: Senior Lecturer (Tenured),
Department of Business Administration,

Guilford Glaze Faculty of Management, Ben-Gurion University.

2007- 2014: Lecturer on tenure track position,
Department of Business Administration,
Guilford Glaze Faculty of Management, Ben-Gurion University.

2005- 2007: Lecturer, Department of Industrial Management
Engineering
The Jerusalem College of Engineering.

1996 – 2004: Teaching Assistant, The Racah Institute of Physics,
The Hebrew University.

1988 – 1995: Air force service as a software engineering officer
Responsibilities included:
research, development and maintenance of multiple target tracking
systems.

• **Professional Activities**

(a) Positions in academic administration

2019 – Present: Head of Massuot program for outstanding
students of the Guilford Glazer Faculty of Business and
Management.

2010 – Present: Head of marketing area in the Business and
Administration Department.

2013 – 2019: Member of the Business and Administration
Department teaching committee.

(b) Professional functions outside universities/institutions

2001– 2008: Military reserve

- Service on selection committee of Talpiot program.
- Advisor of engineering projects conducted by
cadets of Talpiot in preparation of future service in
research and development units. Those projects
are conducted for credit as part of their academic
education within the Hebrew University.

(c) 2011 – Present Reviewer for the following journals:

Journal of Marketing Research (JMR)

International Journal of Research in Marketing (IJRM)

Information Systems Research (ISR).

Operations Research (OR).

(d) 2010 – Present Reviewer at research proposals in ISF (Israel Science Foundation).

• **Educational activities**

(a) Courses taught

- Marketing management, MBA program, BGU
- Selected issues in marketing theory, MBA program, BGU
- Integrative seminar in marketing, MBA program, BGU
- Principles of marketing, B.Sc in Management, BGU
- Operations Management, MBA program, BGU
- Seminar for doctoral students in management – Thinking through Models.

(b) Research students

- Gil Peleg – Ph.D. thesis track, Jointly supervised with Prof. Oded Lowengart in Ben-Gurion University.
- Keren Haddad-Leibovich – Ph.D. student, jointly supervised with Prof. Jacob Goldenberg in the Hebrew University. – PhD thesis submitted and approved.

• **Awards, Citations, Honors, Fellowships**

2008 - 2010: Young Scientist fellowship,
The Yeshaya Horowitz Association through the Center
for Complexity Science.
105,000\$ for 3 years.
(The fellowship has been canceled in the last year because
of the Madoff fraud.)

2006 – 2007: Post-Doctoral scholarship,
The Yeshaya Horowitz Association through the Center
for Complexity Science.
45,000\$ for 2 years.

2002: Racah Prize, The Racah Institute of Physics of the
Hebrew University.

1999: Luxemburg Foundation Scholarship

- 1992: Commendation of excellence, The Israeli Air force central Control Unit.
- 1987: Dean prize for excellence, given by the Faculty of Natural sciences and Mathematics of the Hebrew University.

• **Scientific Publications**

(a) Refereed articles in scientific journals:

1. Biham Eli, Ofer Biham, David Biron, Markus Grassl, Daniel A. Lidar and **Daniel Shapira** (2001): "Analysis of Generalized Grover Quantum Search Algorithms Using Recursion Equations", *Physical Review A* 63, 012310 .
2. **Shapira Daniel**, Shay Mozes and Ofer Biham (2003): "Effect of Unitary Noise on Grover's Quantum Search Algorithm", *Physical Review A* 67,042301.
3. Biham Ofer, Yishai Shimoni and **Daniel Shapira** (2003): "Analysis of Grover's Quantum Search Algorithm as a Dynamical System" *Physical Review A* 68 ,022326.
4. **Shapira Daniel**, Ofer Biham, A.J. Bracken and Michelle Hackett (2003): "One Dimensional Quantum Walk with Unitary Noise" *Physical Review A* 68, 062315 .
5. Shimoni Yishai, **Daniel Shapira** and Ofer Biham (2004): "Characterization of Pure Quantum States of Multiple Qubits Using the Groverian Entanglement Measure" *Physical Review A* 69,062303 .
6. **Shapira Daniel**, Yishai Shimoni and Ofer Biham (2005): "Algebraic Analysis of Quantum Search with Pure and Mixed States" *Physical Review A* 71 ,042320.
7. Shimoni Yishai, **Daniel Shapira** and Ofer Biham (2005): "Entangled Quantum States Generated by Shor's Factoring Algorithm" *Physical Review A* 72 ,062308.
8. **Shapira Daniel**, Yishai Shimoni and Ofer Biham (2006): "Groverian Measure of Entanglement for Mixed States" *Physical Review A* 73 ,044301.

9. Goldenberg Jacob, Oded Lowengart and **Daniel Shapira** (2009): "Zooming In: Self Emergence of Movements in New Product Growth" , *Marketing Science*, 28(2), 274-292 .
10. Dover Yaniv, Jacob Goldenberg and **Daniel Shapira** (2012): "Network Traces on Penetration: Uncovering Degree Distribution from Adoption Data", *Marketing Science* , 31(4), 689-712.
11. Malul Miki, **Daniel Shapira** and Amir Shoham (2013): "Practical Modified Gini Index", *Applied Economic Letters*, 20(4), 324-327 .
12. Tchetchik Anat, Amir Grinstein, Eran Manes, **Daniel Shapira** and Ronen Durst (2015): "From Research to Practice: Which Research Strategy Contributes More to Clinical Excellence? Comparing High-Volume versus High-Quality Biomedical Research", *PLoS ONE* 10(6): e0129259 doi:10.1371/journal.pone.012925 .
13. Manes Eran, **Daniel Shapira** and Yossi Tobol (2018): "Traps and Incentives", *The B.E. Journal of Theoretical Economics*, 18(2), pp. 1-24 DOI: <https://doi.org/10.1515/bejte-2016-0036>.
14. Lanz Andreas U., Jacob Goldenberg, **Daniel Shapira** and Florian Stahl (2019): "Climb or Jump – Status-Based Seeding in User-Generated Content Networks", *The Journal of Marketing Research*, 56(3): 361-378.
 - Winner of the 2021 AMA-MRSIG Don Lehmann Award
15. Dover Yaniv, Jacob Goldenberg and **Daniel Shapira** (2020): " Sustainable Online Communities Exhibit Distinct Hierarchical Structures Across Scales of Size", *Proceedings of the Royal Society A: Mathematical, Physical and Engineering Sciences*, 476(2239),0730.

16. Peleg Gil, **Daniel Shapira** and Oded Lowengart (2020): " Evaluation of Prosocial Behavior and Sacrifice Signaling", *Academy of Management Proceedings*, 1(19780).
17. Malul Miki, Mosi Rosenboim and **Daniel Shapira** (2021): " Are Very High Salaries Necessary for Achieving Economic Efficiency?", *Journal of Behavioral and Experimental Economics*, 94(101725).

Chapters in collective volumes

1. Goldenberg Jacob and **Daniel Shapira** (2008): "Complexity in marketing: modeling theory and applications" *article in* the Springer Encyclopedia of Complexity and Systems Science.

• **Research Grants**

2021-2023: *Academia – The Israel Science Foundation* The research:

" Asymmetric ties in User Generated Content Networks Platforms and the Triggering Effects"

As PI2 in collaboration with Jacob Goldenberg, Reichman University 199,000 NIS per year for 3 years. The amount was divided equally between Reichman and BGU.

2019-2020: *Academia – The Israel Science Foundation* The research:

" Influencer Marketing in User-Generated Content Networks—Revising the Common Paradigm"

As PI2 in collaboration with Jacob Goldenberg, The Interdisciplinary Center 250,000 NIS per year for 2 years. The amount was divided equally between IDC and BGU.

2016-2018: *Academia – The Israel Science Foundation* The research:

" United We Stand Divided We Fall: Multi-Scale Tomography Analysis of Online Network Communities for Predicting the Emergence of Collective Social Behavior"

As PI2 in collaboration with Jacob Goldenberg, The Interdisciplinary Center 160,000 NIS per year for 3 years. The amount was divided equally between IDC and BGU.

2013-2015: *Academia – The Israel Science Foundation* The research:

"Using Pre-Event Weak Signals for Predicting Sharp Global Upsprings."
As PI2 in collaboration with Jacob Goldenberg, The Interdisciplinary
Center 110,000 NIS per year for 3 years. The amount was divided equally
between IDC and BGU.

2010-2012: *Academia – The Israel Science Foundation* The research:

"Uncovering Hidden Social Network Structures From Aggregate Growth
Data."

As PI2 in collaboration with Jacob Goldenberg, The Hebrew University
101,000 NIS per year for 3 years. The amount was divided equally
between HUJI and BGU.

2010: Research grant supported by the Ben-Gurion university president and
the Guilford Glazer School of Management dean.

"The long term relationship between incentives and performance in
academic research ."

In collaboration with Eran Manes, Ben-Gurion University
13,000 NIS .

• **Present Academic Activities**

Submitted and working papers:

1. Lanz, Andreas U., Jacob Goldenberg, **Daniel Shapira** and
Florian Stahl (2022): " Buying Future Endorsements from
Prospective Influencers on User-Generated Content
Platforms " , under 3rd round review in *The Journal of
Marketing Research*.
2. Lanz, Andreas U., Jacob Goldenberg, **Daniel Shapira** and
Florian Stahl (2022): " Influence Corridors: A New Path to
Seeding Targets on User-Generated Content Platforms " ,
Invited for 3rd round review in *The Journal of Marketing*
3. Haddad-Leibovich Keren, Jacob Goldenberg and **Daniel
Shapira** (2017): "The Short Life of Purchase
Consideration: Estimating the Number of Relevant Product
Considerers " , Working Paper:

<https://www.researchgate.net/publication/361704576> The short life of purchase consideration - Estimating the number of relevant product considerers

4. Heiman, Amir, Oded Lowengart and **Daniel Shapira** (2016): "Less (Model's Weight) is More (Population Overweight): Fashion Models and the Overweight Epidemic",
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2724079

5. Goldenberg, Jacob, Oded Lowengart and **Daniel Shapira** (2009): " Integrating the Social Network to Diffusion Model and Evaluation of the Value of Hubs in the Adoption Process"
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1526490