

Oded Lowengart - CV

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Education

- Ph.D. 1991 - 1996 University of Wisconsin-Milwaukee, USA
School of Business, Major - Marketing, Minor - Finance
Title of thesis: "Using a Relative Price Preference Scale to Analyze
Choice: A Prototype Modeling Approach".
- M.S.M. 1989 - 1990 Boston University/Ben Gurion University of the Negev, Israel,
Management Science.
- B.Sc. 1980 - 1983 Hebrew University of Jerusalem, Israel,
Soil and Irrigation Science.

Employment History

- 2013 – 2018 **Dean**
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 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
- 2009 – 2013 **Chair**
 Department of Business Administration
 Guilford Glazer Faculty of Business and Management
 Ben-Gurion University of the Negev
- 2003 - 2009 **Senior Lecturer (tenured 2003)**
 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
- 1995 **Instructor**
 School of Business, University of Wisconsin-Milwaukee
- 1992 - 1995 **Teaching Assistant**
 School of Business, University of Wisconsin-Milwaukee
- 1993 - 1994 **Graduate Course Consultant**
 School of Business, University of Wisconsin-Milwaukee
- 1988 - 1991 **Senior Coordinator**
 Agricultural Development Planning and Finance
 Ministry of Agriculture, Northwestern Office
- 1986 - 1988 **Deputy Manager**
 In charge of the Regional Planning and Development Unit
 Ministry of Agriculture, Northwestern Office
- 1984 - 1986 **Agricultural Planner**
 Ministry of Agriculture, Northwestern Office

Professional Activities

Positions in Academic Administration

- 2020 - present **Distinguishe Researc Profesorship committee**
Ben-Gurion University of the Negev
- 2020 - present **Senate representative - appointemnt committee**
Faculty of Humanities and Social Science
Ben-Gurion University of the Negev
- 2020 **Search committee**
Dean, Faculty of Humanities and Social Science
Ben-Gurion University of the Negev
- 2020 **Search committee**
Dean, Faculty of Engineering Science Ben Gurion University of the Negev
- 2009 – 2010 **Member, Appointment Committee**
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 2017 – present **Chair**
Ernest Scheller, Jr. Chair in Innovative Management
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 2017 – 2020 **Chair**
The Bengis Center for Innovation and Management
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 2014 - 2018 **Chair**
The Mandel Institute for Social Leadership
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 2013 – 2018 **Executive commitee member**
Ben-Gurion University of the Negev

- 2013 – 2018 **Senate member**
Ben-Gurion University of the Negev
- 2009 – 2013 **Chair**
Department of Business Administration
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 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
Ben-Gurion University of the Negev
- 2009 – 2010 **Head**, Interdisciplinary area
Department of Business Administration
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
- 2010 **Search committee**
Dean, Faculty of Business and Management
Ben-Gurion University of the Negev
- 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, Ben-Gurion University of the Negev
- 2006 - 2009 **Chair**
Research Students Committee (Ph.D. program director)
Faculty of Business and Management, Ben-Gurion University of the Negev
- 2006 - 2009 **Member**, Research Students Committee
Ben-Gurion University of the Negev

- 2006 - 2009 **Head**, Marketing area
 Department of Business Administration
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 2003 – 2004 **Senate member** Senior Lecturers' representative for the university Senate
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 2001 – 2004 **Chair**, Academic Curriculum Committee
 Department of Business Administration
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 2001 – 2004 **Member**, Academic Curriculum Committee
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 2000 – 2001 **Coordinator**, Faculty of Management Research Seminar
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 1996 – 2004 **Head**, Marketing area
 Department of Business Administration
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 1998 – 2002 **Head**, Junior Faculty Committee
 Department of Business Administration
 Faculty of Business and Management, Ben-Gurion University of the Negev
- 1998 – 2001 **Member**, Academic Curriculum Committee
 Department of Business Administration
 Faculty of Business and Management, Ben-Gurion University of the Negev

Professional functions outside universities/institutions

International Organizations

- 2018-current **Member**
 European Advisory Council (EAC)
 The AACSB (Association to Advance Collegiate Schools of Business)

2008-2011 **Member**
EMAC (European Marketing Academy) Marketing Department Heads Forum

2008-2010 **Member**
Academic Council EIASM
(European Institute for advanced Studies in Management)

International Conference Organizer

Marketing in Israel 9 (2009) - International conference - organizing committee
Marketing in Israel 11 (2011) – International conference - organizing committee
Marketing in Israel 14 (2014) – National conference - organizing committee

Editorial Services

Reviewer for the following journals

Marketing Science
Journal of Econometrics
Journal of Business Research
Journal of the Academy of Marketing Science
European Journal of Marketing
Tourism Management
Journal of Management Studies
Journal of Economic Dynamics and Control
Asian Journal of Marketing
Journal of Brand Management
Journal of Global Marketing
Omega, International Journal of Management Science
International Journal of Research in Marketing
Journal of International Business Studies
Production and Operations Management
Journal of Marketing Management
Journal of Business and Management
Environment and Development Economics
Journal of Electronic Commerce Research
South Asian Journal of Management Sciences
Journal of Control Science and Engineering

Scientific reviewer at research proposals

BARD (United States-Israel Bi-national Agricultural Research and Development Fund), ISF (Israel Science Foundation), Israel Ministry of Agriculture – Chief Scientist Fund, SSHRC - Social Sciences and Humanities Research Council of Canada

Review for academic organizations

EMAC (European Marketing Academy), ICIS (International Conference on Information Systems), AWBR (Academy of Wine Business Research).

Educational Activities

Research Students

MA Thesis

2000	Boris Gurevich	"Learning Decision Making in a Changing Environment" advisor (with J. Meir)
2001	Michal Ben-Ami	"Advertising of Nature Tourism in Israel: Brochures Analysis of Tourism Associations" advisor (with N. Uriely)
2003	Gadi Levy	"The Effect of Switching Suppliers on a Firm's Stock Value" advisor (with U. Ben-Zion)
2004	Reuven Shimei	"New Product Diffusion in the Presence of Reference Price Effects" advisor (with A. Gavius)
2006	Enav Friedman	"The Effect of Products Subjective Utilities and Emotional Orientation of Consumers on Purchase Intentions" advisor
2010	Eyal Dayan	"Optimal Pricing strategy in the presence of Reference Price Effects and Competition" advisor (with A. Gavius).
Current	Jumana Bulos	"Cultural Segmentation and Choice Processes" - advisor

Supervised 5 students for M.Sc. final project in Industrial Management, Department of Industrial Engineering and Management.

Ph.D. Thesis

- 2002 Sigal Haber "Performance of Small Tourism Ventures: The Impact of the Entrepreneur, the Process, and the Environment"
consultant (with A. Reichel)
- 2014 Eleanor Eytam "Dimensions of Aesthetics and Usability"
advisor (with N. Tractinsky)
- 2014 Enav Friedman "Gender Differences in Choice Processes" - advisor
- 2016 Gil Appel "The Desire for Here and Now: The Information Era's Impact on Aggregate Consumer Behavior" - advisor
- 2019 Gil Peleg "Seemingly Altruism Behavior: Economic Modeling and Utility Maximization" - advisor (with D. Shapira)
- Current Gal Gutman "The Role of Values in Decision-Making Processes that Confront Business and Social Aspects" - advisor
(with B. Gidron)
- Current Merav Weiss-Sidi "Prosocial behavior, benevolence and happiness: A cross-cultural perspective" - advisor (with H. Rimer)

Post-Doctoral Fellows

- 2005-2007 Daniel Shapira "Modeling Heterogeneity Effects on New Product Growth Using Complex Systems Analysis"
- 2011-2012 Irit Nitzan "Social Effects on Consumers' Adoption vs. Defection Decisions"

New Courses

- Pricing Methods (graduate)
Marketing Strategy (graduate)
Managing Marketing Programs (graduate)

Courses taught

Pricing Methods	Graduate	Ben-Gurion University of the Negev
Marketing Management	Graduate	Ben-Gurion University of the Negev
Marketing Management	Graduate	Boston University/Ben-Gurion University of the Negev
Marketing Research	Graduate	Ben-Gurion University of the Negev
Methods in Market Research	Graduate	The Hebrew University of Jerusalem
Marketing Research Methods	Graduate	Tel Aviv University
Marketing Strategy	Graduate	Ben-Gurion University of the Negev
Managing Marketing Programs	Graduate	Ben-Gurion University of the Negev
Product Policy	Graduate	Ben-Gurion University of the Negev
Marketing Perspective of Pricing	Graduate	The Hebrew University of Jerusalem
Principles of Marketing	Undergraduate	Ben-Gurion University of the Negev
Principles of Marketing Research	Undergraduate	Ben-Gurion University of the Negev
Marketing Research	Undergraduate	University of Wisconsin-Milwaukee (joint)
Marketing Seminar: Pricing	Undergraduate	University of Wisconsin-Milwaukee
International Marketing	Undergraduate	University of Wisconsin-Milwaukee
Marketing Seminar: Product and International Brand Management	Undergraduate	University of Wisconsin-Milwaukee
Managerial Economics	Undergraduate	Course development consultant Open University

Honors and Awards

1995/96	University of Wisconsin-Milwaukee -	Graduate School Dissertation Fellowship
1994/95	University of Wisconsin-Milwaukee -	Research Assistant Scholarship

Scientific Publications

Refereed 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. Also appeared in "L'attrait Pays, Crite' re de De'cision de Localisation Re'gionale des Firmes Multinationales dans le Bassin Me'diterrane'en: une Approche Conceptuelle," in *La Coope'ration Re'gionale dans le*

Bassin Me'diterrane'en, Volume 2: Inte'gration et Relations Commerciales, Concepts et Applications, G. Benhayoun, R. Bar-El, E. Menipaz, M. L'heritier, (Eds.), L'Harmattan, France, pp. 151-163 -in French.

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, 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. https://www.acrwebsite.org/volumesv45acr_vol45_1024511.pdf

Conference Proceedings

Lowengart O. and E. Menipaz (2001), "The Attractiveness of a Host Country and a Region as a Base of Operation for a Multinational Company: A Conceptual Framework and Empirical Investigation," *Australian and New Zealand Marketing Academy Conference, ANZMAC 2000, Visionary Marketing for the 21st Century: Facing the Challenge*, pp. 712-717.

Bar-Eli, M, O. Lowengart, J. Goldenberg, S. Epstein, and R. D. Fosbury (2003), "Performance Enhancement, Creativity and Mental Training," *The 4th ASPASP International Congress*, Seoul, Korea, pp. 378-379.

Cohen E. and O. Lowengart (2003), "Exploring Consumers' Wine Preferences" *Australian and New Zealand Marketing Academy Conference, ANZMAC 2003*, pp. 259-26.

Cohen, E. and O. Lowengart (2006), "Positioning Mapping of Red Wines", 3rd International Wine Business Research Conference, 2006, pp. 6-7. <http://academyofwinebusiness.com/wp-content/uploads/2010/05/Cohen.pdf>

Lowengart, O. and S. Ghose (2007), "Segmenting by Latent Heterogeneity" *International Conference on Advanced Engineering Computing and Applications in Science, ADVCOMP 2007*, Papeete, French Polynesia, pp. 17-22.

Ghose S. and O. Lowengart, (2015), "Consumer Preferences for Brands in International Markets" in *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, E Campbell and Colin L. R. (Eds.) Springer International Publishing, p. 92. http://dx.doi.org/10.1007/978-3-319-18687-0_38

Gutman, G., G Peleg, M. Weiss-Sidi and O. Lowengart (2019), "It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations" in *Academy of Management Global Proceedings*, Vol. Tel Aviv, No. 2018. <https://journals.aom.org/doi/abs/10.5465/amgb/proc.telaviv.2018.0258.abs>

Peleg, G., D. Shapira and O. Lowengart (2020), "Evaluation of Prosocial Behavior and Sacrifice Signaling" in *Academy of Management Proceedings*. Vol. 2020, No. 1, p. 19780. Briarcliff Manor, NY 10510: Academy of Management. <https://doi.org/10.5465/AMBPP.2020.19780abstract>

Refereed Journals

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/webjournals/jecr/p-i.html>.

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.

Goldenberg, J., O. Lowengart, S. Oreg, M. Bar-eli, S. Epstein, and R. D. Fosbury (2004), "Innovation: The Case of the Fosbury Flop". *Marketing Science Institute (MSI) Reports working papers series* (04-106), No. 1, pp. 153-155.

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/Traktinsky11-2007.pdf> .

Fibich G., A. Gavious 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.
- Heiman, A. and O. Lowengart. (2011). "The Calorie Dilemma: Leaner and Larger, or Tastier yet Smaller Meals? Calorie Consumption and Willingness to Trade Food Quantity for Food Taste". *Marketing Journal of Research and Management*. Vol. 33, No. 4, pp. 305-316.
- Gavious A. and O. Lowengart (2012). "Price-Quality Relationship in the Presence of Asymmetric Dynamic Reference Quality Effects" *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.
- Lowengart, O. (2012). "The Effect of Branding on Consumer Choice through Blind and Non-Blind Taste Tests". *Innovative Marketing*, Vol. 8, No. 4, pp. 6-17.
- 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, pp. 5-19.
- 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.

Friedman, E. and O. Lowengart (2019). "Gender segmentation to increase brand preference? The role of product involvement". *Journal of product and Brand Management*. Vol.28, No. 3, pp. 408-420

Eytam, E., N. Tractinsky and O. Lowengart (2020). "Effects of Visual Simplicity in Product Design and Individual Differences in preference of Interactive Products." *Review of Managerial Studies*, pp.1-43. <https://doi.org/10.1007/s11846-020-00391-3>

Working Papers

"An Ostrich or a Leopard – Communication Response Strategies to Post-Exposure of Negative Information about Health Hazards in Foods" (with A. Heiman), Discussion Paper No. 14.06, The Department of Agricultural Economics and Management, The Hebrew University of Jerusalem. <https://ageconsearch.umn.edu/record/7172/>

"The Effect of Calorie Information on Consumers' Food Choices: Sources of Observed Gender Heterogeneity" (with A. Heiman). Discussion Paper No. 14.10, The Department of Agricultural Economics and Management, The Hebrew University of Jerusalem.

"The Calorie Dilemma: Leaner and Larger, or Tastier yet Smaller Meals? Calorie Consumption and Willingness to Trade Food Quantity for Food Taste" (with A. Heiman). Discussion Paper No. 15.10, The Department of Agricultural Economics and Management, The Hebrew

University of Jerusalem. <https://ageconsearch.umn.edu/record/290013>

“The Effect on Sales of Message Strategy for Risk-Reduction Campaigns During Health Crises” (with A. Heiman and J. Hornik). Working Paper No. 12/2009, Tel Aviv University.

“Integrating the social network to diffusion model and evaluation of the value of hubs in the adoption process” (with J Goldenberg and D Shapira). Available at SSRN 1526490. Available at SSRN 1526490, 2009 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1526490

“Less (Model’s Weight) is More (Population Overweight): Fashion Models and the Overweight Epidemic” (with A. Heiman and D Shapira). Available at SSRN 2724079, 2015 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2724079

Lectures and Presentations at Meetings and Seminars __

Invited Seminars at Organizations

”Health and Marketing: Recent Research Developments and Future Directions” at the Marketing in Israel 12 conference, December 2012.

“The Effect of Calorie Information of Fast Food on Consumer Behavior” at the Israeli Forum For Sustainable Nutrition on Food, Consumerism and Marketing in the 21st Century, Tel Aviv, Israel 2015

“Co-Creation of Knowledge” at the AACSB international Europe, Asia and Africa Annual Conference, Madrid, Spain, October 2016.

Conferences

“Reference Price Conceptualization: Differential Effect on Choice” (with S. Ghose) at the Marketing Science Conference, Tucson, Arizona USA, March 1994.

“Real Assets of Financial Assets: Which Way to Go?” (with Y. Yip) at the TIMS ORSA conference, Detroit, Michigan USA, October 1994.

“A Factor Loading Based Heterogeneity Segmentation Method: A Bootstrap Approach” (with S. Ghose) at the TIMS ORSA conference, Detroit, Michigan USA, October 1994.

“Segmenting by Latent Heterogeneity” (with S. Ghose) at the Marketing Science Conference, Gainesville, Florida USA, March 1996.

“Preferences as a Surrogate for Actual Choice” (with S. Ghose) at the Marketing Science Conference, INSEAD, France, July 1998.

“The Role of the Travel Agents in a Changing Environment: An Endangered Species?” (with A. Reichel) at the annual CHRIE conference, Miami, FL, August 1998.

“Regional Location for New Multinational Entrants: a Perceptual Gap Analysis” (with E. Menipaz) at Forging Regional Cooperation in the Mediterranean Basin Conference, Arles, France, May 1999.

“Dynamic Oligopolistic Competition in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavius) at the ORSIS Conference, Israel, 1999.

“Optimal Pricing Strategies in Oligopolistic Competition in the Presence of Reference Price Effects” (with A. Gavius and G. Fibich), at the Marketing Science Conference, Syracuse, New York USA, May 1999.

“Dynamic Optimal Pricing Decisions in the Presence of Reference Price Effects” (with G. Fibich and A. Gavius) at the Marketing Science Conference, Syracuse, New York USA, May 1999.

“Elasticity of Dynamic Optimal Pricing Decisions in the Presence of Reference-Price” (with G. Fibich and A. Gavius) at the Marketing Science Conference, Syracuse, New York USA, May 1999.

“Consumers Preferences and Perceptions of International, National, and Private Brands” (with S. Ghose) at the Marketing Science Conference, Syracuse, New York USA, May 1999.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavius) at The Fourth International Congress on Industrial and Applied Mathematics, Edinburgh, Scotland, July, 1999.

“Dynamic Oligopolistic Competition in the Presence of Asymmetric Reference-Price Effects” (with G. Fibich and A. Gavius) at the 10th International Conference on Game Theory, Stony Brook, New York USA, August 1999.

“On the Marketing of Nations to Attract New Entrants: Managers’ Perceptions and Pref-

erences” (with Ehud Menipaz) at the 5th International Conference on Global Business & Economic Development, Beijing, China, June 2000.

“Asymmetry of Reference Price Effects and the Profitability of Price Promotions” (with G. Fibich and A. Gavius) at the Marketing Science Conference, UCLA, California USA, June 2000.

“Country Attractiveness as a Host for Multinational Companies” (with E. Menipaz) at the Third Annual International Business and Economic Conference, DePere, Wisconsin USA, October 2000.

“Attractiveness of a Host Country as a Base of Operation for Multinational Corporations” (with E. Menipaz) at the International Symposium on Economic Globalization: The Development of Market System in China, Shanghai, China, November 2000.

“Identifying Drivers of Consumers’ Choice” (with S. Ghose) at the Marketing Science Conference, Weisbaden, Germany, July 2001.

“On the Marketing of Nations to Attract MNC’s: Managers’ Perceptions and Preferences” (with E. Menipaz) at the 26th annual Macromarketing Conference, Williamsburg, Virginia, USA, August 2001.

“Consumers Response to the Advent of new International Brands in Emerging Markets” (with S. Ghose) at the Fourth Annual International Business and Economics conference, De Pere, WI, October 2001.

“Global Business, e-Commerce and Social Agenda: The Competitive Relative Advantage of China and Southeast Asia” (with E. Menipaz and I. Reyshav) at the eLab@INSEAD Research Conference on Management in the Information Economy, INSEAD Campus in Asia, November 2001.

”Performance Enhancement, Creativity and Mental Training” (with Bar-Eli, M, J. Goldberg, S. Epstein, and R. D. Fosbury, at the 4th ASPASP International Congress, Seoul, Korea, 2003.

”Exploring Consumers’ Wine Preferences” (with E. Cohen) at the Australian and New Zealand Marketing Academy Conference ANZMAC, Adelaide, Australia, December 2003.

”Consumers’ Relative Price Preference Effect on Choice Behavior” at the Marketing Science Conference, Rotterdam, Holland, June 2004.

”Positioning Mapping of Red Wines” (with E. Cohen) at the 3rd International Wine Business and Marketing Conference, Montpellier, France, July 2006.

”Drivers of Consumers’ Wine Choice: A Multiattribute Approach” (with E. Cohen) at the 3rd International Wine Business and Marketing Conference, Montpellier, France, July 2006.

”Branding in an International Market” (with S. Ghose) at the 16th World Business Congress of the International Management Development Association (IMDA), Maastricht, Holland, July 2007.

”Consumer Sensory Evaluation and Drivers of Choice: A Multiattribute Approach” (with A. Heiman) at the Academy of Business Administration International Conference, Barcelona, Spain, August 2007.

”Segmenting by Latent Heterogeneity” (with S. Ghose), at the International Conference on Advanced Engineering Computing and Applications in Sciences, ADVCOMP 2007, Papeete, French Polynesia, November 2007.

”Zooming In: Self-emergence of Movements in New Product Growth” (with J. Goldenberg and D. Shapira), at the Marketing Science Conference, Vancouver, Canada, June 2008.

”Extreme Price Points and their Effect on Brand Purchase” (with S. Ghose), at the Marketing Science Conference, Vancouver, Canada, June 2008.

”The Effect of Blind and Non-blind Tests on Consumers Choice” at the Academy of Business Administration International Conference, Florence, Italy, August 2008.

”The Effect of Social Hubs on the Diffusion of Innovation” (with D. Shapira and J. Goldenberg) at the Marketing Science Conference, Ann Arbor, Michigan, USA, June 2009.

”Information about Health Hazards and Fast Food Selection” (with A. Heiman) at the Marketing Science Conference, Ann Arbor, Michigan, USA, June 2009.

”Consumer Preferences for Brands in International Markets” (with S. Ghose) at the Academy of Marketing Science’s 14th biennial World Marketing Congress, Oslo, Norway, July 2009.

”The Effect of Information about Health Hazards on Perceptual Discrimination of Attributes and Choice: Theory and Empirical Evidences” (with A. Heiman) at the Marketing Science Conference, Cologne, Germany, June 2010.

”Modeling the Effects of Extreme Price Points on Consumer Choice” (with S. Ghose) at the 2nd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence. Indian Institute of Management, Ahmadabad, India, January 2011.

”The Effect of Blind and Non-blind Wine Tests on Consumers Choice through Sensory Evaluation” at the Academy of American Wine Economics (AAWE) conference, Bolzano, Italy, June 2011.

“The Effect of Role Model on the Obesity Epidemic” at the Judgement and Decision Making: Real World Implications. Decision Making and Economic Psychology Center (DMEP) The Federmann Center for the Study of Rationality (RATIO), Beer Sheva, December 2017.

“The devastating effect of super slim fashion celebrities on the obesity epidemics” at the Risk, marketing, and economics perspectives: Applications to consumer behavior, firms policies, agricultural, health, and environmental risks, Rehovot, Israel October 2018.

“The price of social value: tradeoff between social and business values” (with G. Peleg, G. Gutman and M. Weiss-Siedid) – Poster – at the annual conference of The Risk and Uncertainty in the 21th Century at the Decision Making and Economic Psychology Center (DMEP). Beer-Sheva, December 2018.

”The Wind of Change: Funding Social Organizations by Adjusting Strategy to Organization Lifecycle Stage” (with G. Peleg, G. Gutman and M. Weiss-Siedid) - Poster - at the the 5th Israel Organizational Behavior Conference (IOBC), Tel Aviv, Israel January 2020.

“Evaluation of Prosocial Behavior and Sacrifice Signaling” (with G. Peleg and D. Shapira) at the 80th Annual Meeting of the Academy of Management, Vancouver, Canada, August, 2020.

Invited Seminars at Universities and Institutions

“Using a Relative Price Preference Scale to Analyze Choice: A Prototype Modeling Approach” at the Graduate School of Business Administration, Israel Institute of Technology (Technion), January 1996.

“Using a Relative Price Preference Scale to Analyze Choice: A Prototype Modeling Approach” at the School of Business Administration, Hebrew University of Jerusalem, January 1996.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavious) at the Department of Mathematics, Tel-Aviv University, 1998.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavious) at the Stern Graduate School of Business Administration, New York University, 1998.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavious) at the Department of Mathematics, Stanford University, 1998.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavious) at the Department of Industrial Engineering and Management, Ben Gurion University, 1998.

“Dynamic Optimal Pricing Decisions in the Presence of Reference-Price Effects” (with G. Fibich and A. Gavious) at the Leon Recanati Graduate School Of Business Administration, Tel-Aviv University, 1999.

“Segmenting by Latent Heterogeneity” (with S. Ghose) at The Leon Recanati Graduate School Of Business Administration, Tel-Aviv University, June 2001.

“Optimal Pricing Policies in the Presence of Asymmetric Reference Price Effects” (with G. Fibich and A. Gavious) at the School of Business Administration, Hebrew University of Jerusalem, June 2001.

”An Extreme Value Reference Price Approach” (with S. Ghose) at the S.C. Johnson Graduate School of Management, Cornell University, March 2003.

”An Extreme Value Reference Price Approach” (with S. Ghose) at the National University of Singapore, January 2005.

”Heterogeneity in Consumer Perception and its Effect on Behavior” (with S. Ghose and D. Shapira), at the Department of Agricultural Economics, Hebrew University of Jerusalem, January 2010.

”Extreme Price Points and their Effects on Brand Purchase” (with S. Ghose) at the Leon Recanati Graduate School Of Business Administration, Tel-Aviv University, January 2010.

“A Non-Parametric Bootstrap Based Method for Heterogeneity Analysis” (with S. Ghose and D. Shapira) at the Leon Recanati Graduate School Of Business Administration, Tel-Aviv University, May 2014.

“A Non-Parametric Bootstrap Based Method for Heterogeneity Analysis” (with S. Ghose and D. Shapira) at the Leon Recanati Graduate School Of Business Administration, Inter Disciplinary Center (IDC), May 2015.

“A Non-Parametric Bootstrap Based Method for Heterogeneity Analysis” (with S. Ghose and D. Shapira) at Bar Ilan University, January 2016.

Research Grants

1996-1998	Ministry of Absorption, Return Scientist Grant	amount:\$10,000
2005-2007	The Center for Complexity Science ”Modeling Heterogeneity Effects on New Product Growth Using Complex Systems Analysis” (with D. Shapira)	amount:\$45,000
2006-2007	Ben Gurion University Research Grant ”Diffusion of New Products and Optimal Market Coverage in the Presence of Reference Price Effects” (with A. Gavious)	amount: \$4,750
2007-2010	ISF – Israel Science Foundation ”Diffusion of New Products and Optimal Market Coverage in the Presence of Reference Price Effects” (with A. Gavious)	amount \$45,000
2011-2014	ISF – Israel Science Foundation ”The Effect of Calorie Information on Consumers’ Choice Processes of (Fast) Food Products” (with A. Heiman)	amount \$80,000
2015-2017	ISF – Israel Science Foundation ”The Devastating Effect of Slim Fashion Models on the Epidemic of Overweight Young Women” (with A. Heiman)	amount \$95,000
2020-2021	NII – National Insurance Institute “Towards a more Inclusive Society: Bridging Social Gaps Through Social Enterprises”	amount \$30,000
2020-2022	<i>The Shalem Fund</i> - ”The Relationship between Different Social Values and Consumers’ Perceptions Towards Social Enterprises that Employ People with Intellectual Disabilities”	amount \$17,000

Research Interests

Pricing, Applying Statistical Methods in Marketing, Segmentation, Choice Models, Market Share Forecasting and Diagnostic, Effects of Information on Choice processes, Prosocial Behavior, International Marketing, and Marketing-Finance Interface.

Teaching Interests

Marketing Research, Marketing Management, Marketing Models, Pricing, Marketing Strategy, and Principles of Marketing.