

Stav Rosenzweig is an Assistant Professor of Marketing (the Israeli title is Lecturer).

Stav's research interests are: Innovation, New Product Development, patenting trends, innovation processes, marketing strategy, and business strategy.

Stav received a number of grants and prizes. Among these are: The Marketing Science Institute Visiting Scholar Grant, The K-Mart Foundation Fellowship for post-doctoral research, The Israel Foundations Trustees' Research Grant, The Asper Scholarship for Entrepreneurship Research, The Hebrew University & School of Business Administration Extended Scholarship for Outstanding Doctoral Students, The Werner Schulz Scholarship, etc.

Stav has been teaching marketing courses, business strategy courses, and technology-oriented global history courses for undergraduate and graduate students. These include: Marketing Principles, New Product Development, Marketing Research, Global History, and Business Strategy.

Stav has a B.A. (magna cum laude) in History and Archaeology (1998); an MBA (magna cum laude ;(2001) (an M.A (magna cum laude) in History (2003) and a PhD in Business Administration .(2009) all from the Hebrew University of Jerusalem. Before joining Ben-Gurion University she was a Marketing Science Institute (MSI) visiting scholar at the University of Southern California.