

Sarit Moldovan

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ACADEMIC DEGREES

- 2002-2007: *PhD*, The Hebrew University of Jerusalem
Business Administration– Marketing
Summa cum Laude
- 1999-2002: *MBA*, Tel Aviv University
Marketing and Strategy-Entrepreneurship concentrations
Magna cum Laude
- 1995-1998: *BA*, The Hebrew University of Jerusalem
Psychology and Business Administration
Magna cum Laude

ACADEMIC APPOINTMENTS

- Oct. 2015: *Senior lecturer*, Department of Management and Economics, The Open University of Israel
- 2011-2015: *Assistant Professor*, Faculty of Industrial Engineering and Management, Technion
- 2010-2011: *Research Fellow*, Faculty of Industrial Engineering and Management, Technion
- 2007-2010: *Lecturer*, Faculty of Industrial Engineering and Management, Technion
- 2006-2007: *Post-Doc Visiting Scholar*, Columbia Business School
- 2005-2006: *Adjunct Lecturer*, Tel Aviv University
- 1999-2002: *Teaching Assistant*, Tel Aviv University
- 1996-1998: *Research assistant*, The Hebrew University of Jerusalem

RESEARCH INTERESTS

- Word of mouth communications
- Resistance to innovation
- Consumer types (early adopters, opinion leaders)
- Diffusion of innovations
- Complexity in marketing

TEACHING EXPERIENCE

- Marketing research (MBA core/elective)
- Marketing management (MBA core)
- Innovation in marketing (systematic inventive thinking, MBA/undergraduate elective)

PUBLIC PROFESSIONAL ACTIVITIES

Journal Reviewer:

Journal of Marketing Research
Journal of Consumer Psychology
International Journal of Research in Marketing (outstanding reviewer)
European Journal of Marketing

Conference Reviewer:

Association for Consumer Research
Society for Consumer Psychology
European Marketing Association
Marketing Science
Israel Organizational Behavior Conference

Grant Submissions Reviewer:

The German-Israeli Foundation for Scientific Research and Development (GIF)
Israel Science Foundation (ISF)
Product Development and Management Association (PDMA)
Research Foundation - Flanders (FWO)

RESEARCH GRANTS

- 2015: The Israel Science Foundation (ISF) individual research grant (\$35,000 for 2 years)
Research Title: "The Positive Effect of Negative irrelevant information."
- 2010: The Israel Science Foundation (ISF) individual research grant (\$40,000 for 3 years)
Research Title: "How Advertising Leads to Word-of-Mouth."
- 2009: The German-Israeli Foundation (GIF) young scientist grant (€37,520)
Research Title: "Social percolation: The role of early adopters."
- 2008: The Israel Foundations Trustees young scientist grant (\$12,000)
Research Title: "Opinion leadership as a multi-dimensional trait: From the individual to the macro level." This grant was waived due to my receiving the GIF grant.

FELLOWSHIPS, AWARDS and HONORS

- 2018: Runner-up of the 2018 Early Career Contributor to the *Journal of Consumer Psychology* (for Meyrav Shoham).
- 2013: Best lecturer award at the Technion MBA program.
- 2012: *Google Online Marketing Challenge*, regional winner Middle East/Africa (won a MacBook), and winner of the Social Impact Award (won Perach \$15,000 donation)
- 2012: *Finalist*, Best Paper Award for 2011 by *International Journal of Research in Marketing*
- 2008: Best Paper Award for 2007 by *International Journal of Research in Marketing*

- 2007: Alex Berger Award for excellent PhD dissertation
2005: The Corson Scholarship for advanced studies
2005: The Gal-Ed Grant
2004: Best Paper Award for 2004 by *Technological Forecasting and Social Change*
2004: Winner of the Marketing Science Institute's Alden G. Clayton Doctoral Dissertation Proposal Competition
2003: The Richard Sigel Award for Marketing Research (for Master's thesis)
2002: The Complexity Center Scholarship for full PhD support
2001: The Richard Sigel Award for Marketing Research
2000: The Wharton-Recanati-York Multinational Partnership, Outstanding Project Award
2000: Dean's list, Tel Aviv University
1997/8: Dean's list, The Hebrew University

GRADUATE STUDENTS

Completed Theses

- Meyrav Shoham: PhD in Behavioral Sciences and Management
Thesis: "Exploring the impact of irrelevant information in online reviews"
Co-supervisor: Yael Steinhart, Tel Aviv University
Placement: Bar Ilan University
Graduated: June 2017
- Hen Givol: MSc in Behavioral Sciences and Management
Thesis: "Opinion Leadership as a multi-dimensional trait"
Placement: HR in Ministry of Public Security
Graduated: August 2013
- Yair Giwnewer: MSc in Behavioral Sciences and Management
Thesis: "The Need for Uniqueness (NFU) of Early Adopters"
Placement: Human Factors Engineer (HFE), Intel Israel
Graduated: June 2013
- Leah Rekhter: MSc in Behavioral Sciences and Management
Thesis: "The Role of Source Homophily and Source Expertise on Attitude Towards Experience Versus Search Goods"
Placement: Market Research Analyst, StoreNext
Graduated: August 2012
- Shlomit Ofen: MSc in Behavioral Sciences and Management
Thesis: "Exploring the Possible Early Adopters' Internal Conflict Caused by the Need for Uniqueness"
Co-supervisor: Yael Steinhart, Haifa University
Placement: User Experience expert and project manager, UI Interface Design
Graduated: January 2010

PUBLICATIONS

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart, "Mind the Gap: How Smaller Numerical Differences Can Increase Product Attractiveness," Forthcoming at the *Journal of Consumer Research*.

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2017), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions," *Journal of Consumer Psychology*, 27 (2), 147-159.

- Lead article in issue
- Runner-up of the 2018 Early Career Contributor to the *JCP* (for Meyrav Shoham)
- Number of Google scholar citations: 1

Moldovan, Sarit, Eitan Muller, Yossi Richter, and Elad Yom-Tov (2017), "Opinion Leadership in Small Groups." *International Journal of Research in Marketing*, 34 (2), 536-552.

- Number of Google scholar citations: 4

Moldovan, Sarit, Yael Steinhart, and Shlomit Ofen (2015), "Share and Scare: The Communication Dilemma of Early Adopters as a Function of their Need for Uniqueness," *Journal of Consumer Psychology*, 25 (1) 1-14.

- Lead article in issue
- Number of Google scholar citations: 11

Moldovan, Sarit, Jacob Goldenberg, and Amitava Chattopadhyay (2011), "The Different Roles of Product Originality and Usefulness in Generating Word of Mouth," *International Journal of Research in Marketing*, 28 (2), 109-119.

- Finalist for the IJRM 2011 Best Paper Award
- Number of Google scholar citations: 153

Goldenberg, Jacob, Barak Libai, Sarit Moldovan and Eitan Muller (2007), "The NPV of Bad News," *International Journal of Research in Marketing*, 24 (3), 186-200.

- Lead article in issue
- Won the journal's Best Paper Award for 2007
- Number of Google scholar citations: 188

Moldovan, Sarit, Jacob Goldenberg, and Amitava Chattopadhyay (2006), "What Drives Word-of-Mouth? The Roles of Product Originality and Usefulness," MSI working papers series, report number 06-111.

- Number of Google scholar citations: 25

Moldovan Sarit and Jacob Goldenberg (2004), "Cellular Automata Modeling of Resistance to Innovations: Effects and Solutions," *Technological Forecasting and Social Change*, 71 (5), 425-442.

- Lead article in issue
- Won the journal's Best Paper Award for 2004
- Number of Google scholar citations: 135

Books Chapters

Erez, Tom, Sarit Moldovan, and Sorin Solomon (2007), "Social Anti-Percolation, Resistance, and Negative Word-of-Mouth," in Jean-Philippe Rennard (ed.), *Handbook of Research on Nature-Inspired Computing for Economics and Management*. New York, NY: IGI Global.

- Number of Google scholar citations (of all versions): 14

Refereed Papers in Conference Proceedings

Shoham, Meyrav, Yael Steinhart, and Sarit Moldovan (2017), "Mind the Gap: How Smaller Numerical Differences Can Increase Product Attractiveness," in *Advances in Consumer Research*, forthcoming.

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2016), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions," *Proceedings of the 45th EMAC conference*, Oslo, Norway 2016.

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2015), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions", in *Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 100-104.

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2015), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions," in *Asia-Pacific Advances in Consumer Research* Volume 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN: Association for Consumer Research, Pages: 245-246.

Moldovan, Sarit, Yael Yael Steinhart, and Shlomit Ofen (2012), "Share and Scare: Solving the Communication Dilemma of Early Adopters With a High Need For Uniqueness," in *Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 232-235.

Moldovan, Sarit (2011), "Early Adopters: Opinion Leaders or Opinion Keepers?," in *Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research.

Moldovan, Sarit, Donald Lehmann (2010), "The Effect of Advertising on Word-of-Mouth," in *Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell and Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, Pages: 118-121.

Moldovan, Sarit, and Donald R. Lehmann (2009), "The Effect of Advertising on Word-of-Mouth," *Proceedings of the 38th EMAC conference*, Nantes, France 2009.

Moldovan Sarit, Amitava Chattopadhyay, and Jacob Goldenberg (2008), "The Different Roles of Product Originality and Usefulness in Generating Word of Mouth," in *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Pages: 49-51.

Moldovan, Sarit, Jacob Goldenberg and Amitava Chattopadhyay (2005), "Managing Word of Mouth: An Examination of the Link between New Product Dimensions and Word of Mouth," *Proceedings of the 34th EMAC conference*, Milan, Italy 2005.

Work in progress

Moldovan, Sarit, Yael Steinhart, and Donald R. Lehmann, “Opinion Leadership, Creativity, and Informativeness: What Helps Ads Go Viral.”

Moldovan, Sarit, “Early Adopters: Opinion Leaders or Opinion Keepers.”

Givol, Hen, Sarit Moldovan, and Shaul Oreg “Opinion Leadership as a Multi-Dimensional Trait.”

CONFERENCES

Participation in Organizing Conferences

In the organizing committee of *Marketing in Israel* conference 2018 (forthcoming), Bar Ilan University and the Ono Academic College.

In the organizing committee of *Marketing in Israel* conference 2012, December 26-27 2012, Ben Gurion University and the Technion.

Contributed talks

“Early Adopters and the Attraction Effect”

- Poster Forthcoming in the *European Association for Consumer Research*, Ghent, Belgium (June 2018)

“Mind the Gap: How Smaller Numerical Differences Can Increase Product Attractiveness” (former “Leaps and Tweaks: The Impact of Version Numbers on Product Attractiveness”) with Meyrav Shoham and Yael Steinhart

- Forthcoming in the *European Association for Consumer Research*, Ghent, Belgium (June 2018)
- *Association for Consumer Research*, San Diego, Ca (October 2017, presented by Meyrav Shoham)
- *Association for Consumer Research*, Berlin, Germany (October 2016, poster presented by Meyrav Shoham)

“Positively Useless: Irrelevant Negative Information Enhances Positive Impressions” with Meyrav Shoham and Yael Steinhart

- *European Marketing Association 2016 Conference*, Oslo, Norway (May 2016, presented by Meyrav Shoham)
- *Society for Consumer Psychology Conference*, St Pete Beach, FL (February 2016, poster presented by Meyrav Shoham)
- *Marketing in Israel*, IDC Herzlia, Israel (December 2015, presented by Meyrav Shoham)
- *Association for Consumer Research*, New Orleans, LA (October 2015, presented by Meyrav Shoham)
- *Association for Consumer Research Asia-Pacific Conference*, Hong Kong (June 2015, presented by Meyrav Shoham)

- *Marketing in Israel*, Beer Sheva, Israel (December 2014, poster presented by Meyrav Shoham)
- *Association for Consumer Research*, Baltimore, MD (October 2014, poster presented by Meyrav Shoham)

“To Talk or Not to Talk: The Internal Dilemma of Early Adopters as a Function of Their Need to Be Unique” with Yael Steinhart and Shlomit Ofen

- *European Association for Consumer Research*, Barcelona, Spain (July 2013, presented by Yael Steinhart)
- *Theory and Practice in Marketing (TPM)*, London, UK (June 2013, presented by Yael Steinhart)
- *Association for Consumer Research*, Vancouver, BC (October 2012)
- *The international Society for Consumer Psychology Conference*, Florence, Italy (June 2012)
- *Society for Consumer Psychology Conference*, Atlanta, Georgia (February 2011, presented by Yael Steinhart)

“Opinion Leadership in Small Groups” with Eitan Muller, Yossi Richter, and Elad Yom-Tov

- *Workshop on Information in Networks*, NY, NY (September 2010, presented by Eitan Muller)

“Early Adopters: Opinion Leaders or Opinion Keepers”

- *Association for Consumer Research*, Jacksonville, FL (October 2010)
- *Marketing Science*, Cologne, Germany (June 2010)

“The Effect of Advertising on Word-of-Mouth,” with Donald R. Lehmann

- *Association for Consumer Research*, Pittsburg, PA (October 2009)
- *Marketing Science*, Ann Arbor, MI (June 2009)

“The Different Roles of Product Originality and Usefulness in Generating Word of Mouth,” with Amitava Chattopadhyay and Jacob Goldenberg

- *Association for Consumer Research*, Memphis, TN (October 2007)
- *British Academy of Management 2007 Annual Conference*, Warwick, England (September 2007, presented by Amitava Chattopadhyay)
- *Marketing Science*, Pittsburgh, PA (June 2006)
- *Marketing in Israel V*, Tel Aviv, Israel (December 2005; poster)
- *The 34th EMAC Conference*, Milan, Italy (May 2005)
- *Marketing in Israel III*, Jerusalem, Israel (December 2003)

“The Chasm Phenomenon: Break in Communications or Broadcasting on Different Wavelengths?” with Amitava Chattopadhyay and Jacob Goldenberg

- *Marketing in Israel VI*, Tel Aviv, Israel (December 2006).
- *Affect, Motivation, and Decision Making International Conference*, Ein Boqueq, Israel (December 2006)

“Silent Destruction by Negative Word of Mouth: Economic Implications,” with Jacob Goldenberg, Barak Libai, and Eitan Muller

- *The 36th EMAC Conference*, Reykjavik, Iceland (May 2007, presented by Eitan Muller)
- *Marketing in Israel IV*, Jerusalem, Israel (December 2004)

TALKS AND SEMINARS

- ☐ Managerial challenges in the 21st century, The Open University, February 2017
- ☐ 40 talks for 40 years, The Open University, May 2016
- ☐ Women lead e-commerce conference, The Open University, March 2016
- ☐ The Marketing CB Seminar, Tel Aviv University, February 2011
- ☐ The Marketing Seminar, Europa-Universität Viadrina Frankfurt, Germany, June 2010
- ☐ Midsummer Night's Dream Marketing Camp, ESMT Berlin, Germany, June 2010
- ☐ The Marketing Seminar, The Hebrew University of Jerusalem, June 2010
- ☐ Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, November 2009
- ☐ The Marketing Seminar, Tel Aviv University, May 2009
- ☐ Marketing PhD Seminar, The Hebrew University of Jerusalem, April 2008
- ☐ The Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, January 2007
- ☐ The Marketing Seminar, Columbia Business School, August 2006
- ☐ The Marketing Seminar, Tel Aviv University, January 2006
- ☐ The Graduate School of Business Administration, Bar-Ilan University, January 2006
- ☐ The Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, December 2005
- ☐ School of Management, Ben Gurion University of the Negev, December 2005
- ☐ The Decision Sciences Research Seminar Series, INSEAD, France, May 2005
- ☐ The Center for the Study of Organizations & Human Resource Management, The University of Haifa, March 2005
- ☐ Arison School of Business, The Interdisciplinary Center Hertzelia (IDC), February 2005
- ☐ The Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, January 2005
- ☐ The Psychology Department, The Hebrew University of Jerusalem, January 2003