

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

PROFESSIONAL EXPERIENCE

- 2003-2005: *Consultant*, Strauss-Elite (managerial training)
- 1998-2001: *Strategic Analyst*, Aladdin Knowledge Systems

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

- ☐ PDMA research proposal competition reviewer
- ☐ Ad hoc reviewer for JM, JCP, EJM, IJRM

MEMBERSHIP IN PROFESSIONAL SOCIETIES

- ☐ Association of Consumer Research (ACR)
- ☐ Society for Consumer Psychology (SCP)
- ☐ The Institute for Operations Research and the Management Sciences (INFORMS)
- ☐ Marketing Science Institute (MSI)

RESEARCH GRANTS

- 2015: The Israel Science Foundation (ISF) individual research grant
Research Title: “The Positive Effect of Negative irrelevant information.”
- 2010: The Israel Science Foundation (ISF) individual research grant
Research Title: “How Advertising Leads to Word-of-Mouth.”
- 2009: The German-Israeli Foundation (GIF) young scientist grant
Research Title: “Social percolation: The role of early adopters.”
- 2008: The Israel Foundations Trustees young scientist grant
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

- 2013: Best lecturer award at the MBA program.
- 2012: *Google Online Marketing Challenge*, regional winner Middle East/Africa, and winner of the Social Impact Award
- 2011: *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

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

Theses in Progress

- Meyrav Shoham: PhD in Behavioral Sciences and Management
Thesis: "Cognitive processes associated with consumer innovativeness"
Co-supervisor: Yael Steinhart, Tel Aviv University
Projected graduation: December 2016

PUBLICATIONS**Refereed Papers in Professional Journals**

* Papers marked by asterisk are based on a student's thesis

Published papers

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: 100

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: 18

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: 125

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, Best Paper Award for 2011

☐ Number of Google scholar citations: 79

*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: 3

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): 9

Refereed Papers in Conference Proceedings

*Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2015), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions", *Advances in Consumer Research*, forthcoming.

*Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart (2015), "Positively Useless: Irrelevant Negative Information Enhances Positive Impressions", *Advances in Consumer Research*, forthcoming.

*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, Forthcoming

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.

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.

Submitted work and work in progress

Moldovan, Sarit, Eitan Muller, Yossi Richter, and Elad Yom-Tov, "Social Leadership in Small Groups." Submitted to *International Journal of Research in Marketing*

Moldovan, Sarit, Yael Steinhart, and Donald R. Lehmann, "The Effect of Advertising on Word-of-Mouth."

☐ Number of Google scholar citations (of the working paper): 4

Moldovan, Sarit, "Early Adopters: Opinion Leaders or Opinion Keepers."

Moldovan, Sarit, Amitava Chattopadhyay, and Jacob Goldenberg, "The Chasm Phenomenon: Break in Communications or Broadcasting on Different Wavelengths?"

*Givol, Hen, Sarit Moldovan Shaul Oreg "Opinion Leadership as a Multi-Dimensional Trait."

Shoham, Meyrav, Sarit Moldovan, and Yael Steinhart "The Helpful Effect of Not-So-Helpful Reviews."

CONFERENCES

Participation in Organizing Conferences

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

<http://ie.technion.ac.il/~moldovan/MI2012>

Contributed talks

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

- ☐ *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, Shlomit Ofen, and Yair Giwnewer**

- ☐ *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

- ▣ 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

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- ▣ The Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, January 2005
 - ▣ The Psychology Department, The Hebrew University of Jerusalem, January 2003

OTHER PROFESSIONAL ACTIVITIES

- ▣ Winter 2004: Mini-semester in INSEAD.
- ▣ Fall 2000: Exchange student at Case Western Reserve University as part of the MBA studies. GPA: 3.78
- ▣ 1999-2000: Participated in the GCP- Global Consulting Program (The Wharton-Recanati-York Multinational Marketing Partnership).
The team won the outstanding project award and the Richard Sigel Award.
- ▣ 2001: Telecommunications and Internet Engineering course at Sivan Computers Training Center. Programming: C, C++, JAVA, HTML, and some VB, SQL. Networks: LAN, WAN, TCP/IP.