

DAVID MAZURSKY

Professor, the Kmart chair in marketing The Hebrew University of Jerusalem

Phd (1983), New York University, Marketing, and Corporate Strategy

MBA (1979), Hebrew University, Marketing

BA (1977), Hebrew University, Economics

Academic Positions

2011- Chair, Department of the Marketing Department,
Jerusalem School of Business Administration,
Hebrew University

2004-2007 Director, the Kmart center for Retailing and International
Marketing

2002-2007 Chair, Department of the Marketing Department,
Jerusalem School of Business Administration,
Hebrew University

1998-2001 Director, Ph.D. committee, Jerusalem School of
Business Administration, Hebrew University

2000- 2003 Director, The Davidson Center

1995-1996 Member of the Hebrew University Rector's Marketing and
Quality Committee.

1985 - 1986 Chair of Marketing Area, Jerusalem School of Business
Administration, The Hebrew University.

Other Appointments

- 2001- Member of the Council for Higher Education's (MALAG) Committee for the accreditation of new MBA programs in Israel.
- 2005 – 2009 Member of the Italian Marketing Society
- 1997-1998 Member of the committee for selecting the Israeli Export Prize.
- 1995- Designing, establishing and managing the Virtual Shopping and Advanced E-Commerce Technologies Laboratory, Jerusalem School of Business Administration
- 1990 - Member of the Marketing for Export Committee, the Ministry of Industry and Trade.
- 1991 -1992 Member of the World Bank Committee for the development of Business Administration Training Programs in Russia.

Visiting Positions

- 2001- Bocconi University, Milano, Italy
- 1991 - 1992 New York University, New York.
- 1989 Hagen University, Germany.
- 1987 - 1988 Baruch College, New York.
- 1985 New York University, New York.

PhD Guidance:

Jacob Goldenberg (1998) – Professor, School of Business, IDC.

Yael Steinhart (2006) – Senior Lecturer, Recanaty School, Tel Aviv University.

Gideon Vinitzky (2008) – Bar-Ilan and Ariel college.

Stav Rosenzweig (2008) – Lecturer in Ben-Gurion University, Beer-Sheeba.

Irene Scopelliti (2011) – Carnegie-Mellon University.

List of Publications

Books

Goldenberg J., Mazursky D., Solomon S., (1999) Anatomy of Successful Products, Edison: Tel-Aviv.

Goldenberg J., Mazursky D. (2002), Creativity in Product Innovation, Cambridge: Cambridge University Press.
(Translated to Italian and Chinese).

Goldenberg J., Mazursky D., Levav A. Solomon S., Cracking the ad code, Cambridge: Cambridge University Press (2009). (Translated to Turkish).

Refereed Publications

LaBarbera P., Mazursky, D., "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process," (1983), Journal of Marketing Research, November, 393-404.

Jacoby J., Mazursky D., Kuss A., Troutman T., "When Feedback is Ignored: The Disutility of Outcome Feedback," (1984), Journal of Applied Psychology, Vol. 69, 531-545.

Jacoby J., Mazursky D., "Linking Brand and Retailer Images - Do the Potential Risks Outweigh the Potential Benefits?" (1984), Journal of Retailing, Summer, 105-122.

Jacoby J., Kuss, A., Mazursky D., Troutman T., "Effectiveness of Security Analyst Information Acquisition Strategies: A Computer Interactive Assessment," (1985), Computers in Human Behavior, 1, 95-113.

Mazursky D., Jacoby J., "Exploring the Development of Store Images," (1986), Journal of Retailing, 62, 145-165.

Mazursky D., Hirschman E., "A Cross Organizational Comparison of Retail Buyers` Information Source Utilization," (1987), International Journal of Retailing, Vol. 2, 44-61.

Mazursky D., LaBarbera P., Aiello A., "When Satisfied Consumers Switch Brands," (1987), Psychology and Marketing, Vol. 4, 17-30.

Jacoby J., Jaccard, J., Kuss, A., Troutman T., Mazursky D., "New Directions in Behavioral Process Research: Implications for Social Psychology," (1987), Journal of Experimental Social Psychology, Vol. 23, 2, 146-175.

Mazursky D., Schul Y., "The Effects of Advertising Encoding on the Failure to Discount Information," (1988), Journal of Consumer Research, Vol. 15, 24-36.

Mazursky D., Geva A., "Temporal Decay in Satisfaction-Intention Relationship" (1989), Psychology and Marketing, 6, (3), 211-227.

Mazursky D., "Past Experience and Future Tourism Decisions" (1989), Annals of Tourism Research, 16, 3, 333-344.

Mazursky D., Ofir C., "I Could Never Have Expected it to Happen: The Reversal of the Hindsight Bias" (1990), Organizational Behavior and Human Decision Processes, 46, 20-33.

Schul Y., Mazursky D., "Conditions Facilitating Successful Discounting: Type of Discounting Cue, Message Encoding, and kind of Judgment," (1990), Journal of Consumer Research, 16,4, 442-451.

Mazursky D., "Temporal Instability in the Salience of Behavioral Intention Predictors," (1990), Journal of Economic Psychology, 11, 383-402.

Mazursky D., Schul Y., "Learning from the Ad or Relying on the Past: The Moderating Role of Involvement," (1992) Journal of Business Research, 25, 1, 81-94.

Ganzach Y., Mazursky D., "Time Dependent Biases in Consumer Multi-Attribute Judgment," (1995) Journal of Economic Psychology, Vol. 16, p. 331-349.

Mazursky D., Ofir C., "I Knew it All Along', Under All Conditions? or Possibly 'I Could Not Have Known it,' Under Some Conditions? (1996), Organizational Behavior and Human Decision Processes, Vol. 66, 237-240.

Goldenberg Y., Solomon S., Mazursky D., "Cluster Concepts Dynamics Leading to Creative Ideas Without Critical Slowing Down" (1996) International Journal of Modern Physics, Vol. 7, 5, 655-673.

Ofir C., Mazursky D., "Does Surprising Outcome Reinforce or Reverse the Hindsight Bias?" (1997), Organizational Behavior and Human Decision Processes, Vol. 69, p. 51-57.

Goldenberg Y., Horowitz R., Mazursky D., S. Solomon, "Algorithms for New Product Development: An Exercise in Thought Dynamics" (1997), International Journal of Modern Physics, Vol. 8, p. 565-381.

Mazursky D., Ganzach Y., "Does Involvement Moderate Time Dependent Biases in Consumer Multi-Attribute Judgment?" (1998), Journal of Business Research, Vol. 41, p. 95-104.

Mazursky D., "The Effect of Invalidating Information on Consumers Subsequent Search Patterns" (1998), Journal of Economic Psychology, Vol. 19, 261-277.

Goldenberg J., Mazursky D., Solomon S., "Toward Identifying the Inventive Templates of New Products: A Channeled Ideation Approach", (1999) Journal of Marketing Research, May, 16, 200-210.

Goldenberg Y., Mazursky D., Solomon S., "Toward Identifying the Fundamental Templates of Quality Ads" (1999), Marketing Science, 18, 333-351.

Goldenberg Y., Mazursky D., "The Voice of the Product: Templates of New Product Emergence" (1999), Journal of Creativity and Innovation Management, Vol. 8, 157-164.

Goldenberg J., Mazursky D., Solomon S., "Creative Sparks", (1999), Science, 285, 1495-96.

Reviewed in:

The New York Times (Sep. 7, 1999): "Route to Creativity: Following Bliss or Dots?" (Science section).

Reuters (Sep. 8, 1999): "Computer Ads Beat Human Ones in Creativity Study"

BBC News (Sep. 2, 1999): "Computers get creative".

Herald Tribune (Sep. 9, 1999): "Do Constraints breed creativity?"
Galileo (May 2000), "Structured Creativity".

Goldenberg Y., Mazursky D., Solomon S., "Templates of Original Innovation: Projecting Original Incremental Innovations from Intrinsic Information", (1999) Technological Forecasting and Social Change, Vol. 61, 1-12.

Goldenberg J., Mazursky D., Solomon S., "Meme's the Word" (1999), Science, 286, 1477-1478.

Goldenberg J., Mazursky D., Solomon S., "Scrutinizing Creativity" (1999), Science, 286, 2269-2270.

Goldenberg Y., Mazursky D., "First we throw dust in the air, then we claim we can't see: Navigating in the Creativity Storm" (2000), Journal of Creativity and Innovation Management, 9, 131-143.

Mazursky, D., "The Effects of Time Delays on Consumers' Use of Different Criteria for Product Purchase Decisions", (2000) Journal of Business and Psychology, 15, 163-175.

Mazursky D., Schul Y. (2000), "In the Aftermath of Invalidation: Shaping Judgment Rules upon Learning that Previous Information was Invalid", Journal of Consumer Psychology, 9, 213-222.

Goldenberg J. Lehmann D., and Mazursky D., (2001) "The Idea Itself and the Circumstances of its Emergence as Predictors of New Product Success", Management Science, 47, 69-84.

Coverage in “Expect the Unexpected”, the Economist, September 6th 2003.

An earlier version “The Primacy of the Idea itself as a Predictor of New Product Success”, appeared in (1999), Marketing Science Institute Reports, 99-110. Reviewed in “The Idea Itself: Predicting New Product Success”, Insights, Oct. 1999. The MSI paper won the: **2001 best paper award**.

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (2001), the previous paper “The Idea Itself and The Circumstances of Its Emergence as Predictors of New Product Success” was also republished in: IEEE, Engineering Management Review, Vol. 29, 2, p 105-18.

Goldenberg, J., Mazursky D., Solomon S. “Structures of the mind and universal music” (2001) Science 292 (5526): 2433-2433.

Jacoby J., Johar J., Kuss A., Mazursky D., “Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy”. (2002) Journal of Behavioral Finance (Erlbaum).

Morrin M, Jacoby J, Johar GV, Mazursky, D “Taking stock of stockbrokers: Exploring momentum versus contrarian investor strategies and profiles”, Journal of Consumer Research (2002), 29 (2): 188-198 Sep.

Mazursky, D., Vinitzky, G., “The impact of emphasizing interactivity versus vividness on consumer online search”, (2002) Finance, Marketing and Production, (in Italian), 4, 89-104.

Yoram Louzoun, Sorin Solomon, Jacob Goldenberg, David Mazursky, “World-size Global Markets Lead to Economic instability”, (2003), Artificial Life, (MIT Press), 357-370.

Goldenberg J, Horowitz R, Levav A, Mazursky D., “Finding your innovation sweet spot”, (2003) Harvard Business Review, 81 (3): 3-10.

Jacob Goldenberg, Barak Libai, Yoram Louzon, David Mazursky, and Sorin Solomon, “Inevitably reborn: The reawakening of extinct innovations”, (2004), Technological Forecasting and Social Change, 71, 881-896.

Golfetto, F. Mazursky D. “Competency-Based Marketing”, (2004), Harvard Business Review, December, 82.

Cillo, P., DeLuca, L. M., Mazursky D., and Troilo, G., (2005) "Market Orientation and Innovation in Creative Sectors: A Study of the Fashion Industry", Finance, Marketing and Production (in Italian).

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Gibbert, M., Mazursky, D., "A Recipe for Creating New Products", (2007) MIT Sloan Management Review, in collaboration with The Wall Street Journal, October, 26.

Rosenzweig S., Mazursky D. (2008) "A (Bumpy) Ride on Innovation Escalator: Historical Trends of Product Innovativeness", Journal of Macromarketing.

Hoegl, M., Gibbert, M., & Mazursky, D. (2008). Financial constraints in innovation projects: When is less more? Research Policy.

Goldenberg J., Mazursky D., (2008) "When Deep Structures Surface: Repetitions that Can Repeatedly Surprise", Journal of Advertising.

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Rubera, G., Ordanini A., Mazursky D. (2009) "Toward a Contingency View of New Product Creativity: Assessing the Interactive Effects of Consumers Characteristics", Marketing Letters.

Steinhart Y. and Mazursky, D. (2010), Purchase Availability and Involvement Antecedents among Financial Products, International Journal of Bank Marketing, 28(2), 113-135.

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Vinitzky, G. and Mazursky D. (2011), The Effects of Cognitive Thinking Style and Ambient Scent on Online Consumer Approach Behavior, Experience Approach Behavior, and Search Motivation, Psychology and Marketing.

Scopelliti I., Cillo, P., Mazursky D. (2011) "Launch strategies in the fashion system", Economia & Management.

Noy A., Steinhart Y., Kamins M, Mazursky D. (2011) The Effect of Social Cues on Sniping Behavior in Internet Auctions: Field Evidence and a Lab Experiment, Journal of Interactive Marketing.

Gibbert, M., Hampton, J., Estes, Z., Mazursky D., (2012) "The Curious Case of the Refrigerator-TV: Similarity and Hybridization", Cognitive Science.

Zachary E, Gibbert M, Guest D., Mazursky D, (2012) "A dual-process model of brand extension: Taxonomic feature-based and thematic relation-based similarity independently drive brand extension evaluation", Journal of Consumer Psychology.

Rosenzweig S., Mazursky D. (2012), "Constraints of Internally and Externally Derived Knowledge and the Innovativeness of Technological Output: The Case of the US", Journal of Product Innovation Management.

Gibbert M., Hampton J. A., Estes, Z., Mazursky D. (2012), "The Curious Case of the Refrigerator-TV: Similarity and Hybridization", Social Cognition.

Steinhart Y. Kamins M., Noy, A., Mazursky D. (2012), "Thinking or Feeling the Risk in Online Auctions: The Effects of Priming Auction Outcomes and the Dual System on Risk Perception and the Ultimate Placed Bid", Journal of Interactive Marketing.

Scopelliti I., Cillo P., Busacca B., & Mazursky D. (2012) "How Do Financial Strengths Affect Creativity?", Journal of Product Innovation Management.

Steinhart, Y., Mazursky, D. and Kamins, M. (2013) "The Process by which Product Availability Triggers Purchase". Marketing Letters.

Recent (2005-) Publications in book chapters and proceedings:

Mazursky, D., Vinitzky, G., "2-D versus 3-D Interfaces in on-line Web Sites", (2005) Handbook of Multimedia Technology and Networking.

Goldenberg J., Mazursky D., Yaron I. "Surprise, regularity, and surprise-regularity in innovation and creativity" (2006), in Global Talent, Human Capital Institute: Washington D.C.

Rosenzweig, S. & D. Mazursky, (2006), 'The End of Innovation Era?,' in Globes-Small & Medium Businesses Magazine, pp. 34-35 (in Hebrew).

Steinhart Y., Mazursky D., "An integrative view of the role of consumer involvement" (2006), Proceedings of the Society for Consumer Psychology.

Goldenberg, J., Mazursky D., "Advertising Creativity", in the Handbook of Advertising, (2007) Sage.

Rosenzweig, S. & D. Mazursky (2007), Strategizing for Innovation: The Role of Challenging Conditions, Proceedings of the Israeli Strategy Conference, Hebrew University.

Rosenzweig, S. & D. Mazursky (2007), A (Bumpy) Ride on Innovation Escalator: Historical Trends of Product Innovativeness, Proceedings of the Conference of Historical Analysis in Marketing, Duke University, Durham, NC.

Steinhart, Y. & Mazursky D. (2007), When feasibility elevates involvement and intention, in Proceedings of the Society of Consumer Psychology, 249.

Busacca B. Cillo P., Mazursky D. (2008), "From market research to creativity templates: Leveraging tacit knowledge for ideation", in Strategic Market Creation, John Wiley and Sons: Chichester, UK.

Rosenzweig, S. & D. Mazursky (2008), End of Innovation Era? Trends of Innovative Products, Food for Thought: Material Culture and its Manifestation in History, Ellenblum, R. (ed.), Jerusalem: Zalman Shazar Publishing.

Goldenberg J. and Mazursky D. (2009), Product creativity, Wiley International Encyclopedia of Marketing, B. Bayus (ed.).

Goldenberg J. and Mazursky D. (2009), Brainstorming, Wiley International Encyclopedia of Marketing, B. Bayus (ed.).

Kamins, M, Noy, A. Steinhart Y. Mazursky D. (2009) "The interpersonal determinants of sniping in internet auctions", Advances in Consumer Research, Vol 36, 2009.

Scopelliti I., Cillo P., & Mazursky D. (2009) "Effects of Exaggerate Priming and Fluent Processing on the Evaluation of Design" paper presented at Association for Consumer Research Conference, Pittsburgh, PA (USA).

Scopelliti I., Cillo P., & Mazursky D. (2009) "Effects of Extreme Priming and Processing Fluency on the Evaluation of Design" paper presented at 38th European Marketing Academy Conference, Nantes (France).

Steinhart, Y., Mazursky, D. and Kamins, M. (2009), The "Savor or Shun" effect: Mental construal as a function of regulatory state and time horizon, in Advances in Consumer Research, 37.

Scopelliti I., Cillo P., & Mazursky D. (2010) "Exposure to Concept Products and Consumer Judgment of Marketed Products" paper presented at Association for Consumer Research Conference, Jacksonville, FL (USA).

Scopelliti I., Cillo P., & Mazursky D. (2010) "Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch" paper presented at 39th European Marketing Academy Conference, Copenhagen (Denmark), session chair.

Scopelliti I., Cillo P., & Mazursky D. (2010) "Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch" paper presented at London Business School Transatlantic Doctoral Conference, London (UK).

Scopelliti I., Cillo P., & Mazursky D. (2010) "Exaggeration and Structural Alignment in a New Design Launch" paper presented at Society for Consumer Psychology Conference, St.Pete Beach, FL (USA), session chair.

Scopelliti I., Cillo P., & Mazursky D. (2010), "Does Exposure to Concept Products Affect Judgment of Marketed Products?", in Advances in Consumer Research, 38, Dahl, Darren W., Gita V. Johar, and Stijn M.J. van Osselaer, eds., Duluth, MN : Association for Consumer Research.

Scopelliti I., Cillo P., & Mazursky D. (2010) "Effects of Exaggerate Priming and Fluent Processing on the Evaluation of Design," in Advances in Consumer Psychology, eds. Margaret Meloy and Adam Duhachek, St. Pete Beach, FL: Society for Consumer Psychology.

Steinhart, Y., Mazursky, D., Kamins, M. and Noy, A. (2010) whether you win or whether you lose: the differential risk of priming the deliberative and affective systems in on-line auctions, in Proceedings of the Society of Consumer Psychology

Steinhart, Y., Mazursky, D., Kamins, M. and Noy, A. (2010), The dual effect of signaling in online auctions, in Proceedings of the Society of Consumer Psychology.