Renana Peres – Curriculum Vitae   May 2023

Associate Professor (tenured)
Marketing Department
School of Business Administration
Hebrew University of Jerusalem
Mount Scopus, Jerusalem 91905, Israel

Research interests: Modeling social Interactions on brands; Blockchain in Marketing; Social
networks; New product diffusion; B2B marketing; CRM in growing markets;
Complexity in marketing (agent based modeling).

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Wikipedia: http://en.wikipedia.org/wiki/Renana_Peres

Academic Background:

Sep 2020 - Aug 2022 - Vice Dean of External Affairs, The Hebrew University of Jerusalem

2019-   Associate Professor (Professor Haver) (tenured), The Hebrew University of
Jerusalem.

Sep 2015 – 2018 Visiting Scholar, Stern School of Business, NYU

2014 – 2019 Associate Professor (Senior Lecturer) (tenured), The Hebrew University of
Jerusalem.

2006-2014 Assistant Professor (Lecturer), The Hebrew University of Jerusalem.

Sep 2008-Sep 2010- A Visiting Professor, The Wharton School, University of Pennsylvania

2002-2006: PhD.
Recanati Graduate School of Business Administration, Tel Aviv University.
Advisors: Prof. Eitan Muller, Dr. Barak Libai
Thesis:
The Role of Seeding in Multi-Market Entry
The Effect of Attrition on Growth and Equity of Services

2002-2004: MBA, *magna cum laude*
Recanati Graduate School of Business Administration,

Tel Aviv University
Major: Marketing

1991-1994: M.Sc. Physics, *magna cum laude*
Hebrew University of Jerusalem, Physics Department
Advisors: Prof. Shaul Hochstein, Prof. Hanoch Gutfreund
Thesis: Modeling Perceptual Learning with Multiple Interacting Elements.

1988-1991: B.Sc. Physics, *magna cum laude*
Hebrew University of Jerusalem, Physics Department

Editor and Reviewer:

Since Sep 2020- Senior Editor: *International Journal of Research in Marketing*

Member of the Editorial Board: *Journal of Marketing Research*, *Journal of Marketing*

Ad hoc reviewer for: *Marketing Science*; *Journal of Marketing; Marketing Letters; Physica A; Technological Forecasting and Social Change*; *Manufacturing and Service Operations Management; Telecommunication Policy; IEEE Transactions of Speaker and Signal Processing*.

Awards and Memberships:

VC external relations of the European Marketing Academy – since Sep 2022

Steemkamp long term impact award, 2023 (the first ever Israeli)

Track Chair – Marketing Science Conference 2021 (the first ever Israeli).

Organizing the EMAC 2019, 2020, 2021, 2022 Doctoral Consortium (the first ever Israeli).

Organizing Marketing Science 2019 Women Symposium.

Organizing the Summer AMA 2019, Chicago (the first ever Israeli).

Since 2015 – a senior faculty at the Sheth AIM Doctoral Consortium.

Chosen as one of the top 50 productive researchers, as part of the DocSig list of Author Research Productivity in the Premier AMA Journals (2009-2013).

Finalist for the Paul Green award, for the paper "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration vs. Expansion", *Journal of Marketing Research*, 2013.

Finalist for O'Dell long term impact award for the paper "The Diffusion of Services", *Journal of Marketing Research*, 2009.

Organizing the "Homoconnecticus - Technological Evolution or a Social Revolution" session in the 4th Presidential Conference, Israel. 2012

Winner of the Marketing Science Institute research proposal competition for multichannel marketing in 2010.

Winner of the "Ideas Challenge" competition of the Marketing Research Institute, 2011.

Finalist for the Paul Green award, for the paper "The Diffusion of Services", *Journal of Marketing Research*, 2009.

Israel representative in EMAC, the European marketing council, 2005-2010.

Outstanding Lecturer Award, Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, fall and winter semesters 2003; fall semester 2005.

Board member of the ISCA SPLC (the European branch of IEEE) interest group.

Chairman of the International Workshop for Speaker Recognition in Crete, 2001.

Member of the Organizing Committee of the International Workshop for Speaker Recognition since 2001.

Member of the Organizing Committee of Marketing in Israel since 2006.

Dean's list for 1989, 1990, 1991, Hebrew University of Jerusalem.

Research Grants:

- European Commission, High Level Scientific Conference, the Speaker Odyssey workshop, Crete 2001 ($20,000).
- Complexity Science Center 2007, Hierarchical Social Networks in the Social Sciences and Their Implications for Marketing Contexts ($90,000 for three years).
- Israel Science Foundation 2007, Brand-Level Diffusion of Innovative Products and Services in Competitive Markets ($80,000 for two years).
- The Marketing Science Institute award, Multichannel Word-of-Mouth ($12,000 for one year).
- The Marketing Science Institute award, 2010, Multichannel Word-of-Mouth (~$10,000 for one year).
- Israel Science Foundation 2010, Untangling the Social Value of Customers ($120,000 for three years).
- Israeli Internet Association, 2012, Social Interactions over the Web (300,000 NIS for three years)
- ERC starter grant 2012 – advanced to the Interview stage.
- ERC starter grant 2013 – advanced to the Interview stage.
- The Foundation for Applied research 2014 ($25,000 for 1 year).
- Israel Science Foundation 2013, Pre-release Word-of-Mouth Dynamics: The Role of Spikes ($100,000 for four years).
- Nielsen's Consortium of Research Excellence, Mobile Diary Studies 2014 (~$600,000 for two years).

- The Marketing Science Institute 2015, Within and Cross-Channel Effects of Brand Advertising on WOM ($15000 for 1 year).
- The Marketing Science Institute 2017, Second Screen and Television Viewing Experience ($5,250 for 1 year).
- The Marketing Science Institute 2017,Visual Elicitation of Brand Associations ($8000 for 1 year).
- Israel Science Foundation 2017, Visual Elicitation of Brand Associations ($150,000 for three years).
- Israel Innovation Authority 2021, AI based elicitation of brand perceptions (849,000 NIS for two years).

Teaching Experience:

Marketing Management (MBA core course) - School of Business, Hebrew University of Jerusalem, Fall 2013, Fall 2014, Fall 2016, Fall 2017, Spring 2018, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022.

New Product Policy – School of Business, Hebrew University of Jerusalem, Spring 2014, Spring 2015, Spring 2017, Spring 2018.

CRM - Managing the Relationships with the Customer – Hebrew University of Jerusalem, Fall 2013, Fall 2014, Fall 2016.

Research Seminar - On brands, word-of-mouth and social networks. Annual Fall 2013-Spring 2014; Annual Fall 2014- Spring 2015; Annual Fall 2016-Spring 2017, Annual Fall 2019-Spring 2020. Spring 2021; Fall 2021; Spring 2022.

Modeling Social Phenomena Using Exact Sciences Tools – an interdisciplinary course taught at the Safra Campus (Givat Ram) as part of the MSc. In Physics and Computer Science. Spring 2017, Spring 2018, spring 2019, spring 2020, Spring 2021.

Managing Customer Relationships – with Peter Fader, The Wharton School, Fall 2009.

New Product Management – The Wharton School, Fall 2009.

Marketing Strategy, The Wharton School, Fall 2008.

Models in Marketing, The Wharton School, Fall 2008.

Business to Business Marketing - Recanati Graduate School for Business Administration, Tel Aviv University, 2005, 2006.

Customer Relationship Management - Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, 2003, 2004, 2005.

Various courses and workshops for the Executive Education Center in Tel Aviv University (new products marketing & design, fundamentals of marketing, brands, customer relationship management, pricing policy).

Teaching Assistant at the Physics Department, Hebrew University of Jerusalem, 1991-1994.

Active Participation in Scientific Meetings:

Emac, Budapest 2022, Oral presentation and special session moderator
Marketing Science Rochester 2021, Oral presentation
Marketing Science Rome 2019, Oral Presentation
Emac 2019 Hamburg, Oral Presentation
NYU Conference on Digital and Mobile Marketing, New York, 2017. Oral presentation.
Marketing Dynamics Hong Kong 2017. Oral presentation.
IAM Doctoral consortium 2017 (Mumbai), 2018 (Bangalore), 2019 (Ahmedabad), 2020 (Delhi). Invited Oral presentation.
Marketing Science 2014, Atlanta. Special Session Chair.
Erasmus University Workshop on Innovation, May 2014. Session organizer.
Oxford University Center for Corporate Reputation, Sep 2012. Invited oral presentation.
Customer Insights Conference at Yale, May 2011. Invited oral presentation.
NIT at NYU. Sep 2010. Oral presentation.
The complexity workshop, Washington DC. Nov 2010. Invited oral presentation.
Social Networks Conference, the Wharton School, Jan 2009. Invited oral presentation.
The Erin Anderson workshop (2009), the Wharton School. Invited oral presentation.
Marketing Science 2004, 2005, 2006, 2007, 2008, 2009, 2011, 2012. Oral presentation.
Frank Bass Conference, Dallas, 2007, 2008, 2009. Oral presentations.
International Workshop on CRM, New York, 2005. Oral presentations.
EMAC 2005, 2007. Oral presentations.
Marketing in Israel, Tel Aviv, Israel, December 2003, 2010. Invited Oral presentation.

Invited Talks in Conferences and Seminars:

University of New South Wales, Sydney, April 2023
University of Lucern, March 2023
University of Frankfurt, Sep 2022
VU University Vienna, May 2022
Hamburg University, Nov 2019
National University of Singapore April 2019
Sheth Consortium, faculty, India January 2017, 2018, 2019, 2020

Tel Aviv University, Nov 2018
Ben Gurion University, Dec 2018
IDC, Nov 2018
Goethe University, Sep 2017
ArcHealth, Israel, Keynote Speaker, Aug 2017
Emory University, Feb 2017.
Penn State University, Jan 2016.
The Wharton School, Dec 2015.
Oxford University, Feb 2015
Hong Kong University of Science and Technology, August 2014.
Yonsei University, Korea, August 2014.
Seoul National University, Korea, August 2014.
Chandong University, China, August 2014.
University of Rochester, April 2014.
University of Maryland April 2014.
University of Mannheim, Oct 2013.
National University of Singapore, Sep 2013.
The Interdisciplinary Center, Herzliya, Nov 2012.
ESCP, Paris Oct 2012.
Oxford University Center for Corporate Reputation, Sep 2012.
Erasmus University, the Netherlands, April 2012.
Tilburg University, April 2012;
University of Leuven, April 2012;
Customer Insights Conference at Yale, May 2011.
The Marketing Modelers group, New York, Nov 2010.
WIMI MSI Conference, The Wharton School, Jan 2009, Dec 2010.
NIT at NYU. Sep 2010.
The Interdisciplinary Center, Herzliya, Nov 2012.
The complexity center, Bristol, UK, Sep 2010.
University of Texas at Austin, May 2010.
Duke, Apr 2010.
Santa Fe Institute, July 2009.
McGill University, Montreal, April 2009.
Berkeley, March 2009.
NYU, March 2009.
Penn State University, Nov 2008.
The Wharton School, Nov 2008.
Erasmus University, the Netherlands, winter 2007.
Columbia University, fall 2005.
Tel Aviv University, 2004, 2005, 2006.
Haifa University, fall 2005.
Ben Gurion University of the Negev, fall 2005.
Technion, Israel Institute of Technology, fall 2005.

Publications:

Eitan Muller and Renana Peres, Innovation Diffusion in The History of Marketing Science 2nd Edition (Chapter 4) Russell S Winer and Scott A Neslin, eds. Forthcoming.

Renana Peres, Martin Schreier, David A. Schweidel, and Alina Sorescu (2022), "Blockchain meets marketing: Opportunities, threats, and avenues for future research." *International Journal of Research in Marketing* (forthcoming).

Daria Dzyabura, Siham El Kihal, and Renana Peres (2021), "Image Analytics in Marketing," In *Handbook of Market Research*, pp. 665-692. Cham: Springer International Publishing, 2021.

Martin Schreier, Renana Peres, David Schweidel, Alina Sorescu (2021), "IJRM 2021–2024: Innovation, speed, diversity, let's push things forward together." *International Journal of Research in Marketing*, 38 (4), 807-810.

Daria Dzyabura and Renana Peres (2021), "Visual Elicitation of Brand Perception." *Journal of Marketing*, 85(4), pp.44-66.

Tom Dvir, Renana Peres, and Zeév Rudnick (2020). "Modelling the expected probability of correct assignment under uncertainty." *Scientific reports* 10(1) 1-9.

Renana Peres, Sunali Talwar, Liav Alter, Michal Elchanan and Yuval Friedman (2020), "Narrowband Influencers and Global Icons: Universality and Media Compatibility in the Communication Patterns of Political Leaders Worldwide*," Journal of International Marketing 28*(1), pp.48-65.

Mitchell J. Lovett, Renana Peres and Linli Xu (2019), "Can your advertising really buy earned impressions? The effect of brand advertising on word of mouth," *Quantitative Marketing and Economics,* 17(3) 215-255*.*

Eitan Muller and Renana Peres (2019), "The Effect of Social Networks Structure on Innovation Performance: A Review and Directions for Research," *International Journal of Research in Marketing*, 36(1) 3-19. *Lead Article.*

Mitch Lovett and Renana Peres (2018), "Mobile Diaries - Benchmark against Metered Measurements: An Empirical Investigation," *International Journal of Research in Marketing*, 35(2) 224-241.

Sarah Gelper, Renana Peres, and Josh Eliashberg (2018), "Talk Bursts: The Role of Spikes in Prerelease Word-of-Mouth Dynamics," *Journal of Marketing Research*, 55(6) 801-817*.*

Mitch Lovett, Renana Peres, and Ron Shachar (2014) "A dataset of brands and their characteristics," *Marketing Science,* 33 (4) 609-617.

Renana Peres (2014) "The impact of network characteristics on the diffusion of innovations," Physica A, 402 330-343.

Renana Peres and Christophe Van den Bulte (2014) "When to Take or Forego New Product Exclusivity," *Journal of Marketing,* 78 (2) 83-100.

Mitch Lovett, Renana Peres, and Ron Shachar (2013) "On Brands and Word-of-Mouth," *Journal of Marketing Research,* 50 (4) 427-444. Lead Article. Final nominee for the Paul Green award.

Barak Libai, Eitan Muller and Renana Peres (2013) "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration vs. Expansion," *Journal of Marketing Research,* 50 (2) 161-176. Lead Article. Final nominee for the Paul Green award.

Renana Peres, Eitan Muller, and Vijay Mahajan (2010), "Innovation Diffusion and New Product Growth Models: A Critical Review and Research Directions," *International Journal of Research in Marketing,* 27 (2) 91-106. Lead Article. Final Nominee for Best Paper Award.

Eitan Muller, Renana Peres, and Vijay Mahajan (2009), "Innovation Diffusion and New Product Growth," *Marketing Science Institute, relevant Knowledge Series,* December 2009.

Stefan Stremersch, Renana Peres and Eitan Muller (2010), "Does New Product Growth Accelerate Across Technology Generations?" *Marketing Letters,* 21 (2) 103-120.

Lilien, Gary L., Rajdeep Grewal, Doug Bowman, Min Ding, Abbie Griffin, V. Kumar, Das Narayandas, Renana Peres, and Raji Srinivasan (2009), "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters*, 21 (3) 298-299.

Barak Libai, Eitan Muller and Renana Peres (2009), "The Role of Within-Brand and Cross Brand Word of Mouth in Competitive Growth," *Journal of Marketing,* 73 (3), 19-34.

Barak Libai, Eitan Muller and Renana Peres (2009), "The Diffusion of Services," *Journal of Marketing Research*, 46 (2) 163-175. Final nominee for the Paul Green award. Finalist for O'Dell long term impact award.

Jacob Goldenberg, Barak Libai, Eitan Muller and Renana Peres (2006), "Blazing Saddles: Early and Main Markets in Product-Life-Cycle in High-Tech Industries," *The Economic Quarterly*, 53, 249-271.

Barak Libai, Eitan Muller and Renana Peres (2005), "The Role of Seeding in Multi-Market Entry," *International Journal of Research in Marketing*, 22(4), 375-393. Lead Article.

Renana Peres (2001), "Beyond the Equal Error Rate – About the Inter-Relationship between Algorithm and Application," Proceedings: *2001- The International Workshop for Speaker Recognition*, Special Issue of IEEE, 3-7.

Renana Peres and Shaul Hochstein (1994), "Modeling Perceptual Learning with Multiple Interacting Elements: a neural network model for describing early visual perceptual learning," *Journal of Computational Neuroscience*, vol. 1, 323-338.

Renana Peres and Shaul Hochstein (1993), "Modeling Perceptual Learning with Multiple Interacting Elements," *Israel Symposium on Neuroscience* Abstract 2:73.

Preprints and papers under Review:

1. Barak Libai, Eitan Muller, and Renana Peres (2009) "Sources of Social Value in Word of Mouth Programs," (2009) with. MSI working paper 10-103.

2. Mitch Lovett, Renana Peres, and Ron Shachar (2011) "On Brands and Word-of-Mouth," MSI working paper 11-111.

3. Mitchell J. Lovett and Renana Peres (2015), "Can Mobile Diaries Accurately Capture Consumer Behavior? A Large-Scale Test on TV Viewing and Empirically Based Guidelines," MSI series 2015 15-125.

4. Mitchell J. Lovett, Renana Peres and Linli Xu (2016), "There is no Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth", MSI series 2016 17-103.

Patents:

Renana Peres and Guy Shimoni (2003), "Interface to a Speech Processing System", US patent no: 6,618,703 B1.

Business Leadership

1999-2001: **Founder and CEO, Persay Ltd., subsidiary of Comverse Technology Inc**
Persay develops systems and technologies, which perform voice-based authentication of subscribers in applications of direct banking, telecommunication, and e-commerce. The company's products are server systems, based on unique in-house technology, and involve voice processing algorithms, hardware, and complex software architecture.

1997-1999: **Comverse Technology**
Director of Marketing: Speech technologies and Signal Processing.

1995-1997: **Comverse Technology**
Head of a research group, Signal-Processing Department.

1991-1993: **Intel Electronics, Jerusalem**
        Process engineer in the Thin Films Department.

Media Experience

1995 – Israeli Cable TV, children channel. Hosting a Science TV show.
Since 2001 – A columnist for Al Hashulchan, a culinary magazine.