

# MARKETING IN ISRAEL 19

## GREAT RESEARCH, TOGETHER



**The Hebrew University**  
**Dec 30th**

**Tel Aviv University**  
**Dec 31st**

**9:00-9:30** Coffee and gathering

**9:30-9:45** Opening

**9:45-10:30** **Gui Liberali** - Morphing Randomized Controlled Trial

**10:30-11:15** **Margaret Campbell** - If at First You Don't Succeed, Try a Different Strategy: How Regulatory Focus and the Progress Bias Impact Means Switching

Coffee and gathering

Opening

**Vardit Landsman** - The commercial consequences of collective layoffs: close the plant, lose the brand?

**Shiri Melumad** - The pleasure of liking (and disliking)

### Short break

**11:30-12:15** **Inyoung Chae** - Paywall Suspensions and Digital News Subscriptions

**Peter Ebbes** - Gremlins in the data: Identifying the information content of research subjects

### Short break

**12:30-1:30** **Doctoral Students Blitz**

**Ruti Zwick**, Ben Gurion University - Perception of Innovation

**Neta Livneh**, The Hebrew University - Can Peer Influence Hamper Success? Exploring Numerous Products' Diffusion Processes in a Social Platform

**Liav Alter / Yuval Friedmann**, The Hebrew University - Narrowband influencers and Global Icons, Universality and Media Compatibility in the Communication Patterns of Political Leaders Worldwide

**Dena Yadin**, Bar Ilan University - The Effects of Reviews on Secondhand Consumer Experiences

**Dana Turjeman**, University of Michigan - Information Avoidance on Information Collection

**Natalia Kononov**, Tel Aviv University, Looking Good – Doing Good: The Effect of Physical Appearance Improvements on Prosocial Behavior

### Practitioners' corner

### Lunch + Blitz feedback in round Tables

### Lunch

**2:30-3:15** **Elinor Amit** - Outsourcing moral judgments

**Kathleen Vohs** - How happiness is like the experimental advantage

### Short break

**3:30-4:15** **Gal Zauberman** - Taxes and motivation: Lessons from the lab

**Manoj Thomas** - The malleable morality of conspicuous consumption

**17:15-...** **Social event** - Renana's place in Mevasseret Zion