

Sagit Bar-Gill

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Academic Affiliations

- 2017- Assistant professor (tenure track), Coller School of Management, Tel Aviv University.
- 2017- Digital Fellow at MIT's Initiative on the Digital Economy.
- 2020- Digital Fellow at Stanford's Digital Economy Lab.
- 2014-2017 Postdoctoral Associate at MIT's Sloan School of Management, and the Initiative on the Digital Economy. PI: Professor Erik Brynjolfsson.

Research Interests

Economics of digitization: online markets, media and internet economics, platforms.

Education

- 2015 Ph.D., Economics, Tel-Aviv University.
- 2011-2012 Visiting Ph.D. student, Sloan School of Management, MIT (*Fulbright grantee*).
- 2009 M.A, Economics (*Magna Cum Laude*), Tel-Aviv University
- 2007 B.Sc., Mathematics with extended minors in Economics and Psychology (*Magna Cum Laude*), Tel-Aviv University.

Honors, Awards and Grants

- 2019 Bergmann Memorial Research Award for BSF grant (\$5,000).
- 2018 BSF (Binational Science Foundation) start-up grant (\$75,000).
- 2015 NET institute summer grant (\$3,000).
- 2013 NET institute summer grant (\$3,000).
- 2013-2014 Israel Polack fellowship for excellence in research in Social Science (\$15,000).
- 2012 The Faculty of Social Sciences award for excellence in PhD studies.
- 2011-2012 Fulbright grant for a one-year visit at MIT.
- 2008-2009 Akirov fellowship for outstanding MA students.
- 2004-2008 "Program for Excellency" (university-wide merit-based full scholarship, awarded to top 30 students in the university across all disciplines), Tel-Aviv University.

Publications

- (1) *Helping Small Businesses become More Data-Driven: A Field Experiment* (2023), with Erik Brynjolfsson and Nir Hak. Forthcoming in *Management Science*.
- (2) *Stuck Online: When Online Engagement Gets in the Way of Offline Sales* (2021), with Shachar Reichman. *MISQ*, 45(2), pp. 755-788.
- (3) *The Impact of Social vs. Non-Social Referring Channels on Online News Consumption* (2020), with Yael Inbar and Shachar Reichman. *Management Science*, 67(4), pp 2420-2447.
- (4) *Game of Platforms: Strategic Expansion into Rival (Online) Territory* (2019) *Journal of the Association of Information Systems*, 20(10), pp. 1475-1502.
- (5) *Integration Policy: Cultural Transmission with Endogenous Fertility* (2016), with Chaim Fershtman. *Journal of Population Economics*, 29(1), pp. 105-133.

Working Papers

- (1) *Firm Size Distribution Goes Online: The Evolution of eBay Firms' Sales Distribution* (with Erik Brynjolfsson).
- (2) *Did You Know You are a Micro Influencer? The Effect of Influence Awareness on Content Exploration and Consumption* (with Gal Oestreicher-Singer and Liron Spivak).
- (3) *The Impact of Informational Cues on Micro-Influencers' and Followers' Online Content Exploration* (with Neil Gandal, Gal Oestreicher-Singer, and Liron Spivak).
- (4) *Should a Chatbot Show it Cares? Toward Optimal Chatbot Design via Emotion Recognition and Sentiment Analysis* (with Chen Elyashar and Inbal Yahav)
- (5) *Equilibrium Long Tailed Sales in a Search Model.*
- (6) *The causal impact of women in STEM on early-stage female researchers* (with Hilah Geva)
- (7) *Becoming a programmer: Gender differences in early-stage career paths* (with Shachar Reichman)

Writing for a Managerial Audience

Who Gets Caught in Online Echo Chambers? (with Neil Gandal), *Sloan Management Review*, Aug 3rd 2017.

The Downside of High Online Engagement (with Shachar Reichman), <https://medium.com/mit-initiative-on-the-digital-economy/the-downside-of-high-online-business-engagement-15858816e858>, Aug 5th 2021.

Conference Presentations and Invited Talks (Note: presentations by co-authors marked with an *)

Should a Chatbot Show it Cares? Toward Optimal Chatbot Design via Emotion Recognition and Sentiment Analysis (with Chen Elyashar and Inbal Yahav).

- Statistical Challenges in E-Commerce Research (SCECR), Bogota, 2023
- Digital Economy Workshop, Lausanne, 2023

Did You Know You are a Micro Influencer? The Effect of Influence Awareness on Content Exploration and Consumption (with Gal Oestreicher-Singer and Liron Spivak).

- R.U. Social, Reichman University, 2023 – *Invited speaker.*
- Workshop on Information Systems Economics (WISE), Copenhagen, 2022*
- Statistical Challenges in E-Commerce Research (SCECR), Madrid, 2022*

Helping Small Businesses become More Data-Driven: A Field Experiment (with Erik Brynjolfsson and Nir Hak)

- Rotterdam School of Management, Technology Management Seminar – *Invited seminar speaker.*
- Conference on Information Systems and Technology (CIST), Los Angeles, 2021
- Statistical Challenges in E-Commerce Research (SCECR), Online due to COVID19, 2020
- Workshop on the Economics of Digitization, Lisbon, 2019
- Workshop on Information Systems Economics (WISE), San Francisco, 2018
- Conference on Digital Experimentation (CODE @MIT), Boston, 2018

Teaching Digital Business Experiments

- Annual IT Teaching conference, University of Pennsylvania, 2019 – *keynote speaker.*

The Impact of Social vs. Non-Social Referring Channels on Online News Consumption (with Yael Inbar and Shachar Reichman)

- LINKS symposium, Haifa, 2018
- Workshop on Experimental and Behavioral Economics in IS (WEBEIS), Washington DC, 2018
- International Conference on Information Systems (ICIS), Seoul, 2017*
- INFORMS annual conference, Nashville, 2016

Online Exploration when Search Topic and Popularity Ranking Are Decoupled: Insights on Echo Chambers (with Neil Gandal)

- Workshop on Information Systems Economics (WISE), Munich, 2019.

Stuck Online: When Online Engagement Gets in the Way of Offline Sales (with Shachar Reichman)

- Statistical Challenges in E-Commerce Research (SCECR), Greece, 2016
- Conference on Digital Experimentation (CODE @MIT), Boston, 2015

Firm Size Distribution Goes Online: The Evolution of eBay Firms' Sales Distribution (with Erik Brynjolfsson and Nir Hak)

- Conference on Information Systems and Technology (CIST), Nashville, 2016
- Annual Conference of MIT's Initiative on the Digital Economy, Boston, 2016

"Game of Platforms: Strategic Expansion into Rival (Online) Territory"

- Platform Strategy Research Symposium, Boston, 2014
- Conference on the Economics of ICT, Paris, 2014
- Israeli IO Day, Tel Aviv, 2013

From Tailored Calls-to-Action to Subscription, to Consumption of Online News: A Field Experiment (with Yael Inbar and Shachar Reichman)

- Statistical Challenges in E-Commerce Research (SCECR), Rotterdam, 2018.

Equilibrium Long Tailed Sales in a Search Model

- Search and Switching Cost Workshop, Moscow, 2012
- EARIE Conference, Rome, 2012
- CEPR/JIE Applied IO Conference (School Section), Cyprus, 2012

Academic Services

Ad hoc reviewer for Management Science, MISQ, ISR, ICIS, IEPOL, BISE, Big Data, Economics of Innovation and New Technology.

Program committee member (AE) for ICIS (2019-2023), CIST (2020-2023) and ILAIS (2021-2023) conferences.

Teaching

Doctoral Seminar: Advanced Topics in Technology Management and Digital Markets, 2018-2023.

Introduction to Data Science (MBA core curriculum), 2021-2023.

Introduction to Business Analytics (undergraduate), Spring 2018-2023.

Digital Business Experiments (undergraduate), Fall 2017-2021.

Intermediate Microeconomics 2 (undergraduate), Spring 2014.

PhD and Master Students

Liron Spivak (PhD candidate)

Chen Elyashar (completed MSc, current PhD candidate)

Shaked Nave (completed MSc)

Non-Academic Experience and Volunteer Work

- 2011-2012 Volunteer with the "Good Neighbor Association" - providing budget-planning assistance and coaching to supported families in Tel-Aviv.
- 2009-2010 Associate at TASC: Tel Aviv Strategic Consulting (one of Israel's top three management consulting firms).
- 2001-2002 IDF, the Intelligence Corps - intelligence analyst, and manager of an analysis group.