

CURRICULUM VITAE

• **Personal Details**

Name: Stav Rosenzweig  
Work address: The Department of Management  
The Guilford Glazer Faculty of Business and Management  
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• **Education**

B.A. – 1998, *Magna Cum Laude*, The Hebrew University of Jerusalem, Department of Archaeology and Department of Jewish History.

*Dean's citation for scholastic achievements in the second and third years of studies*

M.B.A. – 2001, *Magna Cum Laude*, The Hebrew University of Jerusalem, School of Business Administration; Major: Marketing.

*Best seminar paper award*

M.A. – 2003, *Magna Cum Laude*, The Hebrew University of Jerusalem, Department of Jewish History.

Advisor: Prof. Israel L. Levin

Ph.D. – 2009, The Hebrew University of Jerusalem, School of Business Administration; Major: Marketing.

Advisor: Prof. David Mazursky

Title of Thesis: Determinants and Trends of Innovation

• **Employment History**

2017-Present  
Senior Lecturer  
Ben-Gurion University of the Negev

2009-2017  
Lecturer  
Ben-Gurion University of the Negev

2008-2009  
Marketing Science Institute (MSI) Fellow  
Marshall School of Business, University of Southern California, USA

2003-2008  
Instructor (as a Ph.D. candidate)  
The Hebrew University of Jerusalem

*Citation for Excellence in Teaching (2006, 2007, 2008)*

1999-2003

Tutor and Teaching Assistant (as a master's student)

The Hebrew University of Jerusalem

• **Professional Activities**

(a) Positions in academic administration

2016-Present – Head of the Study Track of Business and Management in Sports, The Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2016-Present – Chair of the Committee for the President's Fund for visits of distinguished guests, The Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2016-Present – Member of the Research Graduate Studies Committee, The Guilford Glazer Faculty of Business and Management

2016-Present – Member of the Smart Technologies Competition Committee, Ben-Gurion University of the Negev

2014-Present – Head of the Faculty Seminar Committee, The Guilford Glazer Faculty of Business and Management

2014-Present – Leader of the Search Committee for New Faculty Recruitment, The Department of Management

2014-Present – Academic Advisor and Member of the Leading Team of the Business Management Final Undergraduate Project, The Department of Management

2013-Present – Marketing Group Seminar Director, The Guilford Glazer Faculty of Business and Management

2010-2014 – Departmental Seminar Coordinator, The Department of Management

2007-2008 – School of Business Ph.D. Seminar Coordinator, The Hebrew University of Jerusalem

2007-2008 – Ph.D. Candidates' Representative at the School of Business Administration Council, The Hebrew University of Jerusalem

2006-2007 – Founder and Coordinator of a Global History and Technology Seminar for Advanced Studies, School of History, The Hebrew University of Jerusalem

2001 – Founder of a Research Seminar for Graduate Students, Department of Jewish History, The Hebrew University of Jerusalem

(b) Professional functions outside universities/institutions

2000-2001 – Book Review Coordinator, *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, The Zalman Shazar Research Center

(c) Significant professional consulting

2004-2005 – TNS Israel, Ad-hoc Consultant.

2001-2003 – TNS Israel, Quantitative and Qualitative Marketing Research Manager and New Product Development Consultant.

(d) Ad-hoc reviewer for journals

*Journal of Marketing*, 2015-Present

*Journal of Product Innovation Management*, 2011-Present

*European Journal of Marketing*, 2011-Present

*PLOS ONE*, 2017-Present

*Energy Policy*, 2017-Present

*Journal of Historical Research in Marketing*, 2013-Present

*Technological Forecasting & Social Change*, 2013-2015

*Cross-Cultural Research*, 2013-2014

(e) Membership in professional/scientific societies

2008, 2016, 2017, European Marketing Academy

2014, 2017 INFORMS Society for Marketing Science

• **Educational activities**

(a) Courses taught

Business Strategy, Executive MBA – Ben-Gurion University of the Negev

Research Seminar on Innovation Management and Marketing Strategy, for senior undergraduate students – Ben-Gurion University of the Negev

Engineering and Managerial Problem Solving – Case Studies, a joint inter-faculty undergraduate course of the Faculty of Engineering and the Faculty of Management – Ben-Gurion University of the Negev

Business Strategy, for senior undergraduate students – Ben-Gurion University of the Negev

Business Management Final Project, for senior undergraduate students – Ben-Gurion University of the Negev

Marketing Management, MBA students – The Hebrew University of Jerusalem  
Principles of Marketing, for undergraduate students – The Hebrew University of Jerusalem

Marketing Research, for senior undergraduate students – The Hebrew University of Jerusalem

History Tutorial: Modern Period, for undergraduate students – The Hebrew University of Jerusalem

Introduction to Global History, for undergraduate students – The Hebrew University of Jerusalem

(b) Research students

Master students:

– Ayelet Manzur, Master's in Business Administration with Thesis, 2013  
(completed)  
Ben-Gurion University of the Negev

– Aviv Steren, Master's in Business Administration with Thesis, 2015  
(completed)  
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

– Shiran Afriat, Master's in Business Administration with Thesis, 2016  
(completed)  
Ben-Gurion University of the Negev

– Eliran Solodoha, Master's in Business Administration with Thesis, 2016  
(completed)  
Ben-Gurion University of the Negev

– Yael Kochan, Master's in Business Administration with Thesis, 2018  
(expected)  
Ben-Gurion University of the Negev

– Shahaf Cohen, Master's in Business Administration with Thesis, 2019  
(expected)  
Ben-Gurion University of the Negev

Ph.D. students:

- Aviv Stern, Ph.D. in Business Administration (Kreitman Fellowship), 2019 (expected)  
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)
- Eliran Solodoha, Ph.D. in Business Administration (Kreitman Fellowship), 2020 (expected)  
Ben-Gurion University of the Negev (jointly supervised with Yotam Lurie)

Post-doctoral fellow:

- Shai Harel, Post-doctoral fellow (Kreitman Fellowship), 2015 (completed)  
Ben-Gurion University of the Negev

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

2017, Ben-Gurion University of the Negev, **Dean's Award for most productive researcher at the Faculty of Business and Management** (based on a combined measure, which includes: highly ranked journal publications, research students, and research grants; reduced teaching load was awarded to two faculty members)

2016, Ben-Gurion University of the Negev, **Dean's Award for most productive researcher at the Faculty of Business and Management**

2015, The Bengis Center for Entrepreneurship and Hi-Tech Management, Ben-Gurion University of the Negev, **Research Proposal Award** for a technology regional development research proposal (joint with Ofir D. Rubin)

2015, The Bengis Center for Entrepreneurship and Hi-Tech Management, Ben-Gurion University of the Negev, **Research Proposal Award** for a consumer behavior and technological innovation research proposal (joint with Ofir D. Rubin)

2014, The Bengis Center for Entrepreneurship and Hi-Tech Management, Ben-Gurion University of the Negev, **Citation for Leading an Award Winning Team**

2013, The Department of Management, Ben-Gurion University of the Negev, **Citation for Leading an Award Winning Team** in the Business Management Final Project

2010, Ben-Gurion University of the Negev, Rich Foundation **Grant for Women Researchers**

2009, Duke University, Hartman Center at **Duke University Travel Grant**

2008-2009, 2005, The Hebrew University of Jerusalem, The Werner Schulz **Scholarship for Excelling Students**

2007-2008, The Hebrew University of Jerusalem, **Rector's Expanded Scholarship for Outstanding Doctoral Students**

2007, The Hebrew University of Jerusalem, Gal-Ed **Travel Grant**

2006-2007, The Hebrew University of Jerusalem, Haim Shtesel **Expanded Scholarship for Outstanding Doctoral Students**

2006, The Hebrew University of Jerusalem, The Asper **Prize for Entrepreneurship Research**

2001, The Hebrew University of Jerusalem, The K-Mart Foundation Prize for the **Best Seminar Paper in Marketing**

2001, The Hebrew University of Jerusalem, The M. Stern **Prize for Distinguished Students**

2001, The Hebrew University of Jerusalem, The Ish-Tov Foundation **Scholarship for Academic Achievements**

2001, 2000, 1999, The Hebrew University of Jerusalem, The M. Stern **Award for Outstanding Students**

2000, The German Academic Exchange Service (DAAD), **Scholarship for studying at the Ruprecht-Karls Universität, Germany**

2000, The Hebrew University of Jerusalem, The Sol Roth **Study Prize**

2000, The Hebrew University of Jerusalem, The F. Günter Foundation **Study Prize**

1999, The Hebrew University of Jerusalem, **Citation of Excellence** as an MBA Candidate

(b) Fellowships

2008-2009, Marketing Science Institute (MSI), 11,000\$, Visiting Scholar Fellowship for post-doctoral researchers

2008-2009, The K-Mart Foundation, The Hebrew University of Jerusalem, 14,000\$, support for post-doctoral research in the USA

2008-2009, The Corson Foundation, The Hebrew University of Jerusalem, 2000\$, support for post-doctoral research in the USA

• **Scientific Publications**

(a) Authored books

1. Tellis<sup>PI</sup>, G. J. and **Rosenzweig<sup>PI</sup>, S.** 2018. *How Transformative Innovation Shaped the Rise of Nations*. London, UK: Anthem Press. Accepted. ISBN 978-1-78308-732-7

(b) Refereed articles and refereed letters in scientific journals

1. **Rosenzweig, S.** and Mazursky, D. 2008. A (Bumpy) Ride on the Innovation Escalator: Historical Trends of Product Innovativeness. *Journal of Macromarketing* 28(1): 91-93.
2. Grinstein, A., Ofek, E. and **Rosenzweig, S.** 2008. Challenging Conditions, Social Networks, and Performance of Academic Research in Marketing. *Journal of Macromarketing* 28(1): 87-89.
3. **Rosenzweig, S.** and Mazursky, D. 2014. Constraints of Internally and Externally Derived Knowledge and the Innovativeness of Technological Output: The Case of the United States. *Journal of Product Innovation Management* 31(2): 231-246.
4. Baker, W. E., Sinkula, J. M., Grinstein, A., and **Rosenzweig, S.** 2014. The Effect of Radical Innovation In/Congruence on New Product Performance. *Industrial Marketing Management* 43(8): 1314-1323.
5. **Rosenzweig, S.** Tellis, G. J., and Mazursky, D. 2015. Where Does Innovation Start: With Customers, Users, or Inventors? *Marketing Science Institute Working Papers Series*. Report No. 15-108: 1-52.
6. **Rosenzweig, S.** 2015. Innovation in Retrospect: An Exploratory Study of Trends in the Levels of Innovation, *International Journal of Business and Management* 10: 63-73.
7. **Rosenzweig, S.** and Grinstein, A. 2016. How Resource Challenges Can Improve Firm Innovation Performance: Identifying Coping Strategies, *Creativity and Innovation Management* 25(1), 110-128.

8. Steren, A., Rubin, O. D., and **Rosenzweig, S.** 2016. Assessing the Rebound Effect Using a Natural Experiment Setting: Evidence from the Private Transportation Sector in Israel, *Energy Policy* 93: 41-49.  
  
\*\*The paper was cited by an OECD report: Dimitropoulos, A., W. Oueslati and C. Sintek (2016), "The Rebound Effect in Road Transport: A Meta-analysis of Empirical Studies", *OECD Environment Working Papers*, No. 113, OECD Publishing, Paris. <http://dx.doi.org/10.1787/8516ab3a-en>  
  
\*\*The paper contributed to the Guilford Glazer Faculty of Business and Management's 2016 Better World MBA Ranking by the magazine *Corporate Knights*: <http://www.corporateknights.com/reports/2016-better-world-mba-ranking/2016-better-world-mba-results-14763351/>
  9. **Rosenzweig, S.** Grinstein, A., and Ofek, E. 2016. Social Network Utilization and the Impact of Academic Research in Marketing, *International Journal of Research in Marketing* 33 (4): 818-839.
  10. **Rosenzweig, S.** 2017. The Effects of Diversified Technology and Country Knowledge on the Impact of Technological Innovation, *Journal of Technology Transfer* 42 (3): 564-584.
  11. **Rosenzweig, S.** 2017. Non-customers as Initiators of Radical Innovation, *Industrial Marketing Management*. 66 (6): 1-12.  
\*\*Lead article.
- (c) Published scientific reports and technical papers
1. **Rosenzweig, S.** 2001. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(1), pp. 130-136.
  2. **Rosenzweig, S.** 2001. Books Received (report of new research books and journals), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(1), pp. 136-137.
  3. **Rosenzweig, S.** 2001. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(2), pp. 260-268.
  4. **Rosenzweig, S.** 2001. Books Received (report of new research books and journals), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(2), pp. 268-270.
  5. **Rosenzweig, S.** 2001. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(3), pp. 412-420.
  6. **Rosenzweig, S.** 2001. Books Received (report of new research books and journals), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(3), pp. 421-422.
  7. **Rosenzweig, S.** 2001. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(4), pp. 566-573.



8. **Rosenzweig, S.** 2001. Books Received (report of new research books and journals), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 66(4), pp. 574-575.
9. **Rosenzweig, S.** 2002. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 67(1), pp. 111-118.
10. **Rosenzweig, S.** and Portugies, A. 2002. Research (review of recent research), *Zion Quarterly for Research in Jewish History*, The Historical Society of Israel, 67(2), pp. 240-246.

(f) Unrefereed professional articles and publications

1. **Rosenzweig, S.** 2005. The End of Innovation Era? *Globes Small Business Magazine*, pp. 34-35.

(g) Classified articles and reports

• **Lectures and Presentations at Meetings and Invited Seminars**

(a) Presentation of papers at conferences/meetings (oral or poster)

1. **Rosenzweig, S.** and Mazursky, M. 2006. Innovation: Are We Losing It? Historical Trends of Innovation. Poster presented at the *Marketing in Israel 5th International Conference*, Tel Aviv University.
2. **Rosenzweig, S.** and Mazursky, M. 2007. A (Bumpy) Ride on the Innovation Escalator: Globalization Trends and Product Innovation. *Marketing in Israel 6th International Conference*, Interdisciplinary Center, Herzlyia.
3. **Rosenzweig, S.** and Mazursky, M. 2007. Strategizing for Innovation: The Role of Challenge and Response. *International Israel Strategy Conference*, The Hebrew University of Jerusalem.
4. Grinstein, A., Ofek, E., and **Rosenzweig, S.** 2007. Challenging Conditions, Social Networks, and the Success of Academic Research in Marketing. *13th Conference of Historical Analysis in Marketing*, Duke University, Durham, NC.
5. **Rosenzweig, S.** and Mazursky, M. 2007. A (Bumpy) Ride on the Innovation Escalator: Historical Trends of Product Innovativeness. *13th Conference of Historical Analysis in Marketing*, Duke University, Durham, NC.
6. Grinstein, A., Ofek, E., and **Rosenzweig, S.** 2007. Challenging Conditions, Social Networks, and the Success of Academic Research in Marketing. *Proceedings of the 36th European Marketing Academy Conference*, p. 308. Reykjavik University, Iceland.
7. **Rosenzweig, S.** and Mazursky, M. 2007. A (Bumpy) Ride on the Innovation Escalator: Historical Trends of Product Innovativeness. *Doctoral Colloquium of the 36th European Marketing Academy Conference*, Reykjavik University, Iceland.

8. **Rosenzweig, S.** and Mazursky, M. 2007. The End of the Innovation Era? Historical Trends and Innovative Products. *31<sup>st</sup> Conference of the Historical Society of Israel*, Tel Aviv University.
9. **Rosenzweig, S.** and Mazursky, M. 2008. The Effects of Challenging Conditions on Innovation. *Proceedings of the 30<sup>th</sup> Marketing Science Conference*, p. SD09. University of British Columbia, Vancouver, Canada.
10. **Rosenzweig, S.** Tellis, G. J., and Mazursky, D. 2009. The Origin of Innovations: Consumer, Inventor, or Technology? *31<sup>st</sup> Marketing Science Conference*, Ross School of Business, University of Michigan.
11. Grinstein, A., Ofek, E., and **Rosenzweig, S.** 2010. Leveraging Social Capital in Academic Research in Marketing. *Proceedings of the 32<sup>nd</sup> Marketing Science Conference*, p. 85. University of Cologne, Cologne, Germany.
12. **Rosenzweig, S.** and Mazursky, M. 2011. What You Don't Know Can't Hurt You: Effects of Knowledge Limitations on Technological Innovativeness. *Proceedings of the 33<sup>rd</sup> Marketing Science Conference*, p. 31. Rice Johns Graduate School of Business, Houston, Texas.
13. Moorman, C., Qin, V., **Rosenzweig, S.**, and Grinstein, A. 2013. What Doesn't Kill a Firm Makes it Stronger: How Brand Introduction Strategies Benefit from Adversity. Presented by Moorman, at the Conference of *Theory and Practice in Marketing*, London Business School, London, England.
14. Moorman, C., Qin, V., **Rosenzweig, S.**, and Grinstein, A. 2013. What Doesn't Kill a Firm Makes its Brand Introduction Strategy Stronger: How Firms Benefit from Adversity. Presented by Moorman, at the *35<sup>th</sup> Marketing Science Conference*, Ozyegin University, Istanbul, Turkey.
15. Steren<sup>S</sup>, A., Rubin, O. D., and **Rosenzweig, S.** 2014. Is There a Rebound Effect in Green Taxation on Transportation? Evidence from a Natural Experiment in Israel. Presented by Steren. *14<sup>th</sup> IAEE European Energy Conference*, Luiss University of Rome, Italy.
16. Steren<sup>S</sup>, A., Rubin, O. D., and **Rosenzweig, S.** 2014. Does Environmental Policy in Transportation Affect Periphery and Core Households Differently? Presented by Steren at the *55<sup>th</sup> Isreali Geographical Association Conference*, Haifa University.
17. Afriat<sup>S</sup>, S. and **Rosenzweig, S.** 2014. Exaptation: a New Perspective on Knowledge Spillover. Poster presented by Afriat at the *14<sup>th</sup> Marketing in Israel International Conference*, Ben-Gurion University of the Negev and The Hebrew University of Jerusalem.
18. Slonim<sup>S</sup>, Y. and **Rosenzweig, S.** 2014. Nanotechnology in Israel: Is It an Ongoing Success? Poster presented by Slonim at the *14<sup>th</sup> Marketing in Israel International Conference*, Ben-Gurion University of the Negev and The Hebrew University of Jerusalem.

19. Steren<sup>S</sup>, A., **Rosenzweig, S.**, and Rubin, O. D. 2014. Green Taxation on Cars: Does Consumer Behavior Cause a Rebound Effect? Poster presented by Steren at the *14<sup>th</sup> Marketing in Israel International Conference*, Ben-Gurion University of the Negev and The Hebrew University of Jerusalem.
20. **Rosenzweig, S.** 2014. The Innovation Paradox: Should Adversity Help or Hinder Innovation? *Generating and Responding to Innovation, Conference in honor of David Mazursky*, The Hebrew University of Jerusalem.
21. **Rosenzweig, S.** and Mantzur<sup>S</sup>, A. 2014. Something Borrowed: Borrowed Technology, Knowledge Transfer, and Innovation across Countries. *Proceedings of the 36<sup>th</sup> Marketing Science Conference*, p. 43. Emory University, Atlanta, GA.
22. Steren<sup>S</sup>, A., Rubin, O. D., and **Rosenzweig, S.** 2015. Green taxation, energy efficiency and the rebound effect in the demand for fuel for transportation. Presented by Steren at the *43<sup>th</sup> Annual Meeting of the Israel Society of Ecology and Environmental Science*, The Hebrew University of Jerusalem, Israel.
23. **Rosenzweig, S.** 2016. Review of Recent Research in Sports Marketing and Sponsorship. *The 2<sup>nd</sup> Sports Management and the Business of the Olympic Games Conference*, Ben-Gurion University of the Negev, Israel.
24. Steren, A., Rubin, O. D., & **Rosenzweig, S.**, 2016, Assessing the Rebound Effect using a Natural Experiment Setting, poster presented by Steren at the *Incentives and Behavioral Change Conference*, May, Tel Aviv University, Israel.
25. **Rosenzweig, S.**, Steren<sup>S</sup>, A., and Rubin, O. D. 2016. The Unintended Effects of a Policy Incentivizing Green Technology and its Implications for Regional Development. *GEIC - Global Entrepreneurship and Innovation Conference*, May, Ben-Gurion University of the Negev, Israel.
26. **Rosenzweig, S.**, Steren<sup>S</sup>, A., and Rubin, O. D. 2016. When Sustainability Rebounds: The Unintended Effects of an Environmental Policy Designed to Change Consumer Behavior. *Proceedings of the European Marketing Academy Conference*, p. 222. BI Norwegian Business School, Oslo.
27. Steren<sup>S</sup>, A., **Rosenzweig, S.** and Rubin, O. D. 2016. The Effect of Cars' Safety on Driving Behavior, poster presented by Steren at the *16<sup>th</sup> Marketing in Israel International Conference*, December 27-28<sup>th</sup>, Ben-Gurion University of the Negev and Bar Ilan University, Israel.
28. Solodoha<sup>S</sup>, E., **Rosenzweig, S.** and Harel, S. 2016. Technology Start-ups: The Effect of Gender on Exit and Failure, poster presented by Solodoha at the *16<sup>th</sup> Marketing in Israel International Conference*, December 27-28<sup>th</sup>, Ben-Gurion University of the Negev and Bar Ilan University, Israel.
29. **Rosenzweig, S.**, Steren<sup>S</sup>, A., and Rubin, O. D. 2016. License to Pollute: Do Car Environmental Cues Increase Consumer Driving? *Deliberative vs. Non-deliberative Choice and Public Policy Conference*, December 19-20<sup>th</sup>, Bar Ilan University, Israel.

30. Steren<sup>S</sup>, A., **Rosenzweig, S.** and Rubin, O. D. 2017. The Effect of Cars' Safety on Driving Behavior, poster presented by Steren at the *2<sup>nd</sup> Collier Conference on Behavioral Economics*, July 16-17<sup>th</sup>, Tel Aviv University, Israel.
31. **Rosenzweig, S.**, Steren<sup>S</sup>, A., and Rubin, O. D. 2017. License to Pollute: Do Car Environmental Policies Increase Consumer Driving? *39<sup>th</sup> ISMS Marketing Science Conference*, June 7-10<sup>th</sup>, Marshall School of Business, University of Southern California, Los Angeles.

(b) Seminar presentations at universities and institutions

1. 2005, MBA Seminar of New Product Policy, School of Business Administration, The Hebrew University of Jerusalem, Inventions and Innovations: An Historical Perspective of New Products.
2. 2006, Marketing Department Colloquium, Tel Aviv University, Are We Standing on the Shoulders of Giants?
3. 2006, School of History, The Hebrew University of Jerusalem, Technological Innovation in Under-Developed Societies (with Nir, A.).
4. 2006, School of History, The Hebrew University of Jerusalem, Innovation and Globalization: An Interdisciplinary Approach (Marketing, Economics & History).
5. 2006, MBA Seminar of New Product Policy, School of Business Administration, The Hebrew University of Jerusalem, Technological Innovation during the 20<sup>th</sup> Century.
6. 2007, School of Business Administration PhD Seminar, The Hebrew University of Jerusalem, The Effects of Social Networks on Performance: The Case of Academic Research in Marketing.
7. 2007, Master-class and Workshop with Professor Michael Gibbert (Bocconi University), Marketing Department, The Hebrew University of Jerusalem, The Effects of Challenging Conditions on Performance and Innovation.
8. 2007, MBA Seminar of New Product Policy, School of Business Administration, The Hebrew University of Jerusalem, Is Necessity the Mother of Innovation?
9. 2010, Marketing Department Seminar, Interdisciplinary Center (IDC) Herzliya, Leveraging Social Capital in Academic Research in Marketing.
10. 2011, Bengis Center for Entrepreneurship, Ben-Gurion University of the Negev, Back to the Future: Radical Innovations and Future Innovation Trends.
11. 2013, Marketing Seminar, The Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, The Innovation Paradox: Should Adversity Help or Hinder Innovation?
12. 2014, Marketing Department Colloquium, Recanati Business School, Tel Aviv University, What Doesn't Kill a Firm Makes it Stronger: How Brand Introduction Strategies Benefit from Adversity.

13. 2015, Marketing Department Seminar, Interdisciplinary Center (IDC) Herzliya, When Sustainability Rebounds: Consumer Response to Environmental Pricing Incentives.
14. 2017, Marketing Department Seminar, Collier School of Management, Tel Aviv University, License to Pollute: Do Car Environmental Cues Increase Consumer Driving?
15. 2017, The Jerusalem School of Business Administration Quantitative Seminar, The Hebrew University of Jerusalem, License to Pollute: Do Car Environmental Cues Increase Consumer Driving?

• **Research Grants**

2007-2008, The Israel Foundations Trustees (IFT), **Rosenzweig, S.**, Determinants and Trends of Innovation.

2017-2018, The Israel Science Foundation (ISF), **Rosenzweig, S.** and Rubin, O.D., License to Pollute: Do Car Environmental Cues Increase Consumer Driving? Grant number **538/17**

• **Present Academic Activities**

(a) Research in progress

1. “Moral Licensing and Consumer Response to a Policy Designed to Reduce Fuel Consumption”  
**Rosenzweig<sup>PI</sup>, S.**, Steren<sup>S</sup>, A., and Rubin<sup>PI</sup>, O. D.  
This research is supported by the *Israel Science Foundation* (grant No. **538/17**)
2. “Legitimacy and ‘Smart Money’ in Technology Start-ups: Why Does the Angels’ Act Seem to Fail?”  
Solodoha<sup>S</sup>, E., **Rosenzweig<sup>PI</sup>, S.**, and Harel<sup>C</sup>, S.
3. “The Effect of a Policy Designed to Reduce Fuel Consumption on Consumer Driving and Fatal Car Accidents”  
Steren<sup>S</sup>, A., **Rosenzweig<sup>PI</sup>, S.**, and Rubin<sup>PI</sup>, O. D.
4. “The Effects of External and Internal Knowledge on Team Performance”  
**Rosenzweig<sup>PI</sup>, S.**, Haran<sup>PI</sup>, U., and van Dijk<sup>PI</sup> D.

(b) Students who won Kreitman Fellowships

1. Harel, Shai (2014), Kreitman Fellowships for post-doctoral students.  
*A single award in the faculty for a post-doctoral fellowship in 2014*
2. Steren Aviv (2015), Kreitman Fellowships for doctoral students, jointly supervised with Rubin.  
*A single award in the faculty for a doctoral fellowship in 2015*

3. Solodoha, Eliran (2016), Kreitman Fellowships for doctoral students, jointly supervised with Lurie.  
*A single award in the faculty for a doctoral fellowship in 2016*

(c) Media coverage of my research and activity at Ben-Gurion University of the Negev

1. Heruti-Sover, T. 2014. The Big Bang: Shattering the Glass Floor. *TheMarker Magazine* (May), pp. 132-133.
2. Heruti-Sover, T. 2015. The Big Bang: Based on Customer Request. *TheMarker Magazine* (March), pp. 358-359.
3. Solomon, S. 2016. Lower Taxes on Efficient Cars Increase Usage, Israeli Researchers Say. *The Times of Israel* (June 7<sup>th</sup>).
4. Anavi, N. 2016. Commentary on the Recent OECD Report. *Good Morning Isreal*, Galey Zahal (July 25<sup>th</sup>).
5. Grossman, M. M. 2016. BGU Researchers Say Eco-Friendly Car Incentives Failed. *The Jerusalem Post* (July 29<sup>th</sup>).
6. Heruti-Sover, T. 2016. The Big Bang: Please Try Again Later. *TheMarker Magazine* (September), pp. 244-245.
7. Solodoha, E. 2017. Exit, Failure, Men, Women: The Effect of Women Managers on Startup Firms. *Jocopost.com* news website (July 21<sup>st</sup>).
8. My research was featured on the “*What Marketers are Talking About*” Marketing Science Institute’s February 2017<sup>th</sup> issue. <http://www.msi.org/articles/what-marketers-are-talking-about-february-2017/>
9. Hadar, T. 2017. Ministry of Transportation executes a speedy research. *Calcalist* (November 14<sup>th</sup>), p. 12.
10. Goichman, R. 2017. We need to stop talking and start creating additional opportunities in Beer Sheva. *TheMarker* (November 29<sup>th</sup>).
11. Heruti-Sover, T. 2017. No scientific indication that 8200 intelligence unit generates better entrepreneurs. *TheMarker* (November 30<sup>th</sup>).