

CURRICULUM VITAE

• **Personal Details**

Name: Stav Rosenzweig

Work address: The Department of Management
The Guilford Glazer Faculty of Business and Management, and
The Goldman Sonnenfeldt School of Sustainability and Climate
Change
Ben-Gurion University of the Negev
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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
Title of Thesis: Structural Aspects of Aelia Capitolina

Ph.D. – 2009, The Hebrew University of Jerusalem, School of Business Administration.
Advisor: Prof. David Mazursky
Title of Thesis: Determinants and Trends of Innovation
Rector's scholarship for scholastic achievements in final year of studies

• **Employment History**

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

2019-2020
Visiting Scholar
Judge Business School, University of Cambridge, UK

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

2021-present – Head of Management Study Track, Airforce Academic Program,
Ben-Gurion University of the Negev

2021-present – Head of the Research Students Committee, School of
Sustainability and Climate Change, Ben-Gurion University of the Negev

2021-present – Steering Committee member, School of Sustainability and
Climate Change, Ben-Gurion University of the Negev

2020-present – Academic Coordinator of the Entrepreneurship Leadership
Program, Ben-Gurion University of the Negev

2019-present – Head of the Study Track of Innovation and Entrepreneurship,
The Guilford Glazer Faculty of Business and Management, Ben-Gurion
University of the Negev

2021-2022 – Member of the Search Committee for New Faculty Recruitment,
The Department of Management

2016-2022 – 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

2016-2019 – 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

2016-2017 – Member of the Research Graduate Studies Committee, The
Guilford Glazer Faculty of Business and Management

2016-2019 – Member of the Smart Technologies Competition Committee, Ben-
Gurion University of the Negev

2014-2019 – Head of the Faculty Seminar Committee, The Guilford Glazer Faculty of Business and Management

2014-2019 – Member of the Search Committee for New Faculty Recruitment, The Department of Management

2014-2018 – Academic Advisor and Member of the Leading Team of the Business Management Final Undergraduate Project, The Department of Management

2013-2018 – 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

2006-2008 – Elected twice as member of the Junior Academic Staff Association as a representative of the School of Business Administration research students, 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

Energy Policy, 2017-Present

International Journal of Research in Marketing, 2019-Present

Journal of Marketing, 2015-Present

European Journal of Marketing, 2011-Present

PLOS ONE, 2017-Present

Journal of Product Innovation Management, 2011-2017

Technological Forecasting & Social Change, 2013-2015

Journal of Historical Research in Marketing, 2013-2014

Cross-Cultural Research, 2013-2014

(e) Membership in professional/scientific societies

2008, 2016, 2017, 2021 European Marketing Academy

2014, 2017, 2019, 2020, 2021, 2022 INFORMS Society for Marketing Science

• **Educational activities**

(a) Courses taught

Innovation and Entrepreneurship in Children's Health, jointly with the Faculty of Engineering, and the **Saban Children's Hospital, Soroka Medical Center**.

Innovation for Children's Health: KidStart – a unique collaboration with **Cincinnati Children's Hospital Medical Center** (CCHMC) and BGU's Faculty of Health Sciences, the Guilford Glazer Faculty of Business and Management, the Faculty of Engineering Sciences, and BGN Technologies.

****Supported by the Vice-president and Dean of R&D** at BGU

****6** (out of 8) technology solutions to medical problems were authorized **\$60,000** to develop the technology.

Trends and technologies and their application in entrepreneurship

****Recipient of a teaching grant** of the Unit for the Advancement of Quality in Teaching and Learning at BGU, 2021-2022

****Recipient of the Innovation in Teaching Prize**, awarded by Unit for the Advancement of Quality in Teaching and Learning at BGU, March 2023.

Research Seminar: Issues in technology, entrepreneurship, and innovation management.

Innovation and Entrepreneurship in Health and Medicine, A Tri-Faculty Innovation Workshop, Engineering, Business, and Health Sciences – Ben-Gurion University of the Negev

New Product Development Workshop, – Ben-Gurion University of the Negev

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

****Recipient of a teaching grant** of the Unit for the Advancement of Quality in Teaching and Learning at BGU, 2021-2022

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, 2021
(completed)
Ben-Gurion University of the Negev

– Tair Ronen, Master's in Business Administration with Thesis, 2022

(completed)
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

– Shani Vertlib, Master's in Business Administration with Thesis, 2022
(completed)
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

– Yanai Ankaoua, Master's in Business Administration with Thesis, 2023
(completed)
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

– Gal Scarlat, Master's in Business Administration with Thesis, 2023
(expected)
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

Ph.D. students:

– Eliran Solodoha, Ph.D. in Business Administration (Kreitman Fellowship),
2021 (completed)
Ben-Gurion University of the Negev (jointly supervised with Yotam Lurie)

– Aviv Stern, Ph.D. in Business Administration (Azrieli Fellowship and
Kreitman Fellowship), 2022 (completed)
Ben-Gurion University of the Negev (jointly supervised with Ofir D. Rubin)

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

2022, **Innovative Lecturer Award** and prize, awarded by the Unit for the Advancement of Quality in Teaching and Learning at BGU.

2022, **Best Paper Award for Young Scholars awarded to Steren^S, A.** by the *Regional Science Association* for a co-authored paper: Steren^S, A., Rubin^{PI}, O. D., and Rosenzweig^{PI}, S. 2022. Energy-efficiency policies targeting consumers may not save energy in the long run.

2021, **Designated Best Paper:** Haran^{PI}, U., van Dijk^{PI} D., Krief^C, M., Barina^C, M., and Rosenzweig^{PI}, S., Achievers, not winners: On the negative role of guilt proneness in competitive settings, presented by Haran at the 2021 *Academy of Management Annual Meeting*.

2021, **Best Paper Award:** Steren^S, A., Rosenzweig, S., and Rubin, O. D. A Policy Incentivizing the Purchase of Energy Efficient Cars Does Not Save Energy, presented by A. Steren at the *Israel Climate Change Research in the Social sciences and Humanities*, January 28th, Tel Aviv University.

2020, **Best Paper Award**: Solodoha^S, E., **Rosenzweig, S.**, and Harel^{PD}, S. 2020. Exit and Failure in Technology Start-ups: The Effects of Women Entrepreneurs, presented by E. Solodoha at the *Regional Science Association Conference*, February 4th, Interdisciplinary Center (IDC) Herzliya.

2020, **Best Paper Award**: Steren^S, A., Rubin, O. D. and **Rosenzweig, S.**, The Effect of Green Taxation on Rebound over Time: a Natural Experiment in Private Transportation in Israel, presented by A. Steren at the *48th Annual Meeting of the Israel Society of Ecology and Environmental Science*, (October 2020), Israel

2019, Ben-Gurion University of the Negev, **Green Campus Award** given to a project team I advised, working on limiting usage of disposable plastic in Arad.

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**

PI=Principal investigator, S=student, PD=post-doc fellow, C=co-researcher

(a) Authored books

1. *Tellis^{PI}, G. J. and **Rosenzweig^{PI}, S.** 2018. *How Transformative Innovation Shaped the Rise of Nations*. London, UK: Anthem Press. ISBN 978-1-78308-732-7.

**The book was featured in a *Wall Street Journal* Op Ed:

<https://www.wsj.com/articles/on-immigration-do-as-the-romans-did-1518046628>

**The book was featured in the *London Business School Review* 2018 (3), 19.

(b) Refereed chapters in collective volumes, Conferences proceedings, Festschrifts, etc.

1. **Rosenzweig^{PI}, S.** 2000. Ashera with no Baal: A New Interpretation of the 2nd Taanach Vessel. Editors, Bordowicz, Y. and Faust, A. *Proceedings of the Religions, Rituals and Liturgy in Erez-Israel Conference* (Hebrew). Bar-Ilan University and Yad Izhak Ben-Zvi, Ramat Gan. pp. 4-5.
2. **Rosenzweig^{PI}, S.** and Mazursky^C, D. 2007. A Bumpy Ride on Innovation Escalator: Historical Trends of Product Innovativeness. *Marketing History at the Center, Proceedings of the 13th Biennial Conference on Historical Analysis in Research in Marketing*, Duke University, Durham, NC. pp. 286-288.
3. Grinstein^{PI}, A., Ofek^{PI}, E. and **Rosenzweig^{PI}, S.** 2007. Challenging Conditions, Social Networks and Performance of Academic Research in Marketing. *Marketing History at the Center, Proceedings of the 13th Biennial Conference on Historical Analysis in Research in Marketing*, Duke University, Durham, NC. pp. 248-250.
4. **Rosenzweig^{PI}, S.**, Tellis^{PI}, G.J. and Mazursky^C, D. 2009. The Origin of Impactful Innovations. Editors, Harmancioglu, N. and Tellis, G. J. *33rd PDMA Annual International Conference Research Forum Proceedings*, Product Development and Management Association. p. 149.
5. Steren^S, A., Rubin^{PI}, O. and **Rosenzweig^{PI}, S.** 2014. Is there a rebound effect in green taxation on transportation? Evidence from a natural experiment in Israel. *14th International Association for Energy Economics IAEE European Energy Conference Proceedings*, Luiss University of Rome, Italy. pp. NA.

(c) Refereed articles and refereed letters in scientific journals

1. **Rosenzweig^{PI}, S.** and Mazursky^C, D. 2008. A (Bumpy) Ride on the Innovation Escalator: Historical Trends of Product Innovativeness. *Journal of Macromarketing* 28(1): 91-93.
2. Grinstein^{PI}, A., Ofek^{PI}, E. and **Rosenzweig^{PI}, S.** 2008. Challenging Conditions, Social Networks, and Performance of Academic Research in Marketing. *Journal of Macromarketing* 28(1): 87-89.
3. **Rosenzweig^{PI}, S.** and Mazursky^C, 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^{PI}, W. E., Sinkula^{PI}, J. M., Grinstein^{PI}, A., and **Rosenzweig^{PI}, S.** 2014. The Effect of Radical Innovation In/Congruence on New Product Performance. *Industrial Marketing Management* 43(8): 1314-1323.
5. **Rosenzweig^{PI}, S.** Tellis^{PI}, G. J., and Mazursky^C, 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^{PI}, 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^{PI}, S.** and Grinstein^{PI}, A. 2016. How Resource Challenges Can Improve Firm Innovation Performance: Identifying Coping Strategies, *Creativity and Innovation Management* 25(1), 110-128.
8. Steren^S, A., Rubin^{PI}, O. D., and **Rosenzweig^{PI}, 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^{PI}, S.** Grinstein^{PI}, A., and Ofek^{PI}, E. 2016. Social Network Utilization and the Impact of Academic Research in Marketing, *International Journal of Research in Marketing* 33 (4): 818-839.

**Dean's list of preferred journals for publication.
10. **Rosenzweig^{PI}, 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^{PI}, S.** 2017. Non-customers as Initiators of Radical Innovation, *Industrial Marketing Management*. 66 (6): 1-12.

**Lead article.
12. *Steren^S, A., Rubin^{PI}, O. D., and **Rosenzweig^{PI}, S.** 2022. Energy-efficiency policies targeting consumers may not save energy in the long run: A rebound effect that cannot be ignored, *Energy Research & Social Science*. 90, 102600.

This research was supported by the *Israel Science Foundation* (grant No. **538/17)
13. *Steren^S, A., **Rosenzweig^{PI}, S.**, and Rubin^{PI}, O.D. 2022. Assessing the emission consequences of an energy rebound effect in private cars in Israel, *Environmental Pollution*. 306, 119332.

This research was supported by the *Israel Science Foundation* (grant No. **538/17)

**Best refereed paper prize for PhD student by the Israeli Smart Transportation Research Center (ISTRC) awarded to Steren^S, A.

14. *Harel^{PD}, S., Solodoha^S, E., and **Rosenzweig^{PI}, S.** 2022. Can entrepreneurs who experienced business closure bring their new start-up to a successful M&A? *Journal of Risk and Financial Management* 15(9), 386-402.
15. *Solodoha^S, E., **Rosenzweig^{PI}, S.** and Harel^{PD}, S., 2023. Incentivizing angels to invest in start-ups: Evidence from a natural experiment, *Research Policy* 52(1), 104634.

**Listed on the FT50 – a Fortune 50 research ranked journal.

**Dean's list of preferred journals for publication.

16. *Haran^{PI}, U., van Dijk^{PI} D., Krief^C, M., Barina^C, M., and **Rosenzweig^{PI}, S.**, 2023. Winning isn't Everything: Guilt Proneness and Competitive vs. Non-Competitive Motivation, *Journal of Personality*, 00, 1-23. DOI: 10.1111/jopy.12834.

(d) 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.

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

(a) Invited plenary lectures at conferences/meetings

Rosenzweig, S. 2018. Human Behavior and Licensing, Lead Plenary Lecture, May 2018 Board of Governors, Ben-Gurion University of the Negev.

(b) 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 (IDC) Herzliya.
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. *31st 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 30th 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? *31st 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 32nd 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 33rd 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 *35th Marketing Science Conference*, Ozyegin University, Istanbul, Turkey.
15. Steren^S, 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. *14th IAEE European Energy Conference*, Luiss University of Rome, Italy.
16. Steren^S, A., Rubin, O. D., and **Rosenzweig, S.** 2014. Does Environmental Policy in Transportation Affect Periphery and Core Households Differently? Presented by Steren at the *55th Israeli Geographical Association Conference*, Haifa University.
17. Afriat^S, S. and **Rosenzweig, S.** 2014. Exaptation: a New Perspective on Knowledge Spillover. Poster presented by Afriat at the *14th Marketing in Israel International Conference*, Ben-Gurion University of the Negev and The Hebrew University of Jerusalem.
18. Slonim^S, Y. and **Rosenzweig, S.** 2014. Nanotechnology in Israel: Is It an Ongoing Success? Poster presented by Slonim at the *14th Marketing in Israel International Conference*, Ben-Gurion University of the Negev and The Hebrew University of Jerusalem.
19. Steren^S, 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 *14th 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^S, A. 2014. Something Borrowed: Borrowed Technology, Knowledge Transfer, and Innovation across Countries. *Proceedings of the 36th Marketing Science Conference*, p. 43. Emory University, Atlanta, GA.
22. Steren^S, 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 43th 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 2nd 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^S, 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^S, 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^S, A., **Rosenzweig, S.** and Rubin, O. D. 2016. The Effect of Cars' Safety on Driving Behavior, poster presented by Steren at the *16th Marketing in Israel International Conference*, December 27-28th, Ben-Gurion University of the Negev and Bar Ilan University, Israel.
28. Solodoha^S, E., **Rosenzweig, S.** and Harel, S. 2016. Technology Start-ups: The Effect of Gender on Exit and Failure, poster **presented by Solodoha** at the *16th Marketing in Israel International Conference*, December 27-28th, Ben-Gurion University of the Negev and Bar Ilan University, Israel.
29. **Rosenzweig, S.**, Steren^S, 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 19-20th, Bar Ilan University, Israel.
30. Steren^S, A., **Rosenzweig, S.** and Rubin, O. D. 2017. The Effect of Cars' Safety on Driving Behavior, poster presented by Steren at the *2nd Collier Conference on Behavioral Economics*, July 16-17th, Tel Aviv University, Israel.
31. **Rosenzweig, S.**, Steren^S, A., and Rubin, O. D. 2017. License to Pollute: Do Car Environmental Policies Increase Consumer Driving? *39th ISMS Marketing Science Conference*, June 7-10th, Marshall School of Business, University of Southern California, Los Angeles.
32. **Rosenzweig, S.**, Steren^S, A., and Rubin, O. D. 2018. Consumer Response to Taxation of Energy-consuming Products: Evidence from a Natural Experiment, *40th ISMS Marketing Science Conference*, June 14-16th, Fox School of Business, Temple University, Philadelphia.
33. **Rosenzweig, S.**, Solodoha^S, E., and Harel^{PD}, S. 2019. Business Angels' Behavior: Do Policies Incentivizing Investment in Early-stage Start-ups Really Encourage Investment?, *41st ISMS Marketing Science Conference*, June 20-22nd, NYU Stern School of Business, Rome.

34. Steren^S, A., **Rosenzweig, S.**, and Rubin, O. D. 2020. Do greet cars change the way we drive? **presented by A. Steren** at the *Regional Science Association Conference*, February 4th, Interdisciplinary Center (IDC) Herzliya.
35. Solodoha^S, E., **Rosenzweig, S.**, and Harel^{PD}, S. 2020. Exit and Failure in Technology Start-ups: The Effects of Women Entrepreneurs and Managers, **presented by E. Solodoha** at the *Regional Science Association Conference*, February 4th, Interdisciplinary Center (IDC) Herzliya.
****Best paper award.**
36. Steren^S, A., Rubin, O. D. and **Rosenzweig, S.**, The Effect of Green Taxation on Rebound over Time: a Natural Experiment in Private Transportation in Israel, **presented by A. Steren** at the *48th Annual Meeting of the Israel Society of Ecology and Environmental Science*, (October 2020), Israel
****Best paper award.**
37. Steren^S, A., **Rosenzweig, S.**, and Rubin, O. D. 2021. A Policy Incentivizing the Purchase of Energy Efficient Cars Does Not Save Energy, **presented by A. Steren** at the *Israel Climate Change Research in the Social Sciences and Humanities*, January 28th, Tel Aviv University.
**** Best paper award.**
38. Solodoha^S, E., **Rosenzweig, S.**, and Harel^{PD}, S. 2021. Do Policies incentivizing investment in early-stage start-ups really encourage investment? *The 50th Annual European Marketing Academy Conference*, May 25-28th, Online, ESIC Business and Marketing School, Madrid.
39. Steren^S, A., Rubin, O. D. and **Rosenzweig, S.**, Do Energy Efficiency Policies Targeting Consumers Really Save Energy? *The 2021 ISMS Marketing Science Conference*, June 3-5th, Simon Business School, University of Rochester.
40. Steren^S, A., Rubin, O. D. and **Rosenzweig, S.**, Do Energy Efficiency Policies Targeting Consumers Really Save Energy? *2021 ComplianceNet Conference*, June 28-30th, Department of Political Science and School of Public Policy, University College London (UCL).
41. Steren^S, A., Rubin, O. D. and **Rosenzweig, S.**, Assessing the emission consequences of an energy rebound effect in private cars in Israel, presented by Ofir Rubin at the *2022 Regional Science Association Conference*, April 3rd, Sapir College.
42. **Rosenzweig, S.**, Steren^S, A., and Rubin, O. D. Chocolate cakes and traffic jams: the causes of excess driving. *The 2022 School of Sustainability and Climate Change Conference*, June 29th, Ben-Gurion University of the Negev.

(d) 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 20th 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, Coller 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?
16. 2021, The Behavioral Science and Management Seminar, The Technion, Do Energy Efficiency Policies Targeting Consumers Really Save Energy?

17. 2022, The Federmann School of Public Policy and Governance Seminar, The Hebrew University of Jerusalem, Assessing the emission consequences of an energy efficiency policy in the private car market.

• Research Grants

2007-2008, The Israel Foundations Trustees (IFT), **Rosenzweig^{PI}, S.**, Determinants and Trends of Innovation, Annual amount: USD3,500, Total amount: USD7,000.

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

2019-2020, BGU Transportation Research Center grant by the Vice-President and Dean for Research and Development, **Rosenzweig^{PI}, S.**, Rubin^{PI}, O.D., Borowsky, A^{PI}, Driving energy-efficient cars: the effect of cars' size on manual driving behavior and AV risk perception.*

*This research won a second grant competition of the Faculty of Management and the Vice-President and Dean for Research and Development, but the university does not provide two grants for the same research.

2020-2021, The Eli Hurvitz Institute of Strategic Management, *Tel Aviv University*, Solodoha^s, E., **Rosenzweig^{PI}, S.** and Harel^{PD}, S., Does Gender Affect Strategic Decisions of Technology Start-ups? Total amount: NIS25,000.

2020-2021, *The Energy and Sustainability Research Center, Ben-Gurion University of the Negev*, The Urban-Energy Nexus - a multi-disciplinary, multi-researcher research initiative, 2020-2021 The Urban-Energy Nexus – An Integrated Systems Approach to Analyzing and Advancing Sustainability in a Changing World, Kissinger^{PI}, M., Teschner^{PI}, N., Pearlmutter^{PI}, D., Rimer^{PI}, R., Gal^{PI}, E., Erell^{PI}, E., Svoray^{PI}, T., Isaac^{PI}, S., Yizhaq^{PI}, H., Kloog^{PI}, I., Shapira^{PI}, S., Golan^{PI}, R., Rubin^{PI}, O., Gross^{PI}, A., Ben-Elia^{PI}, E., **Rosenzweig^{PI}, S.**, Katra^{PI}, Y.

2022-2023, The Ministry of Energy research grant, Rubin^{PI}, O.D., and **Rosenzweig^{PI}, S.**, Behavioral economic tools for expediting the adoption of electric vehicles by Israeli consumers. Total amount: NIS124,000.

2022, Cincinnati Children's Hospital Medical Center (CCHMC) and BGU's KidStart initiative: developing a feeding device with a respective business plan - FavorEat, Shapira, A., **Rosenzweig, S.**, Mayes, T., Sade, S., Avraham, A., Yamin, N. Total amount: \$10,000.

2022-2024, Israel Innovation Authority, bid of academic studies, The effect of business angels following public policy measures, Avnimelech^{PI}, G., **Rosenzweig^{PI}, S.**, Solodoha^{PI}, E. Total amount: NIS198,900.

2023-2025, The Ministry of Energy research grant, Rubin^{PI}, O.D., and **Rosenzweig^{PI}, S.**, Smart mileage tax as a public policy measure designed to reduce energy consumption and increase public acceptance. Total amount: NIS250,000.

• Additional Information

(a) Students who won Kreitman or Azrieli Fellowships and other Extraordinary Achievements

1. Harel, Shai (2014), Kreitman Fellowship for post-doctoral students.
A single award in the faculty for a post-doctoral fellowship in 2014
2. Steren Aviv (2015), Kreitman Fellowship for doctoral students, jointly supervised with Rubin.
A single award in the faculty for a doctoral fellowship in 2015
3. Solodoha, Eliran (2016), Kreitman Fellowship for doctoral students, jointly supervised with Lurie.
A single award in the faculty for a doctoral fellowship in 2016
4. Steren Aviv (2018), Azrieli Fellowship for doctoral students, jointly supervised with Rubin.
One of 8 recipients in Israel and the first ever to receive this scholarship in business and management
5. Solodoha, Eliran (2020), Ayala Malach Pines Award for doctoral students, jointly supervised with Lurie.
The GGFBA highest award for excellent doctoral students
6. Steren Aviv (2021), Ayala Malach Pines Award for doctoral students, jointly supervised with Rubin.
The GGFBA highest award for excellent doctoral students

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

1. Gadot, Y. 2011. Research Teams with Women Scholars are More Effective. *News1* (March 6th). <http://www.news1.co.il/Archive/001-D-262806-00.html>
2. Heruti-Sover, T. 2014. The Big Bang: Shattering the Glass Floor. *TheMarker Magazine* (May), pp. 132-133.
3. Heruti-Sover, T. 2015. The Big Bang: Based on Customer Request. *TheMarker Magazine* (March), pp. 358-359.
4. Solomon, S. 2016. Lower Taxes on Efficient Cars Increase Usage, Israeli Researchers Say. *The Times of Israel* (June 7th).
5. Anavi, N. 2016. Commentary on the Recent OECD Report. *Good Morning Israel*, Galey Zahal (July 25th).
6. Grossman, M. M. 2016. BGU Researchers Say Eco-Friendly Car Incentives Failed. *The Jerusalem Post* (July 29th).
7. Heruti-Sover, T. 2016. The Big Bang: Please Try Again Later. *TheMarker Magazine* (September), pp. 244-245.
8. Solodoha, E. 2017. Exit, Failure, Men, Women: The Effect of Women Managers on Startup Firms. *Jocopost.com* news website (July 21st).

9. My research was featured on the “*What Marketers are Talking About*” Marketing Science Institute’s February 2017th issue. <http://www.msi.org/articles/what-marketers-are-talking-about-february-2017/>
10. Hadar, T. 2017. Ministry of Transportation executes a speedy research. *Calcalist* (November 14th), p. 12.
11. Goichman, R. 2017. We need to stop talking and start creating additional opportunities in Beer Sheva. *TheMarker* (November 29th).
12. Heruti-Sover, T. 2017. No scientific indication that 8200 intelligence unit generates better entrepreneurs. *TheMarker* (November 30th).
13. Tellis, G. J. and S. Rosenzweig. 2018. On Immigration, Do as the Romans Did. *Wall Street Journal* (February 8th). <https://www.wsj.com/articles/on-immigration-do-as-the-romans-did-1518046628>
14. Sitruk Dahan, J. 2018. BGU team wins 3rd place in technology competition in Canada, *Sheva News* (March 15th). <https://www.sheva7.co.il/news/110320/>
15. Barlel, V. 2018. Ma’am marketing manager. *Maariv* (November 9th), pp. 70-71.
16. *Ynet*, 2019, Entrepreneurship and innovation in health systems and medicine – a new novel course at BGU (February 7th). <https://www.ynet.co.il/articles/0,7340,L-5459178,00.html>
17. Heruti-Sover, T. 2019. Is there a Doctor in the startup? Your probability of investment increases by 60%. *TheMarker* (May 16th). <https://tinyurl.com/y3keaguc>
18. Shani, R. 2019. Choosing a winning team to lead your technology startup. What happens tomorrow - *Galatz Radio* Podcast, chapter 25 (July 30th). <https://tinyurl.com/rxxm2kf>
19. Navon, D. and Lerner, A. 2019. Stability in the job market? *Tel Aviv Radio* (August 6th). <http://102fm.co.il/shows/57?listen=5d496b519149d32d1000cecb&b=2>
20. Rosenzweig, S. 2019. Between Cambridge and Beer Sheva. *The Annual Israeli High-Tech Book of TheMarker* (December 31th). p. 117. Online version: <https://www.themarker.com/labels/hitech/field/1.8349312>
21. Bramly Golan, D. 2020. Would working from home bring the periphery closer to the center? *Globes* (July 9th). <https://www.globes.co.il/news/article.aspx?did=1001335140>
22. Fishman, Meital R. 2021. Green car? Not necessarily: Energy efficient cars don’t really save energy. *Ynet* (May 11th).

<https://www.ynet.co.il/environment-science/article/SyuvcjPdO>

23. Heruti-Sover, T. 2021. Think your new Jeep will protect your family – research reveals otherwise. *TheMarker* (June 28th).
<https://www.themarker.com/career/.premium-1.9946021>
24. Hadad, O. 2021. Bigger cars mean more traffic violations. *Morning Journal, Jerusalem Radio* (June 29th).
25. Hadad, O. 2021. Bigger cars mean more traffic violations. *The 3PM edition with Ofer Hadad, Channel 12 News* (June 29th).
<https://www.ifatmediasite.com/ms/radiomp4/2021/06/29/10774677.mp4>
full edition:
<https://www.mako.co.il/news-channel12?subChannelId=9a36181fa2a29710VgnVCM100000700a10acRCRD&vcmid=1674ae6f0485a710VgnVCM200000650a10acRCRD>
26. Shani, R. 2021. Do energy efficient cars save us money? What happens tomorrow - *Galatz Radio Podcast*, chapter 147 (July 6th).
<https://omny.fm/shows/machar/147>
27. Fisher, D. 2021. [The race for the SUV](#). *The Main Edition with Danny Kushmaro, Channel 12 News* (September 30th).
<https://www.mako.co.il/news-channel12?subChannelId=01a44730e340b710VgnVCM100000700a10acRCRD&vcmid=6c25273c0783c710VgnVCM100000700a10acRCRD>
28. Jerusalem Post Staff. 2022. Why Israelis don't necessarily save energy when buying greener cars, *The Jerusalem Post* (May 16th).
<https://jpost.pressreader.com/jerusalem-post/20220516>
<https://www.pressreader.com/israel/jerusalem-post/20220516/281599539099318>
29. Rinat, Z. 2022. Desalination prevents water shortage but comes with an environmental price tag, *Haaretz* (June 1st).
<https://www.haaretz.co.il/nature/zafir/2022-06-01/ty-article-opinion/.premium/00000181-1f46-d7db-a98f-bff7da820000>
30. Solodoha, E. 2022. From failure to exit: Can entrepreneurs who failed succeed in their next startup? *Jocopost.com* news website (October 1st).
<https://jokopost.com/buisiness/38830/>
31. Harel, R. 2022. No angels in the sky: what demotivated angels to invest in startups? *TheMarker* (November 28th).
<https://www.themarker.com/career/2022-11-28/ty-article/.premium/00000184-ba7a-de6f-ab96-fefecfb10000>

32. Moran, M. 2022. What happens when people are encouraged to drive electric cars? Absolutely not as expected, *Haaretz* (December 23rd).
<https://www.haaretz.co.il/magazine/2022-12-21/ty-article-magazine/.highlight/00000185-34b3-d304-a385-75b3a6590000>
33. Vexler, S. and Levi, U. Taxing Electric Cars, *Reshet Bet - Kan Ba-Sviva*, (December 27th).
<https://www.youtube.com/watch?v=o4elNHu2Ciw>
34. Gil, E., Schmil, D., and Moran, M. Electric cars, tax and the environment. *Haaretz Hashavua Podcast* (December 27th).
https://www.haaretz.co.il/digital/podcast/2022-12-27/ty-article-podcast/00000185-5341-dc87-abe5-57dbf22a0000?utm_source=App_Share&utm_medium=Android_Native&utm_campaign=Share
35. Schmil, D. 2022. The tax increase of electric cars demonstrates the irrelevance of the greet tax. *TheMarker* (December 27th).
https://www.themarker.com/opinion/2022-12-27/ty-article/.premium/00000185-5262-d878-a995-567abaa00000?utm_source=App_Share&utm_medium=Android_Native&utm_campaign=Share
36. Harel, R. 2023. Looking for fierce employees? Check their guilt proneness *TheMarker* (May 1st).
<https://www.themarker.com/career/2023-05-01/ty-article/.premium/00000187-d2b2-d9b4-abaf-fabe85e50000>

(c) Organizing Leader of Conferences at Ben-Gurion University of the Negev

1. *Sports Business Management and the Business of the Olympic Games Conference*, 2016, Ben-Gurion University of the Negev. April 7th.
2. *The 16th Marketing in Israel Conference*, 2016, Ben-Gurion University of the Negev and Bar-Ilan University. December 27-28th.
3. *Business and Management of Professional Sports Conference*, 2018, Ben-Gurion University of the Negev. May 31st.
4. *Managing the Future of Fan Clubs*, 2019, Ben-Gurion University of the Negev. March 12th.
5. *The 21st Marketing in Israel Conference*, 2020, Ben-Gurion University of the Negev and Interdisciplinary Center (IDC) Herzliya (cancelled due to pandemic).
6. *The 22nd Marketing in Israel Conference*, 2021, Ben-Gurion University of the Negev and Interdisciplinary Center (IDC) Herzliya. December 28th.

7. *The 1st Israeli conference in entrepreneurship research, 2023*, led by the Guilford Glazer Faculty of Business and Management - co-initiator and executive chairperson. June 1st.
8. *The 1st Environment and Sustainability Research Students Conference, 2023*. As the Head of the Research Students Committee at the Goldman Sonnenfeldt School of Sustainability and Climate Change, I initiated and am executing the conference, aimed at advancing high quality research led by research students at BGU. May 21st.

(d) Unique activity at the faculty level

1. Co-initiated and executed an **inter-faculty joint course with the Faculty of Engineering** with the goal of strengthening cooperation between the two faculties. First round took place in October 2017 (with A. Shapira).
2. Assisted Department Chair in the initiation and ignition of a **new study track in sports-business management** at the Faculty of Business and Management.
3. Leader of the Faculty of Business and Management's role in the **MALAG call** for entrepreneurship and innovations centers and study tracks.
4. Assisted Department Chair in the initiation and ignition of a **new study track in entrepreneurship and innovation** at the Faculty of Business and Management.
5. Initiated and hosted **high-profile visits** of world-famous researchers (V. Kumar, R. Rust, V. Rao, R. Chandy).
6. Co-initiated an **international program** in entrepreneurship with Northeastern University, USA. First round took place in May 2017 (with A. Grinstein).
7. A paper I co-authored was cited by an OECD report. It also had a significant **contribution to the Faculty's Corporate Knights ranking** in the *2016 Better World MBA Ranking*.
8. Represented the Faculty of Business and Management at the **TheMarker 2017 Conference** in the TechNation website launch session on careers in High-Tech.
9. Initiated and executed an **inter-faculty joint course with the Faculty of Health Science AND the Faculty of Engineering** with the goal of strengthening cooperation between the three faculties and strengthening entrepreneurial initiatives at BGU. First round took place in February 2019 (with A. Shapira, Y. Sadaka, K. Oren).
10. Initiated an innovation and entrepreneurship course with **Soroka Children's Hospital and the Faculty of Engineering** with the goal of advancing children's health through technological innovation. First round took place in February-March 2023. The course was led by A. Shapira and myself (BGU) and D. Rosenberg and G. Hazan (Saban Pediatric Medical Center, Soroka Hospital).

CanNegev Technology Incubator has pledged **NIS 100,000 investment in an intubation technology developed during the 2023 course.