

AYELET ISRAELI

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ACADEMIC EMPLOYMENT

Assistant Professor of Business Administration, Marketing Unit *July 2015-Present*
 Harvard Business School, Harvard University

EDUCATION

Ph.D	Marketing, Kellogg School of Management, Northwestern University	2015
M.Sc	Computer Science, The Hebrew University of Jerusalem	2008
MBA	Finance and Marketing, The Hebrew University of Jerusalem (<i>Magna Cum Laude</i>)	2007
B.Sc	Computer Science, The Hebrew University of Jerusalem	2006

RESEARCH INTERESTS

Pricing, Channel Management, Online Marketing, Omnichannel Marketing, Pricing and Return Policies, Retailing

JOURNAL PUBLICATIONS

Ayelet Israeli (2018), "Online MAP Enforcement: Evidence from a Quasi-Experiment," *Marketing Science*, 37(5), 685-853.

*Finalist, 2018 Frank M. Bass Dissertation Paper Award

Meghan Busse, Ayelet Israeli, and Florian Zettelmeyer (2017), "Repairing the Damage: The Effect of Price Knowledge and Gender on Auto-Repair Price Quotes," *Journal of Marketing Research*, 54(1), 75-95.

*Authors listed in alphabetical order

Ayelet Israeli, Eric T. Anderson, and Anne T. Coughlan (2016), "Minimum Advertised Pricing: Patterns of Violation in Competitive Retail Markets," *Marketing Science*, 35(4), 539-564 (lead article).

*Selected by EIC for INFORMS press release

SELECTED RESEARCH IN PROGRESS

"Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships," with Fiona Scott Morton, Jorge Silva-Risso, and Florian Zettelmeyer, *revise and resubmit at Management Science*.

"The Added Value of Data-Analytics: Evidence from Online Retailers," with Ron Berman, *working paper*.

"Price Reaction and Learning in Durable Goods Markets: Evidence from Promotional MAP periods"

"How Pricing Policies Affect Price Dispersion and Cross Price Elasticity" with Eric Anderson

"The Impact of Direct-to-Consumer Channels" with Daniel Corsten and Antonio Moreno

"Improving Targeting Using Historical Data and Harbinger Products" with Eric Anderson

COURSE MATERIALS

- Ayelet Israeli (2019), "The Diva Cup: Navigating Distribution and Growth," *Harvard Business School Case N9-519-055*.
- Ayelet Israeli and David Lane (2019), "DayTwo: Going to Market with Gut Microbiome," *Harvard Business School Case 519-029*
- Ayelet Israeli (2019), "Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing," *Harvard Business School Teaching Note 519-056*.
- Jill Avery and Ayelet Israeli (2018), "Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing," *Harvard Business School Case 519-011*.
- *Authors listed in alphabetical order
- Ayelet Israeli and Jill Avery (2017), "Predicting Consumer Tastes with Big Data at the Gap," *Harvard Business School Teaching Note 518-053*.
- Ayelet Israeli and Jill Avery (2017), "Predicting Consumer Tastes with Big Data at the Gap," *Harvard Business School Case 517-115*.
- Ayelet Israeli and Robert J. Dolan (2017), "Angie's List: Ratings Pioneer Turns 20," *Harvard Business School Teaching Note 517-123*.
- Robert J. Dolan and Ayelet Israeli (2016), "Angie's List: Ratings Pioneer Turns 20," *Harvard Business School Case 517-016*.

OTHER PUBLICATIONS

- Ayelet Israeli and Dror G. Feitelson (2010), "The Linux kernel as a case study in software evolution," *Journal of Systems & Software*, 83(3), pp. 485-501
- Ayelet Israeli and Dror G. Feitelson (2009), "Characterizing Software Maintenance Categories Using the Linux Kernel," Technical Report 2009-10, School of Computer Science and Engineering, The Hebrew University of Jerusalem
- Ayelet Israeli and Dror G. Feitelson (2007), "Success of Open Source Projects: Patterns of Downloads and Releases with Time," In IEEE International Conference of Software Science, Technology & Engineering

HONORS AND AWARDS

- Finalist, 2018 Frank M. Bass Dissertation Paper Award for the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal, 2019
- Junior Faculty in Marketing Science, Faculty Development Forum, Olin Business School, 2019
- Women in the Marketing Academy Faculty, 2018
- Winter AMA Doctoral Consortium Faculty Fellow, 2018
- ISMS Doctoral Dissertation Proposal Award, 2014
- AMA Sheth Doctoral Consortium Fellow, 2012
- Marketing Science Doctoral Consortium Fellow, 2011,2012
- Travel Grant, The Graduate School, Northwestern University, 2012, 2014
- Graduate Fellowship and Full Tuition Scholarship, Northwestern University, 2009-2014
- Gal-Ed Fund Award, Best Graduate Marketing Seminar Paper, Hebrew University, 2008

TEACHING EXPERIENCE

Harvard Business School

- Data Driven Marketing, Harvard Business Analytics Program, 2019-present*
- Strategic Marketing Management, Executive Education, 2017-present*
- Agribusiness Seminar, Executive Education, 2017, 2018*

Faculty Advisor, MBA Independent Projects, 2017-present
First Year Marketing, Required Curriculum, 2015, 2016, 2017

Israel Defense Forces

Unit training course coordinator and instructor, 2002-2003

INVITED TALKS AND CONFERENCE PRESENTATIONS*

“The Added Value of Data Analytics: Evidence from Online Retailers”

Research Brownbag Seminar, Harvard Business School, April 2019; Harvard Business School Digital Initiative, April 2019; Marketing in Israel, Ono Academic College, December 2018

“Managing Brands in an Online World Using Minimum Advertised Price (MAP) Policies”

Wayfair, July 2019; MSI Board of Trustees Meeting, San Francisco, November 2018

“Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships,” with Florian Zettelmeyer, Fiona Scott Morton and Jorge Silva-Risso

Junior Faculty in Marketing Science Forum, Olin Business School, Washington University, May 2019; Warrington College of Business, University of Florida, March 2019; Marketing Science Conference, Temple University, June 2018; Research Brownbag Seminar, Harvard Business School, April 2018

“The Popover Paradox: Field Experiments at Collage.com”, with Garrett Johnson and Joe Golden

Workshop in Management Science, Chile, January 2018; CODE@MIT, October 2017; Marketing Science Conference, University of South California, June 2017

“Repairing the Damage: The Effect of Gender and Price Knowledge on Auto-Repair Price Quotes,” with Meghan Busse, and Florian Zettelmeyer

Marketing in Israel, Ben-Gurion and Bar-Ilan University, December 2016; Marketing Science Conference, Fudan University, China, June 2016; Student Seminar Series, Kellogg School of Management, Northwestern, March 2013

“Channel Management and MAP: Evidence from a Quasi Experiment”

London Business School, June 2017; Questrom School of Business, Boston University, May 2017; The Wharton School, University of Pennsylvania, March 2017; Theory and Practice in Marketing Conference, Texas A&M University’s Mays Business School, May 2016; International Industrial Organization Conference, Drexel University LeBow College of Business, April 2016; Johnson Graduate School of Management, Cornell, December 2015; Quantitative Marketing and Economics Conference, MIT Sloan, October 2015; Arison School of Business, Interdisciplinary Center Herzliya, December 2014; Recanati Business School, Tel Aviv University, December 2014; Harvard Business School, Harvard University, October 2014; Jindal School of Management, University of Texas at Dallas, October 2014; Rady School of Management, University of California San Diego, October 2014; Stanford Graduate School of Business, Stanford University, October 2014; Tippie College of Business, University of Iowa, October 2014; Columbia Business School, Columbia University, September 2014; Darden School of Business, University of Virginia, September 2014; Goizueta Business School, Emory University, September 2014; Mendoza College of Business, Notre Dame University, September 2014; Olin Business School, Washington University, September 2014

“Asymmetric Spillovers in MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan,

Marketing in Israel, The Technion and Ben-Gurion University, December 2012; Marketing Science Conference, Boston University, June 2012

“Reducing MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan

Channel IQ 2012 Channel Summit, Chicago, September 2012

“Determinants of MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan

Conference of Empirical Legal Studies, Northwestern University, November 2011; Marketing Science Conference, Rice University, June 2011

“Success of Open Source Projects: Patterns of Downloads and Releases with Time,” with Dror G. Feitelson

IEEE International Conference, 2007, Herzliya, Israel

Discussant

Computing Community Consortium Workshop on Economics and Fairness, Harvard, May 2019; Quantitative Marketing and Economics Conference, Kellogg, October 2016; International Industrial Organization Conference, Drexel University LeBow College of Business, April 2016; UTD-FORMS conference, University of Texas at Dallas, February 2016

* Excluding presentations by co-authors

ACADEMIC SERVICE

Associate Editor, Summer AMA, 2019

Ad Hoc Reviewer: Marketing Science; Journal of Marketing Research; Management Science; Journal of Retailing; International Journal of Research in Marketing; International Journal of Industrial Organization

Special Reviewer: External Doctoral Dissertation Reviewer; Israel Science Foundation;

Harvard Business School

Moderator, Brand Summit, 2018

Reunion “Teen Case” Instructor, 2018 (Spring, Fall)

Advisory Group on Research Computing, 2018-present

Faculty Development Case Writing Working Group, 2017-present

Faculty Judge in the Annual Marketing Innovation Case Competition, 2016, 2017

Seminar Series Coordinator, Marketing Unit, 2016-present

Recruiting Committee, Marketing Unit, 2016-present

Doctoral Recruiting Committee, 2016-present

Harvard University: Harvard Student Agencies Women’s Leadership Conference Speaker, 2018; Harvard TAMID Student Group Speaker, 2017

SELECT MEDIA

“Could Big Data Replace the Creative Director at the Gap?” *Interviewed by Brian Kenny for Cold Call by Harvard Business School Podcast*, Nov 2018

“Repairing the Damage: The Effect of Price Knowledge and Gender on Auto Repair Price Quotes,” *American Marketing Association*, Feb 2017

“Are there better deals than the “Minimum Advertised Price?” More often than you think.” *INFORMS Society for Marketing Science Press Release*, July 2016

“MAP Policy Enforcement in an Omnichannel World,” *Total Retail*, June 2016

“How Retailers & Consumers Benefit from MAP Policy Enforcement,” *Upstream Commerce*, May 2016

“Online Discounting: Who’s Leading the Race to the Bottom?” *Harvard Business Review*, pp 24, March 2016

“Women Pay More to Fix Cars,” *Wall Street Journal*, July 2013

“Auto-Repair Shops Tend to Overcharge Women, Except When They Don’t,” *The Atlantic*, June 2013

“Women quoted more for auto repairs,” *MSN Money*, June 2013

“Why Women Should Ask Auto-Repair Shops for Discounts,” *Harvard Business Review*, June 2013

PROFESSIONAL EXPERIENCE

Intel Corporation	2005 - 2008
<i>Test Engineer and Automation Developer</i>	
Israel Aerospace Industries Ltd.	2003 - 2005
<i>Programmer</i>	
<i>Assistant Engineer and Satellite Experiment Director</i>	
Israel Defense Forces (Mandatory Military Service)	2000 - 2003
<i>Lieutenant, Commanding officer in the Intelligence Corps</i>	