

AYELET ISRAELI

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ACADEMIC EMPLOYMENT

Harvard Business School, Harvard University

Marvin Bower Associate Professor, Marketing Unit	April 2021 - Present
Associate Professor of Business Administration, Marketing Unit	July 2020 - April 2021
Assistant Professor of Business Administration, Marketing Unit	July 2015 - June 2020

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, Retailing, Marketing Analytics

JOURNAL PUBLICATIONS

Eric Anderson, Chaoqun Chen, Ayelet Israeli, and Duncan Simester (2023), “**Canary Categories**” with, *forthcoming at Journal of Marketing Research*

Ron Berman and Ayelet Israeli (2022), “**The Value of Descriptive Analytics: Evidence from Online Retailers**,” *Marketing Science*, 41(6), 1074-1096.

* Finalist, 2022 John D. C. Little Award

Ayelet Israeli, Leonard A. Schlesinger, Matt Higgins, and Sabir Semerkant (2022), “**Should your company sell on Amazon? Reach comes at a Price**,” *Harvard Business Review*, 100(5), 38-46.

Eva Ascarza and Ayelet Israeli (2022), “**Eliminating Unintended Bias in Personalized Policies Using Bias Eliminating Adapted Trees (BEAT)**,” *Proceedings of the National Academy of Sciences*, 119(11), e2115293119.

Ayelet Israeli, Fiona Scott Morton, Jorge Silva-Risso, and Florian Zettelmeyer (2022), “**How Market Power Affects Dynamic Pricing: Evidence from Inventory Fluctuations at Car Dealerships**,” *Management Science*, 68(2), 895-916.

Ayelet Israeli and Eugene F. Zelek Jr. (2020), “**Pricing Policies that Protect Your Brand**,” *Harvard Business Review*, 92(2), pp. 76-83.

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

* Finalist, 2019 Frank M. Bass Dissertation Paper Award

* 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.

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).

WORKING PAPERS

“**Learning about Demand in the Long Tail: The Role of Competitive Monitoring,”** with Eric Anderson

“**Using GPT for Market Research,”** with James Brand and Donald Ngwe

“**Celebrity Brands in the Age of Influencer Marketing,”** with Jill Avery, Leonard A. Schlesinger, and Matt Higgins

TEACHING MATERIALS (Teaching Notes are indicated by the abbreviation TN)

“**The Meteoric Rise of Skims”** (2023) with Jill Avery and Leonard A. Schlesinger, (524023)

Keywords: DTC brands, Celebrity branding, Growth, Influencer marketing, Apparel, Female Founder

“**Crocs: Using Community-Centric Marketing to Make Ugly Iconic”** (2023) with Anne V. Wilson, (524006)

Keywords: Product Development and Innovation, Branding, Social Listening, Community-Centric Marketing

“**Roblox: Virtual Commerce in the Metaverse”** (2023) with Nicole Tempest Keller, (523028), TN (523099)

Keywords: Metaverse, Virtual Commerce, Monetization, Advertising, Scarcity Economy, Pricing, Future of Retail, Brands

“**Cann: High Hope for Cannabis-Infused Beverages”** (2022) with Anne V. Wilson, (523074), TN (523089)

Keywords: Stigma, Product Development and Innovation, Branding, Cannabis, Regulation and Market Growth, LGBTQIA+

“**The Future of E-Commerce: Lessons from the Livestream Wars in China”** (2022) with Jeremy Yang and Billy Chan, (523055)

Keywords: Social Commerce, Livestream Commerce, E-Commerce, Advertising, Future of Retail, China

“**Zalora: Data-Driven Pricing Recommendations”** (2022) Exercise (523032)

Keywords: Dynamic Pricing, Pricing, Data-Driven Marketing, Analytics, Exercise with Data Analysis

“**Retail Media Networks”** (2022) with Eva Ascarza and Celine Chammas, (523029)

Keywords: Retail Media Networks, Advertising, Future of Retail

“**Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category”** (2022) with Anne V. Wilson, (523021), TN (523088)

Keywords: Stigma, Product Development and Innovation, New Products, Branding, Differentiation, Positioning, Non-Alcoholic Beer

“**PittaRosso: Artificial Intelligence-Driven Pricing and Promotion”** (2021), (522046), B case (522047), TN (523020), and Supplement with Fabrizio Fantini (522710)

Keywords: Artificial Intelligence, Data Driven Decision Making, Analytics, Exercise with Data Analysis, Marketing Budget Allocation, Pricing, Promotion, Italy

“**Yummy: Delivering Value to Venezuela”** (2021) with Jenyfeer Martinez Buitrago and Carla Larangerira and Mariana Cal, (522034), TN (523042)

Keywords: Platform, Super App, Entrepreneurship, Latin America, Growth

“**Headspace vs. Calm: A Mindful Competition”** (2021) with Anne V. Wilson, (521102), TP (521116)

Keywords: Differentiation, Positioning, Marketing Communications, Branding, Competition, Mindfulness, Health, Apps

“**eGrocery and the Role of Data for CPG Firms”** (2021) with Fedor (ted) Lisitsyn and Mark A. Irwin, (521077), Exercises A, B, and C (521078, 521079, 521080), exercises supplements (521712, 521713, 521714), TN (523012), Supplements solutions (523704, 523705, 523706)

Keywords: Sales Prediction, Assortment Selection, Free Delivery Terms, Grocery, CPG, Analytics, Exercise with Data Analysis

“**THE YES: Reimagining the future of E-Commerce with Artificial Intelligence (AI)”** (2021) with Jill Avery and Emma von Maur, (521070), TN (521097)

Keywords: Future of Retail, Consumer Preferences, Machine Learning, AI, Monetization, Fashion, Apparel, Female CEO

“**AptDeco: Circular Economy Furniture Marketplace”** (2021) with Jamie Merkrebs, (521069), TN (522078)

Keywords: Two Sided Markets, Growth Strategies, Furniture, Circular Economy, Black Entrepreneurs, Female CEO

- “**Amazon Shopper Panel: Paying Customers for Their Data**” (2021) with Eva Ascarza, (521058), TN (522011)
Keywords: Value of Customer Data, Privacy, Big Data, Third and First Party Cookies, Consumer Panels
- “**Arcelik: From a Dealer Network to an Omnichannel Experience**” (2021) with Fares Khrais, (521067), B Case (521068), TN (523009)
Keywords: Digital Transformation, Dealer Networks, Omnichannel Transformation, Turkey, Appliances, COVID-19
- “**Artea: Designing Targeting Strategies**” (2020) with Eva Ascarza, (521021), Data Supplement (521703), Simulation (523707), B, C, and D Cases (521022, 521037, 521043), Supplement for B and C (521704), TN (521041), Supplements for TN (521705, 521719)
Keywords: Algorithmic Bias, Discrimination, Individual Targeting, Targeting Policies, A/B Testing, Exercise with Data Analysis
- “**Algorithmic Bias in Marketing**” (2020) with Eva Ascarza, (521020), TN (521035)
Keywords: Algorithmic Bias
- “**Thingtesting: Launching a Brand Discovery and Testing Digital Community**” (2020) with Jill Avery, (520086), TN (520094)
Keywords: DTC brands, Influencer marketing, Entrepreneurship, Growth Strategies, Monetization, Female Founder
- “**Influencer Marketing**” (2020) with Jill Avery, Note (520075)
Keywords: Influencer marketing
- “**Sizmek Chapter 11: Surviving Walled Gardens in Their Ad Tech Empire**” (2020) with Sarah Gulick and Danilo Tauro, (520087)
Keywords: Advertising Technology, Privacy, Internet Walled Gardens, Differentiation
- “**Banorte Móvil: Data Driven Mobile Growth**” (2020) with Carla Larangerira and Mariana Cal, (520068), TN (522065)
Keywords: Digital Transformation, Data-Driven Organization, Mexico, Banking, Nudges, Consumer Behavior
- “**The Diva Cup: Navigating Distribution and Growth**” (2019), (519055), TN (523008)
Keywords: Distribution Channels, MAP policies, Feminine Hygiene Product Development and Advertising, Female Entrepreneurs
- “**DayTwo: Going to Market with Gut Microbiome**” (2019) with David Lane, (519029), TN (521052)
Keywords: Segmentation, Targeting and Positioning, Go-to-Market Strategies, Health Care, Machine Learning, Female CEO
- “**Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing**” (2018) with Jill Avery, (519011), TN (519056)
Keywords: DTC brands, Advertising measurement, Acquisition and Retention, Growth Strategies, Health Care
- “**Predicting Consumer Tastes with Big Data at the Gap**” (2017) with Jill Avery, (517115), TN (518053)
Keywords: Big Data, Predicting Preferences, Brand Management, Apparel, Fashion
 * Winner, 2020 Case Centre Awards and Competitions, Marketing Category
- “**Angie's List: Ratings Pioneer Turns 20**” (2016) with Robert J. Dolan, (517016), TN (517123)
Keywords: Tiered Pricing, Freemium, Two-Sided Platforms, Ratings and Reviews, Conjoint, Market Research, Female Founder

OTHER PUBLICATIONS

- Ayelet Israeli, Len Schlesinger, and Matt Higgins (2023), “**How to Seed Organic Marketing in a Video-First World,**” *Harvard Business Review (website)*, February 22, 2023.
- Ayelet Israeli, Eva Ascarza, and Laura Castrillo (2021), “**Beyond Pajamas: Sizing Up the Pandemic Shopper,**” *Harvard Business School Working Knowledge*, March 17, 2021
- Ayelet Israeli, “**REMOTE – a Framework for Teaching Online**” (2020), *Harvard Business Publishing, digital*
- Ayelet Israeli, “**Encouraging Student Participation Online—and Assessing It Fairly: Techniques and Methods to Involve More Voices in Virtual Classes**” (2020), *Harvard Business Publishing, digital*
- Ayelet Israeli, Eric T. Anderson, and Anne T. Coughlan (2016), “**Online Discounting: Who is Leading the Race to the Bottom?**” *Harvard Business Review*, 94(3), 24 (Idea Watch).
- 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, 2022 John D. C. Little Award for the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal.
- ISMS Early Career Scholars Camp Fellow, 2022
- Robert F. Greenhill Award for exemplary work on behalf of the Harvard Business School and its mission, 2020-2021
- Apgar Award for Innovation in Teaching, 2021
- Finalist, 2019 Frank M. Bass Dissertation Paper Award for the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal, 2020
- Marketing Case Winner, The Case Centre Awards and Competitions 2020
- Mack Institute Research Fellowship, 2019
- 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

MBA

Go-To-Market Strategies, MBA Elective Curriculum, 2023

Moving Beyond DTC, MBA Short Intensive Program, 2022, 2023

E-Commerce: Strategy, Growth, and Analytics, MBA Elective Curriculum, 2020, 2021, 2022

Faculty Advisor, MBA Independent Projects, 2017-present

First Year Marketing, MBA Required Curriculum, 2015, 2016, 2017

Executive Education

Kaiser Permanente Executive Leadership Program, Executive Education, 2023

Aligning Strategy & Sales, Executive Education, 2022

Leading in the Digital Era, Executive Education, 2022, 2023

Data-Driven Marketing, Harvard Business Analytics Program, 2019-present

Midea Top Leaders Program, Executive Education, 2021

Managing Sales and Distribution Channels, Executive Education, 2019, 2020, 2021, 2022, 2023

Strategic Marketing Management, Executive Education, 2017, 2018, 2019

Agribusiness Seminar, Executive Education, 2017, 2018, 2022, 2023

Israel Defense Forces

Unit training course coordinator and instructor, 2002-2003

INVITED TALKS AND CONFERENCE PRESENTATIONS (Excluding presentations by co-authors)

“Learning about Demand in the Long Tail,” with Eric Anderson

Marketing Science Conference, University of Miami, June 2023

“Using GPT for Market Research,” with James Brand and Donald Ngwe

Business and Generative AI Workshop, Wharton Business School, September 2023; Quantitative Marketing and Economics Conference, Imperial Business School, September 2023; Faculty of Economics and Administration Sciences, Pontificia Universidad Javeriana, Virtual, August 2023; Future of AI and Economics conference, Harvard Business School, August 2023; LinkedIn Data Tech Talk, Virtual, June 2023; Tuck School of Business, Dartmouth University, May 2023; TikTok Marketing Science group, April 2023; Goizueta Business School, Emory University, April 2023; European Virtual Quant Marketing Seminar, April 2023; Harvard Business School Marketing Seminar, March 2023

“BEAT Unintended Bias in Targeted Policies,” with Eva Ascarza

Recanati Business School (IS group), Tel Aviv University, December 2022; Rady School of Management, University of California San Diego, December 2022; WU Vienna, October 2022; Vanguard AI summit, October 2022; Customer Journey in a Digital World, Bocconi University, June 2022; Carroll School of Management, Boston College, May 2022; Columbia Business School, Columbia University, March 2022; New York Marketing Modelers Group, March 2022; Crossing Disciplines: Studying Fairness, Bias, and Inequality in Management and Decision Sciences Research Workshop, IMS and HBS, May, 2021

“The Value of Descriptive Analytics: Evidence from Online Retailers,” with Ron Berman (previously circulated as “The Added Value of Data Analytics: Evidence from Online Retailers”)

WU Vienna, October 2022; BSRM Retail Summit, McGill University, Montreal, Canada, September 2022; Stripe Data Science Seminar Series, Virtual, August 2022; MSI Analytics Conference, Chicago, May 2022; School of Business and Economics, VU Amsterdam, May, 2021; Kellogg School of Management, Northwestern University, February 2021; Jerusalem Business School, Hebrew University of Jerusalem, December 2020; Isenberg School of Management, UMass Amherst, March 2020; Marketing Analytics Symposium – Sydney, University of New South Wales Business School, February 2020; D’Amore-McKim School of Business, Northeastern University, January 2020; Gilad Glazer Faculty of Business and Management, Ben Gurion University, December 2019; Northeastern Marketing Conference, MIT Sloan, October 2019; Goodman School of Business, Brock University, September 2019; Harvard Business School Mexico Club, Mexico City, July 2019; 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”

Netrush Summit, Brand Protection Panel, October 2020; American Bar Association Antitrust Webinar, June 2020; Wayfair, July 2019; MSI Board of Trustees Meeting, San Francisco, November 2018

“How Market Power Affects Dynamic Pricing: Evidence from Inventory Fluctuations at Car Dealerships,” with Fiona Scott Morton, Jorge Silva-Risso, and Florian Zettelmeyer (previously circulated as “Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships”)

Simon Business School, University of Rochester, November 2020; Stanford Graduate School of Business, Stanford University, October 2020; Marshall School of Business, University of Southern California, March 2020 (postponed); The University of Chicago Booth School of Business, January 2020; Arison School of Business, Interdisciplinary Center Herzliya, November 2019; 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

“Reducing MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan
Channel IQ 2012 Channel Summit, Chicago, September 2012

“Asymmetric Spillovers in MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan (previously circulated as “Determinants of MAP Violations”)

Marketing in Israel, The Technion and Ben-Gurion University, December 2012; Marketing Science Conference, Boston University, June 2012; Conference of Empirical Legal Studies, Northwestern University, November 2011; Marketing Science Conference, Rice University, June 2011

Discussant

UTD-FORMS conference, University of Texas at Dallas, March 2022; Competition Issues in Supermarkets Panel, USC Marshall Initiative on Digital Competition (IDC), January 2022; 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

ACADEMIC SERVICE

Organizer, Virtual Quant Marketing Seminar, April 2020 – present

Editorial Review Board: Marketing Science, 2022 – present; Journal of Marketing Research, 2022 – present; Journal of Retailing, 2022 – present;

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

Special Reviewer: QME Conference Committee, 2023; MSI Clayton Dissertation Proposal Award, 2023; Associate Editor, Summer AMA, 2019; External Doctoral Dissertation Reviewer; Israel Science Foundation – Reviewer, Grant Committee Member; Social Sciences and Humanities Research Council – Government of Canada;

Harvard Business School

June Reunion presenter, 2022, 2023

BEACON Thought Leader Series: “Amazon Shopper Panel Case”, 2021

Harvard Business Publishing Webinar: “Making Online Classrooms Work for You (and Your Students)”, 2020

Various faculty training sessions and virtual and hybrid teaching panels and demos, March 2020-December 2021

Virtual Teaching Task Force, March 2020-October 2021

Moderator, Brand Summit, 2018

Reunion “Teen Case” Instructor, 2018-2019 (Spring, Fall)

Advisory Group on Research Computing, 2018-present

Faculty Development Case Writing Working Group, 2017-2018

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

Quant Brown Bag co-founder and coordinator, Marketing Unit, 2017-2020

Seminar Series Coordinator, Marketing Unit, 2016-2022

Recruiting Committee, Marketing Unit, 2016-2022

Doctoral Recruiting Committee, 2016-present

Harvard University: Harvard Student Agencies (HSA) Speaker (July 2022); Harvard Business Analytics Program Pitch Competition Advisor, 2021-2022; GSAS mini-MBA program instructor, 2020; Harvard Student Agencies Women’s Leadership Conference Speaker, 2018; Harvard TAMID Student Group Speaker, 2017

PROFESSIONAL EXPERIENCE

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