Gil Peleg

August 2019

Clinical Assistance Professor of Marketing, Marketing Department

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Sy Syms School of Business

gpeleg@yu.edu

Yeshiva University

Research Interests

Marketing, Nonprofit effectiveness, Pro-social behavior, Social evaluation, Social incentives

Education

Columbia Business School

2018

Visiting Researcher, Marketing Department

Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management:

Ph.D. Candidate, Marketing Department

Fall 2019 (expected)

Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment

M.Sc. Agr. - Agricultural Economics & Management

2010

B.Sc. Agr. - Hotel Management, Magna Cum Laude

2006

Published Paper

Aliza Fleischer, Gil Peleg, and Judith Rivlin (Byk). "The Impact of Changes in Household Vacation Expenditures on the Travel and Hospitality Industries," 2011, Tourism Management, Volume 32, Issue 4, August 2011, Pages 815–821.

Proceedings

Gil Peleg, Oded Lowengart, and Daniel Shapira. "The Value of Sacrifice—Relative Evaluation of Prosocial Behavior," NA – Advances in Consumer Research, Volume 45 (2017).

Gal Gutman, Merav Weiss Sidi, Gil Peleg and Oded Lowengart "It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations" Academy of Management Global Proceedings, 258 (2018).

"The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society" with Oded Lowengart and Daniel Shapira

The annual conference of the Regional Science Association International, The Israeli Section Poster

February, 2018

"The Value of Sacrifice—Relative Evaluation of Prosocial Behavior" with Oded Lowengart and Daniel Shapira

4th Israel Organizational Behavior Conference 2018

January, 2018

"The Sacrifice Signaling Effect of Social Reward Schemes on Monetary Donation" with Oded Lowengart and Daniel Shapira

17th Marketing in Israel Conference, Tel Aviv University, Israel

December, 2017

"The Value of Sacrifice —Relative Evaluation of Prosocial Behavior" with Oded Lowengart and Daniel Shapira

ACR The Association for Marketing Research Conference, San Diego, CA

October, 2017

"The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society" with Oded Lowengart and Daniel Shapira

3 th INFORMS Marketing Science Conference, USC, CA

June, 2017

"Donation of Tears—The Economic Value of Self-Sacrifice" with Oded Lowengart and Daniel Shapira

Invited Seminar, Faculty of Agriculture, Food and Environment, Hebrew university May, 2017

"The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between
Benefactor, Beneficiary, and Society" with Oded Lowengart and Daniel Shapira
Spring School in Behavioral Economics, UCSD, CA Poster March, 2017

"The Role of Self-Sacrifice in Social Reward for Pro-social Behavior" with Oded Lowengart and Daniel Shapira

38th INFORMS Marketing Science Conference, Fudan University, China

June, 2016

"Donation of Tears—The Economic Value of Self-Sacrifice" with Oded Lowengart and Daniel Shapira 16th Marketing in Israel Conference, Ben-Gurion University, Israel

"Donation of Tears—The Economic Value of Self-Sacrifice" with Oded Lowengart and Daniel Shapira 37th INFORMS Marketing Science Conference, Baltimore, MD June, 2015 "Donation of Tears—The Economic Value of Self-Sacrifice" with Oded Lowengart and Daniel Shapira 15th Marketing in Israel Conference, IDC, Israel December, 2015 "Donation of Tears—The Economic Value of Self-Sacrifice" with Oded Lowengart and Daniel Shapira 14th Marketing in Israel Conference, Ben-Gurion University, Israel Poster December, 2014 Special Workshops ISMS Doctoral Consortium Temple, PA, 2018 ACR Doctoral Symposium San Diego, 2017 ISMS Doctoral Consortium USC, CA, 2017 Spring School in Behavioral Economics, UCSD, CA San Diego, 2017 AMA's – Advance Research Technique Forum Boston, 2016 ISMS Doctoral Consortium Shanghai, 2016 Quantitative Marketing and Structural Econometrics Workshop Northwestern University, 2015 ISMS Doctoral Consortium Baltimore, 2015 Grants and Awards Dean's List 2018 Best Poster Award - The annual conference of the Regional Science Association International, The Israeli Section 2018 "Third-sector research center" grant for non- Third-sector research center grant for non- Third-secto List of excellent teachers – Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment 2017 "Malach-Pines Pi a n

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Dean's List

2004

Dan Hotels scholarship for excellence – Hotel Management program

2004

Teaching Experience

Courses taught Adjunct Lecturer

Ben-Gurion University of the Negev, Beer Sheva, Israel

"Strategic Management in the Nonprofit Sector" – Social Leadership MBA program Summer 2018

"Marketing Management" – MBA program Spring 2016–2018

"Marketing Principals" – Undergraduate Management program Spring 2017

"Marketing Research" – Undergraduate Hotel Management program Spring 2013, Spring 2014

Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment

"Marketing for the Hospitality Industry" – Undergraduate Hotel Management program Fall 2017

"Marketing Perspective of Pricing" – M.Sc.Agr. – Agricultural Economics program Spring 2015

Hadassah College, Jerusalem, Israel

"Tourism Economics" – Undergraduate Tourism Management program Spring 2012, Spring 2013

TA experience

Ben-Gurion University of the Negev, Beer Sheva, Israel

"Marketing Research" – MBA program

Fall 2015, Spring 2016

Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment

"Firm Theory", "Tourism Economics"

Spring 2018

"Calculus for Life Science Majors"

References

Oded Lowengart Daniel Shapira

Professor of Marketing, Professor of Marketing,

Glazer Faculty of Business and Management, Glazer Faculty of Business and Management,

Ben-Gurion University of the Negev Ben-Gurion University of the Negev

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