**Ayalla A. Ruvio**

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Department of Marketing email: aruvio@msu.edu

Broad Collage of Business Work: 517-432-6467

Michigan State University Cell: 267-632-7650

North Business College Complex  
632 Bogue St.   
East Lansing, MI 48824-1121

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| **Academic Positions** |

***Position title Institution and Department Dates***

Assistant Professor Department of Marketing, 2013-current

Broad Collage of Business,

Michigan State University

Assistant Professor Department of Marketing, 2009-2013

Fox School of Business,

Temple University

Visiting Professor Department of Marketing, 2008-09

Ross School of Business,

University of Michigan

Assistant Professor Department of Marketing, 2004-2008

Graduate School of Management,

University of Haifa

Post-Doctoral School of Management, Ben-Gurion University 2003

Fellowship

Researcher The Israeli team of the PUBLIN Project under 2002-2005

(marketing) the 5FP European Commission Program

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| **Education** |

**PhD** Business and Entrepreneurship -University of Haifa, Israel 2002

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| **RESEARCH INTERESTS** |

Identity and consumption

Consumer decision making

Cross-cultural/ international issues in consumer behavior

Innovations and new products

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| **PUBLICATIONS** |

**Articles in Refereed Journals (995 citations)**

<http://scholar.google.com/citations?user=fzTq4HwAAAAJ>

1. **Ruvio, A.,** Somer, E. & Rindfleisch, A. (2014)**.** “When bad gets worse: The Amplifying Effect of Materialism on Traumatic Stress Following Terrorist Attacks”. *Journal of Academy of Marketing Science*. 42 (1), 90-101.

**Featured by worldwide media outlets, including Forbes , US News & World Reports, Psychology Today, The Huffington Post.**

1. **Ruvio, A.,** Shoham, A., Vigoda, E. & Schwabsky, N. (Forthcoming).“Organizational innovativeness: Construct development and cross-cultural validation”*.* *Journal of Product Innovation Management.*
2. Somer, E. **& Ruvio**, A. (Forthcoming).” The going get though, so let’s go shopping: On materialism, coping and consumer behaviors under traumatic stress.” *Journal of Loss and Trauma.*
3. Segev, S., **Ruvio, A.,** Shoham, A., & Velan, D. (Forthcoming). “Acculturation and Consumer Loyalty among Immigrants: A Cross-National Study”. *European Journal of Marketing*.
4. Shrum, L. J., Wong, N., Arif, F., Chugani, S., Gunz, A., Lowrey, T. Nairn, A., Pandelaere, M., Ross, S., **Ruvio, R.,** Scott, K., and Sundie.J. (2013) **“**Reconceptualizing materialism: functions, processes, and consequences”. *Journal of Business Research*. 66, 1179-1185.
5. Pesämaa, O., Shoham, A., Wincent, J., and **Ruvio A.** (2013)“How a learning orientation affects drivers of innovativeness and performance in service delivery”. *Journal of Engineering and Technology Management.* 30 (2), 169-187.
6. Segev, R., Shoham, A. & **Ruvio, A**. (2013), “Gift-giving among adolescents: Exploring motives, the effects of Givers' personal characteristics and the use of impression management tactics.” *Journal of Consumer Marketing.* 30(5), 436-449.
7. **Ruvio, A.,** Gavish, Y. & Shoham, A. (2013), “Consumer’s doppelganger: A role model perspective on intentional consumer mimicry”. *Journal of Consumer Behavior,* 12(1), 60-69*.*

**Featured by worldwide media outlets, including the TODAY show, Good Morning America; CNN; New York Times, Time magazine, US News & World Reports (see complete list, pp. 19-25).**

1. Hirschman, E.C., **Ruvio, A.,** & Belk, R. (2012), “Exploring space and place in consumer research: Excavating the garage”, *Marketing Theory, 12(4),* 369-389.
2. Segev, R., Shoham, A. & **Ruvio, A**. (2012), “What does this gift say about me, you, and us? The role of adolescents’ gift-giving in managing their impressions among their peers”. *Psychology & Marketing*, 29(10), 752-764*.*
3. Shoham, A., Vigoda-Gadot, E., **Ruvio, A.,** & Schwabsky, N. (2012), “Testing an organizational innovativeness integrative model across cultures”. *Journal of Engineering and Technology Management*. 29(2), 226-240.
4. Hirschman, E.C., **Ruvio, A.** & Touzani, M. (2011), “Breaking bread with Abraham’s children: Christians, Jews and Muslims’ holiday consumption in dominant, minority and diasporic communities”. *Journal of Academy of Marketing Science*. 39(3), 429-448.

**This paper was featured in the United Press International.**

1. **Ruvio, A.** & Shoham, A. (2011), “Aggressive driving: A consumption experience”. *Psychology & Marketing*. 28(11), 1087–1112. (**IF 1.135) Lead Article.**

**This paper was featured in multiple media outlets, including United Press International, US News & World Report, Consumer Reports, Men’s Health. (see complete list at the end of my CV).**

1. **Ruvio, A.** & Shoham, A. (2011), “A multilevel study of nascent social ventures”. *International Small Business Journal.* 29(5), 562-579.
2. **Ruvio, A.,** Rosenblatt, Z. & Hertz-Lazarowitz, R. (2010), “Vision of difference: Differentiating educational and business entrepreneurial vision”. *Leadership Quarterly,* 21(1), 144-158.
3. Gavish, Y., Shoham, A. & **Ruvio, A**. (2010), “A qualitative study of mother-adolescent daughter-vicarious role model consumption interactions”. *Journal of Consumer Marketing*, 27(1), 43-56.
4. Shoham, A., Makovec-Brencic, M., Virant, V. & **Ruvio, A.** (2008), “International standardization of management characteristics and its consequences: A structural model examination”. *Journal of International Marketing*. 16(2), 120-151.
5. **Ruvio,** **A**. (2008), “Unique like everybody else? The dual role of consumers’ need for uniqueness”. *Psychology & Marketing,* 25(5), 444-464.
6. **Ruvio**, **A**. Shoham, A. & Makovec-Brencic, M., (2008), “Consumers’ need for uniqueness: Short-form scale development and cross-cultural validation”. *International Marketing Review,* 25(1), 33-53.
7. Vigoda-Gadot, E., Shoham, A., Schwabsky, N. & **Ruvio, A.** (2008), “Public sector innovation for Europe: A multinational eight-country exploration of citizens' perspectives”*. Public Administration*, 86(1), 111-131.
8. Sever, I., Somer, E., **Ruvio, A.** & Soref, E. (2008), “Gender, distress and coping in response to terrorism”. *Journal of Women and Social Work,* 23(2), 156-166.
9. Shoham A., **Ruvio, A.** & Davidow, M. (2008), “(Un)ethical consumer behavior: Modern-day Robin Hoods or plain hoods? ” *Journal of Consumer Marketing*, 25(4), 200-210.
10. Shoham, A. & **Ruvio, A.** (2008), “Opinion leaders and followers: A replication and extension”. *Psychology & Marketing,* 25(3), 280-297.
11. **Ruvio, A.** & Shoham A. (2007), “Innovativeness, market mavenship, and opinion leadership: An empirical examination in Israel”. *Psychology & Marketing*, 24(8), 701-720.
12. Somer, E., **Ruvio, A.,** Soref, E. & Sever, I. (2007), “Reactions to repeated unpredictable terror attacks:  Relationships among exposure, posttraumatic distress, low morale, and intensity of coping”*. Journal of Applied Social Psychology,* 37(4), 862-886.
13. Rose, M. G., Shoham, A., Neill, S. & **Ruvio, A.** (2007), “Manufacturer perceptions of the consequences of task and emotional conflict within domestic channels of distribution”. *Journal of* *Business Research*, 60(4), 296-304.
14. Shoham A., Klein, J. G., Davidow, M. & **Ruvio, A.** (2006), “Animosity on the home front: The Intifada in Israel and its impact on consumer behavior”. *Journal of International Marketing,* 14(3)*,* 92-114.
15. Shoham, A., **Ruvio, A.,** Vigoda-Gadot, E. & Schwabsky, N. (2006), “Market orientations in the nonprofit and voluntary sector: a meta-analysis of their relationships with organizational performance”. *Nonprofit and Voluntary Sector Quarterly*, 35 (3), 453-476.
16. Vigoda-Gadot, E., Shoham, A., Schwabsky, N. & **Ruvio, A**. (2005), “Public sector innovation for the managerial and the post-managerial era: Promises and realities in a globalizing public administration”. *International Public Management Journal,* 8(1), 57-81.
17. Somer, E., **Ruvio, A**., Soref, E. & Sever, I. (2005), “Terrorism, distress and coping: High versus low impact regions and direct versus indirect civilian exposure”. *Anxiety, Stress and Coping: An International Journal,* 18(3),165-182.
18. **Ruvio, A**. & Rosenblatt, Z. (1999), “Job insecurity among Israeli school teachers: Sectoral profiles and organizational implications”. *Journal of Educational Administration,* 37(2), 139-158.
19. Rosenblatt, Z., Talmud, I. & **Ruvio, A.** (1999), “A gender-based framework of the experience of job insecurity and its effects on work attitudes”. *The European Journal of Work and Organizational Psychology*, 8(2), 197-217.
20. Rosenblatt, Z. & **Ruvio, A.** (1996), “A test of a multi-dimensional model of job insecurity: The case of Israeli teachers”. *Journal of Organizational Behavior*, 17, 587-60

***Manuscripts under review***

1. Chaplin, N.L, Lowrey, T. Trask, K. & **Ruvio, A.** “Why Children are Happier with Material Objects than Experiences - A Look at Theory of Mind and Memory “. *Journal of Consumer Research.* ***(Under 3rd review)***

**Books**

1. **Ruvio, A**. and Belk, R. (Eds.) (2013). *Identity and Consumption*. Routledge Publications
2. Bagozzi, R. and **Ruvio, A**. (Eds.) (2011). *Consumer Behavior, International Encyclopedia of Marketing*. John Wiley & Sons Ltd.

1. **Ruvio, A**. (2006). *SPSS© User Guide for Social Sciences.* Tel-Aviv: The Open University. (Hebrew)

**Chapters in Books**

1. **Ruvio, A.** & Belk, R. (2012) “Conflicted selves and Possessions: The case of transgenders’ self-identity”. In: **Ruvio, A.** & Belk, R. (Eds.) *Identity and Consumption*. Routledge Publications.
2. Hirschman, B., **Ruvio, A.** & Belk, R. (2013) “Identity and consumption in the afterlife”. In: **Ruvio, A.** & Belk, R. (Eds.) *Identity and Consumption*. Routledge Publications.
3. **Ruvio, A**. (2011). “Consumers’ need for uniqueness”. In: Bagozzi, R. and Ruvio, A. (Eds.) *Consumer Behavior, International Encyclopedia of Marketing*. John Wiley & Sons Ltd.

**PROJECTS IN PROGRESS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_**

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1. **Ruvio, A.,** Bagozzi, R. “I Don’t Like You, But I Like What You Own: The Influence of Communicators’ Pride and Hubris on Product Evaluations and Purchase Likelihood”. - - Data collection. Target: *Journal of Marketing.*
2. **Ruvio, A.,** & Dubois, D. “Feeling good or looking good: compensating powerless with experiential vs. material products **“**. Final stages of writing. Target: *Journal of Personality and Social Psychology*.
3. Goerke, A., Eisenstein, E.& **Ruvio, A**. “The Tortoise and the Hare Effect : Evidence Toward an Experiential Learning Advantage in Aged Consumers”. - - Data collection. Target: *Journal of Consumer Psychology*.
4. **Ruvio, A.** & Bagozzi. R. “Reexamining the concept of materialism: A cross cultural perspective”. Data analysis. Target: *Journal of International Business Studies*.
5. **Ruvio, A.** & Bagozzi. R. “From need to greed: the evolution of desire”,- - Data collection. Target: *Journal of Consumer Research.*
6. Bagozzi. R & **Ruvio, A.** “Brand Avoidance” - Data collection. Target: *Journal of Marketing Research.*
7. Promislo, M., Greenhuas, J. & **Ruvio, A.** “Materialism in the workplace”. Data collection.
8. **Ruvio, A. &** Calantone, R. “Uniqueness at Work”. Data collection.
9. **Ruvio, A.,** Mandel N. & Gentina, E. “Sharing”. Data collection

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| **RESEARCH GRANTS** |

2008 **American Association of University Women.** “Health tests during pregnancy: Personal and attitudinal characteristics of pregnant women, a cross cultural

perspective”. $30,000

2006 **G.I.F. Young Scientists’ Program**. “Unique or different: A cross-cultural perspective on consumers’ need for uniqueness”. 29,000 Euro

2006 **Maccabi Institute of Health Services Research**. “Health tests during pregnancy: Personal and attitudinal characteristics of pregnant women”. ***Principal investigator***.

(with A. Shoham). 80,685NIS

2006 **University of Haifa's Social Responsibility Project and the Rich Foundation.** "On the road to peace: Economic and political pathways" (with A. Shoham & D. Canetti-Nisim). $5,000

2004-5 **The Israel National Institute for Health Policy and Health Services Research.**

“Characteristics and functions of nonprofit organizations in the field of health in Israel” (with B. Gidron & S. Swartz). 82,000NIS

2003-5 Researcher on the Israeli team of the **PUBLIN** project under the 5FP European Commission Program

2003 **The Bengis Center for Entrepreneurship & Hi-Tech Management, Ben-Gurion University** - for the research study: “Social entrepreneurship in Israel”. 30,000NIS

2000 **The Authority of Graduate Studies** - for PhD research, Faculty of Education, University of Haifa

1994 **The Authority of Graduate Studies -** for excellence in M.A studies, Faculty of Education, University of Haifa.

**PRIMARY TEACHING INTERESTS**

Consumer Behavior

International Marketing

Marketing strategy/Marketing management

Marketing Research

Innovation/Breaking into new markets

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| **TEACHING EXPERIENCE** |

**Overall teaching ratings: 4.5-4.9 (on a 5 point scale).**

***PhD Level***

Research seminar for marketing students 2006-2007

***Graduate Courses (MBA and executive MBA programs)***

Customer and Competitor Analysis (Executive MBA) Current

Marketing Systems (Executive MBA) Current

Marketing Management Current

Consumer and Buyer Behavior 2012-2013

International Marketing Management (International Executive) 2008

Marketing Management for Real Estate Managers 2008

Marketing Management for Nonprofit Managers (Executive MBA) 2006-2008

Practicum in Management 2006-2008

Practicum in Management in non-profit organizations 2006

International Marketing Management (International Executive MBA) 2004-2005

Quantitative Methods for Management (International Executive MBA) 2003-2004

***undergraduate Courses***

Consumer and Buyer Behavior 2010 - 2012

Consumer Behavior in Health Service Organizations - Research seminar 2008

Marketing Health Services - Research seminar 2004

Entrepreneurship - Theory and Practice 2004

Social Entrepreneurship 1997-2002

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| **PROFESSIONAL ACTIVITIES** |

**Reviewing Activity**

Harvard Business Case

***Journals***

Journal of Business Research

Nonprofit and Voluntary Sector Quarterly

Journal of Managerial Psychology

The Journal of Retailing and Consumer Services

***Conferences***

Association for Consumer Research

Society for Consumer Psychology

Academy of Marketing Science

**Professional Affiliations**

The Society for Consumer Psychology

Association for Consumer Research

American Marketing Association

Academy of Marketing Science

Society for Personality and Social Psychology

**Supervision of Research Students**

***Master’s thesis co-chair***

2007 Valen, Dalia. “Acculturation process of immigrants in Israel: Consumers’ aspects”. Submitted: November 2007 (with A. Shoham)

2005 Lahav, Lia. “Personality of aggressive sport spectators in football fields in Israel”. Submitted: November 2005. (with A. Shoham)

***PhD Dissertation co-chair***

2012 Goerke Ashley. “The Tortoise and the Hare Effect : Psychology Evidence Toward an Experiential Learning performance in seniors vs. young adults”.

2007 Gavish, Yossi. “The trio model of mother-daughter-culture interactions”. Submitted: November 2009 (with A. Shoham)

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| **SERVICE** |

**International service**

2010 – Current Program committee member of the Society for Consumer Psychology Annual Conference

2011 Program committee member of the Academy of Marketing Science

**School service**

2009 Member of the organizing committee of the 2009 Neuro-marketing symposium

**Department service**

2014 - Member of the Strategic Planning Committe

2011 – 2013 Head of the faculty seminar committee

2010 – 2012 Member of the recruiting committee

2010 – 2012 Member of the PhD committee

2009 – 2013 Member of the seminar committee

**Previous service**

2004-8 Academic head of the MBA program for managers in not for profit organizations,

Graduate School of Business

2006-8 Member of the organizing committee of the University of Haifa’s Conference on Social Responsibility.

2007 Organized the structural equation modeling workshop. University of Haifa, Israel, July 2007.

2007 Organized the 3rd Marketing Seminar on Cross Cultural Perspectives of Consumers’ Behavior. University of Haifa, Israel, July 2007.

2005-7 Academic head of the MBA program for managers in educational institutions, Graduate School of Business

2006 Member of the Social Responsibility Forum of the University of Haifa.

2006 Organized the 2nd Marketing for Nonprofit Organizations Seminar. University of Haifa, Israel, July 2006.

2005-6 Initiated and organized a research forum in marketing for masters and doctoral students.

2005 Organized the 1st Marketing for Nonprofit Organizations Seminar. University of Haifa, Israel, July 2005.

2005 Organized the conference: *Academia, Business and Community: On the Road to Mutual Commitment*. University of Haifa, Israel (with Dr. Irit Keinan), March 2005.

2004 Initiated and organized the research forum for PhDs and masters students in the School of Management.

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| **AWARDS AND HONORS** |

‏2011 American of Marketing Association **Professor of the Year -**  Temple University

2011 **Teaching award**. Marketing Department, Fox School of Business, Temple University.

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| **CONFERENCE PRESENTATIONS** |

***Conference Place and Dates Title of Presentation***

# Monaco Symposium Monaco, France “When Do Consumers Prefer to Look

# on Luxury April 2014 Like a King vs. Feel Like a King?

# Power-Induced Preferences for

Experiential vs. Material Luxury” (with D. Dubois)

Second Israeli Tel Aviv, Israel Materialism - A help or hindrance to career Organizational Behavior January 2014 success? (with J. Schneer, J. Greenhaus,

Conference & M. Promislo)

Association for Consumer Chicago, Illinois When the Going Gets Tough the

Research October 2013 Materialistic Go Shopping: The

Amplifying Effect of Materialism on

Consumption Response to Stress (with E. Somer and A. Rindfleisch)

# 4Th Transformative Lille, France ***Chair of the Materialism Track***

Consumer Research May 2013 (with T. Lowrey and M.Pandelaere)

Conference

Association for Consumer Vancouver, Canada “Powerlessness-induced Compensatory Research October 2012 Consumption: The preference for

Experiential vs. Material Luxury Products” (with D. Dubois)

Association for Consumer Vancouver, Canada “Appalachian Men of Action:

Research October 2012 NASCAR at Bristol ”

(with E. Hirschman and R. Belk)

Association for Consumer Vancouver, Canada “Happiness Ain’t Always Material Research October 2012 Things' -- Or, Is It?”

(with L. Chaplin, T. Lowrey, K. Trask)

American Marketing Chicago, Illinois On materialism, coping and consumer

Association August 2012 behaviors under traumatic stress

European Society for Florence, Italy Does practice make perfect? An Consumer Psychology June 2012 analysis of experiential learning

performance in seniors vs. young

adults (with A. Goerke and E.

Eisenstein)

Society for Consumer Las Vegas, Nevada Real life existential stress and

Psychology February 2012 materialism: materialism under

terrorist attacks (with E. Somer and A. Rindfleisch)

Society for Consumer Las Vegas, Nevada The Tortoise and the Hare Effect : Psychology February 2012 Evidence Toward an Experiential Learning

performance in seniors vs. young

adults (with A. Goerke and E.

Eisenstein)

Society for Consumer Las Vegas, Nevada On shaky ground: Exploring

Psychology February 2012 materialism and insecurity

***Special Session Chair and organizer***

Association for Consumer St. Louis, Missouri “Is older wiser?: Effects of expertise Research October 2011 and aging on experiential learning”

(with A. Goerke and E. Eisenstein)

World Marketing Congress Reims, France “Antecedents and consequences of

July 2011 innovativeness.” (with O. Pesämaa and

1. Shoham).

# 3rd Transformative Waco, Texas “Towards a theory of existential

Consumer Research June 2011 stress and materialism: exploring

Conference directionality” (with A.

# Rindfleisch and E. Somer)

Academy of Marketing Miami, Florida “Immigrants’ approaches to shopping:

Science Annual May 2011 The role of acculturation in determining

Conference Hispanic Consumers’ decision making

Styles” (with S. Segev and A. Shoham).

Society for Consumer Atlanta, Georgia “The double edged sword: Consumers’

Psychology February 2011 perception of prideful behavior and

product evaluation” (with R. Bagozzi)

Society for Consumer Atlanta, Georgia “There will be pancakes in heaven”

Psychology February 2011 (with E. Hirschman and R. Belk)

Society for Consumer Atlanta, Georgia Seeing and believing: The abstract and

Psychology February 2011 concrete in consumer behavior

***Special Session Chair and organizer***

Society for Consumer Atlanta, Georgia It's not me, it's you:  Consumer

Psychology February 2011 attributions

***Session Chair by invitation***

Eurasia Business and Athens, Greece “Consumers’ need for uniqueness Economics Society October 2010 among first-time mothers” (with L.

Amit and A. Shoham)

Association for Consumer Jacksonville, Florida “Conflicting selves and the role of

Research October 2010 possessions: Exploring transgenders'

self-identity conflict” (with R. Belk)

Academy of Marketing Portland, Oregon “Consumer loyalty among immigrants:

Science Annual May 2010 The relationship betweenethnicity, Conference change-seeking tendency and consumer

loyalty and the mediating role of acculturation” (with S. Segev and

A. Shoham)

Academy of Marketing Portland, Oregon “Consumers’ need for uniqueness in

Science Annual May 2010 the workplace”

Conference

Academy of Marketing Portland, Oregon Unique consumer situations

Science Annual May 2010 ***Session Chair***

Conference

Society for Consumer St. Pete Beach, Florida “Possessions as an extension of the

Psychology February 2010 conflict between selves: The case of

transgenders’ self-identity psychology” (with R. Belk)

World Marketing Congress Oslo, Norway “Antecedents to immigrants’ consumer

(WMC) July 2009 ethnocentrism: The case of Russian immigrants to Israel” (With D. Velan and

A. Shoham)

Eurasia Business and Istanbul, Turkey “Whose uniqueness is it? A qualitative Economic Society (EBES) June 2009 study of first-time mothers’ consumer Need for Uniqueness and its Impact on

purchases for their babies” (With L.

Amit and A. Shoham)

Eurasia Business and Istanbul, Turkey “Consumers' boredom:

Economic Society (EBES) June 2009 Conceptualization and measurement”

(With V. Bachar and A. Shoham)

Association for Consumer San Francisco, California When consumer behavior meets Islam

Research October 2008 ***Special session organizer***

Association for Consumer San Francisco, California “Looking for Christmas in a Muslim

Research October 2008 country” (with E. Hirschman &

M. Touzani)

Association for Consumer San Francisco, California “Acculturation and consumer behavior: Research October 2008 Building bridges across cultures”

***Special session organizer and Chair***

Association for Consumer San Francisco, California “A comprehensive model for

Research October 2008 Hispanics’ acculturation: Antecedents

and impacts on store and brand

loyalty” (with A. Shoham & S. Segev)

Association for Consumer San Francisco, California “Unique or different: The role of

Research October 2008 consumers’ need for uniquenessin the

acculturation process” (with G. Walsh & S. Segev)

Academy of Management Anaheim, California “Technological vs. marketing absorptive

August 2008 capacity: Environmental antecedents &

performance consequences” (with S. Lev, A. Fiegenbaum, & A. Shoham)

Asia-Pacific Academy of SIM Management House, “Public sector innovation for Europe:

Management and Business Singapore, March 2007 A multinational eight country exploration

Conference (APAMB) of citizens' perspectives” (with E.

Vigoda , A. Shoham & N. Schwabsky)

Association for Consumer Memphis, Tennessee “Exploratory behavior: A Portuguese

Research October 2007 and British study” (with A. M. Soares,

A. Shoham & M. Farhangmehr)

Association for Consumer Memphis, Tennessee “A quantitative study of mother -

Research October 2007 adolescent daughter - vicarious role

model consumption interactions

(with A. Shoham & Y. Gavish)

Society for Consumer Miami, Florida “A proposed in- and out-group model Psychology February 2006 of adolescent daughter- mother

consumption interactions” (with A. Shoham & Y. Gavish)

Society for Consumer Miami, Florida “The effect of acculturation on US

Psychology February 2006 Hispanics' socialization and consumer

behavior” (with A. Shoham & S. Segev)

Association for Consumer Orlando, Florida “Consumers' arrogance: Preliminary

Research September 2006 evidence of construct conceptualization”

(with A. Shoham & S. Hareli)

World Marketing Congress Verona, Italy “An empirical study of Israeli social

(WMC) July 2006 entrepreneurships” (with A. Shoham)

World Marketing Congress Munster, Germany “Innovativeness, market mavenship,

(WMC) July 2005 and opinion leadership: An empirical

examination in Israel” (with A. Shoham)

World Marketing Congress Munster, Germany “Organizational innovativeness in the

(WMC) July 2005 public sector: Construct development

and validation” (with A. Shoham, E. Vigoda & N. Schwabsky)

EMAC Murcia, Spain “Consequences of a market orientation:

May 2004 A meta-analysis” (with A. Shoham, G.M. Rose & F. Kropp)

Academy of Management New Orleans, Louisiana "Organizational adjustment and

(**Nominated for the** August 2004 the individual: A study of commitment

**Dexter Award**) and adaptation to changes in kibbutzim"

(With B. Honig & Z. Sheaffer)

3rd International Covilhã, Portugal, “Does culture impact the

Conference on Public Portugal, April 2004 conceptualization and operationalization

and Non Profit Marketing of public sector performance?” (with A. Shoham, E. Vigoda & N. Schwabsky)

3rd International University of Beira Interior, “Organizational performance in the Conference on Public Portugal, April 2004 public sector: conceptualization and

and Non Profit Marketing measurement” (with A. Shoham, E. Vigoda & N. Schwabsky)

European Group of Public Ljubljana, Slovenia “Towards a performance orientation

Administration (EGPA) September 2004 measurement grid: The impact of

innovativeness and organizational learning on performance in the public

sector” (with N. Schwabsky, E. Vigoda & A. Shoham)

European Group of Public Lisbon, Portugal “Organizational innovativeness in

Administration (EGPA) September 2003 the public sector" (with E. Vigoda,

1. Shoham & N. Schwabsky)

European Group of Public Lisbon, Portugal “Innovation as problem solving: A

Administration (EGPA) September 2003 theoretical discussion"(with E. Vigoda,

A. Shoham & N. Schwabsky)

Association for Research Denver, Colorado “Vision of differences: Comparing

on Nonprofit Organizations November 2003 social and business Entrepreneurial

and Voluntary Action Vision” (with R. Hertz-Lazarowitz &

(ARNOVA) Z. Rosenblatt)

Academy of Management San Diego, California “Sectoral differences in the experience August 1998 of job insecurity: the case of Israeli

schoolteachers” (with Z. Rosenblatt)

**Articles in Conference Proceedings**

1. Ruvio, A., Somer, E. & Rindfleisch, A. (2013). “When the Going Gets Tough the Materialistic Go Shopping: The Amplifying Effect of Materialism on Consumption Response to Stress”. *Proceedings of the Association for Consumer Research,* October 2013*. (Abstract)*
2. Ruvio, A & Belk, R. (2010), “Possessions as an extension of the conflict between selves: The case of transgenders’ self-identity psychology”. *Proceedings of the Society of Consumer Psychology,* February 2010. *(Abstract)*
3. Segev, S., Ruvio, A., & Shoham, A., (2010), “Consumer loyalty among immigrants: The relationship betweenethnicity, change-seeking tendency and consumer loyalty and the mediating role of acculturation”. *Proceedings of the Academy of Marketing Science Annual Conference,* May 2010.
4. Ruvio, A. (2010), “Consumers’ need for uniqueness in the workplace”. *Proceedings of the Academy of Marketing Science Annual Conference,* May 2010.
5. Velan, D., Shoham, A. & Ruvio, A. (2009), “Antecedents to immigrants’ consumer ethnocentrism: The case of Russian immigrants to Israel”. *Proceedings of the World Marketing Congress,* July 2009*.*
6. Ruvio, A., Walsh, G. & Segev, S. (2008), “Unique or different: The role of consumers’ need for uniquenessin the acculturation process”. *Proceedings of the Association for Consumer Research,* October 2008*. (Abstract)*

1. Segev, S., Shoham, A. & Ruvio, A. (2008), “A comprehensive model for Hispanics’ acculturation: Antecedents and impacts on store and brand loyalty”. *Proceedings of the Association for Consumer Research,* October 2008*. (Abstract)*
2. Touzani, M., Hirschman, E. & Ruvio, A. (2008), “Looking for Christmas in a Muslim country”. *Proceedings of the Association for Consumer Research,* October 2008*. (Abstract)*

1. Gavish, Y. Shoham, A., & Ruvio, A. (2007), "A qualitative study of mother-adolescent daughter-vicarious role model consumption". *Proceedings of the Association for Consumer Research,* October 2007*. (Abstract)*
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