**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

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

Material vs. experiential consumption

Consumers’ need for uniqueness

Cross-cultural consumer behavior

Innovations and new products

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| **PUBLICATIONS** |

**Articles in Refereed Journals**

1. Dose, D., Walsh, G., **Ruvio, A**. & Segev, S. (2018) “Investigating links between cultural orientation and culture outcomes: Immigrants from the former Soviet Union to Israel and Germany.” *Journal of Business Research*.82, 281-289.
2. **Ruvio, A**. & Shoham, A. (2016)**.** “Consumers’ arrogance: Cross cultural and sub-cultural conceptualization of consumers’ aspiration for superiority.” *Journal of Business Research*. 69 (10), 3989–3997.
3. **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 in worldwide media outlets, including *Forbes, US News & World Report, Psychology Today, The Huffington Post*.**

1. **Ruvio, A.,** Shoham, A., Vigoda, E. & Schwabsky, N. (2014).“Organizational innovativeness: Construct development and cross-cultural validation.” *Journal of Product Innovation Management.* 31 (5), 878–1124.
2. Shrum, L. J., Wong, N., Arif, F., Chugani, S., Gunz, A., Lowrey, T. Nairn, A., Pandelaere, M., Ross, S., **Ruvio, A.,** Scott, K., & Sundie,J. (2013). **“**Reconceptualizing materialism: Functions, processes, and consequences.” *Journal of Business Research*. 66 (8), 1179-1185.
3. 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.
4. **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 in worldwide media outlets, including the TODAY Show, Good Morning America; CNN; *New York Times, Time Magazine, US News & World Report* (see complete list, pp. 19-25).**

1. 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*.*
2. 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.
3. **Ruvio, A.** & Shoham, A. (2011). “Aggressive driving: A consumption experience.” *Psychology & Marketing*, 28(11), 1087–1112. **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. 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.
4. **Ruvio,** **A**. (2008). “Unique like everybody else? The dual role of consumers’ need for uniqueness.” *Psychology & Marketing,* 25(5), 444-464.
5. **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.
6. Shoham, A. & **Ruvio, A.** (2008). “Opinion leaders and followers: A replication and extension.” *Psychology & Marketing,* 25(3), 280-297.
7. **Ruvio, A.** & Shoham A. (2007). “Innovativeness, market mavenship, and opinion leadership: An empirical examination in Israel.” *Psychology & Marketing*, 24(8), 701-720.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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. **Ruvio, A.,** Mandel, N. & Krems, J. “Reciprocal altruism as a motivation for sharing: sharing up vs. sharing down.”*Psychological Science.* ***(Under 1st review)***
2. Chaplin, N.L, Lowrey, T., **Ruvio, A.** Shrum, L.J & Vohs, K. D. “Feeling happy from prior experiences: experimental, cross-sectional, and longitudinal investigations with children and adolescents.” *Journal of Personality and Social Psychology.* ***(Under 1st review)***
3. **Ruvio, A.,** Bagozzi, R., Hult, T. & [Spreng](http://broad.msu.edu/facultystaff/sprengri/), R. “Bragging, Inflated Self-Worth, and Superiority: A Focus on Consumer Arrogance.”  *Journal of Marketing.* (***Under 1st review***)
4. Bagozzi, R., **Ruvio, A.** & Xie, C. “The material self and consumption.” *Journal of Personality.* ***(Under 1st review)***
5. **Ruvio, A**. “Uniqueness at work:Testing competing theories of workspace personalization.” *Journal of Business Research*. (***Under 1st review***)
6. **Ruvio A**. & Mangus, S. “Do opposites attract? Assimilation and differentiation as relationship building strategies.” Target: *Journal of Personal Selling and Sales Management.* (***Under 1st review***)
7. **Ruvio, A**. & Belk, R. “Strategies of the extended self: the role of possessions in transpeople conflicted selves.” *Journal of Business Research*. (***Under 2nd review***)

**Books**

1. **Ruvio, A**. & Belk, R. (Eds.) (2013). *Identity and Consumption*. Routledge Publications.
2. Bagozzi, R. & **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. Velan,, D., Shoham, A., & **Ruvio, A.**. (2015). “Antecedents to Immigrants’ Consumer Ethnocentrism: The Case of Russian Immigrants to Israel.” *Marketing in Transition: Scarcity, Globalism, & Sustainability*. Springer International Publishing. 87-87.
2. **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.
3. Hirschman, B., **Ruvio, A.** & Belk, R. (2013). “Identity and consumption in the afterlife.” In: **Ruvio, A.** & Belk, R. (Eds.) *Identity and Consumption*. Routledge Publications.
4. **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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***Working papers***

1. Dubois, D.& **Ruvio, A.** “Feeling good or looking good: compensating powerless with experiential vs. material products.”

***In progress***

1. **Ruvio, A.,** Khodakarami, F. &Voorhees, C. “How rewarding is your rewarding program?”
2. **Ruvio, A.,** Pansari, A. &Calantone, R. “Uniqueness in the workplace and employees’ engagement.”
3. Goerke, A., Eisenstein, E.& **Ruvio, A**. “The tortoise and the hare effect: Evidence of an experiential learning advantage in aged consumers.

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| **RESEARCH GRANTS** |

2016 **Marketing Department -** “Priming assimilation vs. differentiation and their effect on convergence and divergence thinking.” (with R. Calantone) $4,800

2016 **Marketing Department** - “The Dark Side of Experiential Consumption.” $5,000

# 2015 **MSU-CIBER.** “A global look at compensatory consumption: Experiential vs. material luxury products.” $3,000

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). 80,685 NIS

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). 82,000 NIS

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.” 30,000 NIS

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**

Marketing strategy/Marketing management

Consumer Behavior

International Marketing

Innovation/Breaking into new markets

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| **TEACHING EXPERIENCE** |

***PhD Level***

Research seminar for marketing students 2006-2007

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

Customer and Competitor Analysis (Executive MBA) 2014 - Current

Marketing Systems (Executive MBA) 2014 - Current

Marketing Management 2014 - 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 (Ad Hoc)***

*Journal of Marketing*

*Journal of Academy of Marketing Science*

*Journal of Consumer Psychology*

*Journal of Business Research*

*Journal of Managerial Psychology*

*Journal of Economic Psychology*

*Nonprofit and Voluntary Sector Quarterly*

*The Journal of Retailing and Consumer Services*

*Journal of International Consumer Marketing*

*European Journal of Marketing*

*International Small Business Journal*

***Conferences***

Academy of Marketing Science

Association for Consumer Research

Society for Consumer Psychology

EMAC

Academy of International Business

**Professional Affiliations**

Association for Consumer Research

The Society for Consumer Psychology

American Marketing Association

Academy of Marketing Science

Society for Personality and Social Psychology

**Supervision of Research Students**

***Master’s thesis***

2015 Paphajree Vajrapana – “Factors affecting Chinese students' choices of grocery stores and loyalty.”

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***

2012 – 2016 Goerke, Ashley. “The tortoise and the hare effect: Psychology evidence of 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**

2015 Reviewer for the Israeli Science Foundation

2014 - Reviewer for the Social Sciences, Swiss National Science Foundation

2010 – Current Program committee member of the Association of Consumer Research Annual Conference

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

2011 - Current Reviewer for the Academy of Marketing Science Annual Conference

**School and University service**

*Michigan State University*

2016 - Member of AAN communications strategic committee

2016 - Member of the Sexual Violence Advisory Committee

2014 - Current Member of the Woman Advisory Committee to the Provost

2014 Broad Integrative Fellow member

*Temple University*

2009 Member of the organizing committee of the 2009 Neuro-Marketing

Symposium

**Department service**

*Michigan State University*

2016 - Member of the DAC committee

2016 Panel participant at the new International Faculty Orientation – Academic Culture in American Higher Education

2016 Byington Speaker visitors’ coordinator of Prof. Monroe’s visit

2014 - 2016 Sona administrator and subject pool coordinator

2015 - 2016 Member of the Faculty and Organizational Development Advisory Board

2015 Recruiting interviewer

2015 Byington Speaker visitors’ coordinator

2015 Department representative during Mr. McLane’s visit

2014 - 2015 Member of the Masters Planning Committee

2013 - 2014 Member of the Strategic Planning Committee

*Temple University*

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 *(University of Haifa)***

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.

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** |

‏2014 MSU, Marketing Department MBA teaching award

2011 American 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 (EXTENDED ABSTRACT)** |

1. ***Roundtable participant*** (October 2017). The Evolution of Signals. *Association for Consumer Research*, San-Diego, CA.
2. Ruvio, A., Mandel, N. & Gentina, E. (October 2016). Reciprocal Altruism as a Motivation for Sharing: Sharing Up verses Sharing Down. *Association for Consumer Research*, New Berlin, Germany.
3. ***Special Session Organizer*** (October 2016). Sharing. *Association for Consumer Research*, Berlin, Germany.
4. Dose, D., Walsh, G. & Ruvio, A. (May 2016). Cultural orientation and culture consumption outcomes: Comparing Immigrants from the former Soviet Union to Israel and Germany. *Academy of Marketing Science*. Orlando, FL.

1. Ruvio, A., Mandel, N. & Gentina, E. (October 2015). With whom do people share? The effects of upward and downward social comparisons on willingness to share possessions. *Association for Consumer Research*, New Orleans, Louisiana.
2. Dose, D., Walsh, G. & Ruvio, A. (September 2015). Investigating links between cultural orientation and culture outcomes: Immigrants from the former Soviet Union in Israel and Germany. *2015* *Royal Bank International Research Seminar (JBR)*, Montreal, Canada.
3. Promislo, M., Ruvio, A., & Schneer, J. (August 2015). Does being materialistic lead to career success or failure? *Academy of Management*. Vancouver, Canada.

***Finalist for the Careers Division Best symposium Award.***

1. Dubois, D., & Ruvio, A. (June 2015). When do consumers prefer to look like a king vs. feel like a king? Power-induced preferences for experiential vs. material luxury. *Marketing and Communication Conference*. La Londe, France.
2. Chaplin, L., Lowrey, T., Ruvio, A. & Shrum, L.J. (June 2015). When children derive happiness from experiences: A developmental investigation of the role of memory and theory of mind. *Society for Consumer Psychology International Conference*. Vienna, Austria.
3. Dubois, D., & Ruvio, A. (June 2015). A new look at compensatory consumption: Power-induced preferences for experiential vs. material luxury. *Society for Consumer Psychology International Conference*. Vienna, Austria.
4. Dose, D., Walsh, G. & Ruvio, A. (June 2015). Impact of cultural orientation in culture outcomes: The case of immigrants from the former Soviet Union in Israel and Germany. *Global Management Conference*, Florence, Italy.
5. Chaplin, L., Lowrey, T., Ruvio, A. & Shrum, L.J. (May 2015). When children derive happiness from experiences: A developmental investigation of the role of memory and theory of mind. *EMAC 2015*. Leuven, Belgium.
6. Dubois, D., & Ruvio, A. (October 2014). When do consumers prefer to look like a king vs. feel like a king? Power-induced preferences for experiential vs. material luxury. *Association for Consumer Research*, Baltimore, Maryland
7. Hirschman, E., Belk. R. & Ruvio, A. (October 2014). Consumer conformity, uniqueness and mobility: Consumer identity in the yard. *Association for Consumer Research*, Baltimore, Maryland.
8. Dubois, D., & Ruvio, A. (April 2014). When do consumers prefer to look like a king vs. feel like a king? Power-induced preferences for experiential vs. material luxury. *Monaco Symposium on Luxury*, Monaco.
9. Promislo, M., Greenhaus, J., Ruvio, A., & Schneer, J. (January 2014). Materialism - A help or hindrance to career success? *Second Israeli Organizational Behavior Conference*, Tel Aviv, Israel.
10. Ruvio, A., Somer, E., & Rindfleisch, A. (October 2013). When the going gets tough the materialistic go shopping: The amplifying effect of materialism on consumption responses to stress. *Association for Consumer Research*, Chicago, Illinois.
11. Ruvio, A., Lowrey, T., & Pandelaere, M. (May 2013). ***Chair of the Materialism Track.*** *4th Transformative Consumer Research Conference*, Lille, France.
12. Dubois, D., & Ruvio, A. (October 2012). Powerlessness-induced compensatory consumption: The preference for experiential vs. material luxury products. *Association for Consumer Research*, Vancouver, Canada.
13. Hirschman, E., Belk. R. & Ruvio, A. (October 2012). Appalachian men of action: NASCAR at Bristol. *Association for Consumer Research*, Vancouver, Canada.
14. Chaplin, L., Lowrey, T., Ruvio, A., & Trask, K. (October 2012). Happiness ain’t always material things' -- or, is it? *Association for Consumer Research*, Vancouver, Canada.
15. Ruvio, A., Somer, E., & Rindfleisch, A. (August 2012). On materialism, coping and consumer behaviors under traumatic stress. *American Marketing Association*. Chicago, Illinois.
16. Goerke, A., Eisenstein, E., & Ruvio, A. (June 2012). Does practice make perfect? An analysis of experiential learning performance in seniors vs. young adults. *European Society for Consumer Psychology*. Florence, Italy.
17. Ruvio, A., Somer, E., & Rindfleisch, A. (February 2012). Real life existential stress and materialism: materialism under terrorist attacks. *Society for Consumer Psychology*. Las Vegas, Nevada.
18. Goerke, A., Eisenstein, E., & Ruvio, A. (February 2012). The tortoise and the hare effect: Evidence for experiential learning performance in seniors vs. young adults. *Society for Consumer Psychology*, Las Vegas, Nevada.
19. ***Special Session Chair and organizer*** (February 2012). On shaky ground: Exploring materialism and insecurity. *Society for Consumer Psychology*, Las Vegas, Nevada.
20. Goerke, A., Eisenstein, E., & Ruvio, A. (October 2011). Is older wiser? Effects of expertise and aging on experiential learning. *Association for Consumer Research*, St. Louis, Missouri.
21. Pesämaa, O., Shoham, A. & Ruvio, A. (July 2011). Antecedents and consequences of innovativeness. *World Marketing Congress*. Reims, France.
22. Ruvio, A., Somer, E., & Rindfleisch, A. (June 2011). Towards a theory of existential stress and materialism: exploring directionality. *3rd Transformative Consumer Research Conference*. Waco, Texas.
23. Segev S., Shoham A. & Ruvio, A. (May 2011). Immigrants’ approaches to shopping: The role of acculturation in determining Hispanic consumers’ decision-making styles. *Academy of Marketing Science Annual Conference*, Miami, Florida.
24. Ruvio, A., & Bagozzi, R. (February 2011). The double-edged sword: Consumers’ perceptions of prideful behavior and product evaluation. *Society for Consumer Psychology*. Atlanta, Georgia.
25. Hirschman, E., Belk. R. & Ruvio, A. (February 2011). There will be pancakes in heaven. *Society for Consumer Psychology*, Atlanta, Georgia.
26. ***Special Session Chair and organizer*** (February 2011). Seeing and believing: The abstract and concrete in consumer behavior. *Society for Consumer Psychology*, Atlanta, Georgia
27. ***Session Chair by invitation*** (February 2011). It's not me, it's you: Consumer attributions. *Society for Consumer Psychology*, Atlanta, Georgia.
28. Amit, L., Shoham, A. & Ruvio, A. (October 2010). Consumers’ need for uniqueness among first-time mothers. *Eurasia Business and Economics Society*, Athens, Greece.
29. Ruvio, A., & Belk, R. (October 2010). Conflicting selves and the role of possessions: Exploring transgenders' self-identity conflict. *Association for Consumer Research*. Jacksonville, Florida.
30. Segev, S., Shoham, A., & Ruvio, A. (May 2010). Consumer loyalty among immigrants: The relationship betweenethnicity, change-seeking tendency and consumer loyalty and the mediating role of acculturation. *Academy of Marketing Science Annual Conference*, Portland, Oregon.
31. Ruvio, A. (May 2010). Consumers’ need for uniqueness in the workplace. *Academy of Marketing Science Annual Conference*, Portland, Oregon.
32. ***Session Chair*** (May 2010). Unique consumer situations. *Academy of Marketing Science Annual Conference*, Portland, Oregon.
33. Ruvio, A., & Belk, R. (February 2010). Possessions as an extension of the conflict between selves: The case of transgenders’ self-identity psychology. *Society for Consumer Psychology*, St. Pete Beach, Florida.
34. Velan, D., Shoham A., & Ruvio, A. (July 2009). Antecedents to immigrants’ consumer ethnocentrism: The case of Russian immigrants to Israel. *World Marketing Congress* (WMC), Oslo, Norway.
35. Bachar V., Shoham, A. & Ruvio, A. (June 2009). Whose uniqueness is it? A qualitative study of first-time mothers’ consumer purchases for their babies. *Eurasia Business and Economic Society* (*EBES),* Istanbul, Turkey.
36. Bachar V., Shoham, A. & Ruvio, A. (June 2009). Consumers' boredom: Conceptualization and measurement. *Eurasia* *Business and Economic Society (EBES),* Istanbul, Turkey.
37. ***Special session organizer*** (October 2009). When consumer behavior meets Islam. *Association for Consumer Research*, San Francisco, California.
38. Hirschman, E., Touzani, M. & Ruvio, A. (October 2009). Looking for Christmas in a Muslim country. *Association for Consumer Research*, San Francisco, California.
39. ***Special session organizer and Chair*** (October 2008). Acculturation and consumer behavior: Building bridges across cultures. *Association for Consumer Research*, San Francisco, California.
40. Segev, S., Shoham, A. & Ruvio, A. (October 2008). A comprehensive model for Hispanics’ acculturation: Antecedents and impacts on store and brand loyalty. *Association for Consumer Research*, San Francisco, California.
41. Ruvio, A., Walsh, G., & Segev, S. (October 2008). Unique or different: The role of consumers’ need for uniquenessin the acculturation process. *Association for Consumer Research*, San Francisco, California.
42. Lev, S., Fiegenbaum, A. Shoham, A. & Ruvio, A. (August 2008). Technological vs. marketing absorptive capacity: Environmental antecedents & performance consequences. *Academy of Management*, Anaheim, California.
43. Soares, M., Shoham, A., Farhangmehr, M., & Ruvio, A. (October 2007). Exploratory behavior: A Portuguese and British study. *Association for Consumer Research*, Memphis, Tennessee.
44. Gavish,Y., Shoham, A., & Ruvio, A. (October 2007). A quantitative study of mother -adolescent daughter - vicarious role model consumption interactions. *Association for Consumer Research*, Memphis, Tennessee.
45. Vigoda , E., Shoham, A., Ruvio, A. & Schwabsky, N. (March 2007). Public sector innovation for Europe: A multinational eight country exploration of citizens' perspectives. *Asia-Pacific Academy of Management and Business Conference (APAMB),* SIM Management House, Singapore.
46. Ruvio, A. Shoham, A., & Hareli, S. (September 2006). Consumers' arrogance: Preliminary evidence of construct conceptualization. *Association for Consumer Research*, Orlando, Florida.
47. Ruvio, A., & Shoham, A. (July 2006). An empirical study of Israeli social entrepreneurships. *World* *Marketing Congress* *(WMC),* Verona, Italy.
48. Gavish Y., Shoham, A., & Ruvio, A. (February 2006). A proposed in- and out-group model of adolescent daughter-mother consumption interactions. *Society for Consumer Psychology*, Miami, Florida.
49. Shoham, A., Segev, S., & Ruvio, A. (February 2006). The effect of acculturation on US Hispanics' socialization and consumer behavior. *Society for Consumer Psychology*, Miami, Florida.
50. Shoham, A., Vigoda, E., Ruvio, A. & Schwabsky, N. (July 2005). Organizational innovativeness in the public sector: Construct development and validation. *World Marketing Congress* *(WMC),* Munster, Germany.
51. Schwabsky, N., Vigoda, E., Shoham, A. & Ruvio, A. (September 2004). Towards a performance orientation measurement grid: The impact of innovativeness and organizational learning on performance in the public sector. *European Group of Public Administration (EGPA),* Ljubljana, Slovenia.
52. Honig, B. Sheaffer, Z., & Ruvio, A. (August 2004). Organizational adjustment and the individual: A study of commitmentand adaptation to changes in kibbutzim. *Academy of Management* (**Nominated for the** **Dexter Award**), New Orleans, Louisiana.
53. Shoham, G., Rose, M., Kropp, F., & Ruvio, A. (May 2004). Consequences of a market orientation: A meta-analysis. *EMAC*, Murcia, Spain.
54. Shoham, A. Vigoda, E., Ruvio, A. & Schwabsky, N. (April 2004). Does culture impact the conceptualization and operationalization of public sector performance? *3rd International Conference on Public and Non Profit Marketing*, Covilhã, Portugal.
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