**Ayalla A. Ruvio**

Department of Marketing · Broad College of Business

Michigan State University

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| 632 Bogue St. East Lansing, MI 48824-1121 **·** Phone: 517-432-6467 **·** email: [aruvio@msu.edu](mailto:aruvio@msu.edu) |

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| **ACADEMIC EXPERIENCE** |

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

Assistant Professor Department of Marketing, 2013-current

Broad College 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

Material vs. experiential consumption

Cross-cultural consumer behavior

Innovations and new products

Specific content areas includes:

Materialism

Consumers’ need for uniqueness/ assimilation vs. differentiation

Consumers’ arrogance

Luxury consumption

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| **PUBLICATIONS** |

**Articles in Refereed Journals (2621 citations; H-index 26)**

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

1. Mangus, S. & **Ruvio A**. Do opposites attract? Assimilation and differentiation as relationship building strategies. [*Journal of Personal Selling & Sales Management*](http://www.jpssm.org/)*.* ***(Conditional acceptance)***
2. **Ruvio, A**. & Belk, R. (2018). Strategies of the extended self: the role of possessions in transgenders’ conflicted selves. *Journal of Business Research, 88*, 102-110.
3. 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.
4. **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.
5. **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.

**See media coverage at the end of the CV.**

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. Segev, S., **Ruvio, A.,** Shoham, A., & Velan, D. (2014). Acculturation and consumer loyalty among immigrants: A cross-national study. *European Journal of Marketing*. *48*(9/10), 1579- 1599.
3. Somer, E.& **Ruvio**, **A.** (2014). The going gets tough, so let’s go shopping: On materialism, coping and consumer behaviors under traumatic stress. *Journal of Loss and Trauma, 19*(5), 426-441.
4. Shrum, L. J., Lowrey, T., Pandelaere, M., **Ruvio, A.,** Gentina, E., Furchheim, P., Herbert, M., Hudders, L., Lens, I., Mandel, N., Nairn, A., Samper, A., Soscia, I., & Steinfield, L. (2014). Materialism: the good, the bad, and the ugly. *Journal of Marketing Management*, *30*(17-18), 1858-1881.
5. 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.
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. Pesämaa, O., Shoham, A., Wincent, J., & **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.
8. **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*.*

**See media coverage at the end of the CV.**

1. Gentina, E., Decoopman, I. & **Ruvio, A.** (2013). [Social comparison motivation of mothers' with their adolescent daughters and its effects on the mother's consumption behaviour](http://scholars.opb.msu.edu/pubDetail.asp?t=pm&id=84870427163&n=Ayalla+A+Ruvio&u_id=3244&oe_id=1&o_id=95). *Journal of Retailing and Consumer Services*, *20*(1), 94-101.
2. Hirschman, E.C., **Ruvio, A.,** & Belk, R. (2012). Exploring space and place in consumer research: Excavating the garage. *Marketing Theory, 12(4),* 369-389.
3. 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*.*
4. 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.
5. 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.

**See media coverage at the end of the CV.**

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

**See media coverage at the end of the 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. **Ruvio, A.,** Bagozzi, R., [Spreng](http://broad.msu.edu/facultystaff/sprengri/), R. & Hult, T. Don’t poke the bear! Consumers arrogance and negative word of mouth. *Journal of Marketing.* (***Under 1st review***)
2. Bagozzi, R., **Ruvio, A.** & Xie, C. The material self and consumption. *Journal of Personal Psychology.* ***(Under 1st review)***
3. **Ruvio, A., &** Mandel, N. Helping as a social currency: The effects of social comparison on the willingness to share.*Journal of Consumer Psychology.* ***(Under 1st review)***

***Working papers***

1. Dubois, D.& **Ruvio, A.** Feeling good or looking good: compensating powerless with experiential vs. material products. *Journal of Consumer Research.* ***(In preparation for resubmission #3)***
2. **Ruvio, A**. & Calantone, R. Gen Z vs. Millennials: Identity, Workspace personalization, and work outcomes. *Journal of Business Research*. (***In preparation for 2nd resubmission***)
3. 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.* ***(In preparation to resubmit #2)***

**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.

**Chapters in Books**

1. Pesämaa, O., Shoham, A., & **Ruvio, A.** (2017). Antecedents and Consequences of Innovativeness. In: Campbell, C. L. (Ed.). (2017). *The Customer is Not Always Right? Marketing Orientations in a Dynamic Business World: Proceedings of the 2011 World Marketing Congress*. Springer.
2. 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.
3. **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.
4. Hirschman, B., **Ruvio, A.** & Belk, R. (2013). Identity and consumption in the afterlife. In: **Ruvio, A.** & Belk, R. (Eds.) *Identity and Consumption*. Routledge Publications.
5. **Ruvio, A**. (2011). Consumers’ need for uniqueness. In: Bagozzi, R. and **Ruvio, A.** (Eds.) *Consumer Behavior, International Encyclopedia of Marketing*. John Wiley & Sons Ltd.

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

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* **Ruvio, A.,** Khodakarami, F. &Voorhees, C. How rewarding is your rewarding program? *Journal of Marketing.* (Final stages of writing)
* **Ruvio, A.,** Pansari, A. &Calantone, R. Uniqueness in the workplace and employees’ engagement. *Journal of Marketing*. (Final round of data collection)
* Bagozzi, R.& **Ruvio, A.** Ethnocentrism: A strategic cross-cultural view. Target*: JIBS.* (Final round of data collection)
* **Ruvio, A.** & Hult, T. Facilitating convergence and divergence thinking and its effect on creative performance. *Journal of Marketing Research*. (Three rounds of data collection completed)
* Goerke, A., Eisenstein, E.& **Ruvio, A**. The tortoise and the hare effect: Evidence of an experiential learning advantage in aged consumers. Target: *Journal of Consumer Psychology*. (Final round of data collection)

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| **CONFERENCE PRESENTATIONS AND PROCEEDINGS** |

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 2008). When consumer behavior meets Islam. *Association for Consumer Research*, San Francisco, California.
38. Hirschman, E., Touzani, M. & Ruvio, A. (October 2008). 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.
55. Shoham, A., Vigoda, E., Ruvio, A., & Schwabsky, N. (April 2004). Organizational performance in the public sector: conceptualization and measurement. *3rd International Conference on Public and Non Profit Marketing*, University of Beira Interior, Portugal.
56. Ruvio, A., Hertz-Lazarowitz, R. & Rosenblatt, Z. (November 2003). Vision of differences: Comparing social and business Entrepreneurial Vision. *Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA),* Denver, Colorado.
57. Vigoda, E., Shoham, A., Ruvio, A. & Schwabsky, N. (September 2003). Organizational innovativeness in the public sector. *European Group of Public Administration*, Lisbon, Portugal.
58. Vigoda, E., Shoham, A., Ruvio, A. & Schwabsky, N. (September 2003). Innovation as problem solving: A theoretical discussion. *European Group of Public Administration*, Lisbon, Portugal.
59. Rosenblatt, Z. & Ruvio, A. (August 1998). Sectoral differences in the experience of job insecurity: The case of Israeli schoolteachers. *Academy of Management,* San Diego, California.

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| **RESEARCH GRANTS** |

2017 **Eli Broad College of Business –** Summer support. $20,000

2016 **Marketing Department -** Priming assimilation vs. differentiation and their effect on convergence and divergence thinking. $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

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

80,685 NIS

2006 **University of Haifa's Social Responsibility Project and the Rich Foundation.** On the road to peace: Economic and political pathways. $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. 82,000 NIS

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.

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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.

**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

***Executive MBA programs***

Customer and Competitor Analysis 2014 - Current

Marketing Systems 2014 - Current

International Marketing Management (International Executive MBA) 2008

Marketing Management for Nonprofit Managers 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

***Graduate Courses***

Marketing Management 2017

Marketing Management 2014 - 2015

Consumer and Buyer Behavior (MBA program) 2012 - 2013

***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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| **SUPERVISION OF RESEARCH STUDENTS** |

***PhD Dissertation***

Goerke, Ashley. The tortoise and the hare effect: Psychology evidence of experiential learning performance in seniors vs. young adults. Submitted: June 2012.

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

***Master’s thesis***

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

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).

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| **PROFESSIONAL ACTIVITIES** |

**Reviewing Activity**

Harvard Business Case

***Journals***

*J*ournal of Marketing 2016

Journal of Academy of Marketing Science 2017

Journal of Consumer Psychology2016

Journal of Business Research 2012

Journal of Managerial Psychology 2011

Journal of Economic Psychology 2015

Nonprofit and Voluntary Sector Quarterly 2010

The Journal of Retailing and Consumer Services 2011

Journal of International Consumer Marketing 2015

European Journal of Marketing

International Small Business Journal 2012

Journal of Business Ethics 2017

***Conferences***

Academy of Marketing Science 2011

Association for Consumer Research 2010

Society for Consumer Psychology 2010

EMAC

Academy of International Business

European Association for Consumer Research

***Grants***

Reviewer for the Israeli Science Foundation 2015

Reviewer for the Social Sciences, Swiss National Science Foundation 2014

**Professional Affiliations**

Association for Consumer Research

The Society for Consumer Psychology

American Marketing Association

Academy of Marketing Science

Society for Personality and Social Psychology

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| **SERVICE** |

**University level service**

*Michigan State University*

2018 Provost Office communications team hiring committee.

2017 Participants in the Conversation video to promote sharing of research and knowledge.

2016 - Member of AAN communications strategic committee.

2016 – 2019 Member of the Sexual Violence Advisory Committee (2 terms reappointment).

2016 – 2017 International Faculty and Academic Staff network – panelist.

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

2014 - 2016 Member of the Woman Advisory Committee to the Provost (3 years appointment).

**School level service**

*Michigan State University*

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

2014 - 2016 Sona administrator and subject pool coordinator.

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 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.