

Ayalla A. Ruvio

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ACADEMIC EXPERIENCE

<i>Position title</i>	<i>Institution and Department</i>	<i>Dates</i>
Academic Director, Master of Science in Marketing Research	Department of Marketing, Broad College of Business, Michigan State University	2022
Associate Professor	Department of Marketing, Broad College of Business, Michigan State University	2019-current
Assistant Professor	Department of Marketing, Broad College of Business, Michigan State University	2013-2019
Assistant Professor	Department of Marketing, Fox School of Business, Temple University	2009-2013
Visiting Professor	Department of Marketing, Ross School of Business, University of Michigan	2008-2009
Assistant Professor	Department of Marketing, Graduate School of Management, University of Haifa	2004-2008

EDUCATION

Ph.D. Entrepreneurship - University of Haifa, Israel

RESEARCH INTERESTS

Consumer psychology

Identity and consumption

Material vs. experiential consumption

Innovation & entrepreneurship

Specific content areas include:

Materialism

Consumers' need for uniqueness/ assimilation vs. differentiation

Consumers' arrogance

PUBLICATIONS

Articles in Refereed Journals (5167 citations; H-index 32; i10-index 48)

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

1. **Ruvio, A.**, Morgeson, F. and Clobes A. (2023). What Do Your Customers Want in 2023? *Harvard Business Review*. <https://hbr.org/2023/01/what-do-your-customers-want-in-2023>
2. **Ruvio, A.** and Ofstein, L. (2022). How Small Businesses Can Attract Holiday Shoppers in a Downturn. *Harvard Business Review*. <https://hbr.org/2022/12/how-small-businesses-can-attract-holiday-shoppers-in-a-downturn>
3. **Ruvio, A.** and Morgeson, F. (2022). Are You Being Quiet Fired?. *Harvard Business Review*. <https://hbr.org/2022/11/are-you-being-quiet-fired>
4. Iacobucci, D., **Ruvio, A.**, Román, S. & Moon, S. (2022). How Many Factors in Factor Analysis? New Insights about Parallel Analysis with Confidence Intervals. *Journal of Business Research*. 139, 1026-1043.
5. **Ruvio, A.**, Bagozzi, R., Hult, T. & Spreng, R. (2020). Consumer arrogance and word-of-mouth. *Journal of Academy of Marketing Science*. 48, 1116–1137.
6. Bagozzi, R., **Ruvio, A.** & Xie, C. (2020). The material self. *International Journal of Research in Marketing*. 37(4), 661-677.
7. Chaplin, N.L, Lowrey, T., **Ruvio, A.** Shrum, L.J. & Vohs, K. D. (2020). Age Differences in Children's Happiness from Material Goods and Experiences: The Role of Memory and Theory of Mind. *International Journal of Research in Marketing*, 37(3), 572-586.
8. Mangus, S. & **Ruvio A.** (2019). Do opposites attract? Assimilation and differentiation as relationship-building strategies. *Journal of Personal Selling & Sales Management*. 39(1), 60-80.

9. **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.
10. 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.
11. **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.
12. **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.
13. **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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. **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.

21. Gentina, E., Decoopman, I. & **Ruvio, A.** (2013). Social comparison motivation of mothers with their adolescent daughters and its effects on the mother's consumption behavior. *Journal of Retailing and Consumer Services*, 20(1), 94-101.
22. Hirschman, E.C., **Ruvio, A.** & Belk, R. (2012). Exploring space and place in consumer research: Excavating the garage. *Marketing Theory*, 12(4), 369-389.
23. 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.
24. 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.
25. 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.
26. **Ruvio, A.** & Shoham, A. (2011). Aggressive driving: A consumption experience. *Psychology & Marketing*, 28(11), 1087-1112. **Lead Article.**
27. **Ruvio, A.** & Shoham, A. (2011). A multilevel study of nascent social ventures. *International Small Business Journal*, 29(5), 562-579.
28. **Ruvio, A.**, Rosenblatt, Z. & Hertz-Lazarowitz, R. (2010). Vision of difference: Differentiating educational and business entrepreneurial vision. *Leadership Quarterly*, 21(1), 144-158.
29. 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.
30. 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.
31. **Ruvio, A.** (2008). Unique like everybody else? The dual role of consumers' need for uniqueness. *Psychology & Marketing*, 25(5), 444-464.
32. **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.
33. 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.

34. 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.
35. 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.
36. Shoham, A. & **Ruvio, A.** (2008). Opinion leaders and followers: A replication and extension. *Psychology & Marketing*, 25(3), 280-297.
37. **Ruvio, A.** & Shoham A. (2007). Innovativeness, market mavenship, and opinion leadership: An empirical examination in the Asian context. *Psychology & Marketing*, 24(8), 703-722.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. **Ruvio, A.** & Rosenblatt, Z. (1999). Job insecurity among Israeli school teachers: Sectoral profiles and organizational implications. *Journal of Educational Administration*, 37(2), 139-158.
45. 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.
46. 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.

Books

1. **Ruvio, A. & Belk, R. (Eds.)** (2024). *Handbook of Identity and Consumption 2e*. Routledge Publications.
2. **Ruvio, A. & Iacobucci, D. (2023)**. *Consumer Behavior and Insights*. Wiley Publications.
3. **Ruvio, A. & Belk, R. (Eds.)** (2013). *Identity and Consumption*. Routledge Publications.
4. Bagozzi, R. & **Ruvio, A. (Eds.)** (2011). *Consumer Behavior, International Encyclopedia of Marketing*. John Wiley & Sons Ltd.

Chapters in Books

1. Ketola, M., Selander, S. & **Ruvio, A. (2022)**. Virtual expression of agender individuals' identity. Routledge Handbook of Digital Consumption 2e.
2. Pesämaa, O., Shoham, A., 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.
3. 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.
4. **Ruvio, A. & Belk, R. (2013)**. Conflicted selves and possessions: The case of transgenders' self-identity. In: **Ruvio, A. & Belk, R. (Eds.)** *Identity and Consumption*. Routledge Publications.
5. Hirschman, B., **Ruvio, A. & Belk, R. (2013)**. Identity and consumption in the afterlife. In: **Ruvio, A. & Belk, R. (Eds.)** *Identity and Consumption*. Routledge Publications.
6. **Ruvio, A. (2011)**. Consumers' need for uniqueness. In: Bagozzi, R. and **Ruvio, A. (Eds.)** *Consumer Behavior, International Encyclopedia of Marketing*. John Wiley & Sons Ltd.

Other Publications

1. **Ruvio, A. A. & Morgenson, F. (2022, November)**. Retailers may see more red after Black Friday as consumers say they plan to pull back on spending – acting as if the US were already in a recession. *The Conversation*. Retrieved from: <https://theconversation.com/retailers-may-see-more-red-after-black-friday-as-consumers-say-they-plan-to-pull-back-on-spending-acting-as-if-the-us-were-already-in-a-recession-194978>
2. **Ruvio, A. A. (2017, July)**. How Spam became one of the most iconic American brands of all time. *The Conversation*. Retrieved from <https://theconversation.com/how-spam-became-one-of-the-most-iconic-american-brands-of-all-time-80030>

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Chaplin, L. & Ruvio, A. (2021). Branding and Brand Management. Conference track chairs. *American Marketing Association*.
2. Bagozzi, R. & Ruvio, A. (2020) Consumer Psychology and Behavior. Conference track chairs. *American Marketing Association*. San Diego, CA.
3. Eisenstein, E., Maureen, M., Ruvio, A., Ning, Y., & Goerke, A. (October 2019). Learning From Your Mistakes: Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts? Society for Consumer Psychology Conference. Savannah, GA.
4. Eisenstein, E., Maureen, M., Ruvio, A., Ning, Y., & Goerke, A. (February 2019). Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts? *Society for Consumer Psychology Conference*. Savannah, GA.
5. Ruvio, A., Khodakarami, F. & Voorhees, C. (October 2018). How rewarding is your rewards program? Experiential vs. material rewards. *Association for Consumer Research*. Dallas, TX.
6. Ruvio, A., Khodakarami, F. & Voorhees, C. (August 2018). How rewarding is your rewards program? Experiential vs. material rewards. *American Marketing Association*. Boston, MA.
7. Ruvio, A., Mandel, N. & Krems, J. (June 2018). Reciprocal altruism as a motivation for sharing: Sharing up versus sharing down. *European Association for Consumer Research*, Ghent, Belgium.
8. **Roundtable participant** (October 2017). The evolution of signals. *Association for Consumer Research*, San Diego, CA.
9. Ruvio, A., & Mandel, N. (October 2016). Reciprocal altruism as a motivation for sharing: Sharing up versus sharing down. *European Association for Consumer Research*, Berlin, Germany.
10. **Special Session Organizer** (October 2016). Sharing. *Association for Consumer Research*, Berlin, Germany.
11. 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.
12. Ruvio, A., Mandel, N. & Gentina, E. (October 2015). With whom do people share? The effects of upward and downward social comparisons on the willingness to share possessions. *Association for Consumer Research*, New Orleans, LA.
13. 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.
14. 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.

15. 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.
16. 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 the theory of the mind. *Society for Consumer Psychology International Conference*. Vienna, Austria.
17. 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.
18. 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.
19. 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 the theory of the mind. *EMAC 2015*. Leuven, Belgium.
20. 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, MD.
21. Hirschman, E., Belk, R. & Ruvio, A. (October 2014). Consumer conformity, uniqueness and mobility: Consumer identity in the yard. *Association for Consumer Research*, Baltimore, MD.
22. 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.
23. 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.
24. 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, IL.
25. Ruvio, A., Lowrey, T., & Pandelaere, M. (May 2013). ***Chair of the Materialism Track. 4th Transformative Consumer Research Conference***, Lille, France.
26. Dubois, D., & Ruvio, A. (October 2012). Powerlessness-induced compensatory consumption: The preference for experiential vs. material luxury products. *Association for Consumer Research*, Vancouver, Canada.
27. Hirschman, E., Belk, R. & Ruvio, A. (October 2012). Appalachian men of action: NASCAR at Bristol. *Association for Consumer Research*, Vancouver, Canada.

28. 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.
29. Ruvio, A., Somer, E., & Rindfleisch, A. (August 2012). On materialism, coping and consumer behaviors under traumatic stress. *American Marketing Association*. Chicago, IL.
30. 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.
31. Ruvio, A., Somer, E., & Rindfleisch, A. (February 2012). Real life existential stress and materialism: Materialism under terrorist attacks. *Society for Consumer Psychology*. Las Vegas, NV.
32. 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, NV.
33. **Special Session Chair and organizer** (February 2012). On shaky ground: Exploring materialism and insecurity. *Society for Consumer Psychology*, Las Vegas, NV.
34. 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, MO.
35. Pesämaa, O., Shoham, A. & Ruvio, A. (July 2011). Antecedents and consequences of innovativeness. *World Marketing Congress*. Reims, France.
36. Ruvio, A., Somer, E., & Rindfleisch, A. (June 2011). Towards a theory of existential stress and materialism: Exploring directionality. *3rd Transformative Consumer Research Conference*. Waco, TX.
37. 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, FL.
38. Ruvio, A., & Bagozzi, R. (February 2011). The double-edged sword: Consumers' perceptions of prideful behavior and product evaluation. *Society for Consumer Psychology*. Atlanta, GA.
39. Hirschman, E., Belk, R. & Ruvio, A. (February 2011). There will be pancakes in heaven. *Society for Consumer Psychology*, Atlanta, GA.
40. **Special Session Chair and organizer** (February 2011). Seeing and believing: The abstract and concrete in consumer behavior. *Society for Consumer Psychology*, Atlanta, GA.
41. **Session Chair by invitation** (February 2011). It's not me, it's you: Consumer attributions. *Society for Consumer Psychology*, Atlanta, GA.
42. Amit, L., Shoham, A. & Ruvio, A. (October 2010). Consumers' need for uniqueness among first-time mothers. *Eurasia Business and Economics Society*, Athens, Greece.

43. Ruvio, A., & Belk, R. (October 2010). Conflicting selves and the role of possessions: Exploring transgenders' self-identity conflict. *Association for Consumer Research*. Jacksonville, LF.
44. Segev, S., Shoham, A., & Ruvio, A. (May 2010). Consumer loyalty among immigrants: The relationship between ethnicity, change-seeking tendency, and consumer loyalty and the mediating role of acculturation. *Academy of Marketing Science Annual Conference*, Portland, OR.
45. Ruvio, A. (May 2010). Consumers' need for uniqueness in the workplace. *Academy of Marketing Science Annual Conference*, Portland, OR.
46. **Session Chair** (May 2010). Unique consumer situations. *Academy of Marketing Science Annual Conference*, Portland, OR.
47. 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, FL.
48. 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.
49. 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.
50. Bachar V., Shoham, A. & Ruvio, A. (June 2009). Consumers' boredom: Conceptualization and measurement. *Eurasia Business and Economic Society (EBES)*, Istanbul, Turkey.
51. **Special session organizer** (October 2008). When consumer behavior meets Islam. *Association for Consumer Research*, San Francisco, CA.
52. Hirschman, E., Touzani, M. & Ruvio, A. (October 2008). Looking for Christmas in a Muslim country. *Association for Consumer Research*, San Francisco, CA.
53. **Special session organizer and Chair** (October 2008). Acculturation and consumer behavior: Building bridges across cultures. *Association for Consumer Research*, San Francisco, CA.
54. 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, CA.
55. Ruvio, A., Walsh, G., & Segev, S. (October 2008). Unique or different: The role of consumers' need for uniqueness in the acculturation process. *Association for Consumer Research*, San Francisco, CA.
56. Lev, S., Fiegenbaum, A. Shoham, A. & Ruvio, A. (August 2008). Technological vs. marketing absorptive capacity: Environmental antecedents & performance consequences. *Academy of Management*, Anaheim, CA.

57. Soares, M., Shoham, A., Farhangmehr, M., & Ruvio, A. (October 2007). Exploratory behavior: A Portuguese and British study. *Association for Consumer Research*, Memphis, TN.
58. 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, TN.
59. 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.
60. Ruvio, A. Shoham, A., & Hareli, S. (September 2006). Consumers' arrogance: Preliminary evidence of construct conceptualization. *Association for Consumer Research*, Orlando, FL.
61. Ruvio, A., & Shoham, A. (July 2006). An empirical study of Israeli social entrepreneurs. *World Marketing Congress (WMC)*, Verona, Italy.
62. 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, FL.
63. Shoham, A., Segev, S., & Ruvio, A. (February 2006). The effect of acculturation on US Hispanics' socialization and consumer behavior. *Society for Consumer Psychology*, Miami, FL.
64. 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.
65. 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.
66. Honig, B. Sheaffer, Z., & Ruvio, A. (August 2004). Organizational adjustment and the individual: A study of commitment and adaptation to changes in kibbutzim. *Academy of Management* (**Nominated for the Dexter Award**), New Orleans, LA.
67. Shoham, G., Rose, M., Kropp, E., & Ruvio, A. (May 2004). Consequences of a market orientation: A meta-analysis. *EMAC*, Murcia, Spain.
68. 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.
69. 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.

70. 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, CO.
71. Vigoda, E., Shoham, A., Ruvio, A. & Schwabsky, N. (September 2003). Organizational innovativeness in the public sector. *European Group of Public Administration*, Lisbon, Portugal.
72. Vigoda, E., Shoham, A., Ruvio, A. & Schwabsky, N. (September 2003). Innovation as problem solving: A theoretical discussion. *European Group of Public Administration*, Lisbon, Portugal.
73. Rosenblatt, Z. & Ruvio, A. (August 1998). Sectoral differences in the experience of job insecurity: The case of Israeli schoolteachers. *Academy of Management*, San Diego, CA.

RESEARCH GRANTS

2022	Eli Broad College of Business – Summer support \$18,500
2021	Eli Broad College of Business – Summer support \$6,650
2020	Eli Broad College of Business – Summer support \$18,800
2019	Eli Broad College of Business – Summer support \$8,850
2018	Eli Broad College of Business – Summer support \$14,000
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. <i>Principal investigator</i> . 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

AWARDS AND HONORS

2021	Executive MBA 2021 Faculty of Excellence Award – The students of the 2021 EMBA class.
2019	Executive MBA 2019 Faculty of Excellence Award – The students of the 2019 EMBA class.
2018	Instructor Excellence Award for the Executive MBA Program - Board College of Business, MSU.
2014	MBA teaching award - Marketing Department, MSU.
2011	American Marketing Association Professor of the Year - Temple University.
2011	Teaching award. Marketing Department, Fox School of Business - Temple University.

TEACHING EXPERIENCE

Ph.D. Level

Research seminar for marketing students	2006-2007
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Executive MBA programs

Customer and Competitor Analysis (Marketing Strategy Part 1)	2014 – 2020, 2023
Marketing Systems (Marketing Strategy Part 2)	2014 – 2020, 2023
Global Marketing (online)	2018
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, 2008
Quantitative Methods for Management (International Executive MBA)	2003 - 2004

MBA program

Marketing Management	2020 - 2022
Consumer insights	2019
Consumer and Buyer Behavior	2012 - 2013

Graduate Courses

Consumer insights (MSMR program)	2019 - 2021
Marketing Management	2014, 2015, 2017

Undergraduate Courses

Study abroad in Israel – Focus on Entrepreneurship	2020
Consumer and Buyer Behavior	2010 – 2012, 2019
Consumer Behavior in Health Service Organizations	2008
Marketing Health Services	2004
Entrepreneurship - Theory and Practice	2004
Social Entrepreneurship	1997 – 2002

Executive Development Courses

Introduction to Marketing - Concepts, Theory, and Modern Developments (Program: Railway Management Certificate Program)	2020 - Current
Market Segmentation, Targeting & Positioning (Program: West Michigan Supply Chain Management Certificate Series)	2019 - Current
Open Innovation & New Product Development (Program: West Michigan Supply Chain Management Certificate Series)	2019 - Current
Innovation & Product Development (Program: Parker Hannifin Supply Chain Leadership Program)	2018 - Current
Innovation Strategies for Supply Chain (Program: Annual Purchasing and Supply Chain Management Executive Seminar)	2018 - Current
Marketing & Customer Strategy (Program: West Michigan Supply Chain Management Certificate Series)	2015 - Current

SUPERVISION OF RESEARCH STUDENTS

PhD Dissertation

- Travis, Walkowiak (2023). Extending Insights on Loyalty Program Effectiveness. (With F. Morgeson, T. Hult, W. Schrock)
- Redd, Shana. (2021) Artificial intelligence and new product performance. (With T. Hult, R. Calentone, C., Voorhees)
- 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).

PROFESSIONAL ACTIVITIES

Reviewing Activity

Harvard Business Case

Journals (Editorial Board)

Journal of Academy of Marketing Science

Journal of Business Research

Journals (Ad Hoc reviewer)

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

Journal of Management Studies

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

Journal of Business Ethics

Conferences review

Association for Consumer Research

Society for Consumer Psychology

Academy of Marketing Science

EMAC

Academy of International Business

European Association for Consumer Research

Grants

Reviewer for the Israeli Science Foundation

Reviewer for the Social Sciences, Swiss National Science Foundation

Professional Affiliations

Association for Consumer Research

The Society for Consumer Psychology

American Marketing Association

Academy of Marketing Science

Society for Personality and Social Psychology

LEADERSHIP ROLES AND TRAINING

Leadership roles

2022-current	Academic Director, Master of Science in Marketing Research (Ranked #1 in the country)
2022 - current	Academic Leadership Fellow - Promoting equity: Equity in promotion and tenure of women and minorities at MSU
2021-2023	Chair of the College Advisory Council
2022 - current	Chair of the marketing department DEI committee
2021	Chair of the department hiring committee for the assistant professor position

Leadership training and development

2022	Navigating the Reappointment, Promotion, and Tenure Landscape at MSU
2022	Hiring, Retention, and Spousal Hires
2022	MSU Budget Basics
2022	2022 New Administrator Orientation

SERVICE

RSVM and DEI related service

2022 - current	Women and minorities entrepreneurs initiative
2022	Getting \$25,000 scholarships for women and minorities entrepreneurs from MSUFCU
2021 - 2022	Member of the President's RVSM Informal Resolutions Panel – Faculty Senate representative (elected)
2021 - current	Member of the Workplace Bullying Committee – Faculty Senate representative
2022 - current	Chair of the marketing department DEI committee
2017	Member of the Title IX External Review Focus Group
2016 – 2018	Member of the Sexual Violence Advisory Committee (2 terms – reappointment).
2014 - 2016	Member of the Woman Advisory Committee to the Provost.

University level service

Michigan State University

2019 - 2023	Faculty Senate member
2019 - 2023	University Council member
2021	Building an Education Abroad Community of Practice - Panelist
2020	Reappointment, Promotion, and Tenure Packet workshop – Panelist
2018	Provost Office communications team hiring committee.
2017	The Conversation video to promote sharing of research and knowledge.
2016 - 2019	Member of AAN communications strategic committee.
2016 – 2017	International Faculty and Academic Staff network – panelist.
2015 - 2016	Member of the Faculty and Organizational Development Advisory Board.

School level service

Michigan State University

2021-2023	Chair of the College Advisory Council
2022-2023	Member of the Dean Search committee
2022	Member of the hiring committee for the Fixed-term Entrepreneurship faculty position. A diversity, equity, and inclusion advocate.

2021-2022	Member of the hiring committee for the tenure track Entrepreneurship faculty position. A diversity, equity, and inclusion advocate.
2021-2022	Member of the Graduate Strategy Plan Committee
2020-2021	Member of the Behavioral Lab committee
2021	Broad X – “Not politically correct! - Customer Political Partisanship and Customer-Firm Relationships”
2021	Bagels and Business – “Post-Pandemic Business Reality”
2020	Broad X – “How rewarding is your reward program?”
2020	MBA Core faculty committee member
2014	Broad Integrative Fellow member

Department service

Michigan State University

2022	Chair of the department DEI committee
2021- current	Member of the Master Programs Committee
2021	Chair of the hiring committee for the advanced assistant professor position
2021	Reading committee member for assistant professor promotion
2022	Member of the CXM Fixed Term faculty search committee
2021-2022	CXM advisory committee member
2021	Member of the review committee of a senior academic specialist promotion
2021	Member of the Fixed Term search committee
2020	Member of the review committee of an academic specialist promotion
2019-2020	Member of Full professor search committee
2019	Reading committee member for assistant professor promotion
2018	Chair of the hiring committee for the assistant professor position
2018	Member of the assistant professor search committee
2016 - 2018	DAC committee member
2014 - 2016	Sona administrator and subject pool coordinator
2015	Recruiting interviewer
2015	Byington Speaker visitors’ coordinator
2014 - 2015	Masters Planning Committee member
2013 - 2014	Strategic Planning Committee member

Temple University

2011 – 2013	Head of the faculty seminar committee
2010 – 2012	Member of the recruiting committee
2010 – 2012	Member of the Ph.D. 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 University of Haifa's Conference on Social Responsibility organizing committee.
- 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.
- 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*. The University of Haifa, Israel (with Dr. Irit Keinan), March 2005.
- 2004 Initiated and organized the research forum for Ph.D. and master's students in the School of Management.