

# SHARON HORSKY

School of Business Administration  
The Hebrew University of Jerusalem  
Mount Scopus, Jerusalem 91905, ISRAEL

Phone: 02-5883226

E-mail: Sharon.Horsky@huji.ac.il

## ACADEMIC POSITIONS

Senior Lecturer of Marketing and Golda Meir Fellow 2017-  
School of Business Administration, The Hebrew University of Jerusalem

Dean's Fellow 2016-2017  
School of Business Administration, The Hebrew University of Jerusalem

## EDUCATION

### **Ph.D., in Business Administration**

Concentrations: Marketing Science, Economics  
Haas School of Business, **University of California at Berkeley**

### **M.Sc., in Business Administration**

Concentrations: Marketing Science, Economics  
Haas School of Business, **University of California at Berkeley**

### **Studies towards M.B.A.**

Recanati Business School, Faculty of Management, **Tel Aviv University**

### **B.Sc., in Economics, Statistics and Operations Research**

Berglas School of Economics and the Department of Statistics and Operations  
Research in the School of Mathematical Sciences, **Tel Aviv University**

## RESEARCH INTERESTS

Economic and Empirical Analyses of Consumer and Firm Behavior as they relate to Marketing Activities;  
The Advertising Industry: Advertisers, Advertising Agencies, Media, and Consumers.

## PUBLICATIONS

Arbel, Yuval, Danny Ben-Shahar, **Sharon Horsky** and Naor Varsno (2018), "The Willingness to Pay and the Time-to-Sell of Newly Developed Green and Conventional Condominiums," **Journal of Sustainable Real Estate**, Volume 10, Forthcoming.

Research Grant received from the Israel Ministry of Environmental Protection (in 2015)

Selected Media Mentions:

(1) TheMarker 16.9.2017 <https://www.haaretz.co.il/1.4444672>

(2) Ynet 5.9.2017 <http://www.ynet.co.il/articles/0,7340,L-5011913,00.html>

Horsky, Dan, **Sharon Horsky** and Robert Zeithammer (2016), "The Modern Advertising Agency Selection Contest: A Case for Stipends to New Participants," **Journal of Marketing Research**, Volume 53, Issue 5, October, pp. 773-789.

Herzenstein, Michal, **Sharon Horsky** and Steven S. Posavac (2015), "Living with Terrorism or Withdrawing in Terror: Perceived Control and Consumer Avoidance," **Journal of Consumer Behaviour**, Volume 14, Issue 4, July/August, pp. 228-236.

Selected Media Mentions:

(1) Science Daily <http://www.sciencedaily.com/releases/2015/09/150910170131.htm>

(2) Psychology Today <https://www.psychologytoday.com/blog/the-science-behind-behavior/201512/how-terrorist-attacks-influence-consumer-behaviors>

(3) MarketWatch <http://www.marketwatch.com/story/how-the-terror-attacks-will-impact-the-holidays-2015-11-20>

(4) Mic <https://mic.com/articles/138840/the-profound-psychological-effects-of-terrorism#.scdlJoXl9>

**Horsky, Sharon** and Naor Varsno (2013), "My House is Green! Marketing a House as Green," **Journal of Innovative Marketing**, Volume 9, Issue 1, pp. 57-61.

**Horsky, Sharon**, Steven C. Michael and Alvin J. Silk (2012), "The Internalization of Advertising Services: An Inter-Industry Analysis," **Review of Marketing Science**, Volume 10, Issue 1 (October), Article 2, pp. 1-35.

Honea, Heather and **Sharon Horsky** (2012), "The Power of Plain: Intensifying Product Experience with Neutral Aesthetic Context," **Marketing Letters**, Volume 23, Issue 1, March, pp. 223-235.

**Horsky, Sharon** and Heather Honea (2009), "Do We Judge a Book by its Cover and a Product by its Package? How Affective Expectations are Contrasted and Assimilated into the Consumption Experience," in NA - **Advances in Consumer Research**, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, pp: 699-700.

Herzenstein, Michal and **Sharon Horsky** (2007), "Marketing Under Frequent Terror Attacks," in NA - **Advances in Consumer Research**, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, pp: 598-600.

**Horsky, Sharon** (2006), "The Changing Architecture of Advertising Agencies," **Marketing Science**, Vol. 25, No. 4, July-August, pp. 367-383.

Finalist, 2007 [Frank M. Bass Outstanding Dissertation Paper Award](#).

Awarded to the best marketing paper derived from a Ph.D. thesis published in either *Marketing Science* or *Management Science*.

**Horsky, Sharon** (2003), "Examining the What is Beautiful is Good Effect: The Role of Attractive Design and Positive Affect in Increasing Product Evaluations," **Proceedings of the Society for Consumer Psychology**, Winter, Postdam NY: Society for Consumer Psychology, Christine Page and Steven S. Posavac (eds.).

## SELECTED ACADEMIC HONORS AND AWARDS

Golda Meir Fellow 2017-2018

Finalist [Frank M. Bass Outstanding Dissertation Paper Award](#), 2007

Awarded to the best marketing paper *derived from a Ph.D. thesis published in either Marketing Science or Management Science* in 2006. For the article "The Changing Architecture of Advertising Agencies," *Marketing Science*, Vol. 25, No. 4, July-August 2006, pp. 367-383.

The Caesarea Edmond Benjamin de Rothschild Center for Capital Markets **Research Grant**

Dean's Recognition for **Excellent Teaching** at the Business School, IDC

**Best Teaching** Nomination, National University of Singapore

**Innovative Teaching** Nomination, National University of Singapore

Crawford Dissertation **Award**, University of California, Berkeley

University of California, Berkeley, Haas School of Business Graduate **Fellowships**

Nick Chetkovich **Scholarship Fund**, University of California, Berkeley

**Dean's Honor List**, Faculty of Management, Tel Aviv University

**Dean's Honor List**, Faculty of Mathematical Sciences, Tel Aviv University

## **SELECTED CONFERENCE PRESENTATIONS**

### **Peer reviewed & invited**

- 1) INFORMS Marketing Science Conference, Wiesbaden, Germany, July 2001  
\* Session Chair on Advertising
- 2) INFORMS Marketing Science Conference, Edmonton, Canada, June 2002
- 3) Marketing in Israel II, Jerusalem, December 2002  
\* Invited presentation
- 4) Society of Consumer Psychology (SCP), New Orleans, February 2003
- 5) INFORMS Marketing Science Conference, Maryland, June 2003
- 6) EURO/INFORMS Conference, Istanbul, July 2003  
\* Invited presentation in Marketing Track
- 7) INFORMS Marketing Science Conference, Atlanta, June 2005
- 8) ACR North American Conference, Orlando, September 2006
- 9) INFORMS Marketing Science Conference, Singapore, June 2007  
\* Session Chair on Advertising Strategy
- 10) INFORMS Marketing Science Conference, Vancouver, BC, June 2008
- 11) EIRASS Conference, Zagreb, Croatia, July, 2008  
\* Invited session
- 12) ACR North American Conference, San Francisco, October 2008
- 13) INFORMS Marketing Science Conference, Cologne, Germany, June 2010  
\* Session Chair on Advertising Strategy
- 14) 9th Annual Quantitative Marketing and Economics (QME) Conference, September 2011  
\* Prestige conference (highly competitive - 10 papers chosen)
- 15) 2012 Theory & Practice in Marketing (TPM) Conference, Boston, May 2012  
\* Prestige conference (highly competitive - 10 papers chosen)
- 16) INFORMS Marketing Science Conference, Boston, June 2012
- 17) The Sixth Conference on the Economics of Advertising and Marketing, Tel-Aviv, June 2013  
\* Invited presentation
- 18) EMAC European Marketing Academy, Valencia, Spain, June 2014  
\* Invited presentation
- 19) INFORMS Marketing Science Conference, Shanghai, China, June 2016
- 20) INFORMS Marketing Science Conference, Philadelphia, June 2018

## **PROFESSIONAL ACTIVITIES**

### **Journal Reviewer for:**

Marketing Science, *QME* Quantitative Marketing and Economics, Journal of Marketing Research, Journal of Marketing, Marketing Letters

### **Referee for:**

ISF *Israel Science Foundation*

### **Conference Organization:**

Conference Co-Organizer: "The Israeli Conference on Creativity and Innovation in Organizations (ICCI 2010)," Bar-Ilan University, March 15, 2010.

\* Session Chair on Selected Topics on Creativity in Organizations

### **Research Supervision of Graduate Students**

#### *PhD:*

1. Irit Kaufmann, "Human Brand Life Cycle" (2017)
2. Naor Varsno, "Green Marketing Housing," (2018).

#### *Master Thesis:*

3. Naor Varsno, "The Influence of Green Marketing on Housing," (2011).
4. Michal Berkovitz-Reznik, "The Surprise Symphony or the Farewell Symphony? Factors Effecting Attending Classical Concerts," (2015 magna cum laude).
5. Michael Gordon, "Changes in the Institutional Market: Generators influencing the Sales of Non-Brand Food Products."

### **Professional Affiliations**

American Marketing Association (AMA)

Institute for Operations Research and Management Science (INFORMS)

The European Marketing Academy (EMAC)

## **TEACHING EXPERIENCE**

Marketing Strategy

Marketing Simulation

Marketing Management  
Advertising Effectiveness  
Advertising Strategy  
Seminars in Marketing and Advertising

Selected Teaching Evaluations:

Marketing Strategy 4.57 out of 5 (2012), 4.50 out of 5 (2013), 4.41 out of 5 (2014), 8.12 out of 10 (2017), 8.59 out of 10 (2018)