

Associate Professor (tenured)
Marketing Department
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[http://bschool.huji.ac.il/en/Faculty %26amp%3B Research/Renana Peris](http://bschool.huji.ac.il/en/Faculty_%26amp%3B_Research/Renana_Peris)
Wikipedia: [http://en.wikipedia.org/wiki/Renana Peris](http://en.wikipedia.org/wiki/Renana_Peris)

Research interests:

Modeling social Interactions on brands; Social networks; New product diffusion; B2B marketing; CRM in growing markets; Complexity in marketing (agent based modeling).

Academic Background:

Since 2015: Visiting Scholar, Stern School of Business, NYU

Since 2013: Associate Professor (Senior Lecturer) (tenured), The Hebrew University of Jerusalem.

2006-2013: Assistant Professor (Lecturer), The Hebrew University of Jerusalem.

2008- 2010: A Visiting Professor, The Wharton School, University of Pennsylvania

2002-2007: PhD.

Recanati Graduate School of Business Administration, Tel Aviv University.

Advisors: Prof. Eitan Muller, Dr. Barak Libai

Thesis:

The Role of Seeding in Multi-Market Entry

The Effect of Attrition on Growth and Equity of Services

2002-2004: MBA, *magna cum laude*

Recanati Graduate School of Business Administration,

Tel Aviv University

Major: Marketing

1991-1994: M.Sc. Physics, *magna cum laude*
Hebrew University of Jerusalem, Physics Department
Advisors: Prof. Shaul Hochstein, Prof. Hanoach Gutfreund
Thesis: Modeling Perceptual Learning with Multiple Interacting Elements.

1988-1991: B.Sc. Physics, *magna cum laude*
Hebrew University of Jerusalem, Physics Department

Awards and Memberships:

Finalist for O'Dell long term impact award for the paper "On Brands and Word of Mouth", *Journal of Marketing Research*, 2013.

Finalist for the Paul Green award, for the paper "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration vs. Expansion", *Journal of Marketing Research*, 2013.

Finalist for O'Dell long term impact award for the paper "The Diffusion of Services", *Journal of Marketing Research*, 2009.

Chosen as one of the top 50 productive researchers, as part of the DocSig list of Author Research Productivity in the Premier AMA Journals (2009-2013).

Organizing the "Homoconnecticus - Technological Evolution or a Social Revolution" session in the 4th Presidential Conference, Israel. 2012

Winner of the Marketing Science Institute research proposal competition for multichannel marketing in 2010.

Winner of the "Ideas Challenge" competition of the Marketing Research Institute, 2011.

Finalist for the Paul Green award, for the paper "The Diffusion of Services", *Journal of Marketing Research*, 2009.

Israel representative in EMAC, the European marketing council, 2005-2010.

Ad hoc reviewer for: *Marketing Science; Journal of Marketing; Journal of Marketing; Marketing Letters; Technological Forecasting and Social Change; Manufacturing and Service Operations Management; Telecommunication Policy; Physica A; IEEE Transactions of Speaker and Signal Processing.*

Outstanding Lecturer Award, Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, fall and winter semesters 2003; fall semester 2005.

Board member of the ISCA SPLC (the European branch of IEEE) interest group.

Chairman of the International Workshop for Speaker Recognition in Crete, 2001.

Member of the Organizing Committee of the International Workshop for Speaker Recognition since 2001.

Member of the Organizing Committee of Marketing in Israel since 2006.

Dean's list for 1989, 1990, 1991, Hebrew University of Jerusalem.

Reviewer:

Member of the Editorial Board: *Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Management and Business Review.*

Ad hoc reviewer for: *Marketing Science; Journal of Marketing; Marketing Letters; Physica A; Technological Forecasting and Social Change; Manufacturing and Service Operations Management; Telecommunication Policy; IEEE Transactions of Speaker and Signal Processing.*

Research Grants:

The Marketing Science Institute 2017 "Second Screen and Television Viewing Experience" (\$5,250 for 1 year).

The Marketing Science Institute 2017 "Visual Elicitation of Brand Associations" (\$8000 for 1 year)

The Marketing Science Institute 2015 "Within and Cross-Channel Effects of Brand Advertising on WOM" (\$15000 for 1 year)

The foundation for applied research 2014 (\$25,000 for 1 year).

Israel Science Foundation 2013 (\$100,000 for three years).

Institute for Internet Research 2014 (\$80000 for three years)

ERC starter grant 2012, 2013 – finalist.

The Marketing Science Institute 2011 – Ideas Challenge (\$10000)

WIMI and The Marketing Science Institute Grant – On brands and WOM \$12000

Israel Science Foundation 2010 (\$120,000 for three years).

The Marketing Science Institute award for proposal on Multichannel Marketing, \$12,000 for 1 year.

Israel Science Foundation 2007 (\$80,000 for two years).

Complexity Science Center 2007 (\$90,000 for three years).

Teaching Experience:

CRM - Managing the Relationships with the customer – Since 2011.

Research Seminar - On brands, word-of-mouth and social networks. Since 2011.

Managing Customer Relationships – with Peter Fader, The Wharton School, Fall 2009.

New Product Management – The Wharton School, Fall 2009.

Marketing Strategy, The Wharton School, Fall 2008.

Models in Marketing, The Wharton School, Fall 2008.

Marketing Management (MBA core course) - School of Business, Hebrew University of Jerusalem, since 2007.

New Product Policy – School of Business, Hebrew University of Jerusalem, since 2007.

Business to Business Marketing - Recanati Graduate School for Business Administration, Tel Aviv University, 2005, 2006.

Customer Relationship Management - Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, 2003, 2004, 2005.

Various courses and workshops for the Executive Education Center in Tel Aviv University (new products marketing & design, fundamentals of marketing, brands, customer relationship management, pricing policy).

Teaching Assistant at the Physics Department, Hebrew University of Jerusalem, 1991-1994.

Active Participation in Scientific Meetings:

NYU Conference on Digital and Mobile Marketing, New York, 2017.

Marketing Dynamics Hong Kong 2017.

Marketing Science 2014, Atlanta. Special Session Chair.

Erasmus University Workshop on Innovation, May 2014. Session organizer.

Oxford University Center for Corporate Reputation, Sep 2012. Invited oral presentation.

Customer Insights Conference at Yale, May 2011. Invited oral presentation.

NIT at NYU. Sep 2010. Oral presentation.

The complexity workshop, Washington DC. Nov 2010. Invited oral presentation.

Social Networks Conference, the Wharton School, Jan 2009. Invited oral presentation.

The Erin Anderson workshop (2009), the Wharton School. Invited oral presentation.

Marketing Science 2004, 2005, 2006, 2007, 2008, 2009, 2011, 2012. Oral presentation.

Frank Bass Conference, Dallas, 2007, 2008, 2009. Oral presentations.

International Workshop on CRM, New York, 2005. Oral presentations.

EMAC 2005, 2007. Oral presentations.

Marketing in Israel, Tel Aviv, Israel, December 2003, 2010. Invited Oral presentation.

Invited Talks in Conferences and Seminars:

Goethe University, Sep 2017

ArcHealth, Israel, Keynote Speaker, Aug 2017

Emory University, Feb 2017.

Penn State University, Jan 2016.

The Wharton School, Dec 2015.

Oxford University – Feb 2015

Hong Kong University of Science and Technology, August 2014.
Yonsei University, Korea, August 2014.
Seoul National University, Korea, August 2014.
Chandong University, China, August 2014, August 2017.
University of Rochester, April 2014.
University of Maryland April 2014, April 2016.
University of Mannheim, Oct 2013.
National University of Singapore, Sep 2013.
The Interdisciplinary Center, Herzliya, Nov 2012.
ESCP, Paris Oct 2012.
Oxford University Center for Corporate Reputation, Sep 2012.
Erasmus University, the Netherlands, April 2012.
Tilburg University, April 2012;
University of Leuven, April 2012;
Customer Insights Conference at Yale, May 2011.
The Marketing Modelers group, New York, Nov 2010.
WIMI MSI Conference, The Wharton School, Jan 2009, Dec 2010.
NIT at NYU. Sep 2010.
The Interdisciplinary Center, Herzliya, Nov 2012.
The complexity center, Bristol, UK, Sep 2010.
University of Texas at Austin, May 2010.
Duke, Apr 2010.
Santa Fe Institute, July 2009.
McGill University, Montreal, April 2009.
Berkeley, March 2009.
NYU, March 2009.
Penn State University, Nov 2008.
The Wharton School, Nov 2008.
Erasmus University, the Netherlands, winter 2007.
Columbia University, fall 2005.
Tel Aviv University, 2004, 2005, 2006.
Haifa University, fall 2005.
Ben Gurion University of the Negev, fall 2005, Dec 2017.
Technion, Israel Institute of Technology, fall 2005.

Publications:

Sarah Gelper, Renana Peres, and Josh Eliashberg (2018), "Pre-release Word-Of-Mouth Dynamics: The Role of Spikes," *Journal of Marketing Research*, forthcoming.

Eitan Muller and Renana Peres (2018), "The Effect of Social Networks Structure on Innovation Performance: A Review and Directions for Research," *International Journal of Research in Marketing*, forthcoming.

Mitch Lovett and Renana Peres (2018), "Mobile Diaries - Benchmark against Metered Measurements: An Empirical Investigation," *International Journal of Research in Marketing*, 35 (2) 224-241.

Mitch Lovett, Renana Peres, and Ron Shachar (2014) "A dataset of brands and their characteristics," *Marketing Science*, 33 (4) 609-617.

Renana Peres (2014) "The impact of network characteristics on the diffusion of innovations," *Physica A*, 402 330-343.

Renana Peres and Christophe Van den Bulte (2014) "When to Take or Forego New Product Exclusivity," *Journal of Marketing*, 78 (2) 83-100.

Mitch Lovett, Renana Peres, and Ron Shachar (2013) "On Brands and Word-of-Mouth," *Journal of Marketing Research*, 50 (4) 427-444. Lead Article.

Barak Libai, Eitan Muller and Renana Peres (2013) "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration vs. Expansion," *Journal of Marketing Research*, 50 (2) 161-176. Lead Article. Final nominee for the Paul Green award.

Renana Peres, Eitan Muller, and Vijay Mahajan (2010), "Innovation Diffusion and New Product Growth Models: A Critical Review and Research Directions," *International Journal of Research in Marketing*, 27 (2) 91-106. Lead Article. Final Nominee for Best Paper Award.

Stefan Stremersch, Renana Peres and Eitan Muller (2010), "Does New Product Growth Accelerate Across Technology Generations?" *Marketing Letters*, 21 (2) 103-120.

Lilien, Gary L., Rajdeep Grewal, Doug Bowman, Min Ding, Abbie Griffin, V. Kumar, Das Narayandas, Renana Peres, and Raji Srinivasan (2009), "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters*, 21 (3) 298-299.

Eitan Muller, Renana Peres, and Vijay Mahajan (2009), "Innovation Diffusion and New Product Growth," *Marketing Science Institute, relevant Knowledge Series*, December 2009.

Barak Libai, Eitan Muller and Renana Peres (2009), "The Effect of Within-Brand and Cross Brand Word of Mouth on Competitive Growth," *Journal of Marketing*, 73 (3), 19-34.

Barak Libai, Eitan Muller and Renana Peres (2009), "The Diffusion of Services," *Journal of Marketing Research*, 46 (2) 163-175. Final nominee for the Paul Green award. Finalist for O'Dell long term impact award.

Jacob Goldenberg, Barak Libai, Eitan Muller and Renana Peres (2006), "Blazing Saddles: Early and Main Markets in Product-Life-Cycle in High-Tech Industries," *The Economic Quarterly*, 53, 249-271.

Barak Libai, Eitan Muller and Renana Peres (2005), "The Role of Seeding in Multi-Market Entry," *International Journal of Research in Marketing*, 22(4), 375-393. Lead Article.

Renana Peres (2001), "Beyond the Equal Error Rate – About the Inter-Relationship between Algorithm and Application," Proceedings: 2001- *The International Workshop for Speaker Recognition*, Special Issue of IEEE, 3-7.

Renana Peres and Shaul Hochstein (1994), "Modeling Perceptual Learning with Multiple Interacting Elements: a neural network model for describing early visual perceptual learning," *Journal of Computational Neuroscience*, vol. 1, 323-338.

Renana Peres and Shaul Hochstein (1993), "Modeling Perceptual Learning with Multiple Interacting Elements," *Israel Symposium on Neuroscience Abstract* 2:73.

Preprints and papers under Review:

1. Barak Libai, Eitan Muller and Renana Peres (2007), "The Effect of Attrition on the Growth and Equity of Competitive Services," MSI working paper 07-109 issue 2, 79-98.
2. Barak Libai, Eitan Muller, and Renana Peres (2009), "Sources of Social Value in Word of Mouth Programs," (2009) MSI working paper 10-103.
3. Mitch Lovett, Renana Peres, and Ron Shachar (2011), "On Brands and Word-of-Mouth," MSI working paper 11-111.
4. Mitchell J. Lovett and Renana Peres (2015), "Can Mobile Diaries Accurately Capture Consumer Behavior? A Large-Scale Test on TV Viewing and Empirically Based Guidelines," MSI series 2015 15-125
5. Mitchell J. Lovett Renana Peres and Linli Xu (2016), "There is no Free Lunch Conversation: The Effect of Brand Advertising on Word of Mouth", MSI series 2016.

6. Mitchell J. Lovett Renana Peres and Linli Xu (2017), "The Effect of Brand Advertising on Word of Mouth", under review in *the QME*.
7. Daria Dzyabura and Renana Peres (2017), "Visual Representation of Brands". Hebrew University Working Paper.
8. Sarah Gelper, Mitchell J. Lovett, and Renana Peres (2017), "The Relative Influence of Communications in Shaping Viewing Behaviours". Hebrew University Working Paper.

Patents:

Renana Peres and Guy Shimoni (2003), "Interface to a Speech Processing System", US patent no: 6,618,703 B1.

Business Leadership

1999-2001: **Founder and CEO, Persay Ltd., subsidiary of Comverse Technology Inc**
[Persay](#) develops systems and technologies, which perform voice-based authentication of subscribers in applications of direct banking, telecommunication, and e-commerce. The company's products are server systems, based on unique in-house technology, and involve voice processing algorithms, hardware, and complex software architecture.

1997-1999: **Comverse Technology**
Director of Marketing: Speech technologies and Signal Processing.

1995-1997: **Comverse Technology**
Head of a research group, Signal-Processing Department.

1991-1993: **Intel Electronics, Jerusalem**
Process engineer in the Thin Films Department.

Media Experience

1995 – Israeli Cable TV, children channel. Hosting a Science TV show.
Since 2001 – A columnist for Al Hashulchan, a culinary magazine.