

# EDITH SHALEV

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## EDUCATION

*Ph.D.*, Marketing, 2010, New York University, Stern School of Business

*MBA*, 2001, Tel Aviv University, The Recanati Graduate School of Business Administration,  
*Magna Cum Laude*

*BA*, 1996, Psychology and Business Administration, The Hebrew University of Jerusalem,  
*Cum Laude*

## ACADEMIC POSITIONS

2014- Today, Assistant Professor, William Davidson Faculty of Industrial Engineering and Management, Technion

2010-2014, Lecturer, William Davidson Faculty of Industrial Engineering and Management, Technion

2009-2010, Research Fellow, William Davidson Faculty of Industrial Engineering and Management, Technion

## RESEARCH INTERESTS

Social Influence, Social Hierarchy, Word-of-mouth, Consumer Behavior.

## PUBLICATIONS

Shalev, Edith and Vicki G. Morwitz (2012), "Influence via Comparison-Driven Self Evaluation and Restoration: The Case of the Low-Status Influencer," *Journal of Consumer Research*, Vol 38(5), 964-980.

Shalev, Edith and Vicki G. Morwitz, (2013), “Does Time Fly When You’re Counting Down? The Effect of Counting Direction on Subjective Time Judgments,” *Journal of Consumer Psychology*, Vol 23(2), 220-227.

## **WORKING PAPERS**

Morwitz, Vicki G., Eric Greenleaf, Edith Shalev, and Eric Johnson, “The Price does not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing,” *SSRN Working Paper*.

Shalev, Edith, and Hadas Eiges, “When Are Central Consumers Susceptible to Social Influence? The Group Opinion Effect.”

## **RESEARCH IN PROGRESS**

Argo, Jennifer, Anne-Laure Sellier, and Edith Shalev, “The Right Person at the Right Time: Effects of Temporal Focus on Susceptibility to Social Influence.”

Shalev, Edith, “Why and When Does the Opinion of an Unidentified Group Affect Consumer Choice and Attitudes? The Role of Attraction to the Group.”

## **TEACHING EXPERIENCE**

- Marketing Principles, Undergraduate
- Marketing Management, MBA
- Consumer Behavior, MBA

## **HONORS AND AWARDS**

- Teaching Excellence Award, Technion, 2010, 2013, 2014
- The Marcus Nadler Fellowship, Stern Competitive Funding, NYU, 2009
- The George Burton Hotchkiss Fellowship, NYU, 2008
- Doctoral Fellowship in Marketing, NYU, 2005-2009
- Magna Cum Laude Graduate, Tel Aviv University, 2001
- Cum Laude Graduate, The Hebrew University in Jerusalem, 1996
- Dean’s List, The Hebrew University in Jerusalem, 1994

## PROFESSIONAL SERVICE

- Conference co-chair: Marketing in Israel (2012).
- Program committee: SCP International Conference (2012), SCP North American Conference (2013), ACR North American Conference (2013)
- Ad-hoc reviewer: Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, International Journal for Research in Marketing, Association for Consumer Research Conference, Society for Consumer Psychology Conference.

## REFEREED PAPERS IN CONFERENCE PROCEEDINGS

Shalev, Edith, and Vicki G. Morwitz (2010), "How Low Can I Go? The Comparative Effect of Low Status Users on Buying Intentions", in *Advances in Consumer Research*, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Vol 38.

Argo, Jennifer, Anne-Laure Sellier, and Edith Shalev<sup>1</sup>(2010), "The Right Person at the Right Time: Effects of Time Perspective on Susceptibility to Social Influence," *Advances in Consumer Psychology*, ed. Margaret G. Meloy and Adam L. Duhachek, Vol 2, 61.

Shalev, Edith, and Vicki G. Morwitz (2009), "How Low Can I Go? Following Inferior Others in Response to Unfavorable Downward Comparisons," *Advances in Consumer Psychology*, ed. Alexander Chernev, Michal Herzstein and Shailendra P. Jain, Vol 1, 88-89.

## CONFERENCE & INVITED TALKS

Leaders or Followers? Sociometric Status is Positively Associated with Conformity to Group Opinion, Invited talk at Bar-Ilan University, March 2014, and Ben-Gurion University, May 2014, Israel.

Leaders or Followers? Sociometric Status is Positively Associated with Conformity to Group Opinion, *Society for Consumer Psychology Conference*, 2014, Miami, FL, Competitive paper session.

How Low Can I Go? The Comparative Effect of Low Status Users on Buying Intentions, *Association for Consumer Research Conference*, 2010, Jacksonville, FL, Competitive paper session.

The Right Person at the Right Time: Effects of Time Perspective on Susceptibility to Social Influence, *Society for Consumer Psychology Conference*, 2010, St. Pete Beach, FL.

- **Chair of refereed symposium on social influence.**

The Right Person at the Right Time: Effects of Time Perspective on Susceptibility to Social Influence, invited presentation at the Technion, Israel, January 6<sup>h</sup>, 2010; Bar-Ilan University,

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<sup>1</sup> Alphabetical order

Israel, January 4<sup>th</sup>, 2010; the Hebrew University of Jerusalem, Israel, May 20<sup>th</sup>, 2009; Tel-Aviv University, May 19<sup>th</sup>, 2009.

How Low Can I Go? Following Inferior Others in Response to Unfavorable Downward Comparisons, invited talk at the Technion, Israel, June 7<sup>th</sup>, 2009, Marketing in Israel 8, 2008, Tel Aviv University, Israel.

How Low Can I Go? Following Inferior Others in Response to Unfavorable Downward Comparisons, *Society for Consumer Psychology Conference*, 2009, San Diego, CA.

- **Co-chair of refereed symposium on social comparison.**

Does Time Fly When you are Counting Down? The Effect of Counting Direction on Subjective Time Judgment, *Society for Consumer Psychology Conference*, 2008, New Orleans, LA.

## **PROFESSIONAL AFFILIATIONS**

Member: Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making.