

1. 1.2014

Goldenberg Jacob - Curriculum Vitae

Higher Education

	Institution	Area	Degree / Advisor
1980 - 1984	Technion – The Israel Institute of Technology	Aeronautical Engineering	B.Sc.
1991 - 1994	Tel Aviv University	Mechanical Engineering	M.Sc. (with Distinction)
1994 - 1998	Hebrew University	Joint Ph.D. program of the School of Business Administration and Racach Institute of Physics	Ph.D. (Summa Cum Laude). Prof. David Mazursky and Prof. Sorin Solomon.

Employment

1998 - 2013: Hebrew University of Jerusalem.

2005 - current: Visiting Professor in Columbia university (four months in a year).

2014 - IDC

Other Academic Activity

Awards and Fellowships

- The Rector award for Excellency in research and teaching for 2006-7
- Sarit Moldovan (PhD student) a winner in the Marketing Science Institute's 2004 Alden G. Clayton Doctoral Dissertation Proposal Competition (2004)
- The Elsevier Technological Forecasting and Social Change 2004 Best Paper Prize (2004)
- First recipient of the Abe Gray President's prize of excellence at the Hebrew University of Jerusalem (2001)
- The Golda Meir Fellowship (1999)
- The 2001 MSI Best Paper Award (2001)
- TFSC best paper award (2004)
- IJRM best paper award (2007, 2011)

Review

- Editor in chief: IJRM
- Area Editor in *JMR*
- Editorial board: *Marketing Science*,
- Reviewer in the following Journals: *Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, ISR, Nature, Physical Review Letters, Physica A, IEEE, TFSC*
- Scientific Review at research proposals in:
NSF, ISF (Academia), GIF (Germany Israel science Foundation) CCS
(Horowitz complexity center).

Publication List

1. Books

Shaul Oreg and Goldenberg Jacob, (2013) *Resistance to Innovation*, Chicago press (forthcoming).

Goldenberg Jacob Amnon Levav, David Mazursky and Sorin Solomon (2009), *Cracking the Ad Code*, Cambridge University Press, London.

Goldenberg Jacob and David Mazursky (2002), *Creativity Templates in New Products*, Cambridge University Press, London.

Goldenberg Jacob, Mazursky David and Solomon Sorin (1999), *Why Didn't You Think of It? The Anatomy of Successful Products*, The Edison Institute, Tel Aviv, (Hebrew).

2. Papers

Zwebner Yonat, Lee Leonard, and Jacob Goldenberg (2014), The Temperature Premium: Warm Temperatures Increase Product Valuation, *Journal of Consumer Psychology*, (forthcoming).

Levy Moshe and Jacob Goldenberg, (2014), The gravitational law of social interaction, *Physica A* 393 P418-426.

Dover Yaniv, Goldenberg Jacob and Daniel Shapira (2012), Network Traces on Penetration: Uncovering Degree Distribution from Penetration Data, *Marketing Science* Vol. 31, No. 4, July–August pp. 689–712.

Netzer Oded, Feldman Ronen, Goldenberg, Jacob., O and Moshe Fresco, (2012), "Mine Your Own Business: Market Structure Surveillance Through Text

- Mining, *Marketing Science* Vol. 31, No. 3, May–June, pp. 521–543.
- Goldenberg, Jacob, Oestreicher Singer, Gal., and Reichman, Shachar (2012), The Quest for Content: The Integration of Product Networks and Social Networks in Online Content Exploration *Journal of Marketing Research*, August, pp 452-468.
- Ein-Gar Danit, Goldenberg Jacob and Sagiv Lilach (2011), Consumer Self-Control, Product Attributes and the Consumption of Virtue Products, *International Journal of Research in Marketing*. Forthcoming.
- Moldovan, Sarit, Jacob Goldenberg, and Amitava Chattopadhyay (2011), The Different Roles of Product Originality and Usefulness in Generating Word of Mouth, *International Journal of Research in Marketing* Vol. 29 123–133.
** Best paper award finalist
- Lilach Sagiv, Sharon Arieli, Jacob Goldenberg, Ayalla Goldschmidt (2010), Structure and freedom in creativity: The interplay between externally imposed structure and personal cognitive style, *Journal of Organizational Behavior*, (Forthcoming).
- Goldenberg, Jacob, Libai Barak, and Eitan Muller, (2010), The Chilling Effect of Network Externalities, *International Journal of Research in Marketing*, Vol. 27, p. 4-15.
** Best paper award
- Goldenberg, Jacob, Libai Barak, Muller Eitan and Stefan Stremerch, (2010) The Evolving Social Network of Marketing Scholars, *Marketing Science* Vol. 29, 3, May–June 2010, pp. 561–567.
- Goldenberg, Jacob., Lowengart, Oded and Daniel Shapira (2009) Zooming In: Self-Emergence of Movements in New Product Growth, *Marketing Science* Vol. 28, 2, March–April, p. 274–92
- Jacob Goldenberg, Sangman Han, Donald R. Lehmann and Jae Weon Hong (2009), The Role of Hubs in the Adoption Processes, *Journal of Marketing*, Vol. 73, March 1-13.
**Maynard best paper award finalist
- Jacob Goldenberg and David Mazursky (2008), When Deep Structures Surface: Design Structures that Can Repeatedly Surprise, *Journal of Advertising* (Vol. 37, 4, 21-34.
- Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer, Lyle H. Ungar (2008), Using Text Mining to Analyze User Forums, WMEE'08, Melbourne, Australia June, 1-5.
- Goldenberg, Jacob, Lowengart, Oded, Oreg, Shaul, & Bar-Eli, Miki, (2008), How Do Revolutions Emerge? Lessons from the Fosbury Flop. *International Studies of Management and Organization*, (forthcoming).
- Goldenberg, J. & Oreg, S., (2007), Laggards in Disguise: Resistance to Adopt and the

- Leapfrogging Effect. *Technological Forecasting and Social Change*, 74, 1272-1281.
- Feldman, Ronen, Moshe Fresco, Jacob Goldenberg, Oded Netzer, Lyle Ungar (2007) "Extracting Product Comparisons from Discussion Boards," Proceedings of the 2007 IEEE International Conference on Data Mining (ICDM. 2007).
- Goldenberg Jacob, Barak Libai, Sarit Moldovan and Eitan Muller (2007), "The NPV of Bad News," *International Journal of Research in Marketing*, 24, pp.186-200
** Lead article and Best paper award.
- Goldenberg Jacob, Barak Libai, Eitan Muller, Renana Peres (2006) "Blazing saddles: Early and Main Markets in a life-cycle of a high-technology product. *The Economic Quarterly* (in Hebrew) 53 (2) 249-271.
- Also published as an English version in *ISER* (forthcoming)
- Goldenberg Jacob, Yuval Shavitt, Eran Shir, Sorin Solomon (2005), Distributive Immunization of Networks Against Viruses Using the 'Honey Pots' Architecture, *Nature Physics* 1, Dec, 184-188.
- Luzon Yoram, Goldenberg Jacob, Barak Libai, David Mazursky, and Sorin Solomon, (2004), Inevitably Reborn: The reawakening of extinct innovations, *Technological Forecasting and Social Change*, Vol. 71, p. 881-896.
- Garber Tal, Goldenberg Jacob, Barak Libai and Muller Eitan, (2004), From Density to Destiny: Using Spatial Analysis for Early Prediction of New Product Success, *Marketing Science* Vol. 23, 3, p 419-29.
- Moldovan Sarit and Jacob Goldenberg (2004), Cellular Automata Modeling of Resistance to Innovations: Effects and Solutions, *Technological Forecasting and Social Change* Vol. 71, 5, 425-442.
** lead article and best paper award.
- Louzoun Yoram, Sorin Solomon, Jacob Goldenberg, David Mazursky (2003), The Risk at Being Unfair: World-size Global Markets Lead to Economic instability, *Journal of Artificial life*, Vol. 9, 4, special issue on Collective Effects of Human Behavior, p. 357-70.
- Goldenberg Jacob, Roni Horowitz, Amnon Levav and David Mazursky, (2003), Finding the sweet spot of innovation, *Harvard Business Review*, March p 120-29.
- Garber Tal, Jacob Goldenberg, Barak Libai and Eitan Muller (2002), From Density to Destiny: Using Spatial Analysis for Early Prediction of New Product Success, MSI working papers report No. 02-106.
- Goldenberg Jacob, Barak Libai and Eitan Muller (2002), Riding the Saddle, How cross-Market Communications Creates a Major Slump in Sales, *Journal of Marketing* Vol. 66 (April), p 1-16.
- Goldenberg Jacob, Barak Libai and Eitan Muller (2001), "Modeling Heterogeneity on

New Product growth Through Cellular Automata,” *Journal of the Academy of Marketing Science Review*, special issue on Complexity in Marketing, forthcoming.

Goldenberg Jacob, Barak Libai and Muller Eitan (2001), “Talk of the Network: A Complex Systems Look at the Underlying Process of Word-of-Mouth,” *Marketing Letters*, 12:3 p. 209-21.

Goldenberg Jacob, David Mazursky and Sorin Solomon (2001), “Structures of the Mind and Universal Music,” *Science*, Vol. 292, 5526, June 29, 2001, p. 2433.

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (2001), “The Idea Itself and The Circumstances of Its Emergence as Predictors of New Product Success”, *Management science*, Vol. 47, No. 1, January, p. 69-84.

Also appeared in:

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (2001), “The Idea Itself and The Circumstances of Its Emergence as Predictors of New Product Success” *IEEE, Engineering Management Review*, Vol. 29, 2, p 105-18.

Goldenberg Jacob and Sol Efroni (2001), “Using Cellular Automata Modeling of Emergence of Innovations, ” *Technological Forecasting and Social Change*, Vol. 68, 3, p. 293-308.

Goldenberg Jacob and David Mazursky (2000), “First we throw Dust in the Air, then we claim we can’t see: Navigating in the Creativity Storm,” *Creativity and Innovation Management*, Vol. 9, 2 June, p 131-43.

Goldenberg Jacob, Barak Libai, Sorin Solomon, Neam Jan and Dietrich Stauffer (2000), “Marketing Percolation,” *Physica A*, 284 (1-4) p. 335-47

Goldenberg Jacob, David Mazursky and Sorin Solomon (1999), “Creative Sparks,” *Science*, vol. 285, (5433) September p. 1495-6.

Goldenberg Jacob, David Mazursky and Sorin Solomon (1999), “Meme’s The World,” *Science*, Volume 286, Number (5444) Nov, p 1477.

Goldenberg Jacob, David Mazursky and Sorin Solomon (1999), “Scrutinizing Creativity - Response,” *Science*, Volume 286, Number 5448 Issue of 17 Dec 1999, p 2269.

Goldenberg Jacob, David Mazursky and Sorin Solomon (1999), “Creativity Templates: Towards Identifying the Fundamental Schemes of Quality Advertisements,” *Marketing Science*, Vol. 18, No. 3 p. 333-51.

- Goldenberg Jacob, David Mazursky, and Sorin Solomon (1999), "Toward Identifying the Inventive Templates of New Products: A Channeled Ideation Approach," *Journal of Marketing Research*, 36 (May), p. 200-210.
- Goldenberg Jacob and David Mazursky (1999), "The Voice of the Product: Templates of New Product Emergence," *Innovation and Creativity Management*, September Vol. 8, 3, 157-164.
- Goldenberg Jacob, David Mazursky and Sorin Solomon (1999) "Templates of original innovation: Projecting original incremental innovations from intrinsic information," *Technological Forecasting and Social Change*, Vol. 61/1 (May), P. 1-12.
- Goldenberg Jacob, Donald R. Lehmann and David Mazursky (1999), "The Primacy of the Idea Itself as a Predictor of New Product Success," *MSI working paper*, Report No. 99-110.
- Goldenberg Jacob, Roni Horowitz, David Mazursky and Sorin Solomon (1997), "Algorithms For New Product Development: An Exercise in Thought Dynamics", *International Journal of Modern Physics C*, Vol. 8/2 p. 365-381.
- Goldenberg Jacob, David Mazursky and Sorin Solomon (1996), "Cluster Concepts Dynamics Leading to Creative Ideas Without Critical Slowing Down," *International Journal of Modern Physics C*, Vol. 7 No. 5 pp. 655-673.

3. Chapters in Collections

- Goldenberg, Jacob, and Don Lehmann (2008) Social Hubs. In *The connected Consumer*, Lustrum Tilburg conference collection (Forthcoming).
- Goldenberg, Jacob., and Daniel Shapira (2008) Marketing: Complexity Modeling, Theory and Applications, in *Encyclopedia of Complexity* (ed. Andrzej Nowak), (forthcoming).
- Goldenberg, Jacob, and Oreg, Shaul., (2008), why Do they Lag and Why Should we Care, in *Marketing Metaphors and Metamorphoses*, editor, Phil Kitchen Palgrave Macmilian, NY, p 162-72.
- Goldenberg Jacob and David Mazursky (2007), a review chapter on creativity in advertising, in *Handbook of advertising* (ed, Gerard Tellis and Tim Ambler), Sage Publications, NY p. 283-99.
- Goldenberg Jacob David Mazursky and Idan Yaron (2006), Surprise Regularity and Surprise-Regularity in Innovation and Creativity, in *Global Talent: An Anthology of Human Capital Strategies for Today's Borderless Enterprise* (ed, Michael Foster). Human Capital Institute, Washington p 299-311.
- Nir Dina, Goldenberg Jacob and Eyal Maoz, "Creativity in negotiation". In *Creativity*

and Innovation in Organizations, edited by Leigh Tompson and Hoon-Seok Choi (forthcoming).

Goldenberg Jacob, (2003), *Invisible Forces: How Consumer Interaction Make the Difference*, *In Marketing Mind Print*, ed. Phillip Kitchen, Palgrave-Macmillan, p. 58-77.

Goldenberg Jacob, Barak Libai and Eitan Muller (2004), *Complex yet Simple: Cellular Automata as Enabling Technology in Marketing Research*, in *Assessing Marketing Strategy Performance*, C. Moorman and D. Lehman (eds.), Marketing Science Institute, Cambridge USA p. 229-47

4. MSI Working papers

Goldenberg Jacob, Lowengart, Oded., Oreg, Shaul., & Bar-Eli, Miki., (2008), "Innovation – the Case of The Fosbury Flop" MSI working paper, Report No. 04-106.

Olivier Toubier, Goldenberg Jacob, and Rosanna Garcia (2008), "A New Approach to Modeling the Adoption of New Products: Aggregated Diffusion Models ," MSI working paper, Report No. 08-103.

Goldenberg Jacob, Donald R. Lehmann and Daniella Shidlovski and Michal Matser Barak (2006), "The Role of Experts vs. Opinion Leaders in New Product adoption ," MSI working paper, Report No. 06-004.

Sarit Moldovan, Goldenberg Jacob, Amitava Chattopadhyay, (2006), "What Drives Word of Mouth? The Role of Product Originality and Usefulness" MSI working paper, Report No. 06-111.

** dissertation award

Garber Tal, Jacob Goldenberg, Barak Libai and Eitan Muller (2002), *From Density to Destiny: Using Spatial Analysis for Early Prediction of New Product Success*, MSI working papers report No. 02-106.

Goldenberg Jacob, Donald R. Lehmann and David Mazursky (1999), "The Primacy of the Idea Itself as a Predictor of New Product Success," MSI working paper, Report No. 99-110.

** Best paper award