MI 25

Marketing in Israel

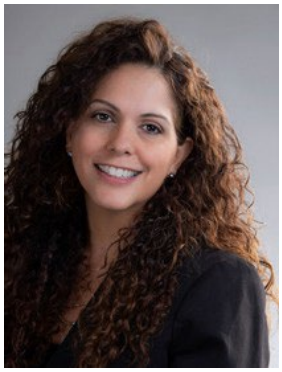
Then. Now. What's Next?

אוניברסיטת בן-גוריון בנגב
جامعة بن غوريون في النقب
Ben-Gurion University of the Negev

Conference chairs:



Danit Ein-Gar
Tel-Aviv University



Hila Riemer
Ben-Gurion University of the Negev



Liat Levontin
Technion

CONFERENCE PROGRAM

February 9, 2025

8:30- 09:15 Gathering and coffee
9:15- 09:30 Dean's and Co-chairs' Welcome

PART 1: THE PRESENT OF MI

9:30-10:30 **Session 1**

Complexity is Gendered

Presenter: Elinor Amit, Tel Aviv University
With Tanya Rubinstein, Tel-Aviv University; Cheryl Wakslak, University of Southern California; Gil Appel, University of George Washington.

The Sustainable Sound of Silence: How Silence Cues Affect Environmental Perceptions and Behaviors

Presenter: Inbal Stockheim, The College of Law and Business
With Dikla Perez, Bar Ilan University.

10:30-11:00 **Coffee break**

11:00-12:00 **Session 2**

Advice Taking vs. Combining Opinions: Framing Social Information as Advice Increases Source's Perceived Helping Intentions, Trust, and Influence

Presenters: Yaniv Gvili and Maxim Milyavsky, Ono Academic College

Dynamics of Reliance: Evidence from Social Trading

Presenter: Dana Turjeman, Reichman University
With Neta Livneh, University of Oxford; Barak Libai, Reichman University

12:00-12:30 **Coffee break**

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12:30-13:30 **Session 3**

It's all about the Context: Congruence between Implicit and Explicit Responses to Expected vs. Unexpected Ads featuring Males and Females Models

Presenter: Lior Avieli, Ben-Gurion University of the Negev

With Enav Friedmann, Ben Gurion University of the Negev; Merav Weiss-Sidi, Ruppin Academic Center; Sharon Shavitt, University of Illinois at Urbana-Champaign; Srishti Goel, Yale University; Nadav Anker, Ben Gurion University of the Negev.

Evidence of Algorithmic Gender Bias in Digital Advertising: When Better-Performing Ads Get Less Exposure

Presenter: Atil Mansour, Technion

With Kim Penias, The Hebrew University of Jerusalem; Danit Ein-Gar, Tel-Aviv University; Liat Levontin, Technion.

The Unexpected Mirror: How AI Communication Styles Affect Consumers' Psychology

Presenter: Itai Linzen, Tel Aviv University

With Aner Sela, University of Florida; Ziv Carmon, INSEAD; Yael Steinhart, Tel Aviv University.

13:30-14:30 **Lunch**

PART 2: OUR FUTURE WITH AI

14:30-16:00 Roundtables: The Future of Research with Generative AI

16:00-16:15 Coffee break

16:15-17:00 Keynote talk: Marketing Operations with AI Agents

Presenter: Naama Manova-Twito, CoFounder and CEO MarkeTeam.ai

PART 3: FROM PAST TO THE FUTURE OF MI

17:00 Social Event: 25 years of Marketing in Israel

Recognizing the Past

In Memoriam: Honoring members of our community who are no longer with us

Arie Goldman z"l, tribute by Amir Grinstein, Northeastern University

Aviv Shoham z"l, tribute by Yoel Asseraf, Ruppin Academic Center

Going Down Memory Lane

18:00 Dinner & a Toast to the Future

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Then. Now. What's Next?

TALK TITLES AND ABSTRACT

Complexity is Gendered

Presenter: Elinor Amit, Tel Aviv University
With Tanya Rubinstein (Tel Aviv University), Cheryl Wakslak (University of Southern California); Gil Appel (University of George Washington)

Abstract
Extensive research shows that the complexity of product attributes influences consumers' perceptions and engagement. Prior research has primarily examined complexity as an aesthetic or cognitive construct, treating it as socially neutral. In this talk, I will show that this core attribute intertwines with another fundamental cognitive substrate in human perception - gender. Across eight studies-spanning laboratory experiments, field data, and real-world marketing stimuli-we demonstrate that complexity is implicitly associated with femininity, whereas simplicity is linked with masculinity. We show that these associations are rooted in culturally shared stereotypes connecting femininity with emotionality. Moreover, we identify when these gendered meanings emerge and when they do not, revealing that the type of complexity moderates the gender-complexity link. Theoretically, this work integrates research on complexity and gender to reveal how fundamental perceptual dimensions intersect with social cognition, highlighting the need for a more integrative approach in consumer behavior research that accounts for social dimensions. Practically, it challenges marketers to reconsider design choices often assumed to be neutral. Recognizing that complex designs may signal femininity and simple designs masculinity can help brands craft more intentional, inclusive, and socially responsible marketing strategies. By uncovering the subtle gendering of complexity, this research highlights how even basic design attributes can reproduce or resist cultural stereotypes-offering both caution and opportunity for consumer researchers and practitioners alike.

The Sustainable Sound of Silence: How Silence Cues Affect Environmental Perceptions and Behaviors

Presenter: Inbal Stockheim, The College of Law and Business
With Dikla Perez, Bar Ilan University

Abstract
Noise pollution has long been recognized as an environmental hazard. Yet silence, the absence of sound, remains largely overlooked in consumer research, although it frequently results from technological innovation, such as in electric vehicles. This paper introduces silence as a novel product attribute that can signal both environmental friendliness and innovativeness. Building on sensory marketing and transfer theories, we propose that consumers infer eco-friendliness from silence cues. This effect is driven by perceptions of energy efficiency attributed to silent products. Using an experimental approach, we compare consumer engagement and evaluations of various electric products labelled as "silent" or not. Across multiple experiments, we demonstrate the Silence-Sustainability Effect, whereby products that are silent, or merely labelled as "silent", are perceived as more sustainable, innovative, and energy-efficient than comparable products without this attribute or label, thereby enhancing consumers' willingness to engage with them. Unlike explicit green claims, silence functions as an implicit sustainability cue, reducing the scepticism and mistrust often elicited by perceptions of greenwashing. The findings extend sensory marketing by identifying silence as a subtle yet powerful signal of sustainability and offer practical insights for firms seeking to communicate environmental responsibility and narrow the persistent intention-behavior gap in sustainable consumption.

Advice Taking vs. Combining Opinions: Framing Social Information as Advice Increases Source's Perceived Helping Intentions, Trust, and Influence

Presenters: Yaniv Gvili and Maxim Milyavsky, Ono Academic College

Abstract

People frequently rely on social information when making judgments and decisions; however, prior research has largely treated advice and opinions as interchangeable forms of such information. This paper challenges this assumption by demonstrating that the framing of social information as advice—rather than as opinions—substantially increases its influence on decision makers. Across six preregistered experiments (N = 3,411), participants placed significantly greater weight on and paid more for others' estimates when presented as advice versus opinions. This "advice framing effect" consistently reduced egocentric discounting, a well-documented tendency to undervalue others' input relative to one's own, and emerged across perceptual and knowledge-based judgments, and for both accurate and ecological information. Mediation analyses and experimental manipulations of the proposed mediators revealed that framing information as advice enhances perceptions of the source's helping intentions and, consequently, its trustworthiness—ultimately increasing reliance on the advice itself. Together, these findings advance theories of advice-taking, trust, and social influence by uncovering the psychological mechanism through which a subtle linguistic framing as "advice" amplifies a communicator's influence on recipients' decisions. The results have important implications for managerial decision-making, organizational behavior, and the design of human-AI advisory systems, underscoring that framing information as advice can foster trust and facilitate cooperation in social and professional contexts.

Dynamics of Reliance: Evidence from Social Trading

Presenter: Dana Turjeman, Reichman University
With Neta Livneh, University of Oxford; Barak Libai, Reichman University

Abstract:

The rise of digital trading platforms has transformed retail investing by enabling individuals not only to trade independently but also to observe and copy the investment behavior of others. In this study, we examine how investors dynamically adjust their reliance on others' behaviors-measured as the share of an investor's portfolio allocated to copying others' investments-in response to gains and losses from both self-directed investments and those directed by others. Using a stylized 2×2 design and longitudinal data from over 25,000 investors on a social trading platform, we find strong asymmetries in reliance adjustments in response to performance outcomes. Investors reduce reliance on others after gains from self-directed trades but do not increase it after losses. In contrast, they sharply reduce reliance following losses on copied trades but show no change after gains. These findings extend the theory of self-serving bias to the evaluation of others' performance in a real-world financial setting, demonstrating for the first time that individuals attribute others' success to external factors and others' failures to their (in)abilities. Counterfactual analysis insinuate this bias leads to suboptimal decisions; we found that investors would have earned higher returns by maintaining, rather than reducing, reliance. Heterogeneity analyses further show that experienced investors respond less strongly to this bias than novices and that women are less affected by performance feedback than men. Our findings provide initial evidence on how cognitive biases shape social reliance in digital finance platforms, with implications for platform design and digital trading.

It's all about the Context: Congruence between Implicit and Explicit Responses to Expected vs. Unexpected Ads featuring Males and Females Models

Presenter: Lior Avieli, Ben-Gurion University of the Negev
With Enav Friedmann, Ben Gurion University of the Negev; Merav Weiss-Sidi, Ruppin Academic Center; Sharon Shavitt, University of Illinois at Urbana-Champaign; Srishti Goel, Yale University; Nadav Anker, Ben Gurion University of the Negev

Abstract:
Growing interest in non-verbal measures, such as facial expression analysis, has raised critical questions about the alignment between these purportedly subconscious responses and consciously self-reported responses. Non-verbal responses are believed to bypass social desirability biases, especially in socially sensitive contexts. Although some research suggests that self-rated and non-verbal responses are aligned, other studies find little correlation between them. We present a mini meta-analysis synthesizing data from five laboratory studies (N = 1138 observations; n = 685 participants) to examine the correspondence between non-verbal and self-reported modalities of response to various stimulus advertisements. We compare this correspondence as a function of an ad's consistency with gendered beauty standards typical in media representations of men and women, model gender, and their interactions. Overall, non-verbal and self-reported responses to the ads were not significantly correlated. Moreover, these correlations were lowest in response to advertisements featuring female models whose appearance violated normative beauty standards, and highest when female models adhered to these standards. These findings contribute to theory and practice by highlighting the contextual nature of response alignment and supporting the use of non-verbal measures.

Evidence of Algorithmic Gender Bias in Digital Advertising: When Better-Performing Ads Get Less Exposure

Presenter: Atil Mansour, Technion
With Kim Penias, The Hebrew University of Jerusalem; Danit Ein-Gar, Tel-Aviv University; Liat Levontin, Technion.

Abstract:
Digital advertising platforms increasingly use algorithmic systems to allocate ad exposure, raising concerns about potential algorithmic biases that may reproduce or amplify social inequalities. The present research examines whether algorithmic gender bias emerges in the allocation of ad exposure to female versus male service providers. Across 14 A/B tests conducted on a digital advertising platform, we compared pairs of ads that were identical except for the gender of the featured service provider, across diverse service domains (e.g., driving instruction, IT services, tutoring, healthcare). Ad delivery was optimized for link clicks, where the platform's algorithm allocated exposure based on predicted user engagement. User interest was measured using click-through rates (CTR), while exposure was assessed using the proportion of impressions. Meta-analytic results revealed that ads featuring female service providers generated significantly higher overall CTRs than ads featuring male service providers, indicating greater user interest in the female ads. Paradoxically, despite this higher engagement, ads featuring female service providers were shown to significantly fewer users across domains. Moreover, this inequality in impressions was most substantial in domains where female ads outperformed male ads in CTR, suggesting a systematic misalignment between user interest and algorithmic exposure decisions. Moderation analyses ruled out alternative explanations related to ad language, image type, or service category. Together, these findings provide evidence of biased allocation of ad exposure that disadvantages female service providers, even when their ads generate higher engagement.

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The Unexpected Mirror: How AI Communication Styles Affect Consumers' Psychology

Presenter: Itai Linzen, Tel Aviv University
With Aner Sela, University of Florida; Ziv Carmon, INSEAD; Yael Steinhart, Tel Aviv University

Abstract:
The rise of large language models has opened the door to a new kind of consumer interaction, where AIs can converse in nuanced linguistic styles. This research explores how AI's communication style shapes the way consumers see themselves. Across three studies, participants who interacted with an extraverted AI reported more positive self-perceptions than those interacting with an introverted AI. This shift appears to stem from linguistic matching: people tend to mirror the AI's style, adopting its extraverted tone and, in doing so, internalizing some of its upbeat emotional state. These enhanced self-perceptions, in turn, boost word-of-mouth and return intentions.

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17:00 Social Event: 25 years of Marketing in Israel

18:00 Dinner & a Toast to the Future

Full Program

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שם מלא

שיוך ארגוני



לתכנית מפורטת

קישור לתמונות

