

# Gil Peleg

August 2019

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Clinical Assistance Professor of Marketing, Marketing Department      Mobile: +1 (929) 451-5855  
Sy Syms School of Business      [gpeleg@yu.edu](mailto:gpeleg@yu.edu)  
Yeshiva University

## Research Interests

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Marketing, Nonprofit effectiveness, Pro-social behavior, Social evaluation, Social incentives

## Education

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Columbia Business School 2018

Visiting Researcher, Marketing Department

Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management:

**Ph.D. Candidate**, Marketing Department      Fall 2019 (expected)

Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment

M.Sc. Agr. – Agricultural Economics & Management 2010

B.Sc. Agr. – Hotel Management, Magna Cum Laude 2006

## Published Paper

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Aliza Fleischer, Gil Peleg, and Judith Rivlin (Byk). "The Impact of Changes in Household Vacation Expenditures on the Travel and Hospitality Industries," 2011, *Tourism Management*, Volume 32, Issue 4, August 2011, Pages 815–821.

## Proceedings

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Gil Peleg, Oded Lowengart, and Daniel Shapira. "The Value of Sacrifice—Relative Evaluation of Prosocial Behavior," NA – *Advances in Consumer Research*, Volume 45 (2017).

Gal Gutman, Merav Weiss Sidi, Gil Peleg and Oded Lowengart "It's Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations" *Academy of Management Global Proceedings*, 258 (2018).

## **Work in Progress**

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Gil Peleg, Oded Lowengart, and Daniel Shapira. “Donation of Tears—Evaluation of Sacrifice and Economic Value in Prosocial Behavior.”

Gal Gutman, Merav Weiss Sidi, Gil Peleg and Oded Lowengart “Social Organization Funding Challenge: Adjusting Marketing Strategy to Organization Lifecycle Stage” — under review in JM

## **Conference Presentations and Invited Seminars**

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“Crossing the Funding Barrier: Fundraising Along with Social Organizations Lifetime Cycle” with Gal Gutman, Merav Weiss Sidi and Oded Lowengart

**2019 Summer AMA Academic Conference, Chicago** **August, 2019**

“It’s Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations” with Gal Gutman, Merav Weiss Sidi and Oded Lowengart

**48th EMAC Conference, Hamburg University, Germany** **May, 2019**

“It’s Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations” with Gal Gutman, Merav Weiss Sidi and Oded Lowengart

**Yeshiva University** **May, 2019**

“The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society” with Oded Lowengart and Daniel Shapira

**Risk and Uncertainty in the 21th Century (DMEP) Poster, BGU** **December, 2018**

“It’s Time to Scale It Up: From Seed Social Ventures to Non-profit Organizations” with Gal Gutman, Merav Weiss Sidi, and Oded Lowengart

**AOM Specialized Conference – From Start-up to Scale-up, Tel Aviv, IL** **December, 2018**

“Generosity or Sacrifice – Which Signal Derives Higher Monetary Donations” with Oded Lowengart and Daniel Shapira

**40th INFORMS Marketing Science Conference, Temple, PA** **June, 2018**

“The Value of Sacrifice - Relative Evaluation of Prosocial Behavior” with Oded Lowengart and Daniel Shapira

**47th EMAC Conference, University of Strathclyde, Glasgow, UK** **May, 2018**

“Donation of Tears – Evaluation of Sacrifice and Economic Value in Prosocial Behavior” with Oded Lowengart and Daniel Shapira

**Invited Seminar, Coller School of management, Tel-Aviv University** **March, 2018**

“The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society” with Oded Lowengart and Daniel Shapira  
**The annual conference of the Regional Science Association International, The Israeli Section – Poster February, 2018**

“The Value of Sacrifice—Relative Evaluation of Prosocial Behavior” with Oded Lowengart and Daniel Shapira  
**4th Israel Organizational Behavior Conference 2018 January, 2018**

“The Sacrifice Signaling Effect of Social Reward Schemes on Monetary Donation” with Oded Lowengart and Daniel Shapira  
**17th Marketing in Israel Conference, Tel Aviv University, Israel December, 2017**

“The Value of Sacrifice —Relative Evaluation of Prosocial Behavior” with Oded Lowengart and Daniel Shapira  
**ACR – The Association for Marketing Research Conference, San Diego, CA October, 2017**

“The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society” with Oded Lowengart and Daniel Shapira  
**39th INFORMS Marketing Science Conference, USC, CA June, 2017**

“Donation of Tears—The Economic Value of Self-Sacrifice” with Oded Lowengart and Daniel Shapira  
**Invited Seminar, Faculty of Agriculture, Food and Environment, Hebrew university May, 2017**

“The Differential Effect of Social Reward Schemes on Prosocial Behavior: The Interplay between Benefactor, Beneficiary, and Society” with Oded Lowengart and Daniel Shapira  
**Spring School in Behavioral Economics, UCSD, CA – Poster March, 2017**

“The Role of Self-Sacrifice in Social Reward for Pro-social Behavior” with Oded Lowengart and Daniel Shapira  
**38th INFORMS Marketing Science Conference, Fudan University, China June, 2016**

“Donation of Tears—The Economic Value of Self-Sacrifice” with Oded Lowengart and Daniel Shapira  
**16th Marketing in Israel Conference, Ben-Gurion University, Israel – Poster December, 2016**

“The Economic Value of Self-Sacrifice—A New Approach for Prosocial Behavior Evaluation” with Oded Lowengart and Daniel Shapira  
**Invited Seminar, Technion,, Israel November, 2016**

“Donation of Tears—The Economic Value of Self-Sacrifice” with Oded Lowengart and Daniel Shapira  
**37th INFORMS Marketing Science Conference, Baltimore, MD** **June, 2015**

“Donation of Tears—The Economic Value of Self-Sacrifice” with Oded Lowengart and Daniel Shapira  
**15th Marketing in Israel Conference, IDC, Israel** **December, 2015**

“Donation of Tears—The Economic Value of Self-Sacrifice” with Oded Lowengart and Daniel Shapira  
**14th Marketing in Israel Conference, Ben-Gurion University, Israel – Poster** **December, 2014**

### **Special Workshops**

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ISMS Doctoral Consortium	Temple, PA, 2018
ACR Doctoral Symposium	San Diego, 2017
ISMS Doctoral Consortium	USC, CA, 2017
Spring School in Behavioral Economics, UCSD, CA	San Diego, 2017
AMA’s – Advance Research Technique Forum	Boston, 2016
ISMS Doctoral Consortium	Shanghai, 2016
Quantitative Marketing and Structural Econometrics Workshop	Northwestern University, 2015
ISMS Doctoral Consortium	Baltimore, 2015

### **Grants and Awards**

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Dean's List	2018
Best Poster Award - The annual conference of the Regional Science Association International, The Israeli Section	2018
“Third-sector research center” grant for non-for-profit research – Ben-Gurion University	2017
List of excellent teachers – Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment	2017
“Malach-Pines” award for excellent Ph.D. student research – Ben-Gurion University	2016
“Third-sector research center” grant for non-for-profit research – Ben-Gurion University	2016
“Third sector research center” grant for non-for-profit research – Ben-Gurion University	2015
Sawtooth Software grant for academic research	2015
“Faran” Scholarship for Ph.D. students at Ben Gurion University	2013
Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment	
Shemin scholarship for excellence – Marketing program	2005
Dean's List	2005
Dan Hotels scholarship for excellence – Hotel Management program	2005

Dean's List	2004
Dan Hotels scholarship for excellence – Hotel Management program	2004

## Teaching Experience

### Courses taught – Adjunct Lecturer

#### **Ben-Gurion University of the Negev, Beer Sheva, Israel**

“Strategic Management in the Nonprofit Sector” – Social Leadership MBA program	Summer 2018
“Marketing Management” – MBA program	Spring 2016–2018
“Marketing Principals” – Undergraduate Management program	Spring 2017
"Marketing Research" – Undergraduate Hotel Management program	Spring 2013, Spring 2014

#### **Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment**

“Marketing for the Hospitality Industry” – Undergraduate Hotel Management program	Fall 2017
"Marketing Perspective of Pricing" – M.Sc.Agr. – Agricultural Economics program	Spring 2015

#### **Hadassah College, Jerusalem, Israel**

"Tourism Economics" – Undergraduate Tourism Management program	Spring 2012, Spring 2013
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### TA experience

#### **Ben-Gurion University of the Negev, Beer Sheva, Israel**

“Marketing Research” – MBA program	Fall 2015, Spring 2016
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#### **Hebrew University, The Robert H. Smith Faculty of Agriculture, Food, and Environment**

“Firm Theory”, "Tourism Economics"	Spring 2018
“Calculus for Life Science Majors”	Fall semesters 2013–2017

## Professional positions

CEO – Gvulot Tourism	2010–2011
Board of directors – Kibbutz Gvulot	2010–2015
Board of directors – Gvulot Tourism	2015–2018

## Community service

Founder and manager – The Special Force for LGBT Rights, Eshkol Region Council	2004–2017
Youth guide – Israeli Gay Youth Organization	2005–2012
Youth guide – Hashomer Hatzair	1997–1998

## References

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Oded Lowengart

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