

30.06.2010

## **Goldenberg Jacob - Curriculum Vitae**

### **Higher Education**

	<b>Institution</b>	<b>Area</b>	<b>Degree / Advisor</b>
<b>1980 - 1984</b>	Technion – The Israel Institute of Technology	Aeronautical Engineering	B.Sc.
<b>1991 - 1994</b>	Tel Aviv University	Mechanical Engineering	M.Sc. (with Distinction)
<b>1994 - 1998</b>	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.

### **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)

#### **Review**

- Editorial board: *Marketing Science*, *International Journal of Research in Marketing*

-Area Editor in *International Journal of Research in Marketing*

- Reviewer in the following Journals: *Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, 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).

### **Research Grants**

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| 1999-2002  | <i>Academia – The Israel Science Foundation.</i> The research: “ Indications of Success And Symptoms Of Failure: A Framework for Early Analysis of Product Success Relying on the Idea itself and the Prevailing Circumstances”, \$ 80,000 for 3 years. |
| 2001-2002  | <i>STE Program, 8000\$</i>  |
| 2002       | <i>The Sapir Grant 2000\$</i>   |
| 2002-2005  | <i>Academia – The Israel Science Foundation</i> The research: “ Indications of Success And Symptoms Of Failure: A Framework for Early Analysis of Product Success Relying on the Idea itself and the Prevailing Circumstances”, \$ 120,000 for 3 years. |
| 2005-2008  | <i>Academia – The Israel Science Foundation</i> The research: Improving sales forecasting using spatial density analyses. 70,000\$ for 3 years.   |
| 2005-2009  | <i>GIACS , a European community grant.</i> Complexity analyses. 100,000Euro for 4 years.  |
| 2007-20010 | <i>Volkswagen</i> grant for innovation management. 321,000 Euro   |
| 2009-2011  | <ol style="list-style-type: none"> <li>1) ISF – uncovering Social networks using penetration data 100,000\$</li> <li>2) Bikura – interactions between diffusion process and networks – 200,000\$</li> </ol>   |

## **Publication List**

### **1. Ph.D. Dissertation**

“Templates in New Products Ideation and in Advertising” (1998), received a Summa Cum Laude. Advisors: Professor David Mazursky and Professor Sorin Solomon.

## **2. Books**

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).

## **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 Macmillan, 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. Papers**

- 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*.
- Goldenberg, Jacob, Libai Barak, and Eitan Muller, (2010), The Chilling Effect of Network Externality, *International Journal of Research in Marketing*, Vol. 27, p. 4-15.
- Goldenberg, Jacob, Libai Barak, Muller Eitan and Stefan Stremersch, (2010) The Evolving Social Network of Marketing Scholars, *Marketing Science*.
- 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.
- 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 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), "Toward Identifying

the Inventive Templates of New Products: A Channeled Ideation Approach,”  
*Journal of Marketing Research*, 36 (May), p. 200-210.

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.

## **5. Working papers**

Goldenberg Jacob, Donald Lehman, Daniella Shidlovski and Michal Master, "The consumer hubs"

Danit Ein-Gar, Goldenberg Jacob , Lilach Sagiv, "Just a spoonful of Sugar" Virtue Products and Eelf Control.

Goldenberg Jacob, Barak Libai and Muller Eitan, “Is the Bandwagon Rolling? The chilling Effects of Consumer Interdependency”.

Lilach Sagiv and Jacob Goldenberg, “Randomness and Regularity: Towards a synthesis of task structure and cognitive style in the creative process”

Goldenberg Jacob, and David Mazursky, “Stimulating Inter-Domain Knowledge Transfer in Processing New Ads”

Goldenberg Jacob, Donald R. Lehmann and David Mazursky, “Over the Top – the limits of creativity”.

## **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

### **Professional Journals**

Goldenberg Jacob (1998), "Forecasting Innovative Products," *Executive*, Vol. 27, October p. 28-35 (Hebrew).

Elron Efrat and Jacob Goldenberg (1999), "Brainstorming – Thunder and Lightning or a Storm in a Teacup?" *Executive*, Vol. 32 April, p 10-15, (Hebrew).

Goldenberg Jacob. (1999), "Innovation Management," *Executive*, Vol. 31 June, p 4-12, (Hebrew).