

Barak Libai's Curriculum Vitae

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ACADEMIC APPOINTMENTS

- 2018 - 2023 Head of the Marketing Group, Arison School of Business, Reichman University, Herzlyia, Israel
- 2013 - Prof. of Marketing, Arison School of Business, Interdisciplinary Center, Herzlyia, Israel
- 2011 - 2013 Associate Prof. of Marketing, Arison School of Business, Interdisciplinary Center, Herzlyia, Israel
- 2008-2011 Associate Prof. of Marketing, Leon Recanati Graduate School of Business Administration, Tel Aviv University
- 2006-2008 Visiting Associate Prof. of Marketing, MIT Sloan School of Management
- 2001-2008 Senior Lecturer of Marketing (tenure from 2005), Leon Recanati Graduate School of Business Administration, Tel Aviv University
- 1997-2001 Lecturer of Marketing, Davidson Faculty of Industrial Engineering and Management, Technion, Haifa, Israel

EDUCATION

- 1997** **PhD** in Marketing Kenan-Flagler Business School, University of North Carolina - Chapel Hill. Advisor: Charlotte Mason
- 1993** **MBA**. Leon Recanati Graduate School of Business Administration, Tel Aviv University
- 1990** **B.Sc.** Industrial Engineering and Management, Technion - Israel Institute of Technology

OVERVIEW OF RESEARCH INTEREST

My research combines work on customers' social influence, the growth of markets for new products and brands, customer lifetime value, and customer retention. It focuses on understanding customers' profitability in a fast-changing, connected, and

increasingly digital business environment. I advocate using "Customer Equity" as a fundamental measure of firm profitability, whose assessment has implications for marketing planning, resource allocation, and finance-based valuations.

I am increasingly interested in the business management of older consumers. I believe this large, growing high-equity consumer segment is under-researched academically and misappreciated and mistreated business-wise. There are great opportunities for businesses and researchers in this respect.

AWARDS

- **2025 Winner, 2025 Steenkamp Long-Term Impact Award**, for The Chilling Effect of Network Externalities, *International Journal of Research in Marketing (IJRM)*
- **2024 Arison School Contribution Award**, Reichman University
- **2021 Excellence in Research Award**, The Interdisciplinary Center
- **2021 Winner, 2020 Best Paper Award**, for "On the Monetization of Mobile Apps." *International Journal of Research in Marketing*
- **2020 Winner of the 2019 Journal of Marketing Outstanding Reviewer Award**
- **2019 Finalist, Best 2018 Article Published in International Journal of Research in Marketing** for "On the Monetary Impact of Fashion Design Piracy"
- **2018 Outstanding Editorial Review Board member award.** *International Journal of Research in Marketing (IJRM)*
- **2018 Finalist, Leonard L. Berry Marketing Book Award** for "Innovation Equity: Assessing and Managing the Monetary Value of New Products and Services". American Marketing Association.
- **2018 Top Fifty Productive Researchers based on publications in the Premier American Marketing Association (AMA) Journals (2008-2017).** DocSig, American Marketing Association
- **2018. Finalist, Best Paper Award** in *California Management Review* for "Seeding, Referral and Recommendation: Creating Profitable Word-of-Mouth Programs"

- 2016 **Emerald Citation of Excellence Award** for "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration Vs. Expansion"
- 2014 **Winner 2013 Harold H. Maynard Award** for significant contribution to marketing theory and thought for *The Network Value of Products*
- 2014 **Finalist, O'dell Award for the long term impact *Journal of Marketing Research* paper for "The Diffusion of Services"**
- 2014 **Finalist, Green Award for best 2013 *Journal of Marketing Research* paper** for "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration Vs. Expansion"
- 2014 **IDC Excellence in Teaching Award , Interdisciplinary Center**
- 2013, **Top Fifty Productive Researchers in Marketing** list, based on publications in top Marketing journals, Doctoral candidates SIG: American Marketing Association.
2013 **Researcher Excellence Award**, Interdisciplinary Center, Herzliya
- 2013 **Research Excellence Award**, Interdisciplinary Center
- 2013 **Teaching Excellence Award**, Interdisciplinary Center
- 2012, **Winner, Best Paper Award in International Conference on Information Systems (ICIS)**, for *Assessing Value in Product Networks* with Gal Ostreicher-Singer, Liron Sivan, Eyal Carmi and Ohad Yassin
- 2012 **Finalist 2011 MSI/H. Paul Root Award** for significant contribution to further the practice of marketing for *Social Effects on Customer Retention*
- 2012 **Finalist 2011 Harold H. Maynard Award** for significant contribution to marketing theory and thought for *Social Effects on Customer Retention*
- 2011 Tel Aviv University **Best Teacher Honor List**
- 2011 first runner up the 2010 American Marketing Association (AMA) **Innovation, Technology and Interactivity SIG Best Article of the Year** competition for The Chilling Effects of Network Externalities
- 2011 **Winner, Best 2010 Article Published in *International Journal of Research in Marketing*** for "The Chilling Effects of Network Externalities"
- 2009 **Finalist, Green Award for best *Journal of Marketing Research* paper** for "The Diffusion of Services"

- 2009 **ESOMAR Excellence Award** for the 2009 Best Paper, "A Holistic Approach to The Measurement Of WOM and its Impact on Consumers' Decisions" with Ed Keller
- 2008 **Winner, best 2007 article published in *International Journal of Research in Marketing*** for "The NPV of Bad News"
- 2005, **Best Teacher of 2004 Award**, Faculty of Management, Tel Aviv University
- 2004 **Winner, Robert D. Buzzell Award** by the Marketing Science Institute for, "What is the True Value of a Lost Customer?". This award was instituted in 1993 to honor the MSI papers that have made "the most significant contribution to marketing practice and thought".
- 2004 **Winner, American Marketing Association (AMA) Best Services Article** in 2003 for "What is the True value of a Lost Customer?"
- 2003 **winner, Excellence in Service Award** for best 2003 article published in *Journal of Service Research* for "What is the True Value of a Lost Customer?"
- 1996 **Doctoral Consortium**, American Marketing Association

BOARDS

International Journal of Research in Marketing

Journal of Marketing

Journal of Service Research

California Management Review

GOOGLE SCHOLAR CITATIONS – 12789 (as of 19.7.25)

REFEREED PUBLICATIONS

- Libai, Barak, Eitan Muller, and Verena Schoenmueller (2025), "The effects of churn on the growth of subscription services: Adopters, users, money," *International Journal of Research in Marketing*, Forthcoming.
- Libai, Barak, Ana Babic Rosario, Maximilian Beichert, et al. (2025), "Influencer Marketing Unlocked: Understanding the Value Chains Driving the Creator Economy," *Journal of the Academy of Marketing Science*, Forthcoming.
- Haenlein, Michael, Barak Libai and Eitan Muller (2023), "Satiation and Cross Promotion: Selling and Swapping Users in Mobile Games," *International Journal of Research in Marketing*, 40(2), 342-361
- Schweidel, David A., Yakov Bart, J. Jeffrey Inman, Andrew T. Stephen, Barak Libai, Michelle Andrews, Ana Babić Rosario, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni & Felipe Thomaz (2022), "How Consumer Digital Signals are Reshaping the Customer Journey," *Journal of the Academy of Marketing Science*, 1-20.
- Libai B, Bart Y, Gensler S, Hofacker CF, Kaplan A, Kötterheinrich K, Kroll EB (2020). "Brave New World? On AI and the Management of Customer Relationships," *Journal of Interactive Marketing*, 51,44-56.
- Appel, Gil, Barak Libai, Eitan Muller, and Ron Shachar (2020). "On the Monetization of Mobile Apps," *International Journal of Research in Marketing*, 37, 93-107
- Dost, Florian, Ulrike Phieler, Michael Haenlein and Barak Libai (2019) "Seeding as Part of the Marketing Mix: Word-of-Mouth Program Interactions for Fast Moving Consumer Goods," *Journal of Marketing*, 83(2), 62-81.
- Appel, Gil Barak Libai & Eitan Muller (2018), "On the Monetary Impact of Fashion Design Piracy," *International Journal of Research in Marketing*, 35, 591-610.
- Ascarza, E., Neslin, S.A., Netzer, O., Anderson, Z., Fader, P.S., Gupta, S., Hardie, B.G., Lemmens, A., Libai, B., Neal, D. and Provost, F. (2018), "In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions," *Customer Needs and Solutions*, 5, 65-81
- Haenlein , Michael and Barak Libai (2017), "Seeding, Referral and Recommendation: Creating Profitable Word-of-Mouth Programs," *California Management Review*, 59(2), pp.68-91
- Haenlein , Michael and Barak Libai (2013), "Targeting Revenue Leaders for New Products", *Journal of Marketing*, 77(3), pp. 65-80.
- Libai, Barak; Eitan Muller; and Renana Peres (2013), "Decomposing the Value of Word of Mouth Seeding Programs: Acceleration Vs. Expansion," *Journal of Marketing Research*, April, pp. 161-176 .
- Ostreicher-Singer, Gal, Barak Libai, Liron Sivan, Eyal Carmi and Ohad Yassin (2013), "The Network Value of Products", *Journal of Marketing*, 77(3), pp.1-14.
- Libai, Barak (2011) "Commentary: The Perils of Focusing on High-Value Customers," *Journal of Service Research*, 14(3), pp. 275-276.
- Nitzan, Irit and Barak Libai (2011) "Social Effects on Customer Retention," *Journal of Marketing*, 75(6), pp. 24-38.
- Goldenberg, Jacob; Barak Libai; Eitan Muller; and Stefan Stremersch (2010) "The Evolving Social Network of Marketing Scholars," *Marketing Science*, 29(3), pp. 561-567
- Libai, Barak; Ruth Bolton; Marnix S. Bügel; Ko de Ruyter; Oliver Götz; Hans Risselada; and Andrew T. Stephen (2010) "Customer-to-Customer Interactions: Broadening the Scope of Word-of-Mouth Research," *Journal of Service Research*, 13(3), pp. 267-282

- Goldenberg, Jacob; Barak Libai; and Eitan Muller (2010), "The Chilling Effect of Network Externalities," *International Journal of Research in Marketing* 27(1), pp. 4-15
- Goldenberg, Jacob; Barak Libai; and Eitan Muller (2010) "The Chilling Effect of Network Externalities: Perspectives and Conclusions," *International Journal of Research in Marketing* 27(1), pp. 22-24
- Libai, Barak; Eitan Muller; and Renana Peres (2009) "The Effect of Within-Brand and Cross-Brand Communication on Competitive Growth," *Journal of Marketing*, 73 (1), pp. 19-34
- Libai, Barak; Eitan Muller; and Renana Peres (2009) "The Diffusion of Services," *Journal of Marketing Research*, 46 (1), pp. 163-175
- Libai, Barak (2007) "A Commentary on 'The Customer's Revenge'," *Harvard Business Review*, December, p. 43
- Goldenberg, Jacob; Barak Libai; Sarit Moldovan; and Eitan Muller (2007) "The NPV of Bad News," *International Journal of Research in Marketing* 24(3), pp. 186-200
- Gerstner, Eitan and Barak Libai (2006) "Why Does Poor Service Prevail? A Commentary on Marketing Models of Service and Relationships by Rust and Chung," *Marketing Science* 25(6), pp. 601-603
- Godes, David; Dina Mayzlin; Yubo Chen; Sanjiv Das; Chrysanthos Dellarocas; Bruce Pfeiffer; Barak Libai; Subrata Sen; Mengze Shi; and Peeter Verlegh (2006) "The Firm's Management of Social Effects," *Marketing Letters* 16(3-4), pp. 415-428
- Goldenberg, Jacob; Barak Libai; Eitan Muller; and Renana Peres (2006) "Blazing Saddles: Early and Mainstream Markets in the High-Technology Product Life Cycle," *Israel Economics Review* 4(2), pp. 85-108
- Libai, Barak; Eitan Muller; and Renana Peres (2005) "The Role of Seeding in Multi-Market Entry," *International Journal of Research in Marketing* 22 (December) pp. 375-393
- Hogan, John E.; Katherine N. Lemon; and Barak Libai (2005) "Quantifying the Ripple: Word of Mouth and Advertising Effectiveness," *Journal of Advertising Research* 44(3), pp. 271-280
- Garber, Tal; Jacob Goldenberg; Barak Libai; and Eitan Muller (2004) "From Density to Destiny: Using Spatial Analysis for Early Prediction of New Product Success," *Marketing Science*, 22(3), pp. 419-428
- Goldenberg, Jacob; Barak Libai; Y. Louzoun; David Mazursky; and Sorin Solomon (2004) "Inevitably Re-born: The Reawakening of Extinct Innovations," *Technological Forecasting and Social Change* 71, pp. 881-896
- Libai, Barak; Eitan Gerstner; and Eyal Biyalagorsky (2003) "Setting Referral Fees in Affiliate Marketing," *Journal of Service Research* 5(4), pp. 303-315
- Hogan, John E.; Katherine N. Lemon; and Barak Libai (2003) "What is the True Value of a Lost Customer?" *Journal of Service Research* 5 (3), pp. 196-208
- Libai, Barak; Das Narayandas; and Clive Humby (2002) "Toward an Individual Customer Profitability Model: A Segment-Based Approach," *Journal of Service Research* 5(1), pp. 69-76
- Goldenberg, Jacob; Barak Libai; and Eitan Muller (2002) "Riding the Saddle: How Cross-Market Communication Can Create a Major Slump in Sales," *Journal of Marketing* 66(2), pp. 1-17
- Goldenberg, Jacob; Barak Libai; and Eitan Muller (2001) "Using Complex Systems Analysis to Advance Marketing Theory Development: Modeling Heterogeneity Effects on New Product Growth through Stochastic Cellular Automata," *Academy of Marketing Science Review* [online] 01 (9), special issue on Emergent and Co-Evolutionary Processes in Marketing

- Goldenberg, Jacob; Barak Libai; and Eitan Muller (2001) "Talk of the Network: A Complex System Look at the Underlying Process of Word of Mouth," *Marketing Letters* 12(3), pp. 209-221
- Biyalagorsky, Eyal; Eitan Gerstner; and Barak Libai (2001) "Customer Referral Management: Optimal Reward Programs," *Marketing Science*, 20(1), pp. 82-95
- Goldenberg, Jacob; Barak Libai; Sorin Solomon; Neam Jan; and Dietrich Stauffer (2000) "Marketing Percolation," *Physica A*, 284 (1-4) pp. 335-47

OTHER PUBLICATIONS

Books

Ofek, Elie; Barak Libai; Eitan Muller (2016). *Innovation Equity: Assessing and Managing the Monetary Value of New Products and Services*, University of Chicago Press.

Harvard Business School cases and background notes

Elie Ofek; Barak Libai and Eitan Muller (2025) *Customer Acquisition and the Cash Flow Trap*

Elie Ofek; Barak Libai and Eitan Muller (2024), *Net Revenue Retention: Unpacking the Dynamics of Customer Monetization*.

Elie Ofek; Barak Libai and Eitan Muller (2022), *On CUE: The Quest for Optimal Customer Unit Economics*

Elie Ofek; Barak Libai and Eitan Muller (2021), *Customer Lifetime Social Value (CLSV)*

Elie Ofek; Barak Libai and Eitan Muller (2020), *Customer Management Dynamics and Cohort Analysis*.

Elie Ofek; Eitan Muller and Barak Libai (2019), *Ride-Hailing Services: Forecasting Uber's Growth*

Book Chapters

- Jacob Goldenberg, Barak Libai, and Eitan Muller (2004) "Complex, Yet Simple: Cellular Automata as an Enabling Technology in Marketing Strategy Research" in Donald Lehmann and Christine Moorman (eds.) *Assessing Marketing Strategy Performance*, Cambridge, MA: Marketing Science Institute
- Barak Libai, Vijay Mahajan, and Eitan Muller (2008) "Can You See the Chasm? Innovation Diffusion According to Rogers, Bass, and Moore" in Naresh K. Malhotra, (ed.) *Review of Marketing Research*, Armonk, NY: M.E.

Sharpe

INDUSTRY WORKING PAPERS

Keller, Ed and Barak Libai (2009) "A Holistic Approach to the Measurement of WOM and its Impact on Consumers' Decisions, ESOMAR, Worldwide Media Measurement, Stockholm

Carl, Walter; Barak Libai; and Adam Ding (2008) "Measuring the Value of Word of Mouth," in *Measuring Word of Mouth*, Word of Mouth Marketing Association

TEACHING

Teaching MBA, Honor Undergraduates and Executives: Customer Value Management, Marketing in a Dynamic, Strategic Customer Management, Marketing in a Connected World, Brand Management.

SERVICE

Past Head of the Marketing group, Arison School of Business. Past head of the Arison School teaching committee. Participation in numerous committees on promotion, graduate students, and school strategy.