CV: Dikla Perez

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10/2020 – Present: Lecturer BIU, The Graduate School of Business Administration.

10/2018 – 9/2020: Visiting scholar, The Graduate School of Business Administration.

2017- 2018: Post Doc, NYU Stern Business School, New York

2012- 2017: PhD, Coller Graduate School of Management, Tel-Aviv University, supervised by Prof. Yael Steinhart and Prof. Amir Grinstein.

2006- 2008: MBA the Open University of Israel

1994- 1997: BA (Business Administration) Haifa University, Israel

**Peer-reviewed publications:**

\* Mazor G., Perez D. and Kronord A. (*2024*). "“That’s it!” How Short Exclamations Boost Effectiveness of Price Communications. Using Containing Language to Influence Perceived Price Complexity and Offer Fairness. *Journal of Advertising Research*.

Perez D., Munichor N. and Buskila G. (*2023*)." Help Yourself: Pictures of Donation Recipients Engaged in Physical Self-Help Enhance Donations on Crowdfunding Platforms". *Journal of Business Research.*

\*Sani-Elia I., Perez D. and Grinstein A. (*2023*). " Born to Be Sustainable: Consumers' Response to Luxury Products that are Born Versus Reborn Sustainable". *Journal of Association of Consumer Research*.

Perez, D., Oestreicher-Singer, G., Rubin, M.M, and Zalmanson, L. (2023). "No, Thanks" Effect: How do requests for feedback affect the consumption behavior of the silent majority?". *Marketing Letters*.

\*Buskila G., and Perez, D. (2022). Pictures of victims doing nothing to help themselves—as opposed to taking self-help action—elicit perceptions of lower donation efficacy and fewer donations on crowdfunding platforms. *Journal of Advertising Research.*

Perez, D., Stockheim, I. and Baratz, G. (2022). Complementary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchase Intentions. *Journal of Retailing and Consumer Research*.

Espinoza F., and Perez D. (2022). Consumers’ emotional reactions to responsible luxury: implications for consumer well-being and luxury business' impact. A book chapter in "the rise of positive Luxury: Transformative Research Agenda for Well-Being and Sustainable Growth".

Perez D., Steinhart Y., Grinstein A., and Morren M. (*2021).* “Consistency in identity related sequential decisions.” *Plos One*. 16(12): e0260048. <https://doi.org/10.1371/journal.pone.0260048>

\*Meltzer, M. B., Perez, D., and Gelbard, R. (*2021*). "Perceived Complexity of a Project’s Optimal Work Plan Influences Its Likelihood of Adoption by Project Managers". *Project Management Journal.*

\*Meltzer, M. B., Perez, D., and Gelbard, R. (2021). "Keep IT Together: Behavioral Aspects of Teams' Location in Enhancing Motivation to Adopt Complex Work Plans". *International Journal of Information Technology Project Management* (IJITPM), 12(1), 93-105.

Perez, D., Stockheim, I., Tevet, D., and Rubin, M.M. *(2020).* "Consumers Value Manufacturer Sincerity: The Effect of Central Eco-Friendly Attributes on Luxury Product Evaluations. *Journal of Cleaner Production*.

\*Brokman, M., Perez, D. and Gelbard, R. (2018). An Optimal Point is not Enough: The Motivation to Cope with Complex Software Project Planning. *Procedia computer science*, 138, 705-713.

Perez, D. and Steinhart Y. (2014). “It’s not personal: The differential effect of activation in advertising as a function of personalization levels.” *Social Influence*, 9 (3), 224-241.

\* Publications with my PhD students.

**Manuscript under review:**

\* Stockheim, I., Perez, D. and Podkamien Y. " Friend and Foe: The Impact of Complimentary Competitor Content (CCC) on Consumer Response Towards the Endorsing Competitor". Under review at the *Journal of Retailing and Consumer Research.*

\* Henkin R., Perez, D. and Otterbring, T. "Phygital Luxury: Exploring the Influence of NFT-Linked Digital Twins on Consumer Responses to Physical Luxury Products". Under review at the *Journal of Association of Consumer Research*.

\* Manuscripts that was written with my PhD students

**Working papers:**

\* Elia I, Perez D., Grinstein A., and Paharia N. " What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and consumer evaluation of luxury brands".

Perez D., and Morwitz V. “How Measurement Effects Vary with Culture?.”

\* Podkamien Y., Perez D. and Bluvstien S., “Identity in context: When making a decision out of the relevant social role.”

\*Podkamien Y., and Perez D and Minah Jung. “An Order Effect in Identity Related Consumption Decisions.”

\* working papers with my PhD students

**Conference proceedings (peer-reviewed)**

\*Podkamien Y., and Perez D and Minah Jung. “An Order Effect in Identity Related Consumption Decisions.” Accepted for oral presentation at the EACR, July 2023.

\*Mazor G., Perez D., and Kronord A. "That’s It! How Two Words Can Influence Perceived Price Complexity, Perceived Offer Fairness and Resulting Purchase Behavior. Accepted for oral presentation at the EACR, July 2023.

\* Elia I, Perez D., Grinstein A., and Paharia N. " What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and consumer evaluation of luxury brands". Accepted for oral presentation at the EACR, July 2023.

Perez D., Stockheim, I., and Baratz G. "Complimentary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchase Intentions". Accepted for oral presentation at the ACR, October 2022.

\*Elia I, Perez D., Grinstein A., and Neeru Paharia. " What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and consumer evaluation of luxury brands". Accepted for oral presentation at the ACR, Oct. 2022.

Perez D., and Morwitz V. “How Measurement Effects Vary with Culture?.” Accepted for oral presentation at the SCP boutique conference, Singapore, July 2022.

\*Elia I, Perez D., Grinstein A., and Neeru Paharia. " What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and consumer evaluation of luxury brands". Accepted for oral presentation at the EMAC, May 2022.

Perez D., Stockheim, I., and Baratz G. "Complimentary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchase Intentions". Accepted for oral presentation at the AMA Global Marketing SIG, October 2021.

\*Elia I. and Perez D. "Born to be eco-friendly: consumer evaluations of luxury products that are "born" versus "reborn" with eco-friendly attributes". Accepted for oral presentation at the EMAC, May 2021.

\*Buskila G. and Perez D. "Pictures of Donation Recipients Engaged in Physical Self-Help Enhance Readiness to act and Donations intentions". Accepted for oral presentation at the EMAC, May 2021.

Perez D., Grinstein A., and Elia I. " What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and consumer evaluation of luxury brands". Accepted for oral presentation at the SCP, February 2021.

Zalmanson, L., Oestrecher-Singer, G., and Perez D. (2019) “The effect of website initiated participation on user's on-line behavior and spending"**.** Oral Presentation,Marketing Science, June 2019.

Zalmanson, L., Oestrecher-Singer, G., and Perez D (2019). “The effect of website initiated participation on user's on-line behavior and spending"**.** Oral Presentation,CBSIG, July 2019.

Perez D., Gneezy, A. and Steinhart Y. (2016). “The effect of immoral normative behavior, on moral regulation in the digital environment.” Poster session, ACR conference, October 2016.

Perez D., Steinhart Y., Grinstein A., and Morren M. (2016). “Consistent or not? The role of product visibility in sequential consumption-related decisions.” Oral Presentation, EMAC conference, June 2016.

Perez D., Steinhart Y., and Grinstein A. (2015). “Consistent or not? The role of product visibility in sequential consumption-related decisions.” Poster session, SCP conference, October 2015.

Perez D., Steinhart Y., and Grinstein A. (2015). “Consistent or not? The role of product visibility in sequential consumption-related decisions.” Poster session, AP-ACR conference, June 2015.

Perez, D. and Steinhart, Y. (2012), “Not so personal: The impact of social identity ad appeal as a function of activation in advertising.” Oral Presentation, Advances in Consumer Psychology, ed. Amitav Chakravarti and Anirban Mukhopadhyay, Vol 1, 70.

\* Conference presentations of my PhD students

**Teaching experience:**

2018 – present: Marketing and Business Games lecturer at Bar Ilan-University

2017- 2018: Visiting Professor, lecturer of introduction to marketing at Yeshiva University.

2010- 2017: Adjunct lecturer of undergraduate and MBA Marketing Principles course, Technion, Israel, Tel-Aviv University and Ben-Gurion University.

2013- 2017: Behavioral lab administrator, Coller School of Management,

 Tel-Aviv University.

**Excellency awards and grants:**

2018 ICRC foundation (80,000 NIS)

2016 Mia Fisher prize - Research Grant ($7,500)

2014 Segal Research Fund Grant ($1800)

2013 Amalya Miron Research Fund Grant ($6000)

2013 Awards for constant outstanding TA - Technion

2012-2016 Business School personal subsidy for a PhD student

2009 Dean's list for 2008 – Open University

**Pro-social activities:**

2009-Present: I volunteer as a Graduate Studies consultant, advising graduating students about doctoral programs.

2008-Present: I oversee 60 volunteers in activities including distribution of food donations and other forms of assistance to families in need, “Rahamey Miriam” NGO in Hadera.