

CURRICULUM VITAE

• **Personal Details**

Name: Stav Rosenzweig

Work address: The Department of Management
The Guilford Glazer Faculty of Business and Management, and
The Goldman Sonnenfeldt School of Sustainability and Climate
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• **Education**

B.A. – 1998, The Hebrew University of Jerusalem, Department of Archaeology and
Department of Jewish History.
Magna cum Laude

M.B.A. – 2001, The Hebrew University of Jerusalem, School of Business Administration.
Magna cum Laude

M.A. – 2003, The Hebrew University of Jerusalem, Department of Jewish History.
Advisor: Prof. Israel L. Levin
Title of Thesis: Structural aspects of *Aelia Capitolina*
Magna cum Laude

Ph.D. – 2009, The Hebrew University of Jerusalem, School of Business Administration.
Advisor: Prof. David Mazursky
Title of Thesis: Determinants and Trends of Innovation
Rector's scholarship for scholastic achievements 2007-2008

• **Employment History**

2024-present
Associate Professor
Ben-Gurion University of the Negev

2017-2024
Senior Lecturer, tenured
Ben-Gurion University of the Negev

2019-2020
Visiting Scholar

Judge Business School, University of Cambridge, UK

2009-2017

Lecturer

Ben-Gurion University of the Negev

2008-2009

Marketing Science Institute (MSI) Fellow

Marshall School of Business, University of Southern California, USA

2003-2008

Instructor (as a Ph.D. candidate)

The Hebrew University of Jerusalem

Citation for Excellence in Teaching (2006, 2007, 2008)

1999-2003

Tutor and Teaching Assistant (as M.A. and M.B.A student)

The Hebrew University of Jerusalem

• **Professional Activities**

(a) Positions in academic administration

2023-present – Co-initiator and co-academic supervisor of The National Institute for Climate Policy Research, a joint venture of The Guilford Glazer Faculty of Business and Management, and The Goldman Sonnenfeldt School of Sustainability and Climate Change

2023-present – Mentor of Orit Milo, Department of Management

2021-present – Head of Management Study Track, Airforce Academic Program, Ben-Gurion University of the Negev

2021-present – Head of the Research Students Committee, The Goldman Sonnenfeldt School of Sustainability and Climate Change

2021-present – Steering Committee member, The Goldman Sonnenfeldt School of Sustainability and Climate Change

2020-present – Academic Supervisor, “Leaders”, the Entrepreneurship Leadership Program, Ben-Gurion University of the Negev

2019-present – Head of the Study Track of Entrepreneurship and Innovation, Department of Management

2021-2022 – Member of the Search Committee for New Faculty Recruitment, Department of Management

2016-2022 – Chair of the Committee for the President’s Fund for visits of distinguished guests, The Guilford Glazer Faculty of Business and Management

2016-2019 – Head of the Study Track of Business and Management in Sports, Department of Management

2016-2017 – Member of the Research Graduate Studies Committee, The Guilford Glazer Faculty of Business and Management

2016-2019 – Member of the Smart Technologies Competition Committee, Ben-Gurion University of the Negev

2014-2019 – Head of the Faculty Seminars Committee, The Guilford Glazer Faculty of Business and Management

2014-2019 – Member of the Search Committee for New Faculty Recruitment, Department of Management

2014-2018 – Academic Advisor of the Undergraduate Final Project, Department of Management

2013-2018 – Marketing Group Seminar Director, The Guilford Glazer Faculty of Business and Management

2010-2014 – Departmental Seminar Coordinator, Department of Management

2007-2008 – School of Business Ph.D. Seminar Coordinator, The Hebrew University of Jerusalem

2007-2008 – Ph.D. Candidates' Representative at the School of Business Council, The Hebrew University of Jerusalem

2006-2008 – Member of the Junior Academic Staff Association as an elected representative of the School of Business Administration research students, The Hebrew University of Jerusalem

2006-2007 – Founder and Coordinator of a Global History and Technology Seminar for Advanced Studies, School of History, The Hebrew University of Jerusalem

2001 – Founder of a Research Seminar for Graduate Students, Department of Jewish History, The Hebrew University of Jerusalem

• Educational activities

(a) Courses taught

Innovation and Entrepreneurship in Health and Medicine, a collaboration with the **Soroka Medical Center**, Faculty of Health Sciences, Faculty of Engineering Sciences, and Faculty of Computation and Data Science. Undergraduate and Graduate level; BGU. Jointly taught with Arnon Sturm.

Innovation and Entrepreneurship in Physical and Rehabilitation Medicine, a collaboration with the Faculty of Engineering and **Adi Negev Rehabilitation**

Medical Center. Undergraduate and Graduate level; BGU. Jointly taught with Arnon Sturm.

Innovation and Entrepreneurship in Children's Health, a collaboration with the Faculty of Engineering and the **Saban Children's Hospital, Soroka Medical Center.** Undergraduate level; BGU. Jointly taught with Amir Shapiro.

****Recipient of the Innovation in Teaching Prize**, the Unit for the Advancement of Quality in Teaching and Learning at BGU, September 2023.

****CanNegev Technology Incubator** has pledged **ILS 100,000** investment in an intubation technology developed during the 2023 course.

Innovation in Children's Health: KidStart – a unique collaboration with **Cincinnati Children's Hospital Medical Center (CCHMC)** and BGU's Faculty of Health Sciences, the Guilford Glazer Faculty of Business and Management, the Faculty of Engineering Sciences, and BGN Technologies. Undergraduate and Graduate level; BGU. Jointly taught with Amir Shapiro.

****Supported by the Vice-president and Dean of R&D at BGU**

****6 (out of 8) technology solutions to medical problems were awarded \$60,000 to develop the technology.**

Trends and technologies and their application in entrepreneurship. Undergraduate level; BGU.

****Recipient of the Innovation in Teaching Prize**, awarded by the Unit for the Advancement of Quality in Teaching and Learning at BGU, March 2023.

****Recipient of a teaching grant** awarded by the Unit for the Advancement of Quality in Teaching and Learning at BGU, 2021-2022

Research Seminar: Issues in technology, entrepreneurship, and innovation management. Undergraduate level; BGU.

Business Strategy. Undergraduate level and Executive MBA; BGU.

****Recipient of a teaching grant** awarded by the Unit for the Advancement of Quality in Teaching and Learning at BGU, 2021-2022

Innovation and Entrepreneurship in Health and Medicine, a collaboration with the Faculty of Health Sciences and the Faculty of Engineering Sciences. Undergraduate and Graduate level; BGU. Jointly taught with Amir Shapiro.

New product development. Undergraduate level; BGU.

Research seminar: Innovation management and marketing strategy. Undergraduate level; BGU.

Engineering and managerial problem solving, a collaboration with the Faculty of Engineering Sciences. Undergraduate level; BGU. Jointly taught with Amir Shapiro.

Business management final project. Undergraduate level; BGU.

Marketing management. MBA level; The Hebrew University of Jerusalem.

Principles of marketing. Undergraduate level; The Hebrew University of Jerusalem.

Marketing research. Undergraduate level; The Hebrew University of Jerusalem.

History tutorial: Modern period. Undergraduate level; The Hebrew University of Jerusalem.

Introduction to global history. Undergraduate level; The Hebrew University of Jerusalem.

(b) Research students

Master students:

– Ayelet Manzur, MBA with Thesis, 2013
Ben-Gurion University of the Negev

– Aviv Steren, MBA with Thesis, 2015
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Shiran Afriat, MBA with Thesis, 2016
Ben-Gurion University of the Negev

– Eliran Solodoha, MBA with Thesis, 2016
Ben-Gurion University of the Negev

– Yael Kochan, MBA with Thesis, 2021
Ben-Gurion University of the Negev

– Tair Ronen, MBA with Thesis, 2022
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Shani Vertlib, MBA with Thesis, 2022
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Yanai Ankaoua, MBA with Thesis, 2023
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Gal Scarlet, MBA with Thesis, 2024
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Shunit Cohen, MBA with Thesis, 2026 (expected)
Ben-Gurion University of the Negev (jointly supervised with Anna Gavius)

– Shai Peleg, MBA with Thesis, 2026 (expected)
Ben-Gurion University of the Negev

Ph.D. students:

– Eliran Solodoha, Ph.D. (Kreitman Fellowship), 2021
Ben-Gurion University of the Negev (jointly supervised with Yotam Lurie)

– Aviv Stern, Ph.D. (Azriely Fellowship and Kreitman Fellowship), 2022
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Maurice Schuster, Ph.D. 2028 (expected)
Ben-Gurion University of the Negev (jointly supervised with Eran Ben-Elia)

Post-doctoral fellows:

– Shai Harel, post-doctoral fellow (Kreitman Fellowship), 2014-2015
Ben-Gurion University of the Negev

– Aviv Stern, post-doctoral fellow, 2023-2024
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Yamit Asulin, post-doctoral fellow, 2024-2025
Ben-Gurion University of the Negev (jointly supervised with Ofir Rubin)

– Tal Ulus, post-doctoral fellow, 2024-2025
Ben-Gurion University of the Negev

– Sharon Ravitz Wyngaard, post-doctoral fellow, 2025-2026
Ben-Gurion University of the Negev

• **Scientific Publications**

(a) Authored books

1. Tellis^{PI}, G. J. and **Rosenzweig^{PI}, S.** 2018. *How Transformative Innovation Shaped the Rise of Nations*. Anthem Press, London, United Kingdom. 319 pages. ISBN 978-1-78308-732-7.

**Featured in a [Wall Street Journal Op Ed](#).

**Featured in the *London Business School Review* 2018 (3), 19.

(b) Refereed chapters in collective volumes, Conferences proceedings, Festschrifts, etc.

1. **Rosenzweig^{PI}, S.** 2000. Ashera with no Baal: A New Interpretation of the 2nd Taanach Vessel. Editors, Bordowicz, Y. and Faust, A. *Proceedings of the Religions, Rituals and Liturgy in Erez-Israel Conference* (Hebrew). Bar-Ilan University and Yad Izhak Ben-Zvi, Ramat Gan. pp. 4-5.
2. **Rosenzweig^{PI}, S.** and Mazursky^C, D. 2007. A Bumpy Ride on Innovation Escalator: Historical Trends of Product Innovativeness. *Marketing History at the Center, Proceedings of the 13th Biennial Conference on Historical Analysis in Research in Marketing*, Duke University, Durham, NC. pp. 286-288.
3. Grinstein^{PI}, A., Ofek^{PI}, E. and **Rosenzweig^{PI}, S.** 2007. Challenging Conditions, Social Networks and Performance of Academic Research in Marketing. *Marketing History at the Center, Proceedings of the 13th Biennial Conference on Historical Analysis in Research in Marketing*, Duke University, Durham, NC. pp. 248-250.

4. **Rosenzweig^{PI}, S.**, Tellis^{PI}, G.J. and Mazursky^C, D. 2009. The Origin of Impactful Innovations. Editors, Harmancioglu, N. and Tellis, G. J. *33rd PDMA Annual International Conference Research Forum Proceedings*, Product Development and Management Association. p. 149.
 5. Steren^S, A., Rubin^{PI}, O. and **Rosenzweig^{PI}, S.** 2014. Is there a rebound effect in green taxation on transportation? Evidence from a natural experiment in Israel. *14th International Association for Energy Economics IAEE European Energy Conference Proceedings*, Luiss University of Rome, Italy. pp. NA.
 6. Haran^{PI}, U., van Dijk^{PI} D., Krief^C, M., Barina^C, M., and **Rosenzweig^{PI}, S.**, Achievers, not winners: On the negative role of guilt proneness in competitive settings. *Proceedings of the Academy of Management Annual Meeting*, doi.org/10.5465/AMBPP.2021.157
 7. Rosenzweig^{PI}, S., Steren^{PD}, A., and Rubin^{PI}, O. 2026. Exploring Consumer Preferences for Electric Vehicle Mileage Tax Structures, *European Marketing Academy Insights Book*, Volume 1, Human and Smart Marketing: Understanding and Enhancing Our Future, Anett Erdmann, Susana Fernandez-Lores, Morana Fuduric (Eds). <https://www.emac-online.org/publications/emac-insights-book-series>
 ** Inaugural volume, selective, best papers from the EMAC Annual (Spring) Conference and EMAC Regional (Fall) Conference (10-20 papers selected out of 600-800 submissions).
- (c) Refereed articles and refereed letters in scientific journals
1. **Rosenzweig^{PI}, S.** and Mazursky^C, D. 2008. A (Bumpy) Ride on the Innovation Escalator: Historical Trends of Product Innovativeness. *Journal of Macromarketing* 28(1): 91-93.
 2. Grinstein^{PI}, A., Ofek^{PI}, E. and **Rosenzweig^{PI}, S.** 2008. Challenging Conditions, Social Networks, and Performance of Academic Research in Marketing. *Journal of Macromarketing* 28(1): 87-89.
 3. **Rosenzweig^{PI}, S.** and Mazursky^C, D. 2014. Constraints of Internally and Externally Derived Knowledge and the Innovativeness of Technological Output: The Case of the United States. *Journal of Product Innovation Management* 31(2): 231-246.
 4. Baker^{PI}, W. E., Sinkula^{PI}, J. M., Grinstein^{PI}, A., and **Rosenzweig^{PI}, S.** 2014. The Effect of Radical Innovation In/Congruence on New Product Performance. *Industrial Marketing Management* 43(8): 1314-1323.
 5. **Rosenzweig^{PI}, S.** Tellis^{PI}, G. J., and Mazursky^C, D. 2015. Where Does Innovation Start: With Customers, Users, or Inventors? *Marketing Science Institute Working Papers Series*. Report No. 15-108: 1-52.
 6. **Rosenzweig^{PI}, S.** and Grinstein^{PI}, A. 2016. How Resource Challenges Can Improve Firm Innovation Performance: Identifying Coping Strategies, *Creativity and Innovation Management* 25(1), 110-128.

7. Steren^S, A., Rubin^{PI}, O. D., and **Rosenzweig^{PI}, S.** 2016. Assessing the Rebound Effect Using a Natural Experiment Setting: Evidence from the Private Transportation Sector in Israel, *Energy Policy* 93: 41-49.
 - **Paper cited in an OECD report: Dimitropoulos, A., W. Oueslati and C. Sintek (2016), *OECD Environment Working Papers*, No. 113, OECD Publishing, Paris.
 - **Paper contributed to the Guilford Glazer Faculty of Business and Management's *Corporate Knights 2016 Better World MBA Ranking*.
8. **Rosenzweig^{PI}, S.** Grinstein^{PI}, A., and Ofek^{PI}, E. 2016. Social Network Utilization and the Impact of Academic Research in Marketing, *International Journal of Research in Marketing* 33 (4): 818-839.
 - **Listed on the FT50 – a Fortune 50 research ranked journal.
 - **Dean's list of preferred journals for publication.
9. **Rosenzweig^{PI}, S.** 2017. The Effects of Diversified Technology and Country Knowledge on the Impact of Technological Innovation, *Journal of Technology Transfer* 42 (3): 564-584.
10. **Rosenzweig^{PI}, S.** 2017. Non-customers as Initiators of Radical Innovation, *Industrial Marketing Management* 66 (6): 1-12.
 - **Lead article.
11. Steren^S, A., **Rosenzweig^{PI}, S.**, and Rubin^{PI}, O. 2022. Assessing the emission consequences of an energy rebound effect in private cars in Israel, *Environmental Pollution* 306, 119332.
12. Steren^S, A., Rubin^{PI}, O., and **Rosenzweig^{PI}, S.** 2022. Energy-efficiency policies targeting consumers may not save energy in the long run: A rebound effect that cannot be ignored, *Energy Research & Social Science* 90, 102600.
13. Solodoha^S, E., **Rosenzweig^{PI}, S.** and Harel^{PD}, S., 2023. Incentivizing angels to invest in start-ups: Evidence from a natural experiment, *Research Policy* 52(1), 104634.
 - **Listed on the FT50 – a Fortune 50 research ranked journal.
 - **Dean's list of preferred journals for publication.
14. Haran^{PI}, U., van Dijk^{PI} D., Krief^C, M., Barina^C, M., and **Rosenzweig^{PI}, S.**, 2023. Winning isn't everything: Guilt proneness and competitive vs. non-competitive Motivation, *Journal of Personality* 92(1), 1-23.
15. Vertlib^S, S., **Rosenzweig^{PI}, S.**, Rubin^{PI}, O., and Steren^S, A., 2023. Are car safety systems associated with more speeding violations? Evidence from police records in Israel, *PLoS One*, 18(8), e0286622.
16. Kochan^S, Y., and **Rosenzweig^{PI}, S.**, 2023. Unintended consequences of antismoking pricing policies: Insights from smokers' household expenditure on smoking behavior and public health. *Sustainability*, 16(1), pp. 178-194.
17. Scarlat^S, G., **Rosenzweig^{PI}, S.**, and Rubin^{PI}, O. 2024. Which energy labels should we use to expedite the transition to electric vehicles? *Frontiers in Environmental Science*, 12, 12:1354677.
18. Steren^S, A., **Rosenzweig^{PI}, S.**, and Rubin^{PI}, O. 2025. Is vehicle weight associated with risky driving behavior? Analysis of complete national records. *Marketing Letters*, 36, 97–120. doi.org/10.1007/s11002-024-09733-7.

**Featured in [*Forbs Magazine*](#)

**Best paper award nomination, EMAC Regional Conference, Lisbon, September, 2024.

19. Solodoha^S, E. and Rosenzweig^{PI}, S. 2025. The relationship between entrepreneurs' founding experience, investing angels and start-ups' technological output, *Journal of Entrepreneurship* 34(3).
<https://doi.org/10.1177/09713557251369149>.
20. Rubin^{PI}, O., Rosenzweig^{PI}, S., Ankaoua^S, Y., Steren^S, A., and Bar-Nahum^C, Z. 2026. Are policies promoting the transition to low-carbon vehicles associated with distributional injustice?, *Journal of Business Research* 209, 116084.
<https://doi.org/10.1016/j.jbusres.2026.116084>.
21. Solodoha^S, E., Rosenzweig^{PI}, S. and Harel^{PD}, S. 2026. Do women entrepreneurs influence their start-up's exit? Entrepreneurial identity and firm exit in high-tech, *Journal of Business Research* 210, 116109.
<https://doi.org/10.1016/j.jbusres.2026.116109>.

Media coverage of my research and activity at Ben-Gurion University of the Negev

1. Gadot, Y. 2011. Research Teams with Women Scholars are More Effective. [*News 1*](#) (March 6th).
2. Heruti-Sover, T. 2014. The Big Bang: Shattering the Glass Floor. *TheMarker Magazine* (May), pp. 132-133.
3. Heruti-Sover, T. 2015. The Big Bang: Based on Customer Request. *TheMarker Magazine* (March), pp. 358-359.
4. Solomon, S. 2016. Lower Taxes on Efficient Cars Increase Usage, Israeli Researchers Say. *The Times of Israel* (June 7th).
5. Anavi, N. 2016. Commentary on the Recent OECD Report. *Good Morning Israel*, Galey Zahal (July 25th).
6. Grossman, M. M. 2016. BGU Researchers Say Eco-Friendly Car Incentives Failed. *The Jerusalem Post* (July 29th).
7. Heruti-Sover, T. 2016. The Big Bang: Please Try Again Later. *TheMarker Magazine* (September), pp. 244-245.
8. Marketing Science Institute. 2017. What Marketers are Talking About. *Marketing Science Institute's February 2017th issue*.
9. Hadar, T. 2017. Ministry of Transportation executes a speedy research. *Calcalist* (November 14th), p. 12.
10. Goichman, R. 2017. We need to stop talking and start creating additional opportunities in Beer Sheva. *TheMarker* (November 29th).
11. Heruti-Sover, T. 2017. No scientific indication that 8200 intelligence unit generates better entrepreneurs. *TheMarker* (November 30th).
12. Tellis, G. J. and S. Rosenzweig. 2018. On immigration, do as the Romans did. [*The Wall Street Journal*](#) (February 8th).

13. Sitruk Dahan, J. 2018. BGU team wins 3rd place in technology competition in Canada, [Sheva News](#) (March 15th).
14. Barlel, V. 2018. Ma'am marketing manager. *Maariv* (November 9th), pp. 70-71.
15. [Ynet](#), 2019, Entrepreneurship and innovation in health systems and medicine – a new novel course at BGU (February 7th).
16. Heruti-Sover, T. 2019. Is there a Doctor in the startup? Your probability of investment increases by 60%. [TheMarker](#) (May 16th).
17. Shani, R. 2019. Choosing a winning team to lead your technology startup. What happens tomorrow - [Galatz Radio Podcast](#), chapter 25 (July 30th).
18. Navon, D. and Lerner, A. 2019. Stability in the job market? [Tel Aviv Radio](#) (August 6th).
19. Rosenzweig, S. 2019. Between Cambridge and Beer Sheva. *The Annual Israeli High-Tech Book of [TheMarker](#)* (December 31th). p. 117.
20. Bramly Golan, D. 2020. Would working from home bring the periphery closer to the center? [Globes](#) (July 9th).
21. Fishman, Meital R. 2021. Green car? Not necessarily: Energy efficient cars don't really save energy. [Ynet](#) (May 11th).
22. Heruti-Sover, T. 2021. Think your new Jeep will protect your family – research reveals otherwise. [TheMarker](#) (June 28th).
23. Hadad, O. 2021. Bigger cars mean more traffic violations. *Morning Journal, Jerusalem Radio* (June 29th).
24. Hadad, O. 2021. Bigger cars mean more traffic violations. *The 3PM edition with Ofer Hadad, [Channel 12 News](#)* (June 29th). Full edition [here](#).
25. Shani, R. 2021. Do energy efficient cars save us money? What happens tomorrow, [Galatz Radio Podcast](#), chapter 147 (July 6th).
26. Fisher, D. 2021. The race for the SUV. *The Main Edition with Danny Kushmaro, [Channel 12 News](#)* (September 30th).
27. Jerusalem Post Staff. 2022. Why Israelis don't necessarily save energy when buying greener cars, [The Jerusalem Post](#) (May 16th).
28. Rinat, Z. 2022. Desalination prevents water shortage but comes with an environmental price tag, [Haaretz](#) (June 1st).
29. Harel, R. 2022. No angels in the sky: what demotivated angels to invest in startups? [TheMarker](#) (November 28th).
30. Moran, M. 2022. What happens when people are encouraged to drive electric cars? Absolutely not as expected, [Haaretz](#) (December 23rd).
31. Vexler, S. and Levi, U. Taxing Electric Cars, [Reshet Bet - Kan Ba-Sviva](#), (December 27th).
32. Gil, E., Schmil, D., and Moran, M. Electric cars, tax and the environment. [Haaretz Hashavua Podcast](#) (December 27th).
33. Schmil, D. 2022. The tax increase of electric cars demonstrates the irrelevance of the green tax. [TheMarker](#) (December 27th).
34. Harel, R. 2023. Looking for fierce employees? Check their guilt proneness [TheMarker](#) (May 1st).

35. Schmil, D. 2023. Feeling safe and taking risks. [TheMarker](#) (August 28th).
36. Peretz, S., Avriel, E., and Schmil, D. 2023. Car safety systems can be risky. [TheMarker's Daily Podcast](#) (August, 29th).
37. Cohen, K. 2024. Research discovers what will persuade you to adopt an electric vehicle. Hint: not environmental considerations. [Walla Transportation News](#) (April, 18th).
38. Ben Arie, R. 2024. Green, but not really. [Urbanology](#) (May 28th).
39. Schmil, D. 2024. Study: The heavier the car, the more likely the driver will commit traffic violations. [TheMarker](#) (May 29th).
40. Schmil, D. 2024. \$34B down the drain? Green taxation did not decrease emissions of private cars. [TheMarker](#) (November 4th).
41. Zandberg, T. 2024. The green tax is no longer effective. *The color of money*, [Kan Bet](#) (November 5th).
42. Schmil, D. 2025. Losing control: Cars are safer, why is there no decrease in crashes?. [TheMarker](#) (January 28th).
43. Winkless, L. 2025. SUVs make traffic worse and are more dangerous than cars. [Forbes](#) (May 7).