

## Ron Shachar

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## Education

Period of Study	Name of University	Subject	Degree	Date of Award
1984-1986	Tel Aviv University	Economics	B.A.	1986
1986-1988	Tel Aviv University	Economics	M.A.	1988
1988-1992	Tel Aviv University	Economics	PhD	1992

## Academic experience

Period	Institution	Department	Rank/Function
1991	Harvard University	Economics	Visiting Scholar
1992-1997	Yale University	School of management	Assistant professor
1997-2001	Tel Aviv University	Economics	Lecturer
2001-2002	Tel Aviv University	Marketing	Lecturer
2002-2005	Tel Aviv University	Marketing	Senior Lecturer (Tenured)
2005-2011	Duke University	Marketing	Visiting Professor
2006-2009	Tel Aviv University	Marketing	Associate Professor
2006-2010	Tel Aviv University	Marketing	Chair
2009-2010	Tel Aviv University	Marketing	Full Professor
2011-2014	Interdisciplinary Center	Arison Business School	Full Professor and Dean (starting September 2011)
2014-	Interdisciplinary Center	Arison Business School	Professor

## Seminars

Bar-Ilan University, Ben-Gurion University, Boston University, Cairo University, California Institute of Technology, Carnegie-Mellon University, Columbia University, Duke University, Haifa University, Harvard University, Hebrew University, Massachusetts Institute of Technology, New York University, Oxford University, Stanford University, Virginia University, University of California at Berkeley, University of California at San Diego, University of Chicago, University of Maryland, University of Pennsylvania, Washington University, Yale University.

## Conferences

American economic association, American marketing association, Econometrics in Tel Aviv, Economic Workshop at IDC, Economics of Advertising IV (Moscow), Marketing in Israel (founder), Midwest political science association, Marketing science (and consortium), New York University summer camp, Quantitative Marketing and Economics (2004, 2007, 2008 – organizing committee).

## Associate Editor

Journal of Marketing Research (until 2012), Quantitative Marketing and Economics.

## Editorial Board

International Journal of Research in Marketing, Marketing Science, Journal of Marketing Research, Applied Economics Research Bulletin (advisory board).

## Referee

American Economic Review, American Journal of Political Science, Economic Inquiry, Econometrica, European Economic Review, International Economic Review, International Journal of Research in Marketing, Israel Science Foundation, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Management Science, Marketing Science, Review of Economics and statistics.

## **Books**

Shachar, Ron (2001)  
*A Leader Made to Measure*, Yedioth Acharonot Publisher, Tel Aviv.

## **Published articles**

Shachar, Ron (1993)  
“Forgetfulness and the Political Cycle,” *Economics and Politics*, 5, 15-26.

Shachar, Ron (1994)  
“A Diagnostic Test for the Sources of Persistence in Individuals' Decisions,” *Economics Letters*, 45, 7-13.

Shachar, Ron and Michal Shamir (1996)  
“Estimating Vote Persistence Sources Without Panel Data,” *Political Analysis*, 6, 107-124.

Shachar, Ron and Bharat Anand (1998)  
“The Effectiveness and Targeting of Television Advertising,” *Journal of Economics and Management Strategy*, 7 (3), 363-396.

Shachar, Ron and Barry Nalebuff (1999)  
“Follow the Leader: Theory and Evidence on Political Participation,” *American Economic Review*, 89 (3), 525-547.

Green, Donald and Ron Shachar (2000)  
“Consuetude in Voter Turnout,” *The British Journal of Political Science*, 30, 561-573.

Shachar, Ron and John Emerson (2000)  
“Cast Demographics, Unobserved Segments, and Heterogeneous Switching Costs in a TV Viewing Choice Model,” *Journal of Marketing Research*, 37 (2), 173-186.

Goettler, Ronald and Ron Shachar (2001) “Spatial Competition in the Network Television Industry,” *RAND Journal of Economics*, 32 (4), 624-656.

Moshkin, Nikolay and Ron Shachar (2002) “The Asymmetric Information Model of State Dependence,” *Marketing Science*, 21 (4), 354-454.

Shachar, Ron (2003) “Party Loyalty as Habit Formation,” *Journal of Applied Econometrics*, 18 (3), 251-269. (Lead article).

Gerber, Alan., Donald Green and Ron Shachar (2003) “Voting may be Habit Forming: Evidence from a Randomized Field Experiment,” *American Journal of Political Science*, 47 (3), 540-550.

Shachar, Ron and Barry Nalebuff (2004) “Verifying the Solution from a Nonlinear Solver: A Case Study: Comment,” *American Economic Review*, 94 (1), 382-390.

Anand, Bharat and Ron Shachar (2004) “Brands as Beacons: A New Source of Loyalty to Multiproduct Firms,” *Journal of Marketing Research*, 41 (2), 135-150. (Lead article).

Byzalov, Dmitri and Ron Shachar (2004) “The Risk Reduction Role of Advertising,” *Quantitative Marketing and Economics*, 2 (4), 283-320. (Lead article).

Shachar, Ron and Zvi Eckstein (2007) “Correcting for Bias in Retrospective Data,” forthcoming, *Journal of Applied Econometrics*, 22 (3), 657-675.

Anand, Bharat and Ron Shachar (2007) “(Noisy) Communications,” *Quantitative Marketing and Economics*, 5 (3), 211-237. (Lead article).  
[2008 Dick Wittink Prize – Honorable mention]

Anand, Bharat and Ron Shachar (2009) “Targeted Advertising as a Signal,” *Quantitative Marketing and Economic*, 7 (3), 237-266. (Lead article).

Ron Shachar (2009) “The Political Participation Puzzle and Marketing” *Journal of Marketing Research*, 46 (6), 798-815.

Shachar, Ron, Tulin Erdem, Keisha Cutright, and Gavan Fitzsimons (2011) “Brands: The Opiate of the Non-Religious Masses?” *Marketing Science*, 30 (1), 92-110.

Lovett, Mitchell and Ron Shachar (2011) “The Seeds of Negativity: Knowledge and Money,” *Marketing Science*, 30 (3), 430-446.

Anand, Bharat and Ron Shachar (2011) “Advertising, the Matchmaker,” *RAND Journal of Economics*, 42 (2), 205-245. (Lead article).

Gordon, Brett, Mitchell Lovett, Ron Shachar, Kevin Arceneaux, Sridhar Moorthy, Michael Peress, Akshay Rao, Subrata Sen, David Soberman, Oleg Urminsky (2012) “Marketing and Politics: Models, Behavior, and Policy Implications,” *Marketing Letters*, 23 (2), 391-403.

Kuksov, Dmitri, Ron Shachar and Kangkang Wang (2013) “Advertising and Consumers' Communications,” *Marketing Science*, 32 (2), 294-309.

Lovett, Mitch, Renana Peres and Ron Shachar (2013) “On Brands and Word-of-Mouth,” *Journal of Marketing Research*, 50 (August), 427-444. (Lead article).

Roos, Jason and Ron Shachar (2014) “When Kerry Met Sally: Politics and Perceptions in the Demand for Movies,” *Management Science*, 60 (7), 1617-1631. (Lead article).

Lovett, Mitch, Renana Peres and Ron Shachar (2014) “A dataset of brands and their characteristics” *Marketing Science*, 33 (4), 609-617.

Cutright, Keisha, Tulin Erdem, Gavan J. Fitzsimons and Ron Shachar (2014) “Finding Brands and Losing Your Religion” forthcoming *Journal of Experimental Psychology: General*.

#### Articles under revision or review

Roos, Jason, Carl Mela and Ron Shachar “Hyper-Media Search and Consumption.”  
Submitted.

Lasry, Liraz, Dan Ariely, and Ron Shachar “Telling Ourselves and Others Who We Are: The Role of Brands”

Muller, Eitan and Ron Shachar “Colors: Competition on the Consideration Set” On the shelf.

Parizat, Shlomi and Ron Shachar “When Pavarotti Meets Harry Potter at the Super Bowl.” On the shelf.

### **Book chapters**

Shachar, Ron (1994) “The Political Economy of Capital Controls: Discussion,” in Leonardo Leiderman and Assaf Razin (eds) *Capital mobility: The impact on consumption, investment and growth*, Cambridge; New York and Melbourne: Cambridge

Shachar, Ron and Michal Shamir (1994)  
“Modelling Victory in the 1992 Election,” in Asher Arian and Michal Shamir (eds.) *The Elections in Israel - 1992*. Albany: SUNY Press.

### **Working Papers**

“A Dynamic Political Economy Model of Optimal Voting Decisions with an Application with Israeli Data,” Program for the Study of the Israeli Economy, M.I.T. Working Paper No. 11-90, 1990.

“On the Transition to Work of New Immigrants: Israel 1990-1992,” Falk Institute for Economic Research in Israel, Discussion paper No. 95-04, 1995. [Joint with Zvi Eckstein].

“How Old Should Seinfeld Be?” Yale School of Management Working Paper Series H, No. 4, December 1996. [Joint with John Emerson].

“Switching Costs or Search Costs?” The Foerder Institute for Economic Research Working Paper No. 3-2000, January 2000. [Joint with Nickolay Moshkin].

“Risk Aversion and Apparently Persuasive Advertising,” Mimeo, June 2002. [Joint with Bharat Anand].

### **Non-academic books**

Ron Shachar (2006)  
*Serendipity* Yedioth Acharonot Publisher, Tel Aviv.

### **Non-academic wife**

Professor Idit Shachar, Weizmann institute of science

### **Non-academic kids**

Yuval Shachar (July 28, 1996)  
Daniel Shachar (April 27, 2004)

### **Non-academic work**

USA (1993-1997)

- Sallie Mae
- The World Bank

- The television network CBS
- Israel (1997-2003)
- Television networks: Keshet, and Reshet
  - Advertising agencies: Gitam/BBDO, McCann Keshet Barel
  - Political Campaign: Meretz