



## **Biographical Sketch**

(December, 2014)

### **Jacob Hornik**

Jacob Hornik is the Vice President and head of the Management School at the w. Galil Academic College. Previously served as the Head of the Management Department and Full Professor of Marketing and Advertising at the Leon Recanati Graduate School of Business, Tel Aviv University. From 1994-1998 he was the Associate Dean of the School. 1998-2002, chair of the Marketing Department. From 1988 (established) -1993, Chair the Health Systems Management program. Professor Hornik received his B.A. degree in economics and his M.B.A from the Hebrew University in Jerusalem. His Ph.D. is in Business Administration from Syracuse University, New York.

His research and consulting efforts have centered on persuasive effects-marketing communications and survey research methodology. Currently he is involved in two major research projects. Applying advances *Neuro-Imaging* techniques to explore individual responses to marketing stimuli. The second, the use of *Facet Metatheory* in advertising models. He published four books and over sixty scientific articles pertaining to media selections, advertising repetition, the impact of various copy appeals, consumption of time, marketing and consumer behavior, etc. He recently published a new book with Professor Philip Kotler entitled, Marketing Management (2002, 2012). His publications appear in leading journals including the *Journal of Marketing Research*; *Journal of Marketing*; *Journal of Consumer Research*; *Operations Research*; *Marketing Letters*; *Journal of Business & Economic Statistics*; and *Journal of Advertising Research*.

He is an active consultant to various companies and advertising agencies and a member of the Board of Directors at *Koor Industries*; *Supersol Chain*; *Tefen – Industrial Engineering and System Analysis, Ltd.* *Gaon*, Investments: *Dionon Books Chain* He served on the Editorial Boards of the *International Journal of Research in Marketing*, and Editorial Reviewer for the *Journal of Advertising*, *Journal of Consumer Research*, and the *Journal of Marketing*.

Professor Hornik taught and lectured at the University of Chicago; Kellogg-Northwestern University; New York University; University of Washington at Seattle; Chulalongkorn University (Bangkok); Hong Kong University of Science and Technology; ESSEC Business School–Paris; Bocconi University–Milan; Erasmus Rotterdam; Universidad Catolica De Chile, European School of Business- London, and various professional meetings in the U.S.A, Europe and the Far East.

He was repeatedly recognized for his teaching abilities: During the years 1991, 1996 he received the *Recanati Annual Teaching Award*, and cash prizes; in 2001 he received the Rector's *Outstanding Professor of the year*. When he escapes the world beyond academia, Jacob enjoys long distance running and classical music.

Please note that:

***“The saddest aspects of life right now is that science gathers knowledge faster than society gathers wisdom”***

Isaac Asimov