**TALIA RYMON**

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**EDUCATION**

**The Wharton School, University of Pennsylvania** 1988 - 1993

Ph.D. and M.A., Marketing

Dean's Fellowship 1990 - 1991

Institute for the Study of Business Markets, Dissertation Proposal Award 1992

**Tel-Aviv University, School of Social Sciences, Economics Department** 1984 - 1987

B.A., ***Magna cum Laude***, Economics

Dean’s List 1987

# **WORK EXPERIENCE**

**Reichman University (IDC), Herzeliya 1996 -**

Head of Arison Mentoring Program 2021-

Head of Marketing Program 1996 -

Vice Dean - The Arison School of Business 2006 - 2010

Founding Director, the IDC-Wharton Marketing Communication Program 1997 - 2000

**Carnegie-Mellon University, Graduate School of Industrial Administration**

Assistant Professor of Marketing 1993 -1996

**Bank Leumi Le Israel L.T.D.** 1987 - 1988

Head of a business team in a regional business department.

**Israeli Defense Forces** **(IDF)** 1982 - 1984

Psychotechnical Diagnostician.

**PUBLICATIONS**

Timmor Yaron, Talia Rymon & Tali Gal, 2011, "Healthier for Whom?! Technological Service Improvement in the Health Care Industry". ***The Service Industries Journal*** *Vol 31, 11, pp 1725-1747*

Timmor Y and T. Rymon 2008, Don’t Imitate, Innovate: the case of the hybrid model in a Management course*.*  ***International Journal of Information and Operations Management Education****, Vol2, 4, pp 341-356*

Timmor Yaron & Talia Rymon, 2007, “To do or not to do: The Dilemma of Technology-Based Service Improvement”. ***Journal of Services Marketing,*** 2007, Vol. 21, No. 2, pp. 99-111.

----- ***Won Best paper award*** in Education track in The International Conference on Services Management, New-Delhi India, March 2005.

Johnson, Eric J., Colin Camerer, Sankar Sen and Talia Rymon, " Detecting Failures of Backward Induction: Monitoring Information Search in Sequential Bargaining ". ***Journal of Economic Theory,*** May 2002, Vol.104#1, pp.16-47.

Robertson Diana & Rymon Talia,"Purchasing Agents' Deceptive Behavior". ***Business Ethics Quarterly,*** July 2001, Vol. 11, no. 3.

Robertson, Thomas S., Eliashberg Jehoshua and Talia Rymon, "New Product Announcement Signals

And Incumbent Reactions **". *Journal of Marketing***, July 1995, Vol.59#3, pp.1-15 (Lead article).

Eliashberg, Jehoshua, Thomas S. Robertson, and Talia Rymon, "Market Signaling and Competitive Bluffing". ***Marketing Science Institute (MSI),*** report #96-102, March 1996.

Rymon, Talia, Eliashberg Jehoshua, and Thomas S. Robertson, "When Should You Believe Your Competitor's Announcement?" ***The Institute for the Study of Business Markets (ISBM),*** report #8-1995.

Camerer, Colin, Eric J. Johnson, Talia Rymon and Sankar Sen, "Sequential Bargaining in Gains and Losses", K. Binmore, A. Kirman, and P. Tani (Eds.), ***Frontiers of Game Theory***, **Cambridge, MIT Press, 1993**.

Rymon Talia, Eliashberg Jehoshua, and Thomas S. Robertson, “Sending and Interpreting Competitive Signals – A sender-Receiver Comparison Study.” **Working Paper, IDC Herzeliya, 2001**.

Eliashberg Jehoshua, Rao Vithala and Rymon Talia, "Market Demand for a Preannounced Product”. **Working Paper, Carnegie-Mellon University, 1996.**

**CURRENT RESEARCH**

Nitzan Irit, Talia rymon & Jehoshua Eliashberg, “Group Consumption and Word of Mouth”, **under revision for resubmission to *Journal of Services Research.***

# **CONFERENCE PRESENTATIONS & INVITED TALKS**

Market Signaling and Competitive Bluffing (with Jehoshua Eliashberg and Thomas Robertson). Paper Presented at ORSA-TIMS conference, Philadelphia, Pennsylvania, October 1990.

Albert Haring Symposium, Indiana University, April 1991. Critique of "Signaling a New Product Introduction: A Framework Explaining the Timing of Preannouncements", by Chiranjeev Kohli, Indiana University.

Competitive Signaling and Bluffing (dissertation).

Presented at ISBM conference, State College, Pennsylvania, June 1993.

The Interpretation of Competitive Signals (with Jehoshua Eliashberg and Thomas Robertson). Presented at ORSA-TIMS conference, Phoenix, Arizona, October 1993.

A Game-Theoretic Analysis for Competitive Signaling with Empirical Insights (with Jehoshua Eliashberg and Thomas S. Robertson). Presented at Marketing Science Conference, Tucson Arizona, March 1994.

Behavior and Cognition in Sequential Bargaining (with Eric J. Johnson, Colin Camerer, and Sankar Sen). Presented at Marketing Science Conference, Tucson Arizona, March 1994.

Can Managers Detect Bluff Signals? (With Jehoshua Eliashberg and Thomas S. Robertson).

Presented at TIMS Conference, Anchorage, Alaska, June 1994.

Competitive Signaling and Bluffing in Price Increase Announcements: the Signals and their Interpretations. Presented at the practitioner conference on 'Implementing Competitive Forecasting and Analysis', Chicago, IL, July 1994. (Conference organized by The Institute for International Research).

When Should You Believe Your Competitor's Announcement? (With Jehoshua Eliashberg and Thomas S. Robertson). Presented at Marketing Science Conference, Sydney, Australia, July 1995.

Competitive Interplay and the Potential for Pricing Bluffs: An Empirical Study. Presented at The Arison School of Business Research Seminar, March 1998.

Competitive Interplay and the Potential for Pricing Bluffs: An Empirical Study. Presented at Tel-Aviv University, Faculty of Management, March 1998.

Competitive Interplay and the Potential for Pricing Bluffs: An Empirical Study. (With Jehoshua Eliashberg and Thomas S. Robertson). Presented at INFORMS Tel-Aviv, June 1998.

Detecting Failures of Backward Induction: Monitoring Information Search in Sequential Bargaining. (With Eric Johnson, Colin Camerer and Sankar Sen) Presented at Tel-Aviv University, Faculty of Management, May 2000.

Holding the Stick in both Ends: The Dilemma of Service Improvement (with Timmor Yaron), presented at Frontiers in Services Conference, Oct. 2003, Wash. DC.

To do or not to do: The dilemma of Technology-Based Service Improvement (with Timmor Yaron). Presented at The International Conference on Services Management, New-Delhi India, March 2005. Won Best paper award in Education track.

Group Consumption and Word Of Mouth (with Jehoshua Eliashberg and Irit Nitzan). Presented at Theory and Practice in Marketing (TPM) 2015, Georgia State University, June 2015.

Group Consumption and Word Of Mouth (with Irit Nitzan and Jehoshua Eliashberg). Presented at Marketing Science, USC, USA, June 2017

Group Consumption and Word Of Mouth (with Irit Nitzan and Jehoshua Eliashberg). Presented at Frontiers in Service, AMA, NY, USA, June 2017

# **SERVICE**

**The Wharton School, University of Pennsylvania**

Member of the Wharton Doctoral Council. 1990 - 1992

**Carnegie-Mellon University, GSIA**

Faculty Recruiting Committee 1993-1996 Ph.D. Recruiting Committee 1993-1996

Research Computing Committee 1995-1996

Dean-Search Committee 1995-1996

**Reichman University, Herzliya**

Head of Arison Mentoring Program 2021-

Vice-Dean – The Arison School of Business 2006- 2010

Head of the Marketing program(BA and MBA programs)1996-

Founding Director – Marketing Communication Program 1997- 2000

Teaching Committee 2002-2021

Recruiting Committee 2008-2012

BA admission Committee 1998-2012

MBA admission Committee 2000-2020

Wharton Club of Israel Rep 2000-2020

IDC- Wharton exchange program coordinator 2007-2020

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# **PROFFESIONAL ACTIVITIES**

Member of Jury Committee – professional marketing competitions:

* EFFI Awards – Effective Marketing and Advertising Competition, 2000-2015
* Product of the Year, since 2005
* SuperBrands, since 2010

Member of the Conference Organizing Committee – Marketing in Israel 2005-2021

Organized a Marketing session atINFORMS Tel-Aviv International Conference, June 1998