

August 2017

Curriculum Vita

Name: Moshe Davidow

Date of Aliya: June 19, 1972

Marital Status: Married with three children

Citizenship: USA, Israel

Academic Degrees .1

1993-1998	Marketing	College of Business	Texas A&M University
	Ph.D. in August, 1998		
1986-1991	Marketing	Graduate School of Business	Tel Aviv University
	MBA in June, 1991		
1981-1984	Economics/Management	Social Sciences	Tel Aviv University
	BA in June, 1984		
1979-1981	Economics	Social Sciences	Ben Gurion University

2. Academic Appointments

Sr. Lecturer	2017 -	Faculty of Business Administration	ONO Academic Center
Lecturer	2008-	Business School	Carmel Academic Center
Lecturer	2005-2007	Dept. of Economics & Management	Yizreel Valley College
Lecturer	1998-2004	Graduate School of Business	University of Haifa

3. Part Time Adjunct Teaching

Technion University – Faculty of Industrial Engineering and Management (2005- still active)
Netanya College
Midreshet Ruppin
Tel Aviv/Yafo Academic College
Kinneret College
Texas A&M University
Bar Ilan University
Touro University
Open University
University of Haifa
Globes Institute

4. Academic Service

2014-	Editor	Journal of Creating Value
2014-	Associate Editor	Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior
2007-	Editorial Review Board	Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior

2006-	Editorial Review Board	Journal of Service Research
2005-2006	Member	Advertising/Marketing Committee, Yizreel Valley College
2005-2007	Member	Service Improvement Committee, Yizreel Valley College
1998-2004	Member	Research Committee, GSB, University of Haifa

5. **Teaching Experience**

Service Courses (Undergraduate and Graduate)

Service Design
Service as an Economic Driver
Implementing Service Quality
Service Quality Management
Services Management and Operations
Services Marketing
Service Management in Tourism
Service Marketing in Tourism
Service in Public Institutions
Qualitative Seminar in Services

Marketing Courses (Undergraduate and Graduate)

Social Ventures
CRM 3.0 – Customer Relationship Marketing
Introduction to Marketing
Marketing Management
Introduction to Marketing for Non-Marketers
Issues in Marketing Management
Product Planning and Management
Product Planning and Development
Product Policy and Management
Product and Brand Management
Consumer Behavior
Tourism Marketing
Pricing Policy
Marketing in the Financial Sector
Marketing Research
Marketing Strategy
International Marketing
Marketing Logistics and Retailing
Social Responsibility in Marketing
Ethics in Business

Statistics Courses (Undergraduate only)

Introduction to Statistics

6. **Research Experience**

Value Creation
Service Quality
Service Recovery and Complaint Management
Organizational Responses to Complaints
International Marketing

New Product Development

7. Non Academic Community Service

- 2006-2008 Member of the Task Force for Improving Service Quality in the Police Force
2008-2014 Member of the Leadership Council of the Customer Service Forum of the MIL

8. Membership in Professional Associations

- 2015- CVCI – Customer Value Creation International
1998 - Alpha Mu Alpha
1998 - 2017 AMS (Academy of Marketing Science)
1996 - Beta Gamma Sigma
1996 - 2017 AMA (American Marketing Association)
1989 - 2018 SOCAP - Society of Consumer Affairs Professionals

9. Scholarships and Awards

- 2016 Recipient of “Best Teaching Award” Faculty of Industrial Engineering and Management, Technion
2011 **Recipient of Emerald Highly Commended Award for the article "Service Quality Implementation"**
2003 Recipient of “Best Teaching Award” Department of Economics, University of Haifa
2003 Recipient of “Best Teaching Award” Department of Human Services, University of Haifa
2002 Recipient of “Best Research Paper: Service Connections Track” AMA Winter Conference
2002 Recipient of “Best Teaching Award” Department of Human Services, University of Haifa
2001 Recipient of “Best Teaching Award” Department of Economics, University of Haifa
1998 Recipient of the College of Business Doctoral Student Teaching Award Texas A&M University
1996 Recipient of the Distinguished Graduate Student Teaching Award Texas A&M University
1996 Recipient of the Department of Marketing Doctoral Student Teaching Effectiveness Award Texas A&M University
1988 Recipient of the Segal Award for Outstanding Research Thesis in Marketing Tel Aviv University
1987 Dean’s List for Scholastic Achievement Tel Aviv University

List of Publications

Papers Presented at International Conferences

- Davidow, Moshe (2017), "Complaint Handling: The Next Frontier," Frontiers in Services Conference, New York, New York
Davidow, Moshe (2016), "_When the Complaints (Still) Come Marching in" Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, New Orleans, LA.
Davidow, Moshe (2015), "In Services, Managers are from Mars and Customers are from Venus: Why it Happens and What We Can Do About It". Frontiers in Services, San Jose' California.

- Davidow, Moshe (2014), "If You Don't Know Where You Are Going.... Than Any Road Will Get You There" Consumer_Satisfaction/Dissatisfaction and Complaining Behavior Conference, Las Vegas, NV
- Davidow, Moshe (2012), "The 8/80 Principle: Why Managers and Consumers View Service Quality Differently, and What to Do About It," 19th International Conference of the Israel Society for Quality, Jerusalem, November
- Davidow, Moshe (2012), "_CSD&CB: The Next 25 Years" Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, Los Angeles, CA
- Davidow, Moshe (2010), "Complaint Management: Can We Really Make Money From Service Recovery? ," 18th International Conference of the Israel Society for Quality, Tel Aviv, November 2010
- Davidow, Moshe (2010), "Can the Wolf Lie Down With the Lamb? Overcoming the Inherent Conflict Between Efficiency and Effectiveness in Service Quality," 18th International Conference of the Israel Society for Quality, Tel Aviv, November 2010
- Davidow, Moshe (2010), "_Measuring His Corn With Your Bushel: Are Students Really Satisfied? Consumer_Satisfaction/Dissatisfaction and Complaining Behavior Conference, Chicago, IL 2010
- Davidow, Moshe, (2008), "Service Quality: The Good, the Bad and the Ugly," 17th International Conference of the Israel Society for Quality, Jerusalem, November 2008
- Davidow, Moshe,_(2008)"The Strategic Value of Consumer Communications Management in the Firm," Consumer_Satisfaction/Dissatisfaction and Complaining Behavior Conference, Las Vegas, NV
- Davidow, Moshe (2006), "Service Recovery Compensation: How Much Is too Much and Other Questions". Consumer_Satisfaction/Dissatisfaction and Complaining Behavior Conference, Bloomington, IL June
- Davidow, Moshe (2005), Strategic Benefits of Consumer Communications Management" SOCAP Conference, Orlando, Florida 2005
- Davidow, Moshe (2004), "From Service Breakdown to Wow: Effective and Efficient Service Recovery". 8th Research Seminar on Services Management, La Londe, France June
- Davidow, Moshe (2003), Service Recovery Forum and Discussion, AMA Frontiers in Services Conference, Washington, DC. October
- Davidow, Moshe (2003), "From Service Breakdown to Wow: Effective and Efficient Service Recovery, Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, Provo, Utah June,
- Davidow, Moshe (2002), "Service Recovery Compensation: Do We Really Know What We Think We Know?, American Marketing Association Conference – Winter, Austin, Texas
- Davidow, Moshe (2001), "Organizational Responses to Customer Complaints: What Works and What Doesn't. Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, Jackson Hole, Wyoming July,
- Davidow, Moshe (2000), "Have You Heard the Word? The Mediating Effect of Word of Mouth on Satisfaction and Repurchase Intentions Following Complaint Handling", American Marketing Association – Winter, San Antonio, Texas
- Davidow, Moshe (1999), "Organizational Responses to Customer Complaints and Their Impact on Post Complaint Customer Behavior", Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, Nevada/Utah
- Davidow, Moshe (1998), "The Relationship Between Customer Perceived Product Innovativeness and a New Product's Potential for Success," American Marketing Association – Winter, Austin, Texas
- Davidow, Moshe (1996), "Understanding and Encouraging Consumer Complaint Behavior:

Improving Organizational Complaint Management,” Association of Consumer Research Conference, Tucson, Arizona
Complaints: Effective and Efficient Complaint Management (1995),” American Marketing Association – Summer, Washington, DC
Davidow, Moshe (1995), “A Conceptual Framework of Consumer Communication Handling and Management,” Marketing and Public Policy Conference, Washington, DC
Davidow, Moshe (1995), “Consumer Communications Management as a Key Resource in the Firm,” Southwest Marketing Association Conference, Houston, Texas

2. **Theses**

Ph. D. (1998) “Organizational Responses to Customer Complaints and Their Impact on Post-Complaint Customer Behavior: The Mediating Effect of Perceived Justice and Satisfaction”. English, 179 pages, June. Supervised by William Pride, Leonard L. Berry, Texas A&M University

M. B. A. (1991) “Word of Mouth Sources and Their Influence on Buying Behavior”, English, Supervised by Shlomo Kalish, May, Tel Aviv University

4. **Papers in Refereed Journals**

Davidow, Moshe (2018), "Value Creation and Efficiency: Incompatible or Inseparable?," Journal of Creating Value, Vol. 4 (1), 1-9

Davidow, Moshe (2015), "Just Follow the Yellow Brick Road: A Manager's Guide to Implementing Value Creation in Your Organization," Journal of Creating Value, Vol. 1 (1), May, 23-32

Davidow, Moshe (2014), " The A-CRAFT Model of Organizational Responses to Customer Complaints and Their Impact on Post-Complaint Customer Behavior," Journal of Satisfaction, Dissatisfaction, and Complaining Behavior, 27, 70-89

Davidow, Moshe (2012) "CSD&CB: The Next 25 Years," Journal of Satisfaction, Dissatisfaction, and Complaining Behavior, 25, 1-6

Chebat, Jean-Charles, Moshe Davidow, and Adilson Borges (2011), "More on the Role of Switching Costs in Service Markets: A Research Note," Journal of Business Research, Vol. 64, p. 823-829

Davidow, Moshe and Moshe Sharabi (2010), "Service Quality Implementation: Problems and Solutions," International Journal of Quality and Service Sciences, Vol. 2 (2), 189-205

Shoham, Aviv; Moshe Davidow & Ayalla Ruvio (2008) “(Un)Ethical Consumer Behavior: Robin Hood or Plain Hoods?,” Journal of Consumer Marketing, 25 (4), 200-212

Shoham, Aviv; Moshe Davidow; Jill Klein & Ayalla Ruvio (2006) “Animosity On the Home Front: The Intifada in Israel and It’s Impact On Consumer Behavior,” Journal of International Marketing, 14 (3), 92-114

Chebat, Jean-Charles, Moshe Davidow, and Isabelle Codjovi (2005) Silent Voices: Why Some Dissatisfied Consumers Fail To Complain," Journal of Service Research, 7 (4), 328-342

Hise, Richard T., Jong-Kuk Shin, Moshe Davidow, John Fahy, Roberto Solano-Mendez and Lisa Troy (2004) " A Cross-Cultural Analysis of the Geographic Knowledge of U. S., Irish, Israeli, Mexican and South Korean Business School Students" Journal of Teaching in International Business, 15 (3), 7-26

Davidow, Moshe (2003), "Have You Heard the Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction, and Repurchase Intentions Following Complaint Handling," Journal of Satisfaction, Dissatisfaction, and Complaining Behavior, 16, 67-80

- Davidow, Moshe (2003), "Organizational Responses to Customer Complaints: What Works and What Doesn't," Journal of Service Research, 5 (3), 225-250
- Davidow, Moshe (2000) "The Bottom Line Impact of Organizational Responses to Consumer Complaints," Journal of Hospitality and Tourism Research (Special Edition on Service Recovery), 24 (4), 473-490
- Hise, Richard T., Moshe Davidow and Lisa Troy (2000) " Global Geographic Knowledge of Business Students: An Update and Recommendations for Improvement." Journal of Teaching in International Business, 11 (4), 1-22
- Davidow, Moshe and James Leigh (1998) "The Effects of Organizational Complaint Responses on Consumer Satisfaction, Word of Mouth Activity and Repurchase Intentions," Journal of Satisfaction, Dissatisfaction, and Complaining Behavior, 11, 91-102

5. Chapters in Books

- Davidow, Moshe (2002) "Consumer Communication Management and Public Administration: A View From the Business Bridge" Chapter in Public Administration: An Interdisciplinary Critical Analyses, edited by Eran Vigoda, Marcel Dekker series on Public Administration and Public Policy.

6. Papers in Professional Journals in all Languages

- 2009 "There Ought to be a Law Against It: Why Doing More with Less is Not a Winning Strategy", SOCAP Customer Relationship Management p. 6-11
- 2008 "Efficiency Vs. Customer Experience, the Influence on Tourism" NFC 30.01.08
- 2008 "Looking for Nahshon: The Importance of Customer Service" MIL Mail Newsletter, April
- 2008 "Stop Running After Your Tail: Managerial Axioms Disproved" Status, May
- 2008 "On Chicken Legs: Justifying Investments in Service Training," MIL Mail Newsletter, May
- 2007 "Harnessing Strategic Benefits of Consumer Communications Management" SOCAP Australia Consumer Directions p. 16-19
- 2007 "The Truth about Service: The Road Less Travelled to Increased Profits" MIL Mail Newsletter, November
- 2005 "Strategic Benefits of Consumer Communications Management" SOCAP Mobius
- 2005 "Innovations in Customer Service," Status, 171, 50-53
- 2005 Excellence in Internal Service: How To Do It," Human Resources, July, 40-43
- 1999 Successful Handling of Consumer Complaints and Their Impact On A Consumer's Intentions to Repurchase - Management, Issue 126, February, p. 13-17+
- 1999 "The Death of Satisfaction", Rebuttal, Marketing Forum, Issue 354, March 1, p.2
- 1999 "The Pioneering Effect - Is It For Real?", Rebuttal, Globes, March 4, p.68

- 1993 “Complaint Feedback As an Aid in Quality Control Decisions” Industry and Management
- 1993 “Empowerment - Power or Authority?” Total Quality Management Newsletter, Issue 2
- 1993 The Service Quality Secret - If You Will It, It Is No Dream” Status
- 1992 “Turnaround Management Using Customer Quality” Knowledge by Information, Issue 185 (February)
- 1992 “Quality Service - Survival of the Fittest” Management, Issue 84 (February)
- 1992 “Competitive Advantage=Quality Service=Excellent Employees” Status, Issue 12 (April)
- 1992 “The Wonder of Word of Mouth” Signs, Issue 143 (May)
- 1992 “Service the Customer, Not the Store” Status, Issue 14 (April)
- 1992 “Invest in Your Customer for Profit” Management, Issue 87 (August)
- 1992 “Are You Willing to Settle for 99.9% Quality?” Status, Issue 16 (August)
- 1992 “The Economic Meaning of Customer Quality” Knowledge by Information, Issue 192 (September)
- 1992 “Between El Al and British Airways” Status, Issue 17 (September)
- 1992 “The Most Important Person in the Organization” Human Resources Management, Issue 60 (December)
- 1991 “Service Recovery - No Second Chances” Management, Issue 83 (December)
- 1991 “ Complaint Handling Can Be Profitable,” Status, Issue 8 (December)
- 1989 “How to Handle Dissatisfied Customers” Signs, Issue 104 (February)
- 1988 “Consumer Rumors” Quatro, Vol. 1 (1), 75
- 1988 “What to Do With a Dissatisfied Customer” Interview, Ma’ariv Business 11/10

7. Proceedings

Davidow, Moshe (2004) “From Service Breakdown to Wow: Effective and Efficient Service Recovery,” in Marketing, Strategy, Economics, Operations, and Human Resources: Insights on Services Activities 8th International Research Seminar in Service Management, 155-179

Shoham, Aviv; Moshe Davidow, Maja Makovec Brencic (2003), "Measuring Values' Importance: The Use of Different Scales to Measure the LOV," in European Advances in Consumer Research, Stephen Brown, editor. Volume 6, 1-8

Davidow, Moshe (2002) “Service Recovery Compensation: Do We Really Know What We Think We Know? in Marketing Theory and Applications, Kenneth R. Evans and Lisa J. Scheer, eds., Vol. 13, AMA Winter Educators Conference, Austin, Texas, p. 160-1 (abstract)

- Davidow, Moshe (2000) "Have You Heard the Word? The Mediating Effect of Word of Mouth on Satisfaction and Repurchase Intentions Following Complaint Handling" in Marketing Theory and Applications, John Workman and William Perreault, eds., Vol. 11, AMA Winter Educators Conference, San Antonio, Texas, p. 86-7 (abstract)
- Troy, Lisa and Moshe Davidow (1998) "The Relationship between Customer Perceived Product Innovativeness and a New Product's Potential for Success" in Marketing Theory and Applications, Dhruv Grewal and Connie Pechmann, eds., Vol. 9, AMA Winter Educators Conference, Austin, Texas, p. 127 (abstract)
- Davidow, Moshe and Peter Dacin (1996) "Understanding and Encouraging Consumer Complaint Behavior: Improving Organizational Complaint Management." in Advances in Consumer Research, Merrie Brucks and Debbie MacInnis, eds., Tucson, Arizona, Vol. 24, 450-456
- Davidow Moshe (1995) "A Conceptual Framework of Consumer Communication Handling and Management." in Marketing and Public Policy Conference Proceedings, Vol. 5, Pam Scholder Ellen and Patrick Kaufman, eds. Atlanta, GA, 150-152 (abstract).
- Davidow Moshe (1995) "Consumer Communications Management as a Key Resource in the Firm," in Advances in Marketing, Daniel Sherrel, Daryl McKee and Robert Bush, eds., Southwestern Marketing Association, 155-165
- Davidow Moshe (1995) "Organizational Response to Consumer Complaints: Effective and Efficient Complaint Management," in Enhancing Knowledge Development in Marketing, Vol. 6, Barbara Stern and George Zinkhan, eds. Washington DC, AMA Educators Conference, 344-345 (abstract)

8. Invited Lectures

- Davidow, Moshe, "In Services, Managers are from Mars and Customers are from Venus: Why it Happens and What We Can Do About It". Solvay Business School, Brussels, Belgium, October 2015
- Davidow, Moshe, "From Service Breakdown to Wow: Effective and Efficient Service Recovery," Arizona State University, July 2007
- Davidow, Moshe, "Service Recovery: Where Are We and Where Do We Want To Be?", HEC Montreal Business School, June 2006
- Davidow, Moshe, "Strategic Benefits of Consumer Communications Management," SOCAP National Conference, Orlando, FL, April 2005
- Davidow, Moshe, "The A-CRAFT Model of Organizational Responses to Complaints (Poster Board session), Research Fair Faculty of Social Welfare and Health, University of Haifa 2004
- Davidow, Moshe, 'Let's Not Kill the Messenger: Effective Handling of Customer Complaints,' HEC Montreal Business School, October 2003
- Davidow, Moshe, "Organizational Response to Consumer Complaints: Effective and Efficient Complaint Management," Doctoral Colloquium, University of Houston 1995