



## **Personalization of ad music: The effects of fit between the music and the consumer's musical taste on ad duration perception and consumer responses to the ad**

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This research investigates the effects of personalizing ad music to align with consumers' musical preferences on consumer responses to the ad. Drawing upon the advantages of personalization and music, we predicted a positive effect of music personalization on ad viewing time and attitudes toward the ad. Additionally, we hypothesized that the perception of ad duration would play a significant role in shaping responses to music personalization. To test our hypotheses, we conducted two experiments involving online ads accompanied by personalized music. Consistent with our expectations, the findings revealed a positive effect of music personalization on ad viewing duration. Study 1 found that this effect contradicted the general trend of decreasing ad viewing time as ads are presented later within a sequence. Study 2 demonstrated that music personalization also shortened the perceived duration of the ad and enhanced attitudes toward the ad. While music personalization also influenced attitudes toward the advertised product, its impact was relatively less pronounced. By focusing uniquely on the personalization of an ad's background factor, our research sheds light on a previously unexplored tool that holds the potential to improve the effectiveness of marketing communications.

# **The role of social and personal identity in identity related consumer decisions: the effect of identity-order**

Yael Podkamien, Dikla Perez

Widespread marketing and consumer behavior research has investigated the impact of identity on consumer behavior, acknowledging that an individual is comprised of multiple identities, both social and personal, each of which can influence consumption behavior. Few studies, however, have investigated interactions effects between consumer's social and personal identities on their responses toward identity-related products. This research aims to address this lacuna by examining consumer responses to the order in which social and personal identities are offered in product presentations. Findings suggest that the order in which social and personal identities are presented influences consumer choices and attitudes such that a product presented to reflect first the consumer's social identity and second their personal identity is perceived more favorably than a product introduced in the reverse order. These findings were replicated for different products and different identities. In addition, findings showed that consumer-product identification mediates this effect and integration between identity serves as a moderator. These finding contribute to current literature on identity related consumption decisions by presenting the "Identities-order Effect" and shading new light regarding the interplay between social and personal identity at a single decision.

# **The paradox of knowledge management in the era of Artificial Intelligence**

Efrat Kremer, Ella Glikson

Knowledge sharing has always posed a multifaceted challenge for organizations, yet in the era of information inundation, the intricacies of knowledge management processes have intensified. Therefore, the need for advanced automation tools based on artificial intelligence (AI) technology has grown. AI technology, when correctly applied to knowledge management, has the potential to optimize and streamline the myriad tasks associated with gathering, organizing, and processing knowledge. Nonetheless, implementing AI-driven systems may trigger employees' negative reaction creating a paradox within the sphere of knowledge management. Employees resistance to the technological change can deleteriously impact the incentive to share knowledge, potentially compromising the quality of the organization's knowledge repository and the efficacy of its management. This, in turn, can generate marked disparities between the knowledge accessible to the organization and the reservoir of personal knowledge held by employees. These incongruities have the potential to bias the AI system tasked with managing the organization's knowledge, ultimately undermining organizational undertakings. This article delves into the intricacies of the knowledge management paradox in the age of AI and underscores the necessity for organizations to adeptly balance the advantages offered by AI-driven systems for knowledge management against the conceivable risks and challenges stemming from employee behavior. It offers some practical strategies and tools to navigate the complexities associated with the integration of AI into the organizational framework.

# **The effect of entrepreneur attributes on investment evaluations in pitch competitions**

Baruch Shimoni, Oren Reuvfogel

Interviews with 15 Organizational Development (OD) consultants are used in this article to examine their responses to managers' demand to adopt manager-oriented consulting in the reality of pervasive managerialism. The concept of managerialism developed mainly in critical theory to indicate a perception held by a broad managerial layer according to which every organization and system, including social ones, should and can be managed according to management methods aimed at efficiency, effectiveness, and economic profit. Based on Pierre Bourdieu's field theory, we will present the pressure exerted by managers on the consultants to accept their managerial language as an expression of the tension between a highly influential managerial field and the field of organizational development. As found, most of the consultants accept the managers' demands but without giving up OD's practices and values such as reflecting, sharing, and asking questions, and avoiding interference in the specific content of the organization.

# Topic modeling of annual reports

Avinoam Blum, Alon Raviv

Artificial intelligence plays a pivotal role in text analysis across various fields, including economics and finance. This study focuses on analyzing annual reports using basic and advanced methods like Latent Dirichlet Allocation (LDA) and Non-Negative Matrix Factorization (NMF) to uncover key economic themes. We investigate how Israeli banks responded to the 2008 financial crisis and adapted to Basel III guidelines. Our research focuses on the homogeneity among leading Israeli banks with respect to their response to the financial crisis and Basel III, based on textual analysis. The analysis using the LDA model highlights Bank Hapoalim's significant increase in crisis-related topics compared to other banks in their disclosures specifically concerning capital and debt. Regarding credit risk, Bank Leumi notably exhibited an increase in the frequency of the term "credit risk" during the crisis.