

## **Curriculum Vitae**

**Dr. Guy Adoram (Ph.D)**

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### **Ph.D, Cum Laude, Business Administration.**

2018, International Ph.D. Program in Business Administration  
The Faculty of Business and Economics, University of Pécs, Hungary.

### **Master of Business Administration - Marketing.**

1991, New York Institute of Technology, New York, New York, USA.

### **Attended an academic curriculum in Marketing, Finance and Management.**

1986-1988, Baruch College, City University of New York, USA.

### **Bachelor of Arts - Political Science, Sociology and Anthropology.**

1984, Tel Aviv University, Israel.

## **Synopsis of professional skills and work experience**

### **2002 - Present**

#### **A Consultant, lecturer and instructor of business management, marketing and entrepreneurship.**

- A lecturer in Ono Academic College and Open University, Israel, both at B.A and M.B.A programs, specializing in entrepreneurship, marketing and business strategy.
- A qualified lecturer by the federation of local authorities in Israel.
- An assistant teacher at the M.B.A and executive programs in Bar Ilan University, Israel.
- A professional consultant of business strategy, sales and entrepreneurship.

### **2000 – 2002, Marketing Director**

#### **Maccabi Healthcare Services - Tel Aviv.**

- Created and implemented marketing and promotional events and was instrumental in increasing profits of a nationwide firm.
- Scrutinized factors of major business operations and Budgeted annual Marketing plans.
- A chairperson of a "Service Quality Control" committee and the Ombudsman of the firm.

### **1998 - 2000, Marketing Manager**

"The Standards Institution of Israel", Quality and Certification Division, Tel - Aviv.

- A Marketing project Manager of ISO 9000 certifications, Safety Marks and special P.R. efforts regarding the Quality and Certification Division..

### **Publications:**

2018 - Entrepreneurship, what and who is successful? The Open University Publication, Israel (in Hebrew).

2013 - Who is suffering from shortsighted Entrepreneurship? The Open University Publication, Israel (in Hebrew).

2011 - Gender Differences and Their Impact on Entrepreneurial Ventures, Advances in Management, vol. 4 (2), February.

2011 - Entrepreneurship and the Value Chain: Importance, Risks and Suggestions, Advances in Management, vol 6, June.

2009 - Cultural differences of Entrepreneurship Myopia, Conference book, Culture of Business – Capital of Culture.