

## Education

- 2014 - 2016 Post-Doctorate, School of Business and Economics,  
Loughborough University, UK
- 2010 - 2012 Ph.D., Graduate School of Management, University of Haifa  
Title of thesis: Examining the Influence of the International  
Marketing Function in International Active Firms
- 2008 - 2009 M.A. Thesis, Graduate School of Management, University of  
Haifa  
Title of thesis: Explaining Reverse Internationalization Processes  
of Israeli Firms
- 2004 - 2005 International M.B.A. (with *distinction*), Graduate School of  
Business Administration, University of Haifa
- 1983 - 1986 B.Sc. Mathematics & Computer Science, School of Computer  
Science, Faculty of Exact Sciences, Tel Aviv University

## Employment History (academia)

- 2018 - Present Faculty member and senior lecturer  
Faculty of Business Administration  
Ono Academic College
- 2010 - 2017 Faculty member and lecturer  
Faculty of Business Administration  
Ono Academic College
- 2005 - 2010 Adjunct Lecturer  
Faculty of Business Administration  
Ono Academic College
- 2013 Lecturer  
Graduate School of Management  
University of Haifa
- 2009 - 2010 Adjunct Lecturer  
School of Business  
Quinnipiac University (USA)
- 2009 - 2010 Research Assistant  
School of Management, Yale University (USA)
- 2008 - 2010 Lecturer  
School of International Students and School of Law and Business  
Interdisciplinary Center Herzliya College (IDC)

- 2008 - 2010      Lecturer  
Department of Social Sciences and Management  
Ruppin Academic Center
- 2007 - 2008      Lecturer  
Department of Industrial Engineering and Management  
Ben Gurion University

## **Employment History (industry)**

- 2011 - Present      Consultant for Digital Business Transformation.
- 2004 - 2006      Business Development Manager & Senior Consultant  
In a driven consultancy company focusing its services on senior management in organizations and centered on strategy and project management.
- 2000 - 2004      Director  
Business Development for a Telecom company  
Promoted and executed IT-based business opportunities, and initiated and managed cross-corporation enterprises.
- 1996 - 2000      Executive Technology-IT Manager; Senior Systems Architect  
Officer; Member of Managing Group and Senior Projects  
Manager; Software Development Manager; New Technologies  
Fusion Manager  
IT & Internet Division, Telecom company.
- 1988 - 1996      Marketing Manager for the U.S. and Europe Markets; Project and  
Software Development Manager; Account Manager (including  
re-location in the US); Product Manager  
In a global company providing worldwide Customer Experience  
software systems.

## **Publications**

### Refereed articles in scientific journals

Ref, Ohad and **Itzhak Gnizy** (2021), "Resource Indivisibility, Lumpy Costs and the Multinationality-performance Relationship," *International Marketing Review*, forthcoming.

Asseraf, Yoel, **Itzhak Gnizy**, and Aviv Shoham (2020), "International Marketing Doctrine: The Use of Guiding Principles," *International Marketing Review*, forthcoming.

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**Gnizy, Itzhak** (2020), "Applying Big Data to Guide Firms' Future Industrial Marketing Strategies," *Journal of Business and Industrial Marketing*, 35 (7), 1221-1235.

**Gnizy, Itzhak** (2019), "The Role of Inter-Firm Dispersion of International Marketing Capabilities in Marketing Strategy and Business Outcomes," *Journal of Business Research*, 105, 214-226.

**Gnizy, Itzhak** (2019), "Big Data and its Strategic Path to Value in International Firms," *International Marketing Review*, 36 (3), 318-341.

**Gnizy, Itzhak** and Aviv Shoham (2018), "The Power of International Marketing Functions: Antecedents and Consequences," *Journal of Business-to-Business Marketing*, 25 (2), 67-89.

**Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam (2017), "The Empirical Link between Export Dispersion and Export Performance: A Contingency-based Approach," *International Business Review*, 26, 239-249.

**Gnizy, Itzhak** (2016), "Power Dynamics of the International Marketing within Firms and How They Shape International Performance," *Industrial Marketing Management*, 57, 148-158.

**Gnizy, Itzhak** and Aviv Shoham (2014), "Uncovering the Influence of the International Marketing Function in International Firms," *International Marketing Review*, 31 (1), 51-78.

**Gnizy, Itzhak**, William E. Baker, and Amir Grinstein (2014), "Proactive Learning Culture: A Dynamic Capability and Key Success Factor for SMEs Entering Foreign Markets," *International Marketing Review*, 31 (5), 477-505.

**Gnizy, Itzhak** and Aviv Shoham (2014), "Explicating the Reverse Internationalization Processes of Firms," *Journal of Global Marketing*, 27 (4), 1-22.

**Gnizy, Itzhak** and Aviv Shoham (2017), "Reverse Internationalization: Literature Review and Directions for Future Research," in *Advances in Global Marketing: A Research Anthology*, Leonidas C. Leonidou, Constantine S. Katsikeas, Saeed Samiee, and Bilge Aykol, eds. Basingstoke: Springer International Publishing, 59-75.

#### Refereed proceedings

**Gnizy Itzhak** (2020), "How Big Data Utilization Affect Firms Marketing-related Strategies and Performance: An Abstract", In: Pantoja F., Wu S., Krey N. (eds) *Enlightened Marketing in Challenging Times*. AMSWMC 2019. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. [https://doi.org/10.1007/978-3-030-42545-6\\_7](https://doi.org/10.1007/978-3-030-42545-6_7), 39-40.

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Hovav, Anat and **Itzhak Gnizy** (2017), "Knowledge Sharing or Knowledge Protection? The Effects of Cyber Regulations and Security Policies on Firms' Market Orientation and Performance," in *Refereed Paper Proceedings - KM Conference 2017- Novo Mesto, Slovenia*, a Publication of the International Institute for Applied Knowledge Management, 5-17.

**Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam (2016), "National-Regional Diversification Strategy and Export Performance," in *Marketing at the Confluence between Entertainment and Analysis*, Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress, Patricia Rossi ed. Switzerland: Springer International Publishing, 29-34.

Oliveira, João S., **Itzhak Gnizy**, John W. Cadogan, and Asmat Nizam (2016), "Cross-Functional Dispersion of Export Marketing Decision-Making and Export Performance: A Study of UK Firms," in *Marketing at the Confluence between Entertainment and Analysis*, Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress, Patricia Rossi ed. Switzerland: Springer International Publishing, 35-36.

**Gnizy, Itzhak**, Aviv Shoham, and Yoel Asseraf (2014), "Conceptualizing and Operationalizing the Reverse Internationalization Phenomena of Firms," in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference, Obal W. Michael, Nina Krey, and Christian Bushardt, eds. Switzerland: Springer International Publishing, 679-680.

**Gnizy, Itzhak**, Aviv Shoham, and Yoel Asseraf (2014), "Does Firm Strategic International Orientations Synergize?" in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference, Obal W. Michael, Nina Krey, and Christian Bushardt, eds. Switzerland: Springer International Publishing, 677-678.

#### Additional publications

**Gnizy, Itzhak**, Cadogan, J. W., Oliveira, J. S., and Abdul-Talib, A. N. (2018, July). "Export Diversification and Export Performance: A Contingency- and Resource Dependency-Based Assessment," In 2018 Global Marketing Conference at Tokyo (pp. 1219).

Asseraf, Yoel, Aviv Shoham, and **Itzhak Gnizy** (2017), "Marketing Doctrine: How Simple Marketing Principles Can be used to Navigate International Ventures?" presented at the 2017 Consortium for International Marketing Research (CIMaR) Conference.

Oliveira, João S., **Itzhak Gnizy**, John W. Cadogan, and Asmat Nizam (2016), "International Entrepreneurial Opportunity Capture and Export Performance: A Contingency-based Approach," in *Marketing in the age of data*, EMAC 2016, presented at the 2016 European Marketing Academy (EMAC) Conference.

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**Gnizy, Itzhak** (2015), "The Power of International Marketing Function, its Cross-functional Power Asymmetry and their Impact on Firm International Performance," presented at the 2015 Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference.

**Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam (2015), "Should Export Marketing be Cross-functional? An Investigation of the Interface between Export and Non-export Organizational Functions", presented at the 2015 Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference.

**Gnizy, Itzhak** (2013), "Proactive Marketing Culture and SME Foreign Entry Success: An RBV Perspective," in 2013 Ono Research for Business Conference Volume.

**Gnizy, Itzhak** and Aviv Shoham (2010), "Explaining Reverse Internationalization Processes of Israeli Firms," in *EBES 2010 Conference - Athens, Program and Abstract Book*, Turkey, Sazak Ofset.

## **Selected Professional Activities**

### Academic and research functions

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|--------------|--|
| 2021-Present | Coordinator of a joint Exchange Students (second) program between Ono Academic College and Technische Universität Dortmund/Germany to promote academic and research collaboration and internationalization of higher education institutions.   |
| 2019-20      | Coordinator of a joint Exchange Students (first) program between Ono Academic College and Technische Universität Dortmund/Germany to promote academic and research collaboration and internationalization of higher education institutions.  |
| 2019-Present | Coordinator of a Building Distant Learning Capacities project at Ono Academic College in a cross-national endeavor   |
| Mar 2019     | <b>Workshop Organizer:</b> "Cross-Cultural Experimental Research in International Marketing - an Avenue to Overcome the Etic-Emic Dilemma?" with guest lecturer Sabrina Heix, M.Sc., Research Assistant, Faculty of Business and Economics, Department of Marketing, TU Dortmund University, Germany.<br>Ono Academic College. |
| Nov 2018     | <b>Workshop Organizer:</b> "University-Industry Collaboration - Motivation, Areas, and Tool Box" with guest lecturer Prof. Hartmut H. Holzmüller, Chair of Marketing, Faculty of Business and Economics, Department of Marketing, TU Dortmund University, Germany.<br>Ono Academic College.                                    |
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- Dec 2017      **Workshop and Symposium Organizer and Chair:** “Marketing, Sales, International Business and Management: Contemporary Trends and Challenges Facing Academia and Practice” with guest lecturer Prof. Constantine S. Katsikeas, Arnold Ziff Research Chair and Professor of Marketing & International Management, University of Leeds, Ono Academic College.
- 2017 - 2019      **Member, Institutional Work Plan Committee,**  
Ono Academic College.
- 2017 - Present      **Member, Academic Collaboration Committee:** The committee aims to leverage inter-academia collaborations and relationships with external parties, Ono Academic College.
- 2015 - 2018      **Member, Business Simulation Committee,**  
Ono Academic College.
- 2015 - Present      **Member, Academia-Industry Advisory Committee:** The committee comprises scholars and practitioners and aims to leverage the academia-industry relationships,  
Ono Academic College.
- 2015-2016      **Member, Exams Committee,**  
Ono Academic College.
- 2011 - Present      **Member, Ono Research Institution,**  
Ono Academic College.
- 2013 - 2014      **Member, Education Quality Assurance Committee,**  
Ono Academic College.
- 2016      **Academic Referee**  
Referee for thesis research proposal titled "Marketing Doctrine and International Performance: The Mediation Roles of Marketing Capabilities and Innovative Behavior" of Ms. Jumana Shukri-Bullous, Faculty of Management, University of Haifa.
- 2015      **Chair in Conferences**  
Chair for Learning & Outcome session in 2015 Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference.
- 2018      **International Conference Referee**  
21st Academy of Marketing Science World Marketing Congress (AMS WMC), Portugal.
- 2015      18th Academy of Marketing Science World Marketing Congress (AMS WMC), Italy.
- 2015      24th Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference, Austria.
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2014 42th Academy of Marketing Science (AMS) Conference, USA.

Professional functions outside universities/institutions

2017 - Present **Member, Accelerator Advisory Committee,**  
New York University (NYU) Israeli Campus.

2017 - Present **Academic Relationship Manager:** Initiator and coordinator of an agreement for academic and teaching collaboration between Ono Academic College and Technische Universität Dortmund, Germany.

2016 - 2019 **EMAC Representative:** representing the European Marketing Academy National association in Israel.

2016 - Present **Student Excellence Endeavour Manager:** Initiator and coordinator of activities in the Kiryat Ono and Jerusalem campuses of Ono Academic College to incorporate exceptional high school students in academic programs.

2015 - Present **E21 Worldwide Project Partner:** Israeli Partner of the Entrepreneurship in the 21C (E21) Research Project, a worldwide research group, Loughborough University and University of Leeds, UK.

2014 - Present **Member, Marketing and Retailing Research Group,**  
Loughborough University and University of Leeds, UK.

## **Educational Activities**

Graduate Courses Taught

Digital Business Transformation

Managing People and Organizations

Organizational Behavior

Marketing Management

International Marketing

Graduate Courses Taught

International Marketing

Introduction to Computer Science

Software Design and CASE Tools

Computer/Software Programming

Software Quality Assurance

Managing Information Systems in Manufacturing and Service Organizations

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Computer/Technology Applications in Management

Introduction to Information Technology

Project Management

Software Analysis and Design

## **Awards and Citations**

- 2020            Ono Academic College Prize, Citation and Award for excellence in research and publication achievements.
- 2018            My paper “The Power of International Marketing Functions: Antecedents and Consequences” has been selected by the editor of the *Journal of Business-to-Business Marketing* at the runner-up for the JBBM Outstanding Article of Year 2018.
- 2013-2020      Ono Academic College Awards for participation in and presentation at various international conferences.
- 2018            Ono Academic College Prize, Citation and Award for excellence in research and publication achievements.
- 2014 - 2015    Ono Academic College Post-Doctorate scholarship.
- 2010 - 2011    University of Haifa Ph.D. Scholarship.
- 2010            University of Haifa Award for participation in and presentation at Eurasian Business and Economics Society (EBES) conference.

## **Lectures and Presentations at Meetings and Seminars**

### Presentation of papers at conferences/meetings

May 2019 - Hartmut Holzmueller, Sabrina Heix, and **Itzhak Gnizy**, “Cross-Cultural Experimental Research in International Marketing - an Avenue to Overcome The Etic-Emic Dilemma?”, American Marketing Association & Global Marketing Special Interest Group (AMA SIG), Conference, Buenos Aires, Argentina.

March 2019 - Shai Danziger; Liat Hadar; Ran Kivetz; **Itzhak Gnizy**, “Price Quote Format and Inferred Artisanhip and Marketing Orientation”, The Society for Consumer Psychology (SCP) Annual Conference, Georgia, US.

July 2018 - Dalia Velan, Aviv Shoham, and **Ithak Gnizy**, “Can Firms be Market and Innovativeness Oriented? A Configurational Perspective Using fsQCA”, 34<sup>th</sup> EGOS Colloquium, Tallinn, Estonia.

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- June 2018 - Miocevic Dario, **Gnizy, Itzhak**, and John W. Cadogan, "Market Responsiveness and Export Performance: A Configurational Approach," European Marketing Academy (EMAC) Conference, Glasgow, UK.
- May 2018 - **Gnizy Itzhak**, "Do Big Data Affect International Business Strategy and Performance," Interactive paper, American Marketing Association & Global Marketing Special Interest Group (AMA SIG), Conference, Santorin, Greece.
- Sep 2017 - **Itzhak Gnizy**, "Intra- and Extra-firm Dispersion of Marketing," Conference of Ono Research for Business, Kiryat Ono, Israel.
- June 2017 - **Gnizy Itzhak** and Anat Hovav, "Knowledge Sharing or Knowledge Protection? The Effects of Cyber Regulations and Security Policies on Firms' Market Orientation and Performance," KM Conference, Novo Mesto, Slovenia.
- June 2017 - Asseraf, Yoel, **Itzhak Gnizy**, and Aviv Shoham, "Marketing Doctrine: How Simple Marketing Principles Can be used to Navigate International Ventures?" Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference, Florence, Italy.
- Sep 2016 - **Gnizy, Itzhak**, "Reverse Processes in Management - The Case of Reverse International Operations," Conference of Ono Research for Business, Kiryat Ono, Israel.
- July 2016 - **Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam, "Cross-functional Dispersion of Export Marketing Decision-making and Export Performance: An Empirical Investigation of UK Firms," Academy of Marketing Science World Marketing Congress (AMS WMC), Paris, France.
- July 2016 - **Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam, "National-Regional Diversification Strategy and Export Performance," Academy of Marketing Science World Marketing Congress (AMS WMC), Paris, France.
- May 2016 - **Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam, "International Entrepreneurial Opportunity Capture and Export Performance: A Contingency-based Approach," European Marketing Academy (EMAC) Conference, Oslo, Norway.
- May 2015 - **Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam, "Should Export Marketing be Cross-functional? An Investigation of the Interface between Export and Non-export Organizational Functions," Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference, Vienna, Austria.
- May 2015 - **Gnizy, Itzhak**, "The Power of International Marketing Function, its Cross-functional Power Asymmetry and their Impact on Firm International Performance," Consortium for International Marketing Research (CIMA<sub>R</sub>) Conference, Vienna, Austria.
- May 2014 - **Gnizy, Itzhak**, Aviv Shoham, and Yoel Asseraf, "Conceptualizing the Reverse Internationalization Phenomenon," Academy of Marketing Science (AMS) Conference, Indianapolis, USA.
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May 2014 - **Gnizy, Itzhak**, Aviv Shoham, and Yoel Asseraf, "Does Firm Strategic Orientations Synergize?" Academy of Marketing Science (AMS) Conference, Indianapolis, USA.

June 2013 - **Gnizy, Itzhak**, "Proactive Marketing Culture and SME Foreign Entry Success: An RBV Perspective," Conference of Ono Research for Business, Kiryat Ono, Israel.

October 2010 - **Gnizy, Itzhak** and Aviv Shoham, "Reverse Internationalization Processes of Israeli Firms," Euroasia Business and Economics Society (EBES) Conference, Athens, Greece.

#### Seminar presentations at universities and institutions

June 2014 - Consumer Behavior and Inferences of Different Pricing Strategies, Faculty of Business Administration Seminar, Ono Academic College, Israel.

April 2013 - The Interplay among Firms' Strategic International Orientations in their Effect on Firm Performance, Faculty of Business Administration Seminar, Ono Academic College, Israel.

March 2013 - Antecedents and Consequences of International Marketing Functions' Power within Firms, Graduate School of Business Administration Seminar, Bar-Ilan University, Israel.

March 2012 - Conceptualizing and Analyzing the International Marketing Functions' Influence in Firms, Guilford Glazer Faculty of Business and Management Seminar, Ben Gurion University of the Negev, Israel.

February 2012 - The Influence of the International Marketing Function in Firms, Graduate School of Management Seminar, University of Haifa, Israel.

June 2009 - An Analysis of Motives behind Internationalization Withdrawals Operations, Graduate School of Management Seminar, University of Haifa, Israel.

#### Presentations at Informal International Seminars and Workshops

Spring Semester 2010 - Studying for MBA in Israel, Yale University, School of Management, USA.

May 2006 - Building Business Bridges' Group Orientation, French Senate, Paris, France.

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## Grants

- 2020 "Higher Education Student and Staff Mobility Erasmus+ Grant, coordinated by Technische Universität Dortmund, Germany. 60,800 Euro. Project Number: 2020-1-DE01-KA107-005277
- 2019 Capacity Building in the field of higher education. Erasmus+ Grant: Application Ref.: 609949-EPP-1-2019-1-PTEPPKA2-CBHE-JP, Application country: Portugal, Organization name: INSTITUTO POLITECNICO DO PORTO, Application title: Learning Optimization and Academic Inclusion Via Equitative Distance Teaching and Learning, Involved regions: R3, R2, Partner countries: IL (3), GE (3), Grant: 800,368.00 Euro. OAC part: 122,832 Euro.
- 2018-2019 "Higher Education Student and Staff Mobility, Erasmus+ Grant, coordinated by Technische Universität Dortmund, Germany. 48,000 Euro. Project Number: 2018-1-DE01-KA107-004055
- 2013 - 2020 Internal Research Grant, \$52,000  
Ono Academic College Research Institute
- 2012 The Center for International Business Research and the Faculty Development Grant Program, San Diego State University.  
Baker William E., Grinstein Amir, and Gnizy Itzhak for Research on "Multiple Paths to SMEs' Foreign Entry Success: The Role of Learning Resources".

## Volunteering and Contribution to the Community

- 2015 - Present Individual volunteering activity  
Assigning graduate students from the Druze and Ethiopian communities in positions in business firms.
- 2017 - Present Consulting schools in the Arab sector in launching a program for teaching Computer Science
- 2004 - 2010 Member of Building Business Bridges Group  
A group of Jews and Arabs that promotes joint enterprises and initiatives. Among our joint ventures was a trip to Paris and Brussels where we met with representatives of European commercial companies, and with major grant bodies, governmental and non-governmental, in order to promote joint enterprises in the Jewish-Arab sectors in Israel.
- 2004 - 2006 Business Coach for the Young Entrepreneurs Israel Association  
Coaching and instructing participants in entrepreneurship, establishing businesses and executing business and marketing models.
-