

August 2019

Resume – Ohad Ref

Assistant Professor

Faculty of Business Administration

Ono Academic College, Israel

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Academic Positions

2014-present **Assistant Professor**, Ono Academic College, Faculty of Business Administration.

2005-Present **Adjunct lecturer**, The Hebrew University of Jerusalem, School of Business Administration

2019 **Visiting professor** (spring semester), New York University, Stern School of Business.

Education

2013-2014 **New York University, Stern School of Business**

Post-Doctorate Fellow

2007-2013 **The Hebrew University of Jerusalem, School of Business Administration**

Ph.D. in Business Strategy

Dissertation subject: The growth of a firm along the product and geographic domains.

Advisors: Prof. Niron Hashai (head of the strategy and entrepreneurship area, School of Business Administration) and Prof. Yishay Yafeh (dean, School of Business Administration).

Committee: Prof. Michael A. Hitt (Texas A&M), Prof. Dovev Lavie (Technion), and Prof. Ithai Stern (Insead).

2009 **University of Pennsylvania, The Wharton School**

Visiting Ph.D. Student

- 2007 **The Hebrew University of Jerusalem, School of Business Administration**
M.A. in business strategy
- 1996 **Tel Aviv University, Recanati School of Management**
M.B.A. in Marketing
- 1988 **Tel Aviv University**
B.A. in Economics and Management

Research

Publication in Refereed Journals

Ref, Ohad., Shapira, Zur. (2017). Entering new markets: The effect of performance feedback near aspiration and well below and above it. *Strategic Management Journal*, 38(7) 1416-1434.

Ref, Ohad. 2015. The relationship between product and geographic diversification: A fine-grained analysis of its different patterns. *Journal of International Management*, 21(2), 83–99.

Teaching

At Ono Academic College*

Corporate Strategy (M.B.A.).

International Business Strategy (M.B.A.).

Strategic Management (M.B.A.).

At The Hebrew University of Jerusalem**

Corporate Strategy (M.B.A. and E.M.B.A.).

International Business Strategy (M.B.A.).

The Innovative Firm (M.B.A.).

Strategic Management (B.B.A., M.B.A. and E.M.B.A.).

*,** Recognized for teaching excellence many times. Belongs to the top lecturers group.

Research Grants

2018-2019 **Ono Academic College Research Institute**, Research grant for the

project titled: "Social performance feedback: how firms set their social reference points and which one they focus on to guide their behavior?" (NIS 12,690).

- 2018-2020 **ISF**, Research grant for the project titled: "The decision to enter new product markets: Firm experience and performance feedback." (NIS 186,000).
- 2017-2018 **Ono Academic College Research Institute**, Research grant for the project titled: "The decision to enter new product markets: Firm experience and performance feedback." (NIS 19,433).
- 2016-2017 **Ono Academic College Research Institute**, Research grant for the project titled: "One size does not fit all: Revisiting the firm scope performance relationship." (NIS 29,000).
- 2015-2016 **Ono Academic College Research Institute**, Research grant for the project titled: " Entering new markets: The effect of performance feedback near aspiration and well below and above it." (NIS 25,000).
- 2014-2015 **Ono Academic College Research Institute**, Research grant for the project titled: " The relationship between product and geographic diversification: A fine-grained analysis of its different patterns." (NIS 3,000).
- 2013-2014 **The Asper Center for Entrepreneurship**, The Hebrew University of Jerusalem, Research grant for the project titled: "The growth of a firm along the product and geographic domains." (NIS 20,000 – Postdoctoral Fellowship).
- 2007-2013 **The Asper Center for Entrepreneurship**, The Hebrew University of Jerusalem, Research grant for the project titled: "The growth of a firm along the product and geographic domains." (NIS 60,000 per year – Doctoral Scholarship).
- 2010 **Gal-Ed Foundation**, The Hebrew University of Jerusalem, Research grant for the project titled: "Resource attributes, diversification and performance". (NIS 10,000).
- 2008 **Gal-Ed Foundation**, The Hebrew University of Jerusalem, Research grant for the project titled: "Expanding the depth and breadth of internationalization." (NIS 8,000).

Service to the Academia

At Ono Academic College

Member of the Higher Academic Council, 2017-Present.

Leads the group that builds the faculty strategy, 2015-Present.

At The Hebrew University of Jerusalem

Executive director, Asper Center for Entrepreneurship, 2005-2008.

Reviewer For

Academy of Management Review

Administrative Science Quarterly

European Management Journal

Journal of International Management

Journal of Management Studies

Organization Science

Strategic Management Journal

Professional affiliations and memberships

Strategic Management Society

Academy of Management, BPS and IM Division

Academy of International Business

Other Professional Employment

Extensive experience in strategic consulting to leading Israeli and multinational firms.

Previously held senior executive positions (CEO, SVP) in Israeli manufacturing, retail and wholesale firms.

Personal

Married, with one child

Israeli and Italian citizenship