

Education

2014-2016	Post-Doctorate Fellow, School of Business and Economics, Loughborough University, UK.
2010-2011	Ph.D. Graduate School of Management, University of Haifa
2008-2009	M.A. Graduate School of Management, University of Haifa
2004-2005	International M.B.A. (English program, with distinction) Graduate School of Business Administration, University of Haifa
1983-1986	B.Sc. Mathematics & Computer Science Tel Aviv University

Employment History

2005-Present	Tenured lecturer Faculty of Business Administration Ono Academic College
2013-2014	Adjunct 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

Selected Papers

- Itzhak Gnizy, 2016. "Power Dynamics of the International Marketing within Firms and How They Shape International Performance", *Industrial Marketing Management*, forthcoming.
- Itzhak Gnizy and Aviv Shoham, 2014. "Uncovering the Influence of the International Marketing Function in International Firms", *International Marketing Review*, Vol. 31 No. 1, pp. 51-78.
- Itzhak Gnizy, 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*, Vol. 31 No. 5, pp. 477-505.
- Itzhak Gnizy and Aviv Shoham, 2014. "Explicating the Reverse Internationalization Processes of Firms", *Journal of Global Marketing*, Vol. 27 No. 4, pp. 1-22.

Professional Activities

(a) Academic and research functions

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| 2015- | Member, Israeli Partner of Entrepreneurship in the 21C (E21) Project, Worldwide Research Group
Loughborough University and University of Leeds, UK. |
| 2015- | Member, Advisory Academia-Industry Committee
Ono Academic College. |
| 2015- | Member, Exams Committee
Ono Academic College. |
| 2014- | Member, Marketing and Retailing Research Group,
Loughborough University and University of Leeds, UK. |
| 2011- | Member, Ono Information Technology (IT) Research Institution,
Ono Academic College. |
| 2013-2014 | Member, Education Quality Assurance Committee
Ono Academic College |

	Journal Reviewer
2013-	<i>International Marketing Review</i> <i>Journal of International Marketing</i> <i>Journal of Global Marketing</i>
2012-	<i>Eurasian Business Review</i> <i>European Journal of Marketing</i>
	International Conference Referee
2015	The 18th AMS (Academy of Marketing Science) World Marketing Congress, Italy.
2015	CIMaR (Consortium for International Marketing Research) 2015 Conference, Austria.
2014	2014 Academy of Marketing Science Annual Conference, USA.

(b) Professional functions outside universities/institutions

2010-	Consultant for organizations in the fields of management, strategy and projects.
2004 - 2006	Business Development Manager & Senior Consultant, Mateor Group
2000 - 2004	Director , Business Development for Bezeq Group, Israel Telecom Corp.
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, Bezeq the Israel Telecommunication Corp.
1988 - 1996	Marketing Manager for the U.S. and Europe Markets; Project and Software Development Manager - Amdocs

(c) Significant professional consulting

2004 - 2006	Bank, Internet and eBanking.
2005 - 2006	Municipality, Billing & Customer Care Management.
2005	National Insurance Institute, Information Technology Strategy.
2006	Health Care, Information Technology Systems Outsourcing.

(d) Membership in professional/scientific societies (past and present)

Academy of Marketing Science

European Marketing Academy

American Marketing Association (AMA)

Eurasian Business and Economics Society (EBES)

American Association for Science and Technology (AASCIT)

Educational Activities

Selected courses taught (graduate and undergraduate)

Information Technology Management

Computer Applications in Management

Introduction to Information Technology

Software Design and CASE Tools

Software Analysis and Design

Software Quality Assurance

Computer/Software Programming

Practicum in Information Systems and Technology

Project Management for Information Technology

Managing People and Organizations

International Marketing

Marketing Management

Awards

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| 2016 | Ono Academic College Award for participation in and presentation at EMAC (European Marketing Academy) Conference. |
| 2016 | Ono Academic College Award for participation in and presentation at AMS (Academy of Marketing Science) World Marketing Congress. |
| 2015 | Ono Academic College Award for participation in and presentation at Consortium for International Marketing Research (CIMaR) annual international conference. |

- 2014-2015 Ono Academic College Post-Doctorate scholarship.
- 2014 Loughborough University Travel Award.
- 2013 Ono Academic College Award for participation in and presentation at AMS (Academy of Marketing Science) annual international conference.
- 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) annual international conference.

Research Interests

International Marketing/Business, Reverse Internationalization, International Entrepreneurship, Strategic Orientations, Marketing Influence and Power.

Publications

(a) Refereed articles and refereed letters in scientific journals

Itzhak Gnizy, 2016. "Power Dynamics of the International Marketing within Firms and How They Shape International Performance", *Industrial Marketing Management*, forthcoming.

Itzhak Gnizy and Aviv Shoham, 2014. "Uncovering the Influence of the International Marketing Function in International Firms", *International Marketing Review*, Vol. 31 No. 1, pp. 51-78.

Itzhak Gnizy, 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*, Vol. 31 No. 5, pp. 477-505.

Itzhak Gnizy and Aviv Shoham, 2014. "Explicating the Reverse Internationalization Processes of Firms", *Journal of Global Marketing*, Vol. 27 No. 4, pp. 1-22.

(b) Chapters in collective volumes / Conference proceedings

- Gnizy, Itzhak and Shoham, Aviv (2016), "Reverse internationalization: Literature review and directions for future research" in *Advances in Global Marketing: A Research Anthology*, L.C. Leonidou, C.S. Katsikeas, S. Samiee, and B. Aykol, forthcoming.
- May 2015, "Should Export Marketing be Cross-functional? An Investigation of the Interface between Export and Non-export Organizational Functions", CIMaR (Consortium for International Marketing Research) 2015 international conference proceedings.
- May 2015, "The Power of International Marketing Function, its Cross-functional Power Asymmetry and their Impact on Firm International Performance ", CIMaR (Consortium for International Marketing Research) 2015 international conference proceedings.
- May 2014, "Conceptualizing and Operationalizing the Reverse Internationalization Phenomena of Firms", Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference, Obal, Michael W., Krey, Nina, Bushardt, Christian (Eds.), ISBN 978-3-319-11815-4, © 2016
- May 2014, "Does Firm Strategic International Orientations Synergize?" Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference, Obal, Michael W., Krey, Nina, Bushardt, Christian (Eds.), ISBN 978-3-319-11815-4, © 2016
- June 2013, "Proactive Marketing Culture and SME Foreign Entry Success: An RBV Perspective", Ono Research for Business Conference Book, Israel.
- October 2010, "Explaining Reverse Internationalization Processes of Israeli Firms", Sazak Ofset (publisher), EBES (Euroasia Business and Economics Society) 2010 Athens Conference Book, ISBN: 978-605-61069-1-0, Turkey.

Lectures and Presentations at Meetings and Invited Seminars(a) Presentation of papers at conferences/meetings

July 2016 - Itzhak Gnizy, John W. Cadogan, João S. Oliveira, and Asmat Nizam, The Link between Export Dispersion and Export Performance: An Empirical Investigation of UK Firm, 2016 AMS (Academy of Marketing Science) World Marketing Congress, Paris, France.

July 2016 - Itzhak Gnizy, John W. Cadogan, João S. Oliveira, and Asmat Nizam, National-Regional Diversification Strategy and Export Performance, 2016 AMS (Academy of Marketing Science) World Marketing Congress, Paris, France.

May 2016 - Itzhak Gnizy, John W. Cadogan, João S. Oliveira, and Asmat Nizam, International Entrepreneurial Opportunity Capture and Export Performance: A Contingency-based Approach, 2016 EMAC (European Marketing Academy) Conference, Oslo, Norway.

May 2015 - Itzhak Gnizy, 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, CIMaR (Consortium for International Marketing Research) International Conference, Vienna, Austria.

May 2015 - Itzhak Gnizy, The Power of International Marketing Function, its Cross-functional Power Asymmetry and their Impact on Firm International Performance, CIMaR (Consortium for International Marketing Research) 2015 International Conference, Vienna, Austria.

May 2014 - Itzhak Gnizy and Aviv Shoham, Conceptualizing the Reverse Internationalization Phenomenon, AMS (Academy of Marketing Science) Annual International Conference, Indianapolis, USA.

May 2014 - Itzhak Gnizy and Aviv Shoham, Does Firm Strategic Orientations Synergize? AMS (Academy of Marketing Science) Annual International Conference, Indianapolis, USA.

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

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

(b) Seminar presentations at universities and institutions

April 2014 - 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.

(c) 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.

Research Grants

2015-2016	Research Grant, Ono Academic College Research Institute, \$10,000
2014-2015	Research Grant, Ono Academic College Research Institute, \$6,000
2013-2014	Research Grant Ono Academic College Research Institute, \$5,000
2012-2013	Research Grant, Ono Academic College Research Institute, \$4,000

- 2012 The Center for International Business Research and the Faculty Development Grant Program, San Diego State University.
Itzhak Gnizy, William E. Baker and Amir Grinstein for Research on "Multiple Paths to SMEs' Foreign Entry Success: The Role of Learning Resources".

Volunteering and Contribution to the Community

- 2004 - 2010 Member of Building Business Bridges
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 and 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.