



February 2024

Resume – Ohad Ref

Senior Lecturer

Faculty of Business Administration

Ono Academic College, Israel

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Academic Positions

2021-present **Head of MBA Programs**, Ono Academic College, Faculty of Business Administration.

2022-present **Senior Lecturer**, Ono Academic College, Faculty of Business Administration

2014-2021 **Lecturer**, Ono Academic College, Faculty of Business Administration.

Education

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

Advisor: Prof. Zur Shapira.

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

- 1) Ref, Ohad., Songcui, Hu., Maxim, Milyavsky., Naomi, Feldman., Zur, Shapira (Forthcoming). Motivation and Ability: Unpacking Underperforming Firms' Risk- Taking. *Organization Science*.
- 2) Ref, Ohad., Naomi, Feldman., Dinesh, Iyer., Zur, Shapira (2021). Entry into new foreign markets: Performance feedback and opportunity costs. *Journal of World Business*. 56(6)
- 3) Ref, Ohad., Gnizy, Itzhak. (2021). Resource indivisibility, lumpy costs and the multinationality-performance relationship. *International Marketing Review*. 38(3) 539-563.
- 4) 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.
- 5) 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

- Growth Strategies (M.B.A., E.M.B.A.)
- Corporate Strategy (M.B.A.).
- International Business Strategy (M.B.A.).
- Strategic Management (M.B.A.).

At Reichman University

Growth Strategies (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.).

Growth Strategies (M.B.A., E.M.B.A.)

Research Grants

- 2020-2023 **ISF**, Research grant for the project titled: "Performance above aspiration: Attention to different types of search". Collaboration with Milyavsky, Maxim. (NIS 202,000).
- 2018-2021 **ISF**, Research grant for the project titled: "The decision to enter new product markets: Firm experience and performance feedback." (NIS 186,000).
- 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

Head of MBA Programs, 2021-Present.

Member of the Higher Academic Council, 2017-Present.

Development and management of teaching technologies, 2020-Present.

Head of Student Feedback Team, 2018-2021.

Member of the team that leads the faculty's 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

Participation in Scholarly Conferences\ Invited Lectures

Colloquium Talks

Date	Place of Lecture	Name of Lecture	Presentation/Comments
April 20, 2023	Zurich University	Unpacking Underperforming Firms' Risk- Taking	Seminar
January 3, 2023	The Faculty of Business Administration, Ono Academic College	Unpacking Underperforming Firms' Risk- Taking	Seminar

December 18, 2022	The 7th Israel Strategy Conference Research Reichman University	Unpacking Underperforming Firms' Risk- Taking (best paper nominee)	Presenter
July 31, 2021	Annual Conference Academy of Management Virtual conference	PDW Workshop: Advancing Aspirations Research: Exploring New Avenues in Performance Feedback Theory	Presenter + Panelist
April 27, 2021	Israel Strategy Community.	Performance Above Aspiration: Resource Allocation for Different Types of Search.	Seminar
December 29, 2020	The Faculty of Business Administration, Ono Academic College	Performance Above Aspiration: Resource Allocation for Different Types of Search.	Faculty Seminar
August 7-11, 2020	Annual Conference Academy of Management Vancouver, BC, Canada.	R&D Intensity and International Expansion - A Complex Relationship.	Presenter
August 7-11, 2020	Annual Conference Academy of Management Vancouver, BC, Canada.	PDW Workshop: Advancing Aspirations Research: Exploring New Avenues in Performance Feedback Theory.	Presenter + Panelist
May 7-8, 2020	Organization Science Special Issue conference	Performance Above Aspiration: Resource Allocation for Different Types of Search.	Presenter
March 5-7, 2020	Organization Science Winter Conference.	Performance Below Aspiration and Entering New Foreign Markets: The Moderating Effects of Home Market Concentration, Foreign Market Experience and Financial Slack (new title).	Presenter
August 9-13, 2019	Annual Conference Academy of Management Boston, Massachusetts, USA.	PDW titled Social Aspiration.	Panelist
April 1, 2019	NYU	Entering Foreign Markets: The Effects of Performance Below Aspiration and Home Market Concentration (new title).	Faculty Seminar
Mar 28, 2019	Baruch College.	Entering Foreign Markets: The Effects of Performance Below Aspiration and Home Market Concentration (new title).	Faculty Seminar

January 2019	The Faculty of Business Administration, Ono Academic College	Entering Foreign Markets: The Effects of Performance Below Aspiration and Home Market Concentration (new title).	Faculty Seminar
June 2018	Leeds University Business School	R&D intensity and international expansion-A Complex relationship.	Faculty Seminar (Niron Hashai presented)
December 2017	IDC	The Decision to Enter New Product Markets: Firm Experience and Performance Feedback.	Faculty Seminar
November 15, 2017	Hebrew university	The Decision to Enter New Product Markets: Firm Experience and Performance Feedback.	Faculty Seminar
November 2017	The Faculty of Business Administration, Ono Academic College	The Decision to Enter New Product Markets: Firm Experience and Performance Feedback.	Faculty Seminar
November 14, 2017	NYU	The Decision to Enter New Product Markets: Firm Experience and Performance Feedback	Faculty Seminar (Zur Shapira presented)
May 2, 2017	Technion Israel	Entering New Markets: The Effect of Performance Feedback Near Aspiration and Well Below and Above It.	Faculty Seminar
December 2016	Bar-Ilan University	Entering New Markets: The Effect of Performance Feedback Near Aspiration and Well Below and Above It.	Faculty Seminar
November 29, 2016	The Faculty of Business Administration, Ono Academic College	Entering New Markets: The Effect of Performance Feedback Near Aspiration and Well Below and Above It.	Faculty Seminar
August 1-5, 2014	Annual Conference Academy of Management Philadelphia, PA, USA.	Performance Feedback and Shifts in Focus of Attention: The Case of Diversification.	Presenter
December 19 -21, 2012	The 5 th Israel Strategy Conference Research Tel-Aviv University.	The Effects of Performance Feedback, Previous Search, and Excess Resources on the Timing and Direction of Search: The Case of Product and Geographic Diversification.	Presenter

December 27, 2010	The 4 th Israel Strategy Conference Research Technion – Israel Institute of Technology.	Firm Growth along Product and Geographic Domains in the Short-Run.	Presenter
August 6-10, 2010	Annual Conference Academy of Management Montréal, Québec, Canada.	Resource Attributes, Diversification and Performance.	Presenter
August 6-10, 2010	Annual Conference Academy of Management Montréal, Québec, Canada.	Foreign Market Commitment Revisited – The Neglected Role of Network Resources	Presenter
June 30-July 3, 2008	Academy of International Business (AIB) Milan Italy.	Expanding the Depth and Breadth of Internationalization.	Presenter
December 24-25, 2007	The 1 th Israel Strategy Conference The Hebrew University, Jerusalem	The Relationship Between Geographic Diversification, Product Diversification and Performance: Economic Reasoning.	Presenter

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