

Itzhak Gnizy

Curriculum Vitae and List of Publications

Personal Details

Name: Itzhak Gnizy
Address: Faculty of Business Administration
Ono Academic College
104 Zahal St., Kiryat Ono 55000
Israel

Itzhak has had a long career in the Israeli hi-tech industry followed by current academic career.

Education

- | | |
|-------------|--|
| 2014 - 2016 | Post-Doctorate, School of Business and Economics,
Loughborough University, UK |
| 2010 - 2012 | Ph.D., Graduate School of Management, University of Haifa |
| 2008 - 2009 | M.A. Thesis, Graduate School of Management, University of
Haifa |
| 2004 - 2005 | International M.B.A. (English program, with <i>distinction</i>),
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 full-time lecturer
Faculty of Business Administration
Ono Academic College |
| 2019-2019 | Adjunct Lecturer
Faculty of Social Sciences
Ariel University |
| 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	Teaching 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, Air Force Pilot Cadets Program Ben Gurion University
	Marketing Mentor in Management Department of Management Ben Gurion University

Employment History (industry)

2011 - 2020	Consultant for Digital Business Transformation and Management
2004 - 2006	Business Development Manager & Senior Consultant: A driven consultancy company focusing its services on senior management in organizations and centered on strategy, technology, and project management.
2000 - 2004	Director Business Development for Israel Telecom Corporation 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; System Analyst, Software Development Manager; New Technologies Fusion Manager
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 A global company providing worldwide billing and Customer Experience software systems.

Publications

(a) Refereed articles in scientific journals

João S. Oliveira, John W. Cadogan, **Gnizy Itzhak**, and Asmat Abdul Talib (2023), "How Many Eggs in How Many Baskets? National Versus Regional Diversification Strategies and Export Success," *Journal of Strategic Marketing*, 1-15.

Asseraf, Yoel and **Itzhak Gnizy** (2022), "Slowing Down to Speed up Decision-Making Styles and International Marketing Agility," *European Journal of International Management*.

Asseraf, Yoel and **Itzhak Gnizy** (2022), "Translating Strategy into Action: The Importance of an Agile Mindset and Agile Slack in International Business," *International Business Review*, 31(6).

Miocevic, Dario; **Itzhak Gnizy**, and John W. Cadogan (2022), "When Does Export Customer Responsiveness Strategy Contribute to Export Market Competitive Advantage?" *International Marketing Review*, 40(3), 497-527.

Hovav, Anat, **Itzhak Gnizy**, and Han Jinyoung (2023), "The Effects of Cyber Regulations and Security Policies on Organizational Outcomes: A Knowledge Management Perspective," *European Journal of Information Systems*, 32(2), 154-172.

Ref, Ohad and **Itzhak Gnizy** (2021), "Resource Indivisibility, Lumpy Costs and the Multinationality-performance Relationship," *International Marketing Review*, 38, 539-563.

Asseraf, Yoel, **Itzhak Gnizy**, and Aviv Shoham (2020), "International Marketing Doctrine: The Use of Guiding Principles," *International Marketing Review*, 38(2), 321-342.

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.

(b) Refereed chapters in books

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.

(c) Refereed conference proceedings

18) **Itzhak Gnizy**, Yoel Asseraf and Moty Amar (2023), "International Marketing Strategy Planning and Performance: The Roles of Market Sensing and Tolerance for Failure," [Global Marketing Conference \(GMC\), Seoul, Republic of Korea](#),

19) Asseraf Yoel, **Gnizy Itzhak** (2021), "Comprehensiveness, Spontaneity and International Marketing Agility", Proceedings of the European Marketing Academy, 50th, (93603).

20) **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. 39-40.

- 21) 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.
 - 22) **Gnizy, Itzhak**, John W. Cadogan, João S. Oliveira, and Asmat Nizam (2016), "National-Regional Diversification Strategy and Export Performance: An Extended Abstract," 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.
 - 23) 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.
 - 24) **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.
 - 25) **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.
- (d) Additional publications
- 26) **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. 1219-1219).
 - 27) 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.
-

-
- 28) 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.
 - 29) **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_R) Conference.
 - 30) **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_R) Conference.
 - 31) **Gnizy, Itzhak** (2013), "Proactive Marketing Culture and SME Foreign Entry Success: An RBV Perspective," in 2013 Ono Research for Business Conference Volume.
 - 32) **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, p. 6.
-

(e) Miscellaneous publications

Reports

Baruch, Alona Forkosh, Tsipi Heart, Judy Arad, Sharon Hardof, Shevi Govrin, **Itzik Gnizy**, and Gal Manor (2022), "Equity, Access to and Democratization of Higher Education: Report of Current Policies in Practices in Israel," Revista Multimédia de Investigação em Inovação Pedagógica e Práticas de e-Learning 5, (1), 52-62.

Local public press/magazine articles that present/cite my research work:

Full Efficiency endangers companies' agility and flexibility

TheMarker, 19.12.2022

<https://www.themarker.com/career/2022-12-19/ty-article/.premium/00000185-2658-d4c4-a3d7-ffea0f20000>

Does slow decision-making help organizations responding quickly to complex situations?

TheMarker, 17.6.2021

<https://www.themarker.com/blogs/ravit-oren/BLOG-1.9915002>

How simple solutions to business problems outweigh complex ones

The Jerusalem Post, 20.3.2021

<https://www.jpost.com/opinion/how-simple-solutions-to-business-problems-outweigh-complex-ones-662638>

Test case: Simplicity is the new complexity in business - why insisting on changes in a challenging reality

Globes, 13.2.2021

<https://www.globes.co.il/news/article.aspx?did=1001360291>

Podcasts that present/discuss my research work:

Planned improvisation - how agility maintains a surprising relationship between rapid response and strategic planning in organizations

Management Podcast, 12.10.21

<https://podcasts.apple.com/us/podcast/%D7%A4%D7%A8%D7%A7-32->

Simplicity is the ultimate sophistication - how simple rules narrow the gap between complex strategies and better business performance.

Management Podcast, March 2021

<https://open.spotify.com/episode/2txCPITdonUXLCi0LH4grp?si=kmmH2IMXSOu6EIDgBJal2w&nd=1>

Selected Professional Activities

(a) Academic and research functions

- April 2023 **Workshop Organizer and Chair**, “Blessing in Disguise? Utilizing humor to cope with complaints on social media” with guest lecturer Xenia Raufeisen, P.h.D, Faculty of Business and Economics, Department of Marketing, TU Dortmund University, Germany.
Ono Academic College.
- Mar 2023 **Workshop Organizer, Provider, and Co-Chair**, Applying to and Winning Erasmus+ Grants
Ono Academic College.
- Jan 2023 **Conference Organizer: LOVE.Dist@nce** Erasmus project - Monitoring Committee. a 5-country participants conference
Ono Academic College.
- Oct 2022 - present **Member**, accompanying committee that leads thinking moves, drawing lessons and necessary corrections for the new program of Front-end, Data Analyst, and Product Manager studies for Computer Science and Information Systems School
Faculty of Business Administration, Ono Academic College.
- May 2022 Participation in curricula development with Prof. Tsipi Heart for the front-end and back-end web development undergraduate program at Computer Science and Information Systems School
Faculty of Business Administration, Ono Academic College.
- 2020-Present **Member, Student E-Learning Support System Development Team**, Ono Academic College
The system, developed within the [LOVE.Dist@nce](#) Erasmus project and supported by Erasmus+ grant, assists students in self-managing their online studies.
- 2020-Present **Member, Basic Math for Academia - E-learning Course Development Team**, Ono Academic College
The course is developed within the [LOVE.Dist@nce](#) Erasmus project supported by Erasmus+ grant.
- Mar 2022 **Workshop Organizer**: “Coping with uncertainty in high-risk services” with guest lecturer Jana Grothaus, P.h.D student, Faculty of Business and Economics, Department of Marketing, TU Dortmund University, Germany.
Ono Academic College.
- March 2022 **Conference Organizer: LOVE.Dist@nce** Erasmus project - Intermediate Committee, a 5-country participants conference.
Ono Academic College.
-

2021-Present	Member, Faculty Discipline Committee, Ono Academic College.
Jan 2022	Participation in curricula development with Dr. Orit Goldman for the Master program in Data Science Faculty of Business Administration, Ono Academic College.
2020-2021	Initiator and institutional coordinator/manager of Erasmus+ Higher Education Students Exchange & Scholar Mobility program (a second program) between Ono Academic College and Technische Universität Dortmund/Germany to promote modernization and internationalization of higher education institutions and advance academic and research collaboration.
2019-Present	Coordinator of Erasmus+ Building Distant Learning Capacities project at Ono Academic College (an international cross-country project).
2019-20	Initiator and institutional coordinator/manager of Erasmus+ Higher Education Students Exchange & Scholar Mobility program (a first program) between Ono Academic College (OAC) and Technische Universität Dortmund (TUDO)/Germany to promote modernization and internationalization of higher education institutions and advance academic and research collaboration.
July 2019	Workshop Provider, Peer Learning - The Wisdom and Secrets Behind Quality Teaching, Faculty of Business Administration, Ono Academic College, Israel.
2019-20	Assigning students in Computers/Programming teaching assistants in schools
2017-2019	Coordinator of Practicum and Seminars in Information Technology program.
2017-2018	Mentoring and guiding adjunct lecturers in the Information Technology program.
Mar 2019	Workshop Organizer: “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. Ono Academic College.
Nov 2018	Workshop Organizer: “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. Ono Academic College.
May 2018	Participation in curricula development with Dr. Michal Shapira for the Master program in Digital Strategy and Marketing Communications Faculty of Business Administration, Ono Academic College.

-
- 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 - Present **Member, Computerization of 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 - Present **Member, Business Simulation Committee** for Information Technology Studies, Ono Academic College.
- 2015 - Present **Member, Academia-Industry Interaction Advisory Board:** The board comprises of academic scholars and distinguished industry practitioners aiming to leverage the academia-industry relationships, Ono Academic College.
- 2015 **Member, Exams Faculty Committee,** Ono Academic College.
- 2013 - 2014 **Member, Education Quality Assurance Committee,** Ono Academic College.
- 2023 **Academic Referee/External Reviewer**
Referee for Master thesis proposal titled “Prediction of Metabolic Syndrome using Machine Learning Models/Algorithms” of Mr. Shimon Abebe, Faculty of Business Administration, Ono Academic College.
- 2016 Referee for Master thesis 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 **Track Chair in Conferences**
Track Chair for Learning & Outcome in 2015 Consortium for International Marketing Research (CIMaR) Conference, Vienna, Austria.
- 2015 - Present **Journal Reviewer**
Journal of Business and Industrial Marketing
Journal of International Marketing
International Marketing Review
Journal of Global Marketing
- 2012 - Present *European Journal of Marketing*
Eurasian Business Review
-

-
- | | |
|------|---|
| 2023 | International Conference Referee
Annual GMSIG (Global Marketing Special Interest Group) AMA (American Marketing Association) Conference/International Relationship Marketing and Channel Management track, Santiago, Chile. |
| 2022 | European Marketing Academy (EMAC) Annual Conference 2022, Budapest, Hungary. |
| 2018 | 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 (CIMaR) Conference, Austria. |
| 2014 | 42th Academy of Marketing Science (AMS) Conference, USA. |
- (b) Professional functions outside universities/institutions
- | | |
|----------------|---|
| 2018 - 2022 | Preparation and delivery of a range of Open Seminars/Open Days for Mid/High School Teachers – Promoting and Diffusing Computer Science Competencies at Mid/High Schools. |
| 2017 - 2017 | Member, Accelerator Advisory Committee,
New York University (NYU) Israeli Campus. |
| 2017 - Present | Academic Relationship Manager: Initiator and coordinator/manager of an agreement for academic and teaching collaboration between Ono Academic College and Technische Universität Dortmund, Germany. |
| 2016 - 2019 | EMAC (European Marketing Academy) 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. |
| 2014 - Present | Member, Marketing and Retailing Research Group,
Loughborough University and University of Leeds, UK. |
| 2005 - 2007 | Member, Building Business Bridges Group, University of Haifa and Israeli-Arab Voluntary Foundation. |
-

(c) Significant professional consulting

Consulting in the public and private sectors:

2004 - 2006 Bank Corporation, Internet and e-Banking.

2005 - 2006 Municipal Institution, Billing & Customer Care Management.

2005 National Insurance Institute, Information Technology Strategy.

2006 Health Care Institution, Information Technology Systems Outsourcing.

(d) Membership in professional/scientific societies

American Marketing Association (AMA)

Global Marketing Special Interest Group (SIG)

Academy of Marketing Science (AMS)

European Marketing Academy (EMAC)

Electronic Marketing Community (ELMAR)

Eurasian Business and Economics Society (EBES)

Marketing-IL (Marketing in Israel) Community

American Association for Science and Technology (AASCIT)

Educational Activities

(a) Courses taught

Graduate Courses

Digital Business Transformation

Managing People and Organizations

Marketing Management

Organizational Behavior

International Marketing

Undergraduate Courses

International Marketing

Introduction to Programming Thinking with JavaScript

Introduction to Web Development

Introduction to Web Development and Computational Thinking

HTML and CSS Development

Introduction to Computer Science
 Software Design and CASE Tools
 Computer/Software Programming
 Software Quality Assurance
 Managing Information Systems in Manufacturing and Service Organizations
 Computers & Technology Applications in Management
 Introduction to Information Technology
 Project Management
 Software Analysis and Design

Non-Academic Courses in Private Schools and Industry Organizations

Digital Business Transformation - Strategy & Processes

Introduction to Computer Science
 Project Management for Information Technology
 Software Quality Assurance
 Software Testing
 Issues in Firms' International Marketing

Awards, Citations, Honors, Fellowships

(a) Honors, Citation Awards

- | | |
|------|---|
| 2023 | Best Conference Track Paper Award, 2023 Global Marketing Conference at Seoul
Track: Contemporary Issues in International Marketing & Globalization, Brands and New Technologies in the Consumer Sphere
Paper: "International Marketing Strategy Planning and Performance: The Roles of Market Sensing and Tolerance for Failure". |
| 2021 | Award for contribution to the School of Marketing & Digital, Ono Academic College. |
| 2020 | 1,000\$ Prize, Citation and Award for excellence in research, publication, and grant achievements, Faculty of Business Administration, Ono Academic College. |
| 2019 | The paper "Big Data and its Strategic Path to Value in International Firms", published in <i>International Marketing Review</i> , was reviewed as a briefing for executives by <i>emeraldinsight</i> publisher as a paper that tackles latest management developments across the globe and pinpoints practical implications from cutting-edge research. |
-

-
- | | |
|----------------|--|
| 2018 | The paper “The Power of International Marketing Functions: Antecedents and Consequences” has been selected by the editor of the <i>Journal of Business-to-Business Marketing</i> at the runner-up for the JBBM Outstanding Article of Year 2018) |
| 2013-2019 | Ono Academic College Awards for participation in and presentation at international conferences. |
| 2018 | 1,500\$ Prize, Citation and Award for excellence in research and publication achievements, Faculty of Business Administration, Ono Academic College. |
| 2014 - 2015 | Ono Academic College Post-Doctorate scholarship. |
| 2014 | Loughborough University Post-Doctorate Travel Award. |
| 2010 - 2012 | University of Haifa Ph.D. Scholarship. |
| 2010 | University of Haifa Award for participation in and presentation at Eurasian Business and Economics Society (EBES) conference. |
| (b) Fellow | |
| 2015 - Present | E21 Worldwide Research Group, Fellow Partner: Israeli Fellow Partner of the Entrepreneurship in the 21C (E21) Research Project Group, a worldwide research group, Loughborough University and University of Leeds, UK. |
| 2011 - Present | Research Fellow, Ono Research in Marketing Institution, Ono Academic College. |
| 2013-2018 | Research Fellow, Center for the Study of Organizations & Human Resource Management, School of Business Administration, University of Haifa, Israel. |

Lectures and Presentations at Meetings and Seminars

(a) Presentation of papers at conferences/meetings

- July 2023 - **Itzhak Gnizy**, Yoel Asseraf and Moty Amar, “Strategy Planning and Business Performance: The Roles of Market Scanning and Fault Tolerance,” Global Marketing Conference (GMC), Seoul, Republic of Korea.
- July 2023 - Moty Amar and **Itzhak Gnizy**, “The Effect of Warranty on Product Efficacy,” Global Marketing Conference (GMC), Seoul, Republic of Korea.
-

-
- Jan 2023 - Yoel Asseraf and Itzhak Gnizy, "Marketing Planning in a VUCA World? The Roles of Environment Scanning and Competitive Intensity," International Marketing Trends Congress (IMTC), Paris, France.
- May 2022 - Yoel Asseraf and **Itzhak Gnizy**, "Agile Mindset and Agile Slack: Impact on Marketing Effectiveness and International Performance," European Marketing Academy (EMAC) Conference, Budapest, Hungary.
- May 2021 - Yoel Asseraf and **Itzhak Gnizy**, "Comprehensiveness, Spontaneity and International Marketing Agility," European Marketing Academy (EMAC) online Conference, Madrid, Spain.
- July 2019 - **Gnizy, Itzhak**, "How Big Data Utilization Affect Firms Marketing-related Strategies and Performance," 22nd Academy of Marketing Science World Marketing Congress (AMS WMC), Edinburgh, Scotland, UK.
- 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; and **Itzhak Gnizy**, "Price Quote Format and Inferred Artisanhip and Marketing Orientation", The Society for Consumer Psychology (SCP) Annual Conference, Georgia, US.
- July 2018 - John W. Cadogan, **Gnizy, Itzhak**, João S. Oliveira, and Asmat Nizam, "Export Diversification and Export Performance: A Contingency- and Resource Dependency-Based Assessment," Global Marketing Conference, Tokyo, Japan.
- July 2018 - Dalia Velan, Aviv Shoham, and **Itzhak Gnizy**, "Can Firms be Market and Innovativeness Oriented? A Configurational Perspective Using fsQCA", 34th EGOS Colloquium, Tallinn, Estonia.
- 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_R) 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_R) 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_R) 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.
- 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**, William E. Baker, and Amir Grinstein, "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.
-

(b) Seminar presentations at universities and institutions

2020 - International Marketing Doctrine: The Use of Guiding Principles, with Dr. Asseraf Yoel, Online Research Seminar, School of Business and Economics, Loughborough University, UK.

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

2013 - Seminar for Ph.D. students - The Doctoral Journey - Experience and Insights, Graduate School of Management, University of Haifa.

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

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

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.

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

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

2018 - Experience and Insights from Applying to Erasmus+ grants, Ono Academic College, Faculty of Business Administration, Israel.

2016 - Potential Polish-Israel Academic Research Collaboration, Faculty of Management, University of Warsaw, Poland.

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

Research Grants / External Funding

- 2020 "Higher Education Student and Staff Mobility" Erasmus+ Grant 2020-1-DE01-KA107-005277, coordinated by Technische Universität Dortmund, Germany. Budget: 60,800 Euro; Budget for Ono Academic College: 29,120 Euro.
- 2019 Erasmus+ Capacity Building project [LOVE.Dist@nce](#): Learning Optimization via Equitative Distance Teaching and Learning, with Dr. Tsipi Heart, Budget: 800,368 Euro; Budget for Ono Academic College: 122,832 Euro.
A 5-country project responds to requirements for modernization and accessibility of higher education system to improve the educational integration of disadvantaged students.
- 2018 "Higher Education Student and Staff Mobility" Erasmus+ Grant 2018-1-DE01-KA107-004055, coordinated by Technische Universität Dortmund, Germany. Budget: 48,000 Euro; Budget for Ono Academic College: 24,170 Euro.
- 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

- 2018-Present Promoting advancement of teaching Computer Science in high schools
- 2015 - Present Individual volunteering activity
Assigning graduating students from the Druze and Ethiopian communities in positions in business firms.
- 2017 - Present Consulting schools in Israeli minority sectors in Israel in launching a program for teaching Computer Science in Junior-High schools
- 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.
-