

Curriculum Vitae

Dr. Guy Adoram (Ph.D)

guy.adoram@ono.ac.il

Ph.D, Cum Laude, Business Administration.

2018, International Ph.D. Program in Business Administration
The Faculty of Business and Economics, University of Pécs, Hungary.

Master of Business Administration - Marketing.

1991, New York Institute of Technology, New York, New York, USA.

Attended an academic curriculum in Marketing, Finance and Management.

1986-1988, Baruch College, City University of New York, USA.

Bachelor of Arts - Political Science, Sociology and Anthropology.

1984, Tel Aviv University, Israel.

Synopsis of professional skills and work experience

2002 - Present

A Consultant, lecturer and instructor of business management, marketing and entrepreneurship.

- A lecturer in Ono Academic College and Open University, Israel, both at B.A and M.B.A programs, specializing in entrepreneurship, marketing and business strategy.
- A qualified lecturer by the federation of local authorities in Israel.
- An assistant teacher at the M.B.A and executive programs in Bar Ilan University, Israel.
- A professional consultant of business strategy, sales and entrepreneurship.

2000 – 2002, Marketing Director

Maccabi Healthcare Services - Tel Aviv.

- Created and implemented marketing and promotional events and was instrumental in increasing profits of a nationwide firm.
- Scrutinized factors of major business operations and Budgeted annual Marketing plans.
- A chairperson of a "Service Quality Control" committee and the Ombudsman of the firm.

1998 - 2000, Marketing Manager

"The Standards Institution of Israel", Quality and Certification Division, Tel - Aviv.

- A Marketing project Manager of ISO 9000 certifications, Safety Marks and special P.R. efforts regarding the Quality and Certification Division..

Publications:

2018 - Entrepreneurship, what and who is successful? The Open University Publication, Israel (in Hebrew).

2013 - Who is suffering from shortsighted Entrepreneurship? The Open University Publication, Israel (in Hebrew).

2011 - Gender Differences and Their Impact on Entrepreneurial Ventures, Advances in Management, vol. 4 (2), February.

2011 - Entrepreneurship and the Value Chain: Importance, Risks and Suggestions, Advances in Management, vol 6, June.

2009 - Cultural differences of Entrepreneurship Myopia, Conference book, Culture of Business – Capital of Culture.