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CURRICULUM VITAE

Personal Details

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Higher Education

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
1976-1979	Economics, University of Haifa	B.A.	1979
1983-1984	School of Business, Oklahoma University	M.B.A.	1984
1990-1993	School of Business, Marketing, University of Oregon	Ph.D.	1993

Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
1987-1990	Rupin Institute	Lecturer with tenure
1990-1993	University of Oregon	Lecturer without tenure
1993-1998	Technion, Faculty of Industrial Engineering and Management	Lecturer without tenure
1998-2000	Technion, Faculty of Industrial Engineering and Management	Senior Lecturer without tenure
2000-2004	Graduate School of Business, University of Haifa	Senior Lecturer without tenure
2004-2010	Graduate School of Management, University of Haifa	Senior Lecturer with tenure
2010-	Department of Business Administration, University of Haifa	Associate Professor with tenure

Offices in University Academic Administration

- 2011- Head of the PhD committee of the Department of Business Administration
- 2011- Head of the Department of Business Administration
- 2013- Head of the Marketing Area, Department of Business Administration

Scholarly Positions and Activities outside the University

Associate Editor, *International Marketing Review*

Associate Editor, *European Journal of Marketing*

International Advisory Board, *Entrepreneurial Business and Economics Review*

Editorial Review Boards:

Journal of International Consumer Marketing

Journal of International Marketing

Journal of Customer Behavior

Psychology & Marketing

International Journal of Business and Emerging Markets

Akademija MM (Slovenia)

Asia Pacific Journal of Innovation and Entrepreneurship (APJIE)

International Journal of Management and Organizational Studies

International Journal of Export Marketing

PUBLICATIONS

Ph.D. Dissertation

“Strategic Determinants of Export Performance”, in English, 268 pages, August 1993 (Gerald Albaum, chair). Two published papers (D [9], [14], below).

Articles in Refereed Journals

(IF = Impact Factor by ISI-JCR; CJR = the journal ranking in the specified category; Citations = number of citations, excluding self-citations, by SCI; ISI = Institute for Scientific Information; JCR=Journal Citations Reports; SCI=Social Citation Index; Journals' quality is based on the Journal Citation Report's Journal Impact Factor by ISI for 2012 [the latest]).

1. **Shoham, Aviv** (1992), “Selecting and Evaluating Trade Shows,” *Industrial Marketing Management*, 21(4), 335-41 (IF=1.93; CJR=32/116 in Business; Citations=11).
2. **Shoham, Aviv** and Gerald Albaum (1994), “The Effects of Transfer of Marketing Methods on Export Performance: An Empirical Examination,” *International Business Review*, 3(3), 219-41 (IF=1.85; CJR=34/116 in Business; Citations=12).
3. Rose, Gregory M., **Aviv Shoham**, and Lynn R. Kahle (1994), “Social Values, Conformity, and Fashion,” *Journal of Applied Social Psychology*, 24(September), 1501-19 (IF=0.83; CJR=18/116 in Psychology, social; Citations=9).
4. Kahle, Lynn R. and **Aviv Shoham** (1995), “Role-Relaxed Consumers: Empirical Evidence,” *Journal of Advertising Research*, 35(3), 59-62 (IF=1.78; CJR=35/116 in Business; Citations=4).
5. **Shoham, Aviv**, Gregory M. Rose, and Gerald Albaum (1995), “Export Motives, Psychological Distance, and the EPRG Framework,” *Journal of Global Marketing*, 8 (3/4), 9-37.
6. **Shoham, Aviv** (1995), “Global Marketing Standardization,” *Journal of Global Marketing*, 9(1/2), 91-119.
7. **Shoham, Aviv** and Gerald Albaum (1995), “Reducing the Impact of Barriers to Exporting: A Managerial Perspective,” *Journal of International Marketing*, 3(4), 85-105 (IF=2.05; CJR=28/116 in Business; Citations=16).
8. **Shoham, Aviv** and Lynn R. Kahle (1996), “Spectators, Viewers, Readers: Communication and Consumption Communities in Sport Marketing,” *Sport Marketing Quarterly*, 5(1), 11-9.
9. **Shoham, Aviv** (1996), “Effectiveness of Standardized and Adopted Television Advertising: An International Field Study Approach,” *Journal of International Consumer Marketing*, 9(1), 5-23.

10. **Shoham, Aviv** (1996), "Marketing Mix Standardization: Determinants of Export Performance," *Journal of Global Marketing*, 10(2), 53-73.
11. Paun, Dorothy and **Aviv Shoham** (1996), "Marketing Motives in International Countertrade: An Empirical Examination," *Journal of International Marketing*, 4(3), 29-48 (IF=2.05; CJR=28/116 in Business; Citations=2).
12. Patterson, Paul G., Muris Cicic, and **Aviv Shoham** (1997), "A Temporal Sequence Model of Future Export Plans of International Service Firms," *Journal of Global Marketing*, 10(4), 23-43.
13. **Shoham, Aviv**, Gregory M. Rose, and Fredric Kropp (1997), "Conflict in International Channels of Distribution," *Journal of Global Marketing*, 11(2), 5-22.
14. **Shoham, Aviv**, Gregory M. Rose, Fredric Kropp, and Lynn R. Kahle (1997), "Generation X Women: A Sports Consumption Community Perspective," *Sport Marketing Quarterly*, 6(4), 23-34.
15. **Shoham, Aviv** and Dorothy Paun (1997), "A Multinational Analysis of Firms Using International Countertrade," *Journal of Business-to-Business Marketing*, 4(2), 33-51 (IF=.44; CJR=96/116 in Business; Citations=1).
16. **Shoham, Aviv** and Dorothy Paun (1998), "A Study of International Modes of Entry and Orientation Strategies Used in Countertrade Transactions," *Journal of Global Marketing*, 11(3), 5-19.
17. **Shoham, Aviv** and Fredric Kropp (1998), "Explaining International Performance: Marketing Mix, Planning, and their Interaction," *Marketing Intelligence and Planning*, 16(2), 114-23.
18. **Shoham, Aviv**, Gregory M. Rose, and Lynn R. Kahle (1998), "Born International: Exporting from Day One as an Alternative to Traditional Internationalization," *Asian Journal of Business and Entrepreneurship*, 1(1), 1-24.
19. **Shoham, Aviv** (1998), "Export Performance: A Conceptualization and Empirical Assessment," *Journal of International Marketing*, 6(3), 59-81 (IF=2.05; CJR=28/116 in Business; Citations=72).
20. **Shoham, Aviv**, Gregory M. Rose, and Lynn R. Kahle (1998), "Marketing of Risky Sports: From Intention to Action," *Journal of the Academy of Marketing Science*, 26(4), 307-21 (IF=2.57; CJR=21/116 in Business; Citations=19).
21. **Shoham, Aviv** (1999), "Managerial Resource Allocation and International Performance," *Journal of Global Marketing*, 12(2), 69-87.
22. **Shoham, Aviv** (1999), "Bounded Rationality, Planning, Standardization of International Strategy, and Export Performance: A Structural Model Examination," *Journal of International Marketing*, 7(2), 24-50 (IF=2.05; CJR=28/116 in Business; Citations=51).
23. Cicic, Muris, Paul G. Patterson, and **Aviv Shoham** (1999), "A Conceptual Model of Internationalization of Service Firms," *Journal of Global Marketing*, 12(3), 81-106.
24. **Shoham, Aviv** (1999), "Performance in Trade Shows and Exhibitions: A Synthesis and Directions for Future Research," *Journal of Global Marketing*, 12(3), 41-57.
25. **Shoham, Aviv** (1999), "Firm Orientations: The Five Orientations Revisited," *Journal of Global Marketing*, 13(1), 45-70.

26. **Shoham, Aviv**, Gregory M. Rose, and Fredric Kropp (1999), "International Channels of Distribution: The Role of Centralization," *Journal of Global Marketing*, 13(1), 87-103.
27. **Shoham, Aviv** and Avi Fiegenbaum (1999), "Extending the Competitive Marketing Strategy Paradigm: The Role of Strategic Reference Points Theory," *Journal of the Academy of Marketing Science*, 27(4), 442-54 (IF=2.57; CJR=21/116 in Business; Citations=8).
28. Kropp, Fredric, Marilyn Jones, Gregory M. Rose, **Aviv Shoham**, Bella Florenthal, and Bongjin Cho (1999), "Group Identities: A Cross-Cultural Comparison of Values and Group Influences," *Journal of Euromarketing*, 8(1/2), 117-31.
29. Kahle, Lynn, Gregory M. Rose, and **Aviv Shoham** (1999), "Findings of LOV throughout the World and Other Evidence of Cross-National Consumer Psychographics: Introduction," *Journal of Euromarketing*, 8(1/2), 1-13.
30. Rose, Gregory M. and **Aviv Shoham** (1999), "The Values of American and Japanese Mothers: An Application of LOV in the U.S. and Japan," *Journal of Euromarketing*, 8(1/2), 45-62.
31. **Shoham, Aviv** (1999), "Exporting from Day of Inception and Traditional Internationalization: Firm Strategies and Performance Correlates," *Journal of International Marketing and Exporting*, 4(2), 104-13.
32. **Shoham, Aviv** and Gregory M. Rose (2000), "Predicting Future Sport Consumption: The Impact of Perceived Benefits," *Sport Marketing Quarterly*, 9(1), 8-14.
33. Florenthal, Bella and **Aviv Shoham** (2000), "Value Differences between Risky Sports Participants and Non-Participants," *Sport Marketing Quarterly*, 9(1), 26-33.
34. **Shoham, Aviv**, Gregory M. Rose, and Lynn Kahle (2000), "Practitioners of Risky Sports: A Quantitative Examination," *Journal of Business Research*, 47(3), 237-51 (IF=1.48; CJR=47/116 in Business; Citations=7).
35. **Shoham, Aviv** (2000), "Firm Orientations: Do the Five Orientations Affect Export Performance?" *Journal of Global Marketing*, 14(3), 31-47.
36. **Shoham, Aviv** and Amir Zu'bi (2000), "The Performance Implications of Barriers to Exporting," *Journal of International Marketing and Exporting*, 5(2), 91-103.
37. Florenthal, Bella and **Aviv Shoham** (2001), "The Impact of Persuasive Information on Changes in Attitude and Behavioral Intentions toward Risky Sports for Arousal Seeking versus Arousal Avoidance Individuals," *Sport Marketing Quarterly*, 10(2), 83-95.
38. **Shoham, Aviv** and Gregory M. Rose (2001), "Market Orientation: A Replication, Cross-National Comparison, and Extension," *Journal of Global Marketing* 14(4), 5-25.
39. Rose, Gregory M. and **Aviv Shoham** (2002), "Export Performance and Market Orientation: Establishing an Empirical Link," *Journal of Business Research*, 55(3), 217-25 (IF=1.48; CJR=44/116 in Business; Citations=55).
40. **Shoham, Aviv** and Avi Fiegenbaum (2002), "Competitive Determinants of Organizational Risk-Taking Attitude: The Role of Strategic Reference Points," *Management Decision*, 40(2), 127-41 (IF=3.79; CJR=7/116 in Business; Citations=10).
41. **Shoham, Aviv**, Felicitas U. Evangelista, and Gerald Albaum (2002), "Strategic Firm Type and Export Performance," *International Marketing Review*, 19(3), 236-58 (IF=1.17; CJR=64/116 in Business; Citations=14).

42. Rose, Gregory M., David Boush, and **Aviv Shoham** (2002), "A Cross-National Examination of Family Communication and Children's Purchasing Influence," *Journal of Business Research*, 55(11), 867-73 (IF=1.48; CJR=47/116 in Business; Citations=13).
43. Cacic, Muris, Paul G. Patterson, and **Aviv Shoham** (2002), "Antecedents of International Performance: A Service Firms' Perspective," *European Journal of Marketing*, 36(9/10), 1103-18 (IF=0.78; CJR=79/116 in Business; Citations=3).
44. **Shoham, Aviv** (2002), "Standardization of International Strategy and Export Performance: A Meta-Analysis," *Journal of Global Marketing*, 16(1/2), 97-120.
45. **Shoham, Aviv**, Shlomo Maital, Hariolf Grupp, and Sharon Lifshitz (2002), "Technometric Benchmarking: Identifying Sources of Superior Customer Value," *Journal of Global Marketing*, 16(1/2) 1-26.
46. **Shoham, Aviv** (2003), "Determinants of Fashion Attributes' Importance: An Israeli Study," *Journal of International Consumer Marketing*, 15(2), 43-61.
47. **Shoham, Aviv** and Maja Makovec Brenčič (2003), "Compulsive Consumption Behavior," *Journal of Consumer Marketing*, 20(2), 127-38.
48. **Shoham, Aviv** and Vassilis Dalakas (2003), "Family Consumer Decision Making in Israel: The Role of Teens and Parents," *Journal of Consumer Marketing*, 20(3), 238-51.
49. Kahle, Lynn R., **Aviv Shoham**, Gregory M. Rose, Malcolm Smith, and Rajeev Batra (2003), "Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators," *Journal of Euromarketing*, 12(3/4), 35-54.
50. **Shoham, Aviv** and Maja Makovec Brenčič (2003), "Consumer Ethnocentrism, Attitudes, and Purchase Behavior: An Israeli Study," *Journal of International Consumer Marketing*, 15(4), 67-86.
51. Rose, Gregory M. and **Aviv Shoham** (2004), "Interorganizational Task and Emotional Conflict with International Channels of Distribution," *Journal of Business Research*, 57(9), 942-50 (IF=1.48; CJR=47/116 in Business; Citations=8).
52. **Shoham, Aviv** (2004), "Flow Experiences and Image Making: An On-Line Chat Rooms Ethnography," *Psychology & Marketing*, 21(10), 855-882 (IF=1.31; CJR=58/116 in Business; Citations=17).
53. Fiegenbaum, Avi, Lavie Dovev, and **Aviv Shoham** (2004), "The Competitive Positioning of Foreign MNEs in Domestic Markets: Theoretical Extensions and Evidence from the Israeli Market," *Management International Review*, 44(3), 261-284 (IF=1.04; CJR=101/174 in Management; Citations=2).
54. **Shoham, Aviv**, Christine Schrage, and Shelley van Eeden, (2004) "Student Travel Behavior: A Cross-Cultural Study," *Journal of Travel and Tourism Marketing*, 17(4), 1-10.
55. **Shoham, Aviv** and Maja Makovec Brenčič (2004), "Determinants of the Consumption of Cultural Events," *Journal of Euromarketing*, 13(2/3), 29-47.
56. **Shoham, Aviv** and Maja Makovec Brenčič (2005), "Value, Price Consciousness, and Consumption Frugality: An Empirical Study," *Journal of International Consumer Marketing*, 17(1), 55-69.
57. Vigoda-Gadot, Eran, **Aviv Shoham**, Nitza Schwabsky, and Ayalla Ruvio (2005), "Public Sector Innovation for the Managerial and the Post-Managerial Era: Promises and

- Realities in a Globalizing Public Administration,” *International Public Management Journal*, 8(1), 57-81 (IF=1.20; CJR=15/47 in Public Administration; Citations=5).
58. **Shoham, Aviv** and Vassilis Dalakas (2005), “He Said, She Said ... They Said – Parents’ and Children’s Assessment of Children’s Influence on Family Consumption Decisions,” *Journal of Consumer Marketing*, 22(3), 152-60.
59. **Shoham, Aviv**, Gregory M. Rose, and Fredric Kropp (2005), “Market Orientation and Performance: A Meta-Analysis,” *Marketing Intelligence and Planning*, 23(5), 435-54.
60. Bakir, Aysen, Gregory M. Rose, and **Aviv Shoham** (2005), “Consumption Communication and Parental Control of Children’s Television Viewing: A Multi-Rater Approach,” *Journal of Marketing Theory & Practice*, 13(2), 47-58.
61. **Shoham, Aviv**, Ayalla Ruvio, Eran Vigoda-Gadot, and Nitza Schwabsky (2006), “Market Orientations in the Nonprofit and Voluntary Sector: A Meta-Analysis of Their Relationships with Organizational Performance,” *Nonprofit & Voluntary Sector Quarterly*, 35(3), 453-76 (IF=1.49; CJR=8/39 in Social Issues; Citations=23).
62. **Shoham, Aviv** and Vassilis Dalakas (2006), “How Our Adolescent Children Influence Us as Parents to Yield to Their Requests?” *Journal of Consumer Marketing*, 23(6), 344-50.
63. **Shoham, Aviv**, Moshe Davidow, Jill Klein, and Ayalla Ruvio (2006), “Animosity in the Home Front: The Intifada in Israel and its Impact on Consumer Behavior,” *Journal of International Marketing*, 14(3), 92-114 (IF=2.05; CJR=28/116 in Business; Citations=21).
64. Bakir, Aysen, Gregory M. Rose, and **Aviv Shoham** (2006), “Family Communication Patterns: Mothers’ and Fathers’ Communication Style and Children’s Perceived Influence in Family Decision Making,” *Journal of International Consumer Marketing*, 19(2), 75-95.
65. Kropp, Fredric, Noel J. Lindsay, and **Aviv Shoham** (2006), “Entrepreneurial, market, and learning orientations and international entrepreneurial business venture performance in South African firms,” *International Marketing Review*, 23(5), 504-23 (IF=1.17; CJR=64/116 in Business; Citations=33).
66. Soares, Ana Maria, Mino Farhangmehr, and **Aviv Shoham** (2007), “Hofstede’s Dimensions of Culture in International Marketing Studies,” *Journal of Business Research*, 60(3), 277-84 (IF=1.48; CJR=47/116 in Business; Citations=42).
67. Gregory M. Rose, **Shoham, Aviv**, Stern Neill, and Ayalla Ruvio (2007), “Manufacturer Perceptions of the Consequences of Task and Emotional Conflict within Domestic Channels of Distribution,” *Journal of Business Research*, 60(4), 296-304 (IF=1.48; CJR=47/116 in Business; Citations=4).
68. Ruvio, Ayalla and **Aviv Shoham** (2007), “Innovativeness, Exploratory Behavior, Market Mavenship, and Opinion Leadership: An Empirical Examination in the Asian Context,” *Psychology & Marketing*, 24(8), 703-722 (IF=1.31; CJR=58/116 in Business; Citations=14).
69. Florenthal, Bela and **Aviv Shoham** (2007), “A Four-mode Measure of Perceived Channel Interactivity: An Exploratory Study,” *Journal of Business and Behavioral Sciences*, 17(1), 147-167.
70. Ruvio, Ayalla **Aviv Shoham**, and Maja Makovec Brenčič (2008), “Consumers’ Need for Uniqueness: Short-Form Scale Development and Cross-Cultural Validation,”

International Marketing Review, 25(1), 33-53 (IF=1.17; CJR=64/116 in Business; Citations=8).

71. **Shoham, Aviv** and Ayalla Ruvio (2008), "Opinion Leaders and Followers: A Replication and Extension," *Psychology & Marketing*, 25(3), 280-97 (IF=1.31; CJR=58/116 in Business; Citations=13).
72. **Shoham, Aviv**, Maja Makovec Brenčič, Vesna Virant, and Ayalla Ruvio (2008), "International Standardization of Management Characteristics and Its Behavioral and Performance Outcomes," *Journal of International Marketing*, 16(2), 120-151 (IF=2.05; CJR=28/116 in Business; Citations=14).
73. Kropp, Fredric, Noel J. Lindsay, and **Aviv Shoham** (2008), "Entrepreneurial Orientation and International Entrepreneurial Business Venture Startup," *International Journal of Entrepreneurial Behaviour & Research*, 14(2), 147-167 (Highly Commended Award).
74. Vigoda-Gadot, Eran, **Aviv Shoham**, Nitza Schwabsky, and Ayalla Ruvio (2008), "Public sector innovation for Europe: A multinational eight-country exploration of citizens' perspectives," *Public Administration*, 86(2), 307-329 (IF=1.06; CJR=12/47 in Public Administration; Citations=9).
75. **Shoham, Aviv**, Ayalla Ruvio, and Moshe Davidow (2008), "(Un)Ethical Consumer Behavior: Modern-Day Robin Hoods or Plain Hoods?," *Journal of Consumer Marketing*, 25(4), 200-210.
76. Lev, Sara, Avi Fiegenbaum, and **Aviv Shoham** (2009), "Managing Absorptive Capacity Stocks to Affect Performance: Empirical Evidence from the Turbulent Environment of Israeli Hospitals," *European Management Journal*, 27(1), 13-25 (IF=0.57; CJR=88/116 in Business; Citations=4).
77. Rose, Mei, **Aviv Shoham**, and Gregory M. Rose (2009), "The Impact of Consumer Animosity on Attitudes towards Foreign Goods: A Study of Jewish and Arab Israelis," *Journal of Consumer Marketing*, 26(5), 330-339.
78. Florenthal, Bela, and **Aviv Shoham** (2010), "Four-Mode Channel Interactivity Concept and Channel Preferences," *Journal of Services Marketing*, 24(1), 29-41 (IF=0.66; CJR=85/116 in Business; Citations=6).
79. Gavish, Yossi, **Aviv Shoham**, and Ayalla Ruvio (2010), "A Qualitative Study of Mother-Adolescent Daughter-Vicarious Role Model Consumption Interactions," *Journal of Consumer Marketing*, 27(1), 43-56.
80. Dalakas, Vassilis and **Aviv Shoham** (2010), "Gender-Role Views and Gift-Giving Behaviors in Israel," *Journal of Consumer Marketing*, 27(4), 381-389.
81. Vigoda-Gadot, Eran, Dana Vashdi, and **Aviv Shoham** (2010), "Bridging Bureaucracy and Democracy in Europe: A Comparative Study of Perceived Managerial Excellence, Satisfaction with Public Services, and Trust in Governance," *European Union Politics*, 11(2), 289-308 (IF=1.77; CJR=14/157 in Political Science; Citations=0).
82. Ruvio, Ayalla and **Aviv Shoham** (2011), "A Multilevel Study of Nascent Social Ventures," *International Small Business Journal*, 29(5), 562-579, (IF=1.47; CJR=49/116 in Business; Citations=0).
83. Ruvio, Ayalla and **Aviv Shoham** (2011), "Aggressive driving: A Consumption Experience," *Psychology & Marketing*, 28(11), 1089-1114, (IF=1.31; CJR=58/116 in Business; Citations=1), lead paper.

84. Efrat, Kalanit and **Aviv Shoham** (2011), "Environmental Characteristics and Technological Capabilities' Interaction in High-Technology Born Global Firms," *International Entrepreneurship and Management Journal*, 5(3), 271-284, (IF=5.05; CJR=4/174 in Management; Citations=1).
85. Lev, Sara, **Aviv Shoham**, and Avi Fiegenbaum (2011), "Managing Knowledge Stocks Efficiently: Theory and Examination of the Israeli Hospital Industry," *Asia Pacific Journal of Innovation and Entrepreneurship*, 5(1), 59-83.
86. Sternberg, Uri and **Aviv Shoham** (2011), "Unique Characteristics of Born-Again Global Firms and Their Relationships with International Performance," *Asia Pacific Journal of Innovation and Entrepreneurship*, 5(3), 5-29, lead paper.
87. **Shoham, Aviv**, Yossi Gavish, and Sigal Segev (2012), "Drivers of Customers' Reactions to Service Failures: The Israeli Experience," *International Journal of Psychological Studies*, 4(1), 76-90.
88. **Shoham, Aviv**, Eran Vigoda-Gadot, Ayalla Ruvio, and Nitza Schwabsky (2012), "Testing an organizational innovativeness integrative model across cultures," *Journal of Engineering and Technology Management*, 29(2), 226-240 (IF=.67; CJR=74/116 in Business; Citations=1).
89. **Shoham, Aviv**, Merav Saker, and Yossi Gavish (2012), "Preventive Health Behaviors – The Psycho-Marketing Approach," *International Journal of Psychological Studies*, 4(2), 56-66.
90. Efrat, Kalanit and **Aviv Shoham** (2012), "Born Global Firms: The Differences between their Short- and Long-Term Performance Drivers," *Journal of World Business*, 47(4), 675-685 (IF = 2.62; CJR=20/116 in Business; Citations=1).
91. Segev, Ruthie, **Aviv Shoham**, and Ayalla Ruvio (2012), "What Does this Gift Say about Me, You, and Us? The Role of Adolescents' Gift-Giving in Managing their Impressions among their Peers," *Psychology & Marketing*, 29(10), 752-764 (IF=1.31; CJR=58/116 in Business; Citations=1).
92. Ruvio, Ayalla, Yossi Gavish, and **Aviv Shoham** (2013), "Consumer's Doppelgänger: A Role Model Perspective on Intentional Consumer Mimicry," *Journal of Consumer Behaviour*, 12(1), 60-69 (IF=.75; CJR=82/116 in Business; Citations=0).
93. Ossi Pesämaa, **Aviv Shoham**, and Ayalla Ruvio (2013), "How a Learning Orientation Affects Drivers of Drivers of Innovativeness and Performance in Service Delivery," *Journal of Engineering and Technology Management*, 30(2), 169-187 (IF=.67; CJR=74/116 in Business; Citations=0).
94. **Shoham, Aviv** and Ossi Pesämaa (2013), "Gadget Loving: A Test of an Integrative Model in Israel," *Psychology & Marketing*, 30 (3), 247-262 (IF=1.31; CJR=58/116 in Business; Citations=0).
95. Segev, Ruth, **Aviv Shoham**, and Ayalla Ruvio (2013), "Gift-Giving among Adolescents: Exploring Motives, the Effects of Givers' Personal Characteristics and the Use of Impression Management Tactics," *Journal of Consumer Marketing*, 30(5), 436-449 (H-Index=48).
96. Efrat, Kalanit and **Aviv Shoham** (2013), "The Theory of Planned Behavior, Materialism, and Aggressive Driving," *Accident Analysis & Prevention*, 59(October), 459-465 (IF = 1.87; CJR=4/26 in Transportation; Citations=0).

97. Efrat, Kalanit and **Aviv Shoham** (2013), "The Interaction between Environment and Strategic Orientation in Born Globals' choice of entry mode," *International Marketing Review*, 30(6), 536-558 (IF = 1.17; CJR=64/116 in Business; Citations=0).
98. Ruvio, Ayalla, **Aviv Shoham**, Eran Vigoda-Gadot, and Nitza Schwabsky (2014), "Organizational Innovativeness: Construct Development and Cross-Cultural Validation," *Journal of Product Innovation Management*, 31(5), (IF=1.57; CJR=62/174 in Management; Citations=0).
99. Gnizi, Itzhak and **Aviv Shoham** (2014), "Uncovering the Influence of the International Marketing Function in International Firms," *International Marketing Review*, 31(1) 51-78, (IF = 1.17; CJR=64/116 in Business; Citations=0).
100. Gnizi, Itzhak and **Aviv Shoham** (2014), "Explicating the Reverse Internationalization Processes of Firms," *Journal of Global Marketing*, 27(4), 262-283 (H-Index = 19).
101. Segev, Sigal, Ayalla Ruvio, **Aviv Shoham**, and Dalia Velan (2014), "Acculturation and Consumer Loyalty among Immigrants: A Cross-National Study," *European Journal of Marketing*, 48(9/10), 1579-1599 (SCI, IF=.78).
102. **Shoham, Aviv**, Vassilis Dalakas, Lia Lahav , and Ayalla Ruvio (2015), "Consumer Misbehavior: Aggressive Behavior by Sports Fans," *Services Marketing Quarterly*, 36 (1), 22-36 (H-Index=9)
103. Lages, Cristiana Raquel, Gregor Pfajfar, and **Aviv Shoham** (2015), "Challenges in conducting and publishing research on the Middle East and Africa in leading journals," *International Marketing Review*, 32 (1), 52-77 (SCI, IF = 1.17).
104. Pesämaa, Ossi, **Aviv Shoham**, Muhammad LaLKhan, and Muhammad IrfanJan (2015), "The Impact of Social Networking and Learning Orientation on Performance," *Journal of Global Marketing*, 28 (2), 113-131 (H-Index=19).
105. **Shoham, Aviv**, Sigal Segev, and Yossi Gavish (2015), "A Closer Look into the Materialism Construct: The Antecedents and Consequences of Materialism and its Three Facets," *Journal of Consumer Marketing*, 32 (2), 85-98 (H-Index=48).

Accepted and Forthcoming in Professional Journals:

106. **Shoham, Aviv**, Yossi Gavish, and Sigal Segev (), "A Cross-Cultural Analysis of Impulsive and Compulsive Buying Behaviors among Israeli and USA Consumers: The Influence of Personal Traits and Cultural Values," *Journal of International Consumer Marketing*, (), (H-Index=11), estimated 20 pages.

Articles or Chapters in Scientific Books (which are not Conference Proceedings)

1. **Shoham, Aviv**, Gregory M. Rose, and Lynn R. Kahle (1998), "Risky Sports: Making the Leap," *Advertising and Consumer Psychology Conference*, Portland, OR, May 1-2, 1998 and Lynn R. Kahle and Chris Riley (Eds.) [2004] *Sports Marketing and the Psychology of Marketing Communication*, Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers, 81-104.
2. Kahle, Lynn R., Gregory M. Rose, and **Aviv Shoham** (1999), "Findings of LOV throughout the World and Other Evidence of Cross-National Consumer Psychographics: Introduction," *Journal of Euromarketing*, 8 (1/2), 1-13 and *Cross-National Consumer Psychographics*, Lynn Kahle (ed.), NY: International Business Press, 1-13.
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4. Kropp, Fredric, Marilyn Jones, Gregory M. Rose, **Aviv Shoham**, Bella Florenthal, and Bongjin Cho (1999), "Group Identities: A Cross-Cultural Comparison of Values and Group Influences," *Journal of Euromarketing*, 8 (1/2), 117-31 and *Cross-National Consumer Psychographics*, Lynn Kahle (ed.), NY: International Business Press, 117-31.
5. Rose, Gregory M., Lynn R. Kahle, and **Aviv Shoham** (2000), "Personal Values and Organizational Culture," in Neal M. Ashkanasy, Celeste P. M. Wilderom, and Mark F. Peterson (Eds.), *Handbook of Organizational Culture and Climate*, Thousand Oaks, CA: Sage, 437-46.
6. **Shoham, Aviv** (2002), "Standardization of International Strategy and Export Performance: A Meta-Analysis," *Journal of Global Marketing*, 16 (1/2), 97-120 and *Strategic Global Marketing: Issues and Trends*, Erdener Kaynak (Ed.), NY: International Business Press, 97-120.
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8. Kahle, Lynn R., **Aviv Shoham**, Gregory M. Rose, Malcolm Smith, and Rajeev Batra (2003), "Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators," *Journal of Euromarketing*, 12 (3/4), 35-54 and *Euromarketing and the Future*, Lynn R. Kahle (Ed.), NY: International Business Press, 35-54.
9. **Shoham, Aviv** and Maja Makovec Brenčič (2003), "Determinants of the Consumption of Cultural Events," *Journal of Euromarketing*, 13 (2/3), 29-47 and *European Perspectives in Marketing*, Erdener Kaynak (Ed.), NY: International Business Press, 29-47.
10. **Shoham, Aviv**, Ayalla Ruvio, Eran Vigoda-Gadot, and Nitza Schwabsky (2006), "Market Orientations in the Nonprofit and Voluntary Sector: A Meta-Analysis of Their Relationships with Organizational Performance," *Nonprofit & Voluntary Sector*

Quarterly, 35(3), 453-76 and (2008) *Nonprofit Marketing*, Elizabeth Parsons, Pauline Maclaran and Mark Tadajewski (Eds.), London: Sage Publications.

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12. **Shoham, Aviv**, Ayalla Ruvio, and Moshe Davidow (2009), “Purchasing Illegal Copies of Movies’ Videos as an Unethical Consumer Behavior: An Israeli Study,” in *Consumer Behavior* (preliminary title), Fargo, ND: Nova Publishing.
13. **Shoham, Aviv** (2009), “Are Chat Rooms Replacing Conventional Communities?” in *Consumer Behavior* (preliminary title), Fargo, ND: Nova Publishing.
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2. Shoham, Aviv and Dorothy Paun (1993), “Small Business Marketing Strategies: A Call for Customization,” in *Developments in Marketing Science*, Michael Levy and Dhruv Grewal (eds.), XVI, Coral Gables, FL: Academy of Marketing Science, 553-7.
3. Shoham, Aviv and Gregory M. Rose (1993), “Export Performance: A Meta-Analytic Integration,” in *Developments in Marketing Science*, Michael Levy and Dhruv Grewal (eds.), XVI, Coral Gables, FL: Academy of Marketing Science, 230-4.
4. Rose, Gregory M., Lynn R. Kahle, and Aviv Shoham (1994), “The Influence of Employment-Status and Personal Values on Time Related Food Consumption Behavior and Opinion Leadership,” in *Advances in Consumer Research*, 22, Frank R. Kardes and Mita Sujan (eds.), Provo, UT: Association for Consumer Research, 367-72.
5. Shoham, Aviv, Lynn R. Kahle, and Gregory M. Rose (1995), “Predicting Price Importance and Deal Proneness,” in *European Advances in Consumer Research*, 2, F. Hansen (ed.), Provo, UT: Association for Consumer Research, 258-63.
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10. Shoham, Aviv, Gregory M. Rose, and Lynn R. Kahle (1997), "Opinion Leadership and Self-Concept: A Product-Type Examination," in *European Advances in Consumer Research*, 3, Basil G. Englis and Anna Olofsson (eds.), Provo, UT: Association for Consumer Research, 204-10.
11. Shoham, Aviv, Bella Florenthal, Gregory M. Rose, and Fredric Kropp (1997), "The Relationship between Values and Thrill- and Adventure-Seeking in Israel," in *European Advances in Consumer Research*, 3, Basil G. Englis and Anna Olofsson (eds.), Provo, UT: Association for Consumer Research, 333-8.
12. Shoham, Aviv, Bella Florenthal, Fredric Kropp, and Gregory M. Rose (1997), "Differences in Value Importance: The Impact of Age and Gender in the Israeli Population," in *Advances in Consumer Research*, 25, Joseph W. Alba and J. Wesley Hutchinson (eds.), Provo, UT: Association for Consumer Research, 468-74.
13. Vassilis Dalakas, Fredric Kropp, Aviv Shoham, and Bella Florenthal (1997), "Cross-Cultural Sport Identities: A Cross-Cultural Comparison of the Commercial Implications of Team Identification" in *Proceedings of the 6th Symposium on Cross-Cultural Consumer and Business Studies*, Honolulu, Hawaii, 275-80.
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24. Avnet, Tamar, Aviv Shoham, Miriam Erez, and Gregory M. Rose (2001), "The Links between Cultural Dimensions, Self, and Advertising Message Choice," *World Marketing Congress 2001*, (Cardiff, Wales, June 2001).
25. Shoham, Aviv, Maja Makovec Brenčič, Gregory M. Rose, and Fredric Kropp (2002), "A Study Of Consumer Ethnocentrism," (30th EMAC Conference, Braga, Portugal, CD-ROM Proceedings).
26. Shoham, Aviv, Vassilis Dalakas, Merav Saker, and Maja Makovec Brenčič (2002), "An Empirical Study of Consumption Frugality," (30th EMAC Conference, Braga, Portugal, CD-ROM Proceedings).
27. Shoham, Aviv, Moshe Davidow, and Maja Makovec Brenčič (2003), "Measuring Values' Importance: The Use of Different Scales to Measure the LOV," *European Advances in Consumer Research*, 6, Darach Turley and Stephen Brown (Eds.), 6, Valdosta, GA: Association for Consumer Research, 154-61.
28. Soares, Ana Maria, Mino Farhangmehr, and Aviv Shoham (2004), "Culture's Influence on Consumers: Exploratory Behavior and Risk Taking," *Third International Business and Economy Conference*, San Francisco.

29. Shoham, Aviv, Ayalla Ruvio, Eran Vigoda, and Nitza Schwabsky (2004) "Does Culture Impact the Conceptualization and Operationalization of Innovative Public Sector Performance?" *Proceedings of the 3rd International Conference on Public and Non Profit Marketing*; 1-2/4/2004, University of Beira Interior-Portugal, 75-83.
30. Ruvio, Ayalla, Aviv Shoham, Eran Vigoda, and Nitza Schwabsky (2004), "Performance in Innovative Public Sector Organizations: Conceptualization and Measurement," *Proceedings of the 3rd International Conference on Public and Non Profit Marketing*; 1-2/4, University of Beira Interior – Portugal, 66-74.
31. Shoham, Aviv, Gregory M. Rose, Fredric Kropp, and Ayalla Ruvio (2004), "Consequences of a Market Orientation: A Meta-Analysis," *EMAC*, Murcia, Spain (CD-ROM proceedings).
32. Efrat, Kalanit and Aviv Shoham (2004), "Values and Aggressive Driving," *EMAC*, Murcia, Spain (CD-ROM proceedings).
33. Lahav, Lia and Aviv Shoham (2005), "Sport Spectator Violence: A Literature Review, an Emerging Process, and a Call for Action," Muenster, Germany, *WMC2005* (CD-ROM proceedings).
34. Soares, Ana Maria, Mino Farhangmehr, and Aviv Shoham (2005), "To Standardize or Not Standardize International Marketing: Is It Still a Question?" Muenster, Germany, *WMC2005* (CD-ROM proceedings).
35. Soares, Ana Maria, Mino Farhangmehr, and Aviv Shoham (2005), "Conceptualising and operationalising culture for marketing studies: The use of Hofstede's dimensions," *2005 Royal Bank International Research Seminar*, Montreal.
36. Schwabsky, Nitza, Eran Vigoda-Gadot, Aviv Shoham, and Ayalla Ruvio (2005), "Innovation in the European Public Sector Realm: Between Politics and Social Demands," *Breaking New Ground: Innovation in the Public Sector International Conference*, Cork, Ireland.
37. Shoham, Aviv, Ayalla Ruvio, and Sigal Segev (2006), "The Effect of Acculturation on US Hispanics' Socialization and Consumer Behavior," *SCP2006*, CD-ROM proceedings.
38. Shoham, Aviv, Ayalla Ruvio, and Yosi Gavish (2006), "A Proposed Model of Adolescent Daughter-Mother Consumption Interactions," *SCP2006*, CD-ROM proceedings.
39. Ruvio, Ayalla, Aviv Shoham, and Shlomo Hareli (2006), "Consumers' Arrogance: Construct Conceptualization and Preliminary Validation Evidence," *Advances in Consumer Research*, 34, Gavan J. Fitzimons and Vicki G. Morwitz (Eds.), Duluth, MN: Association for Consumer Research, 677-8.
40. Soares, Ana Maria, Aviv Shoham, Mino Farhangmehr, and Ayalla Ruvio (2007), "Exploratory Behavior: A Portuguese and British Study," in *Advances in Consumer Research*, 35, Angela Y. Lee and Dilip Soman (Eds.), Duluth, MN: Association for Consumer Research, 675-7.
41. Gavish, Yossi, Aviv Shoham, and Ayalla Ruvio (2007), "A Qualitative Study of Mother-Adolescent Daughter-Vicarious Role Model Consumption Interactions," *Advances in Consumer Research*, 35, Angela Y. Lee and Dilip Soman (Eds.), Duluth, MN: Association for Consumer Research, 732-4.

42. Rose, Mei, Aviv Shoham, and Gregory M. Rose (2008), “Consumer Animosity: A Within-Nation Study of Arab and Jewish Israelis’ Attitudes toward Foreign Goods,” *Latin American Association for Consumer Research*, Sao Paolo, Brazil, (August), CD-ROM Proceedings.
43. Asseraf, Yoel and Aviv Shoham (2011), “Country Specific Attitudes and their Impact on Cross Cultural Buying,” *15th Cross Cultural Research Conference*, Kona, Hawaii (December 11-14 2011).
44. Anil, Nihat and Aviv Shoham (2011), “Integrative Model of Strategies Affecting Export Performance in Turkey,” *15th Cross Cultural Research Conference*, Kona, Hawaii (December 11-14 2011).
45. Rosenstein, Hanita and Aviv Shoham (2011), “The Different Patterns of Influence of Cosmopolitanism, Global Identity and Internationalism,” *15th Cross Cultural Research Conference*, Kona, Hawaii (December 11-14 2011).

Participation in Scholarly Conferences

International Conferences - Held Abroad

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
1991	Academy of International Business	Florida	Export Performance: A State-of-the-Art Literature Review and Synthesis and Directions for Future Research
1993	Academy of Marketing Science	USA	Methodological Issues in Identifying the Role-Relaxed Consumer
1993	AIB	Hawaii	The Role of Marketing Objectives in the Pricing Strategy Selection Process in International Countertrade
1996	Multicultural Marketing	Virginia	Marital Roles in Young Israeli Families
1998	American Marketing Association	Texas	Tips, Tricks, and Traps in Teaching Marketing
1998	Association for Consumer Research	Montreal	Liminal Consumer Behavior: Consumer Activities near the Time of Death
1999	AMA	Florida	<ol style="list-style-type: none"> 1) The Relation Between Cultural Distance and Marketing Strategies 2) Perceived Exporting Barriers and Capabilities of Service Firms: Differences between Non-Exporting and Exporting Firms
2000	Society for Consumer Psychology	Texas	<ol style="list-style-type: none"> 1) Values’ Structure and Value Preferences in a Religious Group: A Case of Israeli Religious Jews 2) Value Importance: Dimensionality and the Impact of Demographics in Israeli

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
			Kibbutzim 3) Interviewing Vulnerable Populations
2001	SCP	Arizona	Values, Conformity, and Demographics as Determinants of the Importance of Fashion Attributes
2001	World Marketing Congress	Wales	1) Leisure Travel by Students: A Three-Country Study 2) Values, Susceptibility to Interpersonal Influence, and Role Relaxation: Managers in an Organizational Setting
2002	Babson	Colorado	Entrepreneurial, Marketing, and Learning Orientations as Determinants of Family and Non-Family Firm Performance
2002	Strategic Management Society	Paris	Competitive Absorptive Capacities Types and Shapes
2003	SCP	Louisiana	Children's Influence on Family Purchase Decisions: Replications and Extensions
2003	European Association for Consumer Research	Ireland	1) Leisure Consumption: An Israeli Study 2) Consumer Information Processing under Chronic Pain and in Extremis
2003	European Group for Public Administration	Portugal	1) Organizational Innovativeness in the Public Sector 2) Innovation as Problem Solving: A Theoretical Discussion
2003	ACR	Canada	The Effect of Family Communication Patterns on Mothers' and Fathers' Perceived Influence in Family Decision Making
2003	International Symposium on Management in the Non-Profit Sector	North Cyprus	1) Organizational Public Sector Performance: Conceptualization and Measurement 2) Conceptualizing Organizational Innovativeness in the Public Sector
2004	SCP	California	Adolescents' Influence Tactics and Parental Yielding
2004	ACR	Oregon	A Multi-Perspective Approach to Family Communication and Parental Control of TV Viewing
2004	EGPA	Slovenia	The Performance Measurement Grid: The impact of Innovativeness and Organizational Learning on Organizational Performance in the Public Sector
2004	European International Business Academy	Slovenia	How to Manage International Marketing and Management Processes: Standardization versus Adaptation View

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
2005	WMC	Germany	<ol style="list-style-type: none"> 1) Decentralization, Cooperation, and Commitment as Relationship Components in Export Processes of Firms: Exploring Differences between Established and Growing Markets 2) Market Maven: An Israeli Study 3) Organizational Innovativeness in the Public Sector: Construct Development and Validation
2006	Academy of Management	Georgia	Absorptive Capacity Volumes: Flows and Stocks in Industry Performance Framework
2007	WMC	Italy	An Empirical Study of Israeli Social Entrepreneurships' Performance
2007	Asia-Pacific Academy of Management and Business	Singapore	Public Sector Innovation: A Multinational Eight-Country Exploration of Citizens' Perspectives
2007	American Society of Business and Behavioral Sciences	Hawaii	A Four-mode Measure of Perceived Channel Interactivity: An Exploratory Study
2007	AMA	DC	Adventure sports: Risk at work and play
2008	ACR	California	A Comprehensive Model for Hispanics' Consumer Acculturation: Antecedents and Effects on Store and Brand Loyalty
2009	European Institute of Retailing and Service Studies	Canada	Antecedents of Preferences for Retail Channel Interactivity
2009	WMC	Norway	<ol style="list-style-type: none"> 1) Determinants of Entry Modes and Performance of Entrepreneurial Born-Global Firms 2) Antecedents to Immigrants' Consumer Ethnocentrism: The Case of Russian Immigrants to Israel
2009	Euroasia Business and Economics Society	Turkey	<ol style="list-style-type: none"> 1) Born-Again Global Firms: Do They Follow the "Traditional" or the "Born-Global" Mode of Internationalization 2) Consumer Boredom – Conceptualization and Measurement 3) Whose Uniqueness is it? A Qualitative Study on First-Time Mothers' Need for Uniqueness and its Impact on Purchases for their Babies
2010	Academy of Marketing Science	Oregon, USA	<ol style="list-style-type: none"> 1) The Impact of Strategic Characteristics, and Market Potential on Born Global Firms' Choice of Entry Mode

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
			2) Consumer Loyalty among Immigrants: The Relationship between Ethnicity, Change-Seeking Tendency and Consumer Loyalty and the Mediating Role of Acculturation
2010	26th IMP Conference,	Budapest, Hungary	The Antecedents and Consequences of Conflicts in International Distribution Networks : A Case Study of Slovenian Largest Exporters
2010	Euroasia Business and Economics Society	Athens, Greece	<ol style="list-style-type: none"> 1) Is Consumer Global Identity Identical for Everybody? A Qualitative Study of the Concept 2) Export performance conceptualizations and measures: towards the next generation 3) Explaining Reverse Internationalization Processes of Israeli Firms 4) Consumer Affinity in Cross-Cultural Buying: A Qualitative Test in Israel
2011	World Marketing Congress	Reims, France	<ol style="list-style-type: none"> 1) Testing an Integrative Model of Export Performance in Turkish SMEs 2) Power, Conflicts, and Their Consequences for Export Performance: Evidence from Slovenian SMEs 3) Materialism and Aggressive Driving: An Israeli Study 4) Antecedents and Consequences of Innovativeness
2011	Academy of Marketing Science	Florida, USA	Immigrants' Approaches to Shopping: The Role of Acculturation in Determining Hispanics' Consumer Decision Making Styles
2011	37 th EIBA	Bucharest, Romania	The Impact Of Cultural Values, Industry Type And Company Size On Standardization / Adaptation Of International Marketing Strategy
2012	Academy of Marketing Science	New Orleans, USA	Materialism through a Magnifying Glass: A Comprehensive Model of the Antecedents and Consequences of Three Facets of Materialism
2012	Academy of International Business	Washington DC, USA	Conflicts and Export Performance: The Role of Company Specific Factors
2013	2 nd World Conference on Business, Economics and Management	Belek, Turkey	<ol style="list-style-type: none"> 1) A Marketing Perspective on Learning-Performance Relationship and the Role of Organizational Culture 2) Strategic Orientations: Developing an Integrative Model of Pioneering,

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
			Entrepreneurial, and Stakeholder Orientations 3) Conceptualization of Market Innovative Learning Entrepreneurial (MILE) Orientation for Global Businesses
2013	Academy of Marketing Science	California, USA	1) Export Performance, Task and Emotional Conflict: Moderation Effects of Power and Conflict Resolution Strategies 2) The Relationships between International Orientations, Capabilities, Strategies and Performance: A Theoretical Perspective
2013	2 nd World Conference on Business, Economics and Management,	Belek, Antalya	1) A Marketing Perspective on Learning-Performance Relationship and the Role of Organizational Culture 2) Strategic Orientations: Developing an Integrative Model of Pioneering, Entrepreneurial, and Stakeholder Orientations Conceptualization of Market Innovative Learning Entrepreneurial (MILE) Orientation for Global Businesses
2014	Academy of Marketing Science	California, USA	1) International Marketing Capabilities: The Roles of Organizational Un-Inertia and Strategic Flexibility 2) Does Firm Strategic International Orientations Synergize? 3) Conceptualizing and Operationalizing the Reverse Internationalization Phenomenon of Firms
2014	7 th EuroMed Academy of Business,	Kristiansand, Norway	1) Organizational Antecedents of Internal Orientation: An Empirical Analysis of Pioneering and Entrepreneurial Orientations 2) Fashion and Face Consciousness – Evidence from a Cross-Cultural Study

International Conferences - Held in Israel

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion
2002	Galil Center for Telemedicine	Haifa	Competitive Strategy of Israeli Hospitals: Organization Strategy as Management of Competitive Absorptive Capacities
2003	Conference for Health Policy	Tel Aviv	Strategic Management of Hospitals in Israel and its Impact on Short- and Long-Term Performance: Information Management and Cumulative Competitive Decision Approach

2004	Israeli Center for Third Sector Research Conference	Dead Sea	The Impact of New Public Management Characteristics on Problem Solving and innovation: A Theoretical Discussion
2007	Israel Strategy Conference	Jerusalem	Technological versus Marketing Absorptive Capacity: Industry-Technology Contingencies and Their Impact on Performance
2007	Management of Innovation and Creativity in Organizations	Haifa	Organizational Innovativeness in the Public Sector: A Multinational Study

Organization of Conferences or Sessions

Year	Name of Conference	Place of Conference	Subject of Conference	Role
2014	Annual Conference of the Academy of Marketing Science	California, USA	Marketing	Co-Chair, Marketing across Borders Track

Colloquium Talks and other Invited Addresses

Year	Name of Forum	Place of Lecture	Presentation
2011	Marketing Department	Leeds University	“Export Performance: Are We there Yet?”
2012	Business Administration Department	Vaasa and Hanken Universities (Finland)	“Export Performance: Are We there Yet?”
2012	Business Administration Department	Vaasa and Hanken Universities (Finland)	“Business Orientations and International Performance”
2013	International Business Department	Ljubljana University (Slovenia)	“Export Performance: Are We there Yet?”
2013	International Business Department	Ljubljana University (Slovenia)	“Business Orientations and International Performance”
2013	Business Administration Department	Vaasa and Hanken Universities (Finland)	“Reviewing Academic Papers for Journals and Conferences”
2013	Business Administration	Vaasa and Hanken	“A Guide to Publishing in Academic Journals and Conferences”

Year	Name of Forum	Place of Lecture	Presentation
	Department	Universities (Finland)	
2013	Business Administration Department	Vaasa and Hanken Universities (Finland)	“Conducting and Reporting on Meta-Analyses”

Scholarships, Awards and Prizes

- 1984 Oklahoma University M.B.A. Award for Excellence in Marketing
- 1992 American Marketing Association’s Doctoral Consortium Fellow
- 2007 Outstanding Reviewer Award for *Marketing Intelligence and Planning*.
- 2008 Best *Journal of International Business Studies* reviewer award (Editor’s letter: “*Journal of International Business Studies* will present our second annual JIBS Best Reviewer Awards. Ten individuals were selected by the JIBS Editors for this year's awards. The annual JIBS Best Reviewer Awards...are designed to recognize those individuals who have consistently demonstrated dedication to the journal, as reflected in their reviews over the past year”).
- 2009 Faculty Fellow at the AMS First Biennia Doctoral Consortium
- 2009 Highly Commended Award for the paper: Kropp, Fredric, Noel J. Lindsay, and Aviv Shoham (2008), “Entrepreneurial Orientation and International Entrepreneurial Business Venture Startup,” *International Journal of Entrepreneurial Behaviour & Research*, 14(2), 147-67 (see D73).

Supervision of Graduate Students

Name of Student	Title of Thesis	Degree	Completion / in Progress	Students' Achievements
Bella Florenthal	Changing People’s Attitudes toward Risky Sport and their Intention to Join Risky Sports in Future	M.B.A.	1997	
Tami Avnet-Pnueli	The Influence of Culture on Information Processing in Advertisements	M. Sc.	1999	
Ilan Sharabi	Role-Relaxed Managers	M. E.	1999	
Zvi Gelbard	Role-Relaxed Managers	M. E.	1999	
Merav Saker	Inducing Preventive Health Behaviors: A Study of Israeli Consumers	M. Sc.	2003	D89
Kalanit Efrat	Personality and Demographics of	M.B.A.	2004	D96

Name of Student	Title of Thesis	Degree	Completion / in Progress	Students' Achievements
	Aggressive Drivers in Israel			
Vesna Virant	The Impact of Standardization versus Adaptation of Management Processes and Managerial Characteristics on International Performance of Slovenian Companies	M.B.A.	2004	D72
Gregor Pfajfar	Evaluating Market Potential and entry Possibilities: Merkur's Entry into the Croatian Market with Professional Tools Of Hoffmann Group	M.B.A.	2008	
Dalia Velan	Acculturation Influences on Purchase Behavior: The Case of Former Russia Immigrants into Israel	M.B.A.	2009	D101
Itzik Gnizi	Explaining Reverse Internationalization Process of Israeli Firms	M.B.A.	2009	F100
Orly Ben-Israel	A Consumption Model of Commercial Yoga	M.B.A.	2011	
Limor Amit	Mothers' Consumer Need for Uniqueness and its Impact on Purchase Characteristics for their Babies	M.B.A.	2011	
Uri Sternberg	The Unique Characteristics of Born-Again Global Firms and its Relations with International performance	M.B.A.	2011	D86
Amir Lahat	The Impact of Marketing and Customer Orientation on Business Performance	M.B.A.	2012	
Yoel Asseraf	Developing and Empirically Testing of an Integrative Model for Predicting Purchases by Israeli Jews of Products made by Israeli Arabs	M.B.A.	2011	
Hanita Rosenstein	Consumer Global Identity	M.B.A.	2011	
Gavriel Dahan	An Integrative Model of Pioneering Orientation, Entrepreneurial Orientation and Stakeholder Orientation	M.B.A.	In Progress	
Arie Levi	Elaboration on Potential Outcomes: Developing an Integrative Model	M.B.A.	In Progress	

Name of Student	Title of Thesis	Degree	Completion / in Progress	Students' Achievements
Ana Maria Soares	The Influence of Culture on Consumers: Exploratory and Risk Taking Behaviour	Ph.D.	2004	D66
Kalanit Efrat	Born Global Firms: The Impacts of Internal and External Factors on their Entry Modes and Performance	Ph.D.	2008	D84; D90
Yossi Gavish	The Mother-Adolescent Daughter-Vicarious Role Model (MDRM) Tri-Directional Consumption Interactions Model	Ph.D.	2009	D79
Ruthie Segev	Gift-Giving among Adolescents	Ph.D.	2010	D91; D95
Gregor Pfajfar	The Gap between Buyers and Sellers and its Influence on Conflicts within International Distribution Channels	Ph.D.	2013	
Itzik Gnizi	Examining the Influence of the International Marketing Function in Internationally Active Firms	Ph.D.	2013	D99
Merav Saker	Strategic Reference Points: Broadening the Classic Management Paradigm and an Empirical Assessment of the SRP Model	Ph.D.	2012	
Ronit Hirshberg	A Behavioral Model of Channel Relationship	Ph.D.	2013	
Vered Bachar	Consumer Boredom: Conceptualization, Scale Development, and Validation	Ph.D.	2012	
Dalia Velan	Conceptualization, Antecedents, and Consequences of Market Innovative Learning Entrepreneurial (MILE) Orientation for Global Businesses	Ph.D.	2013	
Yoel Asseraf	An International Perspective on the Ability to Implement Strategic Orientations	Ph.D.	2014	
Uri Sternberg	The Relationship between Innovative Trait and Innovative Behavior as Consumer and as Employee	Ph.D.	In Progress	
Orly Ben-Israel	Contemporary Decade Birthday Declarations through Consumption Experiences	Ph.D.	In Progress	
Hanita Rosenstein	Consumer Cultural Intelligence	Ph.D.	In Progress	

Name of Student	Title of Thesis	Degree	Completion / in Progress	Students' Achievements
Tzipi Ehrlich	Inertia and Stability as Drivers of International Performance	Ph.D.	In Progress	
Amir Lahat	Strategic Management Capabilities as Antecedents of Export Performance: Benchmarked Marketing, Operations, and Financial Dimensions	Ph.D.	In Progress	