

ILAN ALON, Ph.D.

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Ariel University
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Ramat Hagolan St. 65
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CAREER HIGHLIGHTS

Research

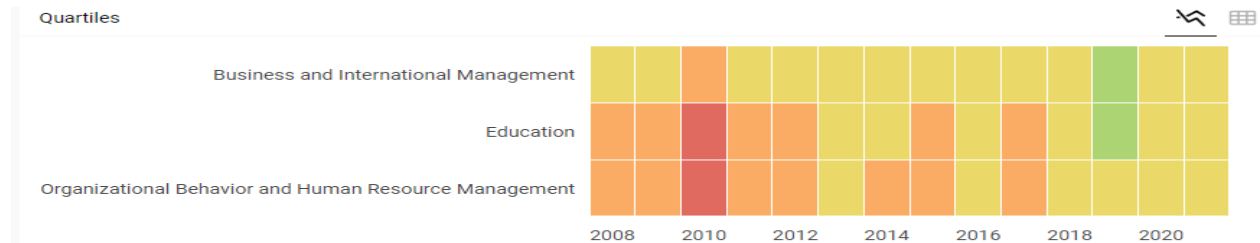
- Performance matrices
 - GoogleScholar: <https://scholar.google.com/citations?user=f70pYmsAAAAJ&hl=no&oi=ao>
 - Orcid: <https://orcid.org/0000-0002-6927-593X>
 - ResearchID/Publons: <https://publons.com/researcher/1224053/ilan-alon/>
 - ResearchGate: https://www.researchgate.net/profile/Ilan_Alon
- Published in numerous key journals: *Harvard Business Review*, *Journal of World Business*, *Global Strategy Journal*, *Management International Review*, *Journal of International Marketing*, *International Business Review*, *International Marketing Review*, *Management & Organization Review*, *Asia Pacific Journal of Management*, *Journal of Small Business Management*, *Corporate Governance: An International Review*, etc.
- Published books with Financial Times Press/Pearson, McGraw-Hill, Palgrave McMillan, Routledge, Springer, Edward Elgar, Greenwood, ME Sharpe, Kluwer, among others; books received positive journalistic reviews.
- Wrote award winning/best-selling cases in Ivey; adopted by some leading textbooks and universities. Cases are also published and sold through Harvard Cases.
- Various works were translated into multiple languages: Chinese, German, Russian, French, Greek, Bulgarian, Croatian, Slovenian, Korean

Internationalization

- Developed multiple Erasmus agreements within Europe (Between University of Agder, Norway and Gdansk, Poland; Venice, Italy; Alicante, Spain)
- Instrumental in establishing student, faculty and research exchanges in Europe, Russia, Asia and America
- Led study tours to India, Italy, Spain, Germany, France, UK, Ireland, Japan, China (Mainland, Hong Kong, Macau), Singapore, Vietnam, & Malaysia
- Taught in prestigious academic institutions in America, Europe, and Asia
- Obtained various teaching and research distinctions, awards & grants
- Voted “best professor” by several classes in different countries

Journal Editorship Experience

- **Editor-in-Chief**, *International Journal of Emerging Market*, 2012-Present
 - <http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ijoem>
 - Scimago: <https://www.scimagojr.com/journalsearch.php?q=21100304262&tip=sid&clean=0>
 - Scopus, SSCI, ABS
- **Editor-in-Chief**, *European Journal of International Management*, 2017-2023
 - <http://www.inderscience.com/jhome.php?jcode=ejim>



Source: <https://www.scimagojr.com/journalsearch.php?q=17200154705&tip=sid>

Senior Editorships and Editorial Boards

- **Senior Editorship Experience:** *Financial Times Press*, *AIB Insights*, *Asia Pacific Journal of Management* (SSCI), *Financial Times/Pearson Education*
- Served on numerous Editorial Review and Advisory Boards of various international journals
- Chaired several international conferences with top universities (Harvard, EM Lyon, JiaoTong)

Administrative Experiences

- University of Agder (Norway),
 - Head of International Affairs, 2017-2019
 - Head of European Affairs, 2019-Present
- Rollins College (USA)
 - Chair of the International Business Department, 2013-2015
 - Coordinator of Asian Studies, 2012-2015
 - Director of China Center, 2005-2014
 - Director of India Center, 2010-2013
 - Director MBA Global Consulting Program, 2003-2006
 - Raised over \$400k from private and public sources to support various international conferences and activities (conferences, consultancies, research)

EDUCATION

Ph.D., Business Administration, Kent State University, Ohio, USA, 1998

M.A., Economics, Kent State University, Ohio, USA, 1996

M.B.A., International Business, Fairleigh Dickinson University, New Jersey, 1994 *with Honors*

B.Sc., Marketing, Fairleigh Dickinson University (Honors Program), 1993 *Magna Cum Laude*

CURRENT ACADEMIC POSITIONS

Ariel University, Israel

Professor, Business and Management Department, 2022 - Present

University of Agder, Norway

Professor II, Management Department, 2022-Present

Professor, Management Department, 2015-2022

PAST ACADEMIC POSITIONS

Copenhagen Business School, Denmark

Otto Mønsted Visiting Professor of International Business, 2019 (June-Aug)

Higher School of Economics, Russia

Leading Research Fellow, 2018-2019

University of International Business and Economics (UIBE), China

Visiting Scholar, 2015-2018

Georgetown University, Georgetown, USA

Visiting Scholar, 2014-2017

Harvard University, Cambridge, USA

Visiting Scholar, 2007-2014

Rollins College, Orlando, USA

Cornell Chair of International Business, 2005-2015

Professor of International Business, 2007- 2015

Associate Professor of International Business, 2002-2007

State University of New York (SUNY), USA

Assistant Professor of International Business, 1998-2002

Kent State University, USA

Instructor of Marketing and Economics, 1994-1998

SHORT-TERM VISITING (& ERASMUS) GLOBAL EXPERIENCES

ASIA: **CHINA:** Jiao Tong University (IMBA), Euromed-JiaoTong University, Wuhan University, Washington University- Fudan University (EMBA), City University of Hong Kong (CityU), MIT-Fudan University, China Europe International Business School (CEIBS), Renmin University; **INDIA:** Institute for Integrated Learning in Management (IILM)

EUROPE: **CROATIA:** University of Rijeka; **DENMARK:** Copenhagen Business School, **FINLAND:** Hanken University; **FRANCE:** EM Lyon, International School of Management;

GERMANY: Potsdam University, University of Hamburg, Jacob University; **HUNGARY:** Central European University; **ITALY:** MIB School of Management, Polytechnic University of Milan (MIP), Ca'Foscari University of Venice, University of Trieste, University of Udine, University of Macerata; University of Pavia; **LITHUANIA:** Kaunas University of Technology; **POLAND:** Kozminski University, University of Warsaw, Gdansk University, University of Social Sciences, **RUSSIA:** Moscow State University, St. Petersburg State University, Higher School of Economics; **SLOVENIA:** University of Ljubljana; **SPAIN:** University of Valencia; **SWEDEN:** Lund University, University of Stockholm

CANADA & AUSTRALIA: **AUSTRALIA:** University of New South Wales, University of Melbourne, Monash University; **CANADA:** Simon Fraser University, MacEwan University

MIDDLE EAST AND GULF: **ISRAEL:** Hebrew University, Ben-Gurion University of the Negev, College of Management; Bar Ilan University; **TURKEY:** Bilkent University

SKILLS AND ABILITIES

- Publish in ABS 3, ABS 4, NSD 2 or FT-ranked level journals and publishers
- Collaborate with multinational colleagues and institutions on international research projects
- Direct PhDs, masters and honors theses, independent study, and graduate student projects
- Raise money and write grants for research, international events, and outreach
- Establish joint PhD degree opportunities through catutelle agreements
- Lead Centers of Excellence (e.g., China and India, Emerging Markets)
- Teach and develop a broad range of courses in International Business, Marketing & Management
- Integrate blended learning and Internet-based technologies, applications and experiential learning

RESEARCH INTERESTS

- **Topics:** International Strategy, International Entrepreneurship, Global Franchising, Emerging Markets MNEs, Political and Country Risks, CSR and Governance, Business & Management Education
- **Markets:** Emerging Markets, China, India, Russia, Brazil, Middle East
- **Industries:** Service Industry, Franchising, Retailing, Restaurants, Hotels, Hospitality, Professional Business Services, Higher Education

SELECTED REFEREED JOURNAL PUBLICATIONS

2023

Richter, N. F., Schlaegel, C., Taras, V., Alon, I., & Bird, A. (2023). Reviewing half a century of measuring cross-cultural competence: Aligning theoretical constructs and empirical measures. *International Business Review*, 102122.
<https://doi.org/10.1016/j.ibusrev.2023.102122>

- Bargoni, A., Alon, I., & Ferraris, A. (2023). A systematic review of family business and consumer behaviour. *Journal of Business Research*, 158, 113698.
<https://doi.org/10.1016/j.jbusres.2023.113698>
- Raut, S. K., Rana, S., Sakshi, K., & Alon, I. (2023). The Dark Side of Members' Heterogeneity Within Online Brand Communities and Global Virtual Teams: An Extension to Schwartz's Value Theory. *Journal of Global Marketing*, 1-19.
<https://doi.org/10.1080/08911762.2023.2178354>
- Bazel-Shoham, O., Lee, S. M., Ahammad, M. F., Tarba, S. Y., & Alon, I. (2023). IP protection and ownership in cross-border acquisitions. *International Business Review*, 102101.
<https://doi.org/10.1016/j.ibusrev.2023.102101>
- Alon, I., Bretas, V. P., & Katrih, V. (2023). Predictors of NFT prices: An automated machine learning approach. *Journal of Global Information Management (JGIM)*, 31(1), 1-18.
DOI: 10.4018/JGIM.317097

2022

- Seeber, M., Alon, I., Pina, D. G., Piro, F. N., & Seeber, M. (2022). Predictors of applying for and winning an ERC Proof-of-Concept grant: An automated machine learning model. *Technological Forecasting and Social Change*, 184, 122009.
<https://doi.org/10.1016/j.techfore.2022.122009>
- Alon, I., Bretas, V. P., Sclip, A., & Paltrinieri, A. (2022). Greenfield FDI attractiveness index: a machine learning approach. *Competitiveness Review: An International Business Journal*, 32 (7), 85-108. DOI 10.1108/CR-12-2021-0171
Q2, CiteScore 3.8
- Berger, R., Drori, N., Rachamim, M., & Alon, I. (2022). Towards an emic model of business culture. *Competitiveness Review: An International Business Journal*, (ahead-of-print).
<https://doi.org/10.1108/CR-06-2022-0081>
- Wilczewski, M., & Alon, I. (2022). Language and communication in international students' adaptation: a bibliometric and content analysis review. *Higher Education*, 1-22.
<https://doi.org/10.1007/s10734-022-00888-8>
- Iddy, J. J., Alon, I., & Litalien, B. C. (2022). Institutions and training: A case of social franchising in Africa. *Africa Journal of Management*, 8(3), 347-373.
<https://doi.org/10.1080/23322373.2022.2071575>
- Goodell, J. W., Alon, I., Chiaramonte, L., Dreassi, A., Paltrinieri, A., & Piserà, S. (2022). Risk substitution in cryptocurrencies: evidence from BRICS announcements. *Emerging Markets Review*, 100938.

<https://doi.org/10.1016/j.ememar.2022.100938>

- Naatu, F., Nyarko, S. A., Munim, Z. H., & Alon, I. (2022). Crowd-out effect on consumers attitude towards corporate social responsibility communication. Technological Forecasting and Social Change, 177, 121544. DOI: 10.1016/j.techfore.2022.121544
ABS level 3; Impact factor 8.593; Q1
<https://doi.org/10.1016/j.techfore.2022.121544>
- Naatu, F., Alon, I., & Uwamahoro, R. (2022). Micro-franchising in the bottom of the pyramid market: Rwanda. *Journal of Social Entrepreneurship*, 13(1), 71-91.
<https://doi.org/10.1080/19420676.2020.1755347>
- Bretas, V. P., Alon, I., Paltrinieri, A., & Chawla, K. (2022). Bibliometric review on FDI attractiveness factors. *European Journal of International Management*, 17(2-3), 469-499.
<https://doi.org/10.1504/EJIM.2022.120721>
- Jell-Ojobor, M., Alon, I., & Windsperger, J. (2022). The choice of master international franchising—A modified transaction cost model. International Business Review, 31(2), 101942. DOI: 10.1016/j.ibusrev.2021.101942
ABS level 3; Impact factor 5.915; Q1
- Bahoo, S., Alon, I., & Floreani, J. (2022). Corruption, foreign aid, and international trade. Thunderbird International Business Review, 64 (2), 139-167. DOI: 10.1002/tie.22253
Q1
- Fon, R., & Alon, I. (2022). Governance, foreign aid, and Chinese foreign direct investment. Thunderbird International Business Review, 64 (2), 179-201. DOI: 10.1002/tie.22257
Q1
- Bretas, V. P., Alon, I., Paltrinieri, A., & Chawla, K. (2022). Bibliometric review on FDI attractiveness factors. European Journal of International Management, 17(2-3), 469-499.
ABS 2; Q2; Impact Factor 2.8
- Šeinauskienė, Beata, Regina Virvilaitė, and Ilan Alon (2022), Psychic distance, marketing strategy adaptation and export performance: the role of international experience, European Journal of International Management 18 (2-3), 444-477.
ABS 2; Q2; Impact Factor 2.8
- Hertenstein, Peter and Ilan Alon (2021). A Learning Portal Model of Emerging Markets Multinationals. Global Strategy Journal, 12 (1), 134-162
DOI: 10.1002/GSJ.1400
ABS Level 4; Impact factor 7.571; Q1

- Bretas, V. P., & Alon, I. (2021). Franchising research on emerging markets: Bibliometric and content analyses. Journal of Business Research, 133, 51-65.
Impact factor 7.550; Q1
- Cao, M., & Alon, I. (2021). Overcoming the liability of foreignness—A new perspective on Chinese MNCs. Journal of Business Research, 128, 611-626. DOI: 10.1016/j.jbusres.2020.11.017
Impact factor 7.550; Q1
- Wang, X., Deng, S., & Alon, I. (2021). Women executives and financing pecking order of GEM-listed companies: Moderating roles of social capital and regional institutional environment. Journal of Business Research, 136, 466-478.
Impact factor 7.550; Q1
- Richter, N. F., Martin, J., Hansen, S. V., Taras, V., & Alon, I. (2021). Motivational configurations of cultural intelligence, social integration, and performance in global virtual teams. Journal of Business Research, 129, 351-367.
Impact factor 7.550; Q1
- Arslan, A., Haapanen, L., Hurmelinna-Laukkanen, P., Tarba, S. Y., & Alon, I. (2021). Climate change, consumer lifestyles and legitimation strategies of sustainability-oriented firms. European Management Journal, 39 (6), 720-730. DOI: [10.1016/j.emj.2021.03.005](https://doi.org/10.1016/j.emj.2021.03.005)
Impact factor 5.075; Q1
- Bretas, V. P., Alon, I., Rocha, T. V., & Galetti, J. R. (2021). International governance mode choice: Evidence from Brazilian franchisors. Journal of International Management, 27(2), 100851. DOI: 10.1016/j.intman.2021.100851
Impact factor 4.645; Q1
- Hao Jiao, Tang Wang & Ilan Alon (2021) Financial wealth, socioemotional wealth, and founder exits: an empirical examination of Chinese IPOs, Entrepreneurship & Regional Development, 33 (3/4), 208-226. DOI: [10.1080/08985626.2021.1872935](https://doi.org/10.1080/08985626.2021.1872935)
Impact factor 5.149; Q2
- Shneor, R., Munim, Z. H., Zhu, H., & Alon, I. (2021). Individualism, collectivism and reward crowdfunding contribution intention and behavior. Electronic Commerce Research and Applications, 47, 101045.
Impact factor: 6.014; Q2
- Szymanski, M., Alon, I., & Kalra, K. (2021). Multilingual and multicultural managers' effects on team performance: insights from professional football teams. Multinational Business Review. DOI: [10.1108/MBR-03-2020-0054](https://doi.org/10.1108/MBR-03-2020-0054)
Impact factor 2.886; Q2

Alon, Ilan, Indri Dwi Apriliyanti, Massiel Carolina Henríquez Parodi (2021), “A Systematic Review of International Franchising,” Multinational Business Review, 29 (1), open access <https://www.emerald.com/insight/content/doi/10.1108/MBR-01-2020-0019/full/html>
Impact factor 2.886; Q2

2020

Alon, Ilan, Roy Mersland, Martina Musteen, Trond Randøy, “The Research Frontier on Internationalization of Social Enterprises,” Journal of World Business, 55 (5), DOI: 10.1016/j.jwb.2020.101091.
Impact factor 8.513; Q1

Alon, I., Elia, S., & Li, S. (2020). Greenfield or M&A? An institutional and learning perspective on the establishment mode choice of Chinese outward investments. Journal of International Management, 26 (3), 100758.
Impact factor 4.645; Q1

Bahoo, S., Alon, I., & Paltrinieri, A. (2020). Corruption in international business: A review and research agenda. International Business Review, 29(4), 101660.
Impact factor 5.915; Q1

Cao, M., & Alon, I. (2020). Intellectual structure of the belt and road initiative research: A scientometric analysis and suggestions for a future research agenda. Sustainability, 12(17), 6901. DOI: 10.3390/su12176901
Impact factor 3.251; Q2

Alon, I., Apriliyanti, I. D., & Parodi, M. C. H. (2020), “A systematic review of international franchising,” Multinational Business Review, 29 (1), 43-69. DOI: [10.1108/MBR-01-2020-0019](https://doi.org/10.1108/MBR-01-2020-0019)
Impact factor 2.886; Q2

Yari, Nooria, Erik Lankut, Ilan Alon, and Nicole Richter (2020), “Cultural Intelligence, Global Mindset, and Cross-Cultural Competencies: A Systematic Review Using Bibliometric Methods,” European Journal of International Management, 14 (2), 210-250. DOI: 10.1504/EJIM.2020.10026116
Impact factor 2.507; Q2

Li, Shaomin and Ilan Alon (2020), “China’s Intellectual Property Rights Provocation: A Political Economy View,” Journal of International Business Policy, 3 (1), 60-72. DOI: 10.1057/s42214-019-00032-x
New Academy of International Business (AIB) journal, nor ranked yet, in ESCI

Sutherland, D., Anderson, J., Bailey, N., & Alon, I. (2020). Policy, institutional fragility, and Chinese outward foreign direct investment: An empirical examination of the Belt and Road Initiative. Journal of International Business Policy, 3(3), 249-272.
New [Academy of International Business](#) (AIB) journal, nor ranked yet, in ESCI

Naatu, F., Alon, I., & Uwamahoro, R. (2020). Micro-Franchising in the Bottom of the Pyramid Market: Rwanda. Journal of Social Entrepreneurship, 1-21. DOI: 10.1080/19420676.2020.1755347
Not ranked yet, in ESCI

2019

Rialti, Ricardo, Lamberto Zollo, Alberto Ferraris, and Ilan Alon (2019), “Big Data Analytics Capabilities and Performance: Evidence from a Moderated Multi-Mediation Model,” Technological Forecasting and Social Change, 149. DOI:10.1016/j.techfore.2019.119781
ABS level 3; Impact factor 8.593; Q1

Iddy, Judith Jacob and Ilan Alon, (2019) "Knowledge management in franchising: a research agenda", Journal of Knowledge Management, DOI: 10.1108/JKM-07-2018-0441
Impact factor 8.182; Q1

Bahoo, Salman, Ilan Alon, and Andrea Paltrinieri (2019), “Sovereign Wealth Funds: Past, Present and Future,” International Review of Financial Analysis. DOI: 10.1016/j.irfa.2019.101418
ABS level 3; Impact factor 5.373; Q1

Bahoo, S., Ilan, A. and Paltrinieri, A. (2019), “Corruption in international business: A review and research agenda, International Business Review (February) 24s. DOI: 10.1016/j.ibusrev.2019.101660
ABS level 3; Impact factor 5.915; Q1

Munim, Z. H., Shakil, M. H., & Alon, I. (2019), “Next-Day Bitcoin Price Forecast” Journal of Risk and Financial Management, 12(2), 103.
ESCI, Q1

Naatu, Felicia and Ilan Alon (2019), “Social Franchising: A Bibliometric and Theoretic Review,” Journal of Promotion Management, 1-18.

Alon, Ilan, Shan Chen, Marco Mandolfo, (2019), "Supply chain – marketing integration: How do European SMEs go to China via the New Silk Road", Business Process Management Journal, DOI: 10.1108/BPMJ-04-2018-0106

Reid, D., Chi, G., Zhao, Z. and Alon, I. (2019), "Indexing innovation within China", Competitiveness Review, 29 (4), 416-439. DOI: 10.1108/CR-09-2018-0059

2018

Alon, Ilan and B. Elango (2018), Franchising and Initial Public Offering: A Signaling Perspective, International Journal of Retail & Distribution, 46 (11/12), 1193-1208. DOI: 10.1108/IJRDM-10-2017-0240

Alon, Ilan, John Anderson, Ziaul Munim, and Alice Ho (2018), "A Review of the Internationalization of Chinese Enterprises," Asia Pacific Journal of Management, 1-33. DOI: 10.1007/s10490-018-9597-5
ABS Level 3

Falahat, Mohammad, Gary Knight and Ilan Alon (2018), "Orientations and Capabilities of Born Global Firms from Emerging Markets," International Marketing Review, DOI: 10.1108/IMR-01-2017-0021
ABS Level 3

Jiménez, Alfredo and Ilan Alon (2018), "Corruption, Political Discretion and Entrepreneurship" Multinational Business Review, 26 (2), 111-125. DOI: 10.1108/MBR-01-2018-0009

Øyna, Stine and Ilan Alon (2018), "A Review of Born Globals" International Studies of Management & Organizations, 48 (2), DOI: 10.1080/00208825.2018.1443737
ABS level 2

Alon, Ilan, Michele Boulanger, Julie Ann Elston, Eleanna Galanaki, Carlos Martínez de Ibarreta, Judith Meyers, Marta Muñoz-Ferrer, Andres Velez-Calle (2018), "Business Cultural Intelligence Quotient: A Five-Country Study," Thunderbird International Business Review, 60 (3) 1-14. DOI: 10.1002/tie.21826
Featured article in TIBR

Zamore, Stephen, Kwame Ohene Djan, Ilan Alon, Bersant Hobdari (2018), "Credit risk research: Review and Agenda," Emerging Markets Finance and Trade, 54 (4), 811-835. DOI: 10.1080/1540496X.2018.1433658

2017

Madanoglu, Melih, Ilan Alon, and Amir Shoham (2017), "Push and Pull Factors in International Franchising," International Marketing Review, 34 (1), 29-45.
ABS level 3

Apriliyanti, Indri Dwi and Ilan Alon (2017), "Bibliometric analysis of absorptive capacity," International Business Review, 26 (5), 896-907.
ABS level 3; Norwegian level 2

Alon, Ilan, Madanoglu, Melih, and Amir Shoham (2017), "Strategic agility explanations for managing franchising expansion during economic cycles," Competitiveness Review, 27 (2), 113-131.

Alon, Ilan, Shaomin Li and Jun Wu (2017), "An Institutional Perspective on Religious Freedom and Economic Growth," Politics and Religion, 10 (3), 1-28
Cambridge University Press, American Political Science Association journal

Lattermann, Christoph, Ilan Alon, Francesca Spigarelli, Svetla Trifonova Marinova (2017), "Dynamic Embeddedness in Chinese Firm Internationalization," Thunderbird International Business Review, 59 (4) 547-559.

Jiménez, A. Puche-Regaliza, J.C. Jiménez-Eguizábal, J.A. and Alon, I. (2017) Political discretionality and corruption: The impact of institutional quality on formal and informal entrepreneurship". European Journal of International Management, 11 (3), 280-300.

2016

Alon, Ilan, Miri Lerner, Amir Shoham (2016), "Cross-national Cultural Values and Nascent Entrepreneurship: Factual versus Normative Values," International Journal of Cross Cultural Management, 16 (3), 1-20.

Alon, I., Michele Boulanger, Judith Meyers, and Vas Taras (2016). "The development and validation of the Business Cultural Intelligence Quotient," Cross Cultural & Strategic Management, 23(1), 78-100.

Alon, Ilan, Shaomin Li, and June Wu (2016), "Corruption, Regime Type and Economic Growth," Public Finance and Management, 16 (4), 332-361.

2015

Spigarelli, Francesca, Ilan Alon, and Attilio Mucelli (2015), "Chinese M&A in Europe," Competitiveness Review, 25 (4), 346-370.

Alon, Ilan, Michele Boulanger, Everlyne Misati, Melih Madanoglu (2015), "Are the Parents to Blame? Predicting Franchisee Failure," Competitiveness Review, 25 (2), 205-217.

Dai, Waiqi, Ilan Alon and Hao Jiao (2015), "Financial Marketization and Corporate Venturing in China: The Impact of Provincial-Level Institutions on the Pharmaceutical Sector," Journal of Entrepreneurship in Emerging Markets, 7 (1), 2-22.

2014

Alon, Ilan, Jun Shen, William Hua Wang, Wenxian Zhang (2014), "Chinese State-Owned Enterprises Go Global," Journal of Business Strategy, 35 (6), 3-18.

Lucia-Palacios, Laura, Victoria Bordonaba-Juste, Melih Madanoglu, Ilan Alon (2014),
“Franchising and Value Signaling,” Journal of Services Marketing, 105-115.

Alon, Ilan, Ruwanthi Kumari Herath (2014), “Teaching International Business via Social Media
Projects,” Journal of Teaching in International Business, 1, 44-59.

2013

Alon, Ilan, Miri Lerner, Orly Yehekel, Wenxian Zhang (2013), “Internationalization of Chinese
Entrepreneurial Firms,” Thunderbird International Business Review, 55 (5), 495-512.

Alon, Ilan and Daniel Rottig (2013), “Entrepreneurship in Emerging Markets: New Insights and
Directions for Future Research,” Thunderbird International Business Review, 55 (5), 487-
492.

Jiao, Hao, Ilan Alon, Chun Kwong Koo, Yu Cui (2013), When Should Organizational Change
Be Implemented? The Moderating Effect of Environmental Dynamism Between Dynamic
Capabilities and New Venture Performance,” Journal of Engineering and Technology
Management, 30, 188-205
5 Year Impact Factor: 2.04

2012

Fetscherin, Marc, Ilan Alon, Romie Littrell, and Allan Chan (2012), “In China? Pick Your Brand
Name Carefully,” Harvard Business Review, (September), 704.

*Financial Times Ranked: Most circulated business journal in the world
Translated into Chinese, German, Russian; Published in local HBRs:*

范茂榮(Marc Fetscherin), 龍漪瀾(Ilan Alon), 李羅馬(Romie Littrell), 陳潔光
(Allan Chan) (2012), 「中文譯名要當心」(魯志娟譯), 《哈佛商業評論》中
文版, 2012年第2期(9月), 頁140-142。

Fetscherin, M., Alon, I., Little, R., Chan, A. (2012). Wachsgeglättete Stute,
Harvard Business Manager, October, P. 2-3.

Lattemann, Christoph, Ilan Alon, Julian Chang, Marc Fetscherin, and John R. McIntyre (2012),
“The Globalization of Chinese Enterprises,” Thunderbird International Business Review,
55 (2), 145-154.

Alon, Ilan, Liqiang Ni and Youcheng Wang (2012), “Examining the Determinants of Hotel
Chain Expansion through International Franchising,” International Journal of Hospitality
Management, 31 (2), 379-386.

*A+ journal in Hospitality and Tourism (Tourism Management, 2006)
Impact Factor: 1.69*

Littrel, Romie, Ilan Alon (2012), "Regional Differences in Preferences for Managerial Leader Behaviors in China," Cross Cultural Management: An International Journal, 19 (3), 315 – 335.

Alon, Ilan, Tanya Molodtsova and Jian Zhang (2012), "Macroeconomic Prospects for China's Outward FDI," Transnational Corporations Review, 4 (2), 16-40.

Spigarelli, Francesca, Ilan Alon, and Attilio Mucelli (2012), "Chinese Overseas M&A: Overcoming Cultural and Organizational Divides," International Journal of Technological Learning, Innovation and Development, 190-208.

Wang, Mantian, Rongming Ren, and Guiyi Hu (2012), "Social Burden, Social Venture or Social Responsibility?: A Reflection on CSR in China and CSR Strategy Suggestions for Multinational Companies in China," International Journal of Business and Emerging Markets, 3 (4), 339-353.

2011

Feng, Xiaobing and Ilan Alon (2011), "Changes in Services Trade Barriers in Banking and Their Impact: The Case of the ASEAN+3," Asian-Pacific Economic Literature, 25 (2), 103-115.

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Alon, Ilan, Victoria Jones, and John McIntyre (2013), Innovation in Business Education in Emerging Markets, New York: Palgrave MacMillan.

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Reviewed in: Reference and Research Book News, (2005), p. 132; BizEd, Nov/Dec (2005), p. 54; Journal of Education for Business (2006), Jul/Aug, 81 (6), 345-6.

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Reviewed in: BizEd (2005), March/April, p. 56.

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Alon, Ilan, Trond Randøy, Roy Mersland, Martina Musteen (2020), The Internationalization of Social Enterprises, Journal of World Business (Forthcoming).

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Alon, Ilan , Julian Chang, Marc Fetscherin, Christoph Lattemann and John McIntyre (2009), China Goes Global, Chinese Management Studies, 3 (1), 1-75. (Special Issue)

BOOK CHAPTERS (SINCE 2010)

Alon, I. and Bretas, V. (2021), "COVID-19 and International Business", Fang, T. and Hassler, J. (Ed.) Globalization, Political Economy, Business and Society in Pandemic Times (International Business and Management, Vol. 36), Emerald Publishing Limited, Bingley, pp. 253-268. <https://doi.org/10.1108/S1876-066X20220000036021>

Alajoutsijärvi, K., Alon, I., & Pinheiro, R. (2021). The marketisation of higher education: Antecedents, processes, and outcomes. In The Marketisation of Higher Education (pp. 17-45). Palgrave Macmillan, Cham.

Parodi, M. C. H., Lankut, E., & Alon, I. (2021). Kavli Selling Cheese in a Tube to the World. in Intercultural Management in Practice. Emerald Publishing Limited.

Lattemann, C., Alon, I., & Zhang, W. (2020). Final Reflections: Connectivity, Innovation, Transformation, and Global Challenges. In Huawei Goes Global (pp. 365-372). Palgrave Macmillan, Cham.

Henríquez Parodi M.C., Alon I. (2019) Experiential Learning Using Social Media in International Business Education. In: Gonzalez-Perez M., Lynden K., Taras V. (eds) The Palgrave Handbook of Learning and Teaching International Business and Management. Palgrave Macmillan, Cham.

Alon, Ilan, Wenxian Zhang, Christoph Lattemann (2018), “Introduction,” in China’s Belt and Road Initiative: Changing the Rules of Globalization, W. Zhang, I. Alon and C. Lattemann, eds., New York: Palgrave McMillan (1-14). ISBN 978-3319754345

- Lattemann, Christoph, Ilan Alon, Wenxian Zhang, (2018), “Final Reflections,” in China’s Belt and Road Initiative: Changing the Rules of Globalization, W. Zhang, I. Alon and C. Lattemann, eds., New York: Palgrave MacMillan (337-342). ISBN 978-3319754345
- Welsh, Dianne and Ilan Alon (2018), “Chapter 11 International Franchising and Other Forms of Entrepreneurship,” in Global Entrepreneurship (3rd edition), D. Welsh and S. Carraher, eds., Dubuque, Iowa: Kendall-Hunt Publishing. ISBN 978-1-5249-5048-4
- Ballard, Nadia and Ilan Alon (2018), “Chapter 12 Going International? Alternative Modes of Entry for Entrepreneurial Firms,” in Global Entrepreneurship (3rd edition), D. Welsh and S. Carraher, eds., Dubuque, Iowa: Kendall-Hunt Publishing. ISBN 978-1-5249-5048-4
- Jell-Ojobor, Maria and Ilan Alon (2017), “Chapter 17: Determinants of Master International Franchising,” in Handbook of Research on Franchising, F. Hoy, R. Perrigot, A. Terry, eds., Cheltenham, UK: Edward Elgar, 348-376.
- Alon, Ilan (2016), “Master International Franchising in China: The Case of the Athlete’s Foot,” in Market Entry in China: Case Studies on Strategy, Marketing, and Branding, C. Prange, ed., Springer International Publishing Switzerland, 133-145.
- Hu, Helen and Ilan Alon (2014), “Are Chinese CEOs Stewards or Agents? Revisiting the Agency-Stewardship Debate,” International Finance Review (Emerald Special Issue Collection in Finance and Accounting), C. Pattnaik and V. Kumar, eds., Vol 15, Emerald Publishing. (Abstracted by Thomas Reuters’ Book Citation Index and Scopus)
- Alon, Ilan, Helen Wei Hu, Pattarin Adithipyangkul, and Liqiang Ni (2013), “Corporate Social Responsibility in Hong Kong SAR: An Empirical Analysis,” in China’s Economic Dynamics: A Beijing Consensus in the Making? J Li, eds., China Economy Series, Routledge.
- Feng, Xiaobing and Ilan Alon (2011), “Determining the RMB Exchange Regime,” in Contemporary Studies in Economic and Financial Analysis, J A Batten and P G Szilagyi, eds., The Impact of the Global Financial Crisis on Emerging Financial Markets, Emerald Group Publishing, 611-624.
- Mitchell, Matthew C., Ilan Alon, and Theodore T. Herbert (2011), “Assessing and Managing Political Risk,” in International Business in the 21st Century (Volume 1/3), Keillor, B and T J Wilkinson, eds., Praeger: Santa Barbara, California (Chapter 6), 107-136.
- Munoz, J. Mark, Ilan Alon and Matthew C. Mitchell (2010), “Micro-franchising Strategies: Drawing Lessons from Franchise Literature,” in Contemporary Microenterprise: Concepts and Cases, J. M. Munoz, ed., Edward Elgar Publishing (Chapter 13), 155-179.
- Zhang, Wenxian and Ilan Alon (2010), “A Preliminary Study on the Factors that Contributed to the Downfall of High-Profile Entrepreneurs During the Chinese Economic Reform,” in

Thirty Years of China's Economic Reform: Institutions, Management, Organizations and Foreign Investment, Yue Wang and Prem Ramburuth, eds., Nova Publishers (Chapter 1), 3-16.

Alon, Ilan (2010), "Restaurant Franchising in China," in China Currents: 2010 Special Edition, P B Prime and J R Schiffman, eds., China Research Center, Atlanta, Georgia (Chapter 20), p. 106-109 (Reprint).

Alon, Ilan (2010), "Foreword: International and Inter-Organizational Governance," in International and Inter-Organizational Governance, C. Lattemann and Soren Kupke, eds., Berlin: WVB.

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Alon, I., Zhang, W., & Lattemann, C. (2021). The Case for Regulating Huawei. FIIB Business Review, DOI: doi.org/10.1177/2319714520984666

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- Alon, Ilan and Shaomin Li (2019), "Kina Lurer Til Seg Teknologi," Dagens Næringsliv,
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- Li, Shaomin, Ilan Alon, and June Wu (2017), "Korruperte Cuba: Korrupsjonen blir verre på Cuba, men vi må ikke miste troen på demokratiseringen.," Dagens Næringsliv, 14-Feb.
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- Li, Shaomin, Ilan Alon, and June Wu (2017), "Don't lose faith in democracy because of corruption." Hong Kong Economic Journal Monthly, Vol 479, 36-37.
<http://monthly.hkej.com/monthly/>
- Alon, Ilan (2015), "Vil Kinesisk Økonomi Kollapse?" Dagens Næringsliv,
<https://www.dn.no/marked/kina/asia/xi-jinping/vil-kinesisk-okonomi-kollapse/1-1-5480087>
- Alon, Ilan and Tom Lairson (2015), "Will China Form a New Anti-West Alliance with Russia," Baltic Rim Economies, 3, 29-30.
- Lattemann, Christoph and Ilan Alon (2015), "The Rise of Chinese Multinationals," Georgetown Journal of International Affairs, 16 (1), 168 - 175.
- Lairson, Tom and Ilan Alon (2015), "Disparities Limit the Scope for a Strategic Accord," East Asia Forum Quarterly, January-March, 19-21.
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- Alon, Ilan (2012), "The Globalization of Chinese Capital," East Asia Forum Quarterly, 4 (2), 4-6.

Alon, Ilan (2011), "Here's What You Need to Know To Start A Franchise in China," Business Insider Online: <http://www.businessinsider.com/the-ins-and-outs-of-franchising-in-china-2011-4> (Posted April 22, 2011)

Howard, Kimberly, Michael Henry and Ilan Alon (2010), "Internationalizing a School of Business," *Leadership*, 16 (2), 13-17.

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Alon, Ilan (2015), "China's Outward Foreign Direct Investments and Impact on the World Economy by Shujie Yao and Pan Wang (Palgrave, 2014)," *The China Journal*, 74, 172-173. (Norwegian Level 2 journal).

Alon, Ilan (2011), "The New Silk Road: How a Rising Arab World Is Turning Away from the West and Rediscovering China by Ben Simpfendorfer (Palgrave, 2009)," *Journal of Economic Issues*, XLV (3), 751-753.

Alon, Ilan (2011), "Management Training and Development in China by Malcolm Warner and Keith Goodall (Routledge, 2009)," *Pacific Affairs*, 84 (1).

CONFERENCE AND WORKSHOP ORGANIZATION (SINCE 2010)

Alon, Ilan (with John McIntyre, Julian Chang, Christoph Latteman, Francesca Spigarelli, William Hua Wang, Wenxian Zhang) (Yearly), **China Goes Global**, (*Annual Conference of the Chinese Globalization Association*)
Simon Fraser University, Vancouver (July, 2020)
Rollins College, Orlando, Florida (Oct 1-3, 2019)
EM Lyon, Shanghai, China (June 14-16, 2018)
University of Agder, Kristiansand, Norway (June 15-17, 2017)
University of Macerata, Macerata, Italy (2016)
Georgia Tech, Atlanta, Georgia (Oct 1-3, 2015)
Shanghai JiaoTong University, Shanghai China (Aug 19-21, 2014)
Jacobs University, Bremen, Germany (Oct 25-27, 2013)
Harvard Kennedy School, Cambridge, (2010-2012)

Organized conferences for

Associated Colleges of the South (2010, 2012), Rollins, Florida
Business Education (2012), Georgia Tech, Georgia
AIB SE (2010, 2011), St Pete & Rollins, Florida

KEYNOTES & INVITED SPEECHES (SINCE 2010)

Present regularly in the European International Business Academy (EIBA) and Academy of International Business (AIB)

- (2019), "The Globalization of Chinese Enterprises," University of Birmingham and University of Sheffield, UK (May, 2-3).
- (2018), "Place Branding: Theories, Teaching and Practice," International Symposium in Business and Economics, Podgorica, Montenegro, (Sept 5-8).
- (2018), "International Franchising: A Research Overview," Management and Business Academy Conference (MBAcademy), Barcelona, Spain (Aug 16-17).
- (2018), "Political Risk: The Shifting Research Agenda," Wurzburg International Business Forum: Managing International Political Risk: Arising Challenges for Multinationals in a Changing World, Wurzburg, Germany (May 24-25).
- (2018), "Emerging Markets Multinationals: The case of China (*Английский, синхронный перевод*)," VII International Scientific Conference: New trends, strategies and structural changes in emerging markets, May 29-31, 2018, RUND, Moscow.
- (2018), "The Development of the Business Cultural Intelligence Quotient (BCIQ)," Cross Cultural Business Conference, University of Applied Sciences Upper Austria, Steyr Campus (May 17-18).
- (2016), "Microfranchising Solutions to Poverty and Entrepreneurship in Developing Countries," Strømme Foundation (microfinance bank), Kristiansand, Norway (May 19th).
- (2015), "Value Creation in the Chinese Market: The Impact of Governance," VALUE 2015 Creation and monetization of value in the global economy, Poznan University of Economics, Faculty of International Business and Economics, Poznan, Poland (Dec 10).
- (2013), "Country Governance and Company Governance," 2nd International Summit Forum of Corporate Governance, Beijing Normal University, Beijing, China (Dec 8).
- (2013), "Can We Build on the BRICs?" AIB Southeast Annual Conference, Georgia Tech, Atlanta (Oct).
- (2013), "Religious Freedom and Economic Development and Prosperity," *Georgetown University Religious Freedom Project*, Washington DC (Oct. 9).
- (2012), "Economic and political impact of China's overseas direct investment," *International Forum at Columbia University*, (June 11), New York.
- (2012), "The Globalization of Chinese Enterprises: What Do We Know," ESPM, Sao Paulo, (Oct).

- (2012), “Can you build on the BRICs?” Friction Materials Standards Institute Annual Meeting, Sarasota, Florida (June 1-4).
- (2011), “Florida’s Role in International Trade and Investment,” Mayor Jacob’s Summit on International Trade and Jobs, Orlando, Florida (April 10).
- (2011), “The China Challenge,” Symposium on Asia-USA Partnership Opportunities (SAUPO), Atlanta, GA (April 8).
- (2010), “Globalization of Marketing in China,” North American Chinese Association (NACA) annual meeting, Atlanta, GA (November 1).
- (2010), “The Emergence of China: Threat or Opportunity,” World Trade Center, Rollins College, Winter Park, Florida (April 20).
- (2010), “The Socio-Economic and Political Transition of China,” Associated Colleges of the South (ACS), Atlanta, GA (April 16).

RESEARCH SEMINARS (SINCE 2010)

- (2020), “BRI and its role in the repositioning of China,” Confucius Institute, Jacobs University, Bremen (Jan 16).
- (2018), “The Roles of Culture and Institutions in International Business,” HEART (EU-Funded) PhD program cohort,” Jacobs University, Bremen, Germany (Aug 7).
- (2016), “The Globalization of Emerging Markets Multinationals: The Case of China,” *The World Bank*, Washington DC, USA.
- (2015), “The Globalization of Chinese Enterprises,” *University of Puerto Rico*, Puerto Rico, USA.
- (2012), “Explaining Chinese Financial Performance through Stewardship Theory,” *Baruch College*, NY.
- (2010), “Corporate Social Responsibility in Brazil, Russia, India and China,” *Northeastern University*, Boston, MA.
- (2010), “Corporate Social Responsibility: India vs. China” *Melbourne University and Monash University*, Melbourne, Australia.

PROFESSIONAL SERVICE

Editorships

Editor-in-Chief

- Editor-in-Chief, International Journal of Emerging Markets, 2012-Present
- Editor-in-Chief, European Journal of International Management, 2017-Present

Past Editorships

- Senior Editor, Asia Pacific Journal of Management, (SSCI-ranked journal), 2010-2012
- Consulting Editor, Financial Times/Pearson Press, 2011-2012
- Editor, AIB Insights, an Academy of International Business publication, 2009-2012
- Editor, Academy of Management IM Newsletter, 2004-2008

Advisory Boards

Current Advisory Boards

- Center for Socio-Economic Studies and Multiculturalism, Romania, 2015 - Present
- Mr. & Ms. S. H. Wong Center for the Study of Multinational Corporations, 2013-Present
- China's Economy & Policy, 2012 - Present
- Multiractive (restaurant software and interactive hardware), Israel, 2012 - Present

Past Advisory Boards

- World Trade Center, Orlando, Advisory Board, 2007-2015
- Advisory Board, EducAsian, Living and Learning Center, Shanghai, China, 2005-2013
- Advisory Panel Member, McKinsey Quarterly Online Executive, 2004-2008
- Academic Board of Directors, Institute for Future Education Entrepreneurship and Leadership, Pune, India
- Planning Advisory Committee, International Foundation for Advancement of Management Education (IFAME) and Global Business Schools Network (GBSN), 2004-2008
- Scientific Advisory Committee, International Conference on Economics and Management of Networks (EMNET), 2004, 2006, 2007

Editorial Boards

Current

1. Journal of World Business, 2017-Present
2. Journal of Intellectual Capital, 2018-Present
3. Competitiveness Review, 2008-Present
4. Journal of East-West Business, 2015-Present
5. Journal of Emerging Knowledge on Emerging Markets, 2009- Present
6. Sustainability, 2020-Present

Past

- Journal of Small Business Management (JSBM), 2001-2011

- European Journal of International Management, 2009-2017
- Thunderbird International Business Review, 2007-2018
- Journal of Asian Business Studies, 2014-2015
- International Journal of Emerging Markets (IJoEM), 2006-2012

Service to the Academy

Leadership in Professional Associations

- Co-organizer EIBA 2022, Oslo
- European International Business Academy (EIBA), Board Member, National Representative of Norway, 2016-2022.
- Academy of International Business Southeast (AIBSE) Fellow, 2013 – Present;
 - Dean of Fellows, 2013-2014
- AIBSE, Chair, Academy of International Business Southeast (AIB-SE) USA, 2012
- AIB, Publication Committee, Academy of International Business, 2010-2013
- AIBSE, Co-Chair, Academy of International Business Southeast, 2010, 2011 annual conferences
- AIBSE, Executive Committee, Academy of International Business Southeast Chapter, 2009-2011
- American Association for Chinese Studies (AACCS), Board Member, 2009-2011

Doctoral and Master's Theses Supervision

Graduating PhD students

1. Edita Becic, University of Ljubljana (Slovenia), Risk and incentives in franchising: A franchisor's view, 2017
2. Bahoo Salman, University of Agder (Norway) and University of Udine/Trieste (Italy), Essays on Corruption, 2021
3. Vanessa Bretas, University of Agder (Norway) and ESPM (Brazil), Essays on International Franchising in Emerging Markets, 2021
4. Felicia Naatu, University of Agder (Norway), Social Entrepreneurship and Corporate Social Responsibility in Franchising, 2021
5. Judith Iddy, University of Agder (Norway), Franchising, Knowledge Transfer Practices, and Institutions: Perspectives from Emerging Markets, 2021
6. Erik Lankut, University of Agder and SDU Denmark, Norway (cultural intelligence), 2021

Doctoral Supervision (in progress):

1. Massiel Parodi, University of Agder and University of Udine, Norway (franchising)
2. Fang Fang, University of Greenland (cultural intelligence) (with Gestur Hovgaard)
3. Nooria Yari, University of Agder and SDU Denmark (cultural intelligence)

Masters Students Thesis Supervision

Multiple theses available online

<https://uia.brage.unit.no/uia-xmlui/handle/11250/218128/discover>

External Examiner for Ph.D. Dissertations:

- Shobhana Palat Madhavan “Liabilities of Origin and Emerging Economy SME Internationalization,” Deakin University, Australia (2019)
- University of Agder (2015), Jens Ørding Hansen: Corporate Governance and Investor Protection in China
- University of New South Wales (2008, 2010)
- University of Western Australia (2005)

External Reviewer for Tenure and Promotion:

- College of Management, Israel, 2019: Tamar Almor
- SUNY Empire State, 2017: Valeri Chukhlomin
- University of Hartford, 2015: Irina Naomova
- Savannah State University, 2015: Jun Wu
- Ruppin Academy, Israel, 2013
- SUNY Newpaltz, New York, 2010
- Sappir College, Israel, 2010
- Ithaca College, New York, 2009
- University of Winnipeg, Canada, 2009
- Seattle University, 2009
- Hong Kong Baptist University, 2006

GRANTS & RAISING MONEY

- External Grants: Project (2007-2010), "China Goes Global" in cooperation with Harvard University and Postdam University financed by TransCoop Programme from Alexander von Humboldt Foundation, (with Potsdam University, Georgia Tech, Rollins College and Harvard University) Obtained financial sponsorship of over \$100k for www.chinagoesglobal.org from private and public sources
- Rollins College: TPJ, India Proposal (\$7,500), 2012; Arthur Vining Davis Award, Research Distinction (2009), The McKean Grant Award (\$10,000), 2003 (The first business school faculty member to receive this prestigious grant in the history of the college); Crummer Graduate School of Business, Summer Research Grant Award, 2003, 2004
- State University of New York (SUNY): Scholarly Incentive Award, 2002; Better Community Coalition (BCC) Grant, 2001; UUP Individual Development Award, 2001, 2002; Rochester Chinese Association Sponsorship, 2001; Faculty Research Grant, 2000; Faculty Research Grant Program, NYS Graduate Research Initiative and SUNY Research Foundation, 2000; Quality of Working Life (PDQWL), United University Professions Grant, 1999; Walter B. Ford Research Grant, State University of New York, 1999

AWARDS AND DISTINCTIONS

- European Commission Erasmus Mundus Award, Central European University, 2012, 2013
- Arthur Vining Davis (AVD) Teaching, Research, and Service Award, 2009-2010
- Profiled in Contemporary Authors, (Gale, 2006)

Published by Thomson Gale since 1962, this reference book series provides information on approximately 112,000 writers from all over the world and in a wide range of media, including fiction, nonfiction, poetry, journalism, drama, and screenwriting.

- Professor of the Year by Rollins College Crummer graduate school of business, 2003, 2005, 2006
- Best Paper Award, Applied Business Research and Teaching and Learning Conference, 2005
- Hugh and Jeannette McKean Award, Largest and most prestigious research award at Rollins College, 2003
- Chinese Marketing Award, “Golden Tripod Award for Chinese Marketing Excellence and Chinese Marketing Forum,” Hangzhou, China, 2003 & Society for Marketing Advances (USA), 2002
- MBA competitive case writing award, John Molson School of Business, 2002
- Teaching case recognized online at www.merlot.org as a distinguished, high-quality source of learning material (MERLOT Community), 2002
- Professor of the Year Award, State University of New York, 1999

Honorary Societies

- Phi Zeta Kappa, Phi Omega Epsilon, Beta Gamma Sigma, Omicron Delta Epsilon (International Honor Society in Economics)
- Kent State University Honors Fellow (Ph.D program), Fairleigh Dickinson University Honors Program and Merit Scholar (BS program)
- Appeared in various Who’s Who over the years: Global Directory (2011), Strathmore’s, America’s Registry of Outstanding Professionals (2003, 2004, 2005, 2009, 2010), Prestige International of Outstanding Professionals (2006/7/8), Marquis Emerging Leaders (2004, 2005, 2007), Marquis American Education (2007), Continental (2007), International Historical Society (2005), Madison (2004, 2005),

CERTIFICATES

- **Doctoral Supervision**, University of Agder, Norway, 2019-2020
- **DataRobot Analytics**, Essentials and Time Series, 2019-2020

CONTRIBUTION TO PRACTICE & CONSULTING EXPERIENCES (SINCE 2000)

Microfranchising consulting project, 2016 (Microfinance Banking)
Strømme Foundation, Kristiansand, Norway

- Advised on the use of microfranchising as a development tool

FDI consulting project, 2013, 2014 (Economic Development)
Orlando International Airport, Florida, USA

- Reported on the FDI position of Orlando and the internationalization of the region

Micro-businesses and Franchising (Direct Sales), 2012
Amway, USA

- Developed a typology of cost-benefits of micro-franchising and country-level impacts

International Marketing Planning (Wine and Alcoholic Beverage Industry), 2012
Golan Wines, Israel

- Developed a marketing plan for China, with specific reference to Shanghai

Franchising Consulting (Coffee Retailing), 2011-2012
Illy, Trieste, Italy

- Advised on market selection and entry as well as international franchising development

International Business Expert (Business Consulting), 2006 - 2016
Gerson Lehrman Group (GLG) Councils, Beijing/Shanghai

- GLG Educator status (since 2012)
- Ad-hoc advisor on doing business in China; GLG educator tier

Internationalization (Aftermarket Brakes), 2009
Nucap Industries (Nucap Medical), Toronto, Canada

- Developed strategies to combat cheap competition from low-cost countries

Cross Cultural Training (Restaurant Industry), 2009
Darden Restaurants, Orlando, Florida

- Trained various levels of management on cross-cultural intelligence and Asian business practices

Expatriation Consultant, (Entertainment Industry), 2008
Disney, Orlando, Florida

- Worked with relocating executives and families to acclimate them to the Asian experience

Chinese Business Education Consultant (Consulting Industry), 2008
Primary Insights, New York

- Provided expert advice on the market for Chinese education software, and possible M&A

Franchising Expert Consultant (Government Consulting), 2006
USAID/Nathan Associates, Croatia

- Advised Croatia on the development of franchising entrepreneurship in the country
- Trained the trainers, consultants, lawyers and bankers on global franchising

Internationalization Consultant (Government Consulting)
Orlando/Orange County Convention and Visitor's Bureau

- Analyzed the Chinese market of tourists and recommended approaches to target them

Consultant to the Board of Directors (Non-Profit Performing Arts), 2006
Festival of Orchestras, Florida

- Examined the efficiency and funding of the organization and recommended methods to increase the profitability and the connectivity of the organization in the community

International Business Consultant (Medical Devices, Public Company, ticker: ARRO), 2005
Arrow International, Pennsylvania

- Led teams of MBAs to construct market entry plans for Japan

International Marketing Consultant (Cruise Industry), 2005

Costa Crociere SpA, Trieste, Italy

- Developed an international marketing roadmap for expanding business into Eastern Europe

International Marketing Consultant (Marketing/Management Consulting), 2005

Spenor Group, Shanghai/Suzhou, China

- Benchmarked Spenor marketing consulting against leading marketing consulting firms

International Business Consultant (Business Process Outsource Industry), 2004, 2005

Dynetech Corporation, Orlando, Florida

- Developed an international strategy for expansion into the Euro-Zone area and China

Strategic International Business Consultant (Financial Industry), 2004

CNL International, Orlando, Florida

- Analyzed foreign markets for entry using a variety of market indicators

Strategic Marketing Planning Consultant (Recreational Vehicles Industry), 2003

Florida RV Association, Tampa, Florida

- Developed templates for analyzing the strategic positioning of the Florida RV Association

International Business Consultant (Garment Industry), 2002-2003

The Garment Trade Association, Shanghai, China

- Provided competitive intelligence to the Shanghai Garment Trade Association

International Business Alliance Consultant (Packaging Industry), 2001-2002

Global Packaging Alliance (GPA), Rochester, New York

- Developed an international business alliance structure for a medium-sized company in the packaging industry

Strategic International Business Consultant (Electronics Industry), 2000 - 2002

Custom Electronics Inc. (CEI), Oneonta, New York

- Developed a strategy for expanding into a number of foreign markets

Economic Advisor (Educational Industry), 2000

Center for Economic Development, State University of New York Oneonta

- Utilized IMPLAN software to estimate the economic output and employment multipliers of the college on its vicinity

PERSONAL DATA

- **Languages:** Fluent in English and Hebrew; Upper Intermediate in Chinese; Beginner in Russian; Upper Intermediate in Norwegian; Intermediate in Danish and Swedish
- **Family Status:** Married to Anna Alon, MBA/CPA, Ph.D. in Accounting, Accounting Professor at University of Agder, three daughters
- **Citizenship:** USA

REFERENCES

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