

Curriculum Vitae

Dr. Guy Adoram

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Formal academic education:

Ph.D, cum laude.

2018, The Faculty of Business and Economics, University of Pécs, Hungary.

Master of Business Administration – Marketing.

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

Attended an academic curriculum in Marketing, Finance and Management.

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

Bachelor of Arts - Political Science, Sociology and Anthropology.

1984, Tel Aviv University, Israel.

Synopsis of professional skills and work experience

2002 - Present, a consultant, lecturer and instructor of business management, marketing and entrepreneurship.

- A lecturer in Ono Academic College and Open University, Israel, both at B.A and M.B.A programs, specializing in entrepreneurship, marketing and business strategy.
- A qualified lecturer by the federation of local authorities in Israel.

- A professional consultant of business strategy, sales and entrepreneurship.

2000 – 2002, marketing director.

Maccabi Healthcare Services - Tel Aviv.

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

1998 - 2000, marketing and sales manager.

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

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

Publications:

Adoram, G. (2019). The Traits of Necessity Entrepreneurs that Lead to Success, Pécsi Tudományegyetem.

<https://pea.lib.pte.hu/handle/pea/23269>

Adoram, G. (2018). Entrepreneurship - What are the prospects to succeed and for whom? *The Open University Publication*, Israel (in Hebrew).

<https://www.openu.ac.il/publications/magazine-12/page24-29.pdf>

Ben Amy, J. and Adoram, G. (2013). Who is suffering from shortsighted Entrepreneurship? *The Open University Publication*, Israel (in Hebrew).

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

Adoram, G. (2011). Entrepreneurship and the Value Chain: Importance, Risks and Suggestions, *Advances in Management*, vol. 6, June.

Adoram, G. (2009). Cultural differences of Entrepreneurship Myopia, *Conference book*, Culture of Business – Capital of Culture.