

## ILAN ALON, Ph.D.

### Home Address

Kokleheia 37  
4630 Kristiansand  
Norway  
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### Work Address

University of Agder  
School of Business and Law  
Post Box 422  
4604 Kristiansand, Norway  
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## CAREER HIGHLIGHTS

### Publications

- Impactful publications (See Google Scholar:
  - <https://scholar.google.com/citations?user=f70pYmsAAAAJ&hl=no&oi=ao>)
- Published in numerous key journals: *Harvard Business Review*, *Journal of World Business*, *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, 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

- Instrumental in establishing exchanges with China, India, USA, France, Germany and Italy
- Led study tours to India, Italy, Spain, Germany, France, UK, Ireland, Japan, Mainland China, 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

### Leadership

- **Editor-in-Chief**, *International Journal of Emerging Markets* (since 2012)
  - <http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ijom>
  - Scopus, ESCI, H-index 33, G-index 48 (Jan, 2017), Level 1 Norway, ABS ranked
- **Editor-in-Chief**, *European Journal of International Management* (since 2017)
  - <http://www.inderscience.com/jhome.php?jcode=ejim>
- Senior Editorship Experience: *Financial Times Press*, *AIB Insights*, *Asia Pacific Journal of Management* (SSCI), *Financial Times/Pearson Education*

- Served on 18 Editorial Review Boards of various international journals
- Chaired or co-chaired several international conferences

### **Administration**

- Chaired the International Business department for 2 years, one of the largest at Rollins, and Asian Studies for 3 years
  - *Chair of the International Business Department, 2013-2015*
  - *Coordinator of Asian Studies, 2012-2015*
- Established and coordinated the Asian Studies major at Rollins and started and successfully led two academic centers of excellence
  - *Director of China Center, 2005-2014*
  - *Director of India Center, 2010-2013*
- Directed the Crummer Graduate School of Business 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**

**University of Agder**, Norway

*Professor of Strategy and International Marketing, 2015-Present*

**University of International Business and Economics (UIBE)**, China

*Visiting Scholar, 2015-2018*

### **USA EXPERIENCE**

**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*

## **INTERNATIONAL (&ERASMUS) EXPERIENCE**

**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; **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; **LITHUANIA:** Kaunas University of Technology; **RUSSIA:** Moscow State University, St. Petersburg State University; **SLOVENIA:** University of Ljubljana; **SWEDEN:** Lund University, University of Stockholm

**CANADA AND AUSTRALIA:** **AUSTRALIA:** University of New South Wales, University of Melbourne, Monash University; **CANADA:** 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 with colleagues in various prestigious outlets
- Direct PhDs, masters and honors theses, independent study, and graduate student projects
- Raise money for international events, conferences and activities
- Create international partnerships with overseas educational institutions
- Enhance the curriculum through internationalization initiatives
- Develop and lead Academic Centers of Excellence (e.g., China and India, Emerging Markets)
- Organize international conferences/workshops and conduct global educational programs
- Teach a broad range of courses in International Business, Marketing & Management
- Develop new graduate and undergraduate majors, courses and seminars
- Integrate blended learning and Internet-based technologies, applications and experiential learning

## **RESEARCH INTERESTS**

- **Topics:** 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:** Franchised Service Industries, Retailing, Restaurants, Hotels, Hospitality, Professional Business Services, Education

## **AUTHORED BOOKS**

### **Textbooks**

Alon, Ilan, Eugene Jaffe, Christiane Prange, Donata Vianelli (2017), Global Marketing: Contemporary Theory, Practice and Cases (2<sup>nd</sup> Edition), Routledge.

Alon, Ilan and Eugene Jaffe (2013), Global Marketing: Contemporary Theory, Practice and Cases (1<sup>st</sup> Edition), Chicago: McGraw Hill.

Alon, Ilan (2012), Global Franchising Operations Management: Cases in International and Emerging Markets Operations, Upper Saddle River, NJ: Financial Times/Pearson Press.  
*Reviewed in Reference & Research Book News, June 2012, p. 74*

### **Scholarly Books**

Alon, Ilan (2010), Franchising Globally, New York: Palgrave MacMillan.

Alon, Ilan (2005), Service Franchising: A Global Perspective, New York: Springer.

Alon, Ilan (1999), The Internationalization of U.S. Franchising Systems, New York: Garland Publishing.

## **SELECTED REFEREED JOURNAL PUBLICATIONS**

### **Forthcoming**

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Alon, Ilan, Roy Mersland, Trond Randøy, and Oded Shenkar (in progress), "Introduction to the Special Issue on the Internationalization of Social Franchising," Journal of World Business, (Forthcoming).  
*ABS level 4*

Falahat, Mohammad, Ilan Alon and Gary Knight (in press), "Orientations and Capabilities of Born Global Firms from Emerging Markets," International Marketing Review, (Forthcoming).  
*ABS Level 3*

Alon, Ilan, John Anderson, Ziaul Munim, and Alice Ho (in progress), "A Review of the Internationalization of Chinese Enterprises," Asia Pacific Journal of Management, (Forthcoming).  
*ABS Level 3*

## 2018

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Jiménez, Alfredo and Ilan Alon (2018), "Corruption, Political Discretion and Entrepreneurship" Multinational Business Review, (Forthcoming).

Øyna, Stine and Ilan Alon (2018), "Systematic Review of the Born Global and International New Venture Literature," International Studies of Management & Organizations, 48 (2), (Forthcoming).  
*ABS level 2; Indexed in Scopus*

Zamore, Stephen, Kwame Ohene Djan, Ilan Alon, Bersant Hobdari (2018), "Credit risk research: A backward-forward looking analysis," Emerging Markets Finance and Trade, (in press, available online).  
*Indexed in Scopus; ISI Impact Factor: 0.826. Ranking: 188/347 in Economics*

## 2017

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Madanoglu, Melih, Ilan Alon, and Amir Shoham (2017), "Push and Pull Factors in International Franchising," International Marketing Review, 34 (1), 29-45.  
*Indexed in Scopus; Impact Factor 1.865; ABS level 3*

Apriliyanti, Indri Dwi and Ilan Alon (2017), "Bibliometric analysis of absorptive capacity," International Business Review, 26 (5), 896-907.  
*Impact Factor: 2.307; Indexed in Scopus; 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.  
*Indexed in Scopus; ESCI (Thomson Reuters)*

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

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

Alon, Ilan, and Rotem Shneor (2017), "More than makeup: How Atsoko overcame the challenges of entrepreneurship in Tanzania," Global Business and Organizational Excellence 36 (6), 25-33

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.  
*TR impact factor 2015: 0.457 (5-Year Impact Factor: 0.567)*

## 2016

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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.  
*2015 SJR (SCImago Journal Rank) Score: 0.481 | 54/716 Cultural Studies*

Alon, Ilan, Michele Boulanger, Julie Ann Elston, Eleanna Galanaki, Carlos Martínez de Ibarreta, Judith Meyers, Marta Muñoz-Ferrer, Andres Velez-Calle (2016), “Business Cultural Intelligence Quotient: A Five-Country Study,” Thunderbird International Business Review, 1-14.  
*Featured article in TIBR*

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.  
*Indexed in Scopus and Social Science Citation Index (SSCI)*

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

Alon, Ilan and Christoph Lattemann (2016). Tchibo Goes Global: Implementing a Hybrid Franchising Strategy at Germany's Leading Coffee Retailer. Global Business and Organizational Excellence, 35(2), 18-30.

## 2015

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Spigarelli, Francesca, Ilan Alon, and Attilio Mucelli (2015), “Chinese M&A in Europe,” Competitiveness Review, 25 (4), 346-370.  
*Indexed in Scopus, ESCI*

Alon, Ilan, Michele Boulanger, Everlyne Misati, Melih Madanoglu (2015), “Are the Parents to Blame? Predicting Franchisee Failure,” Competitiveness Review, 25 (2), 205-217.  
*Indexed in Scopus, ESCI*

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.

Wang, Hua, Ilan Alon, Chris Kimble (2015), "Dialogue in the Dark: Shedding Light on the Development of Social Enterprises in China," Global Business and Organizational Excellence, 34 (4), 60-69.

## **2014**

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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.  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*  
*Impact Factor: 0.66*

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

## **2013**

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Alon, Ilan, Miri Lerner, Orly Yeheskel, 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  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*  
*5 Year Impact Factor: 2.04*

## **2012**

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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*  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*  
*5 Year Impact Factor: 1.99*  
*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.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.69*

*A+ journal in Hospitality and Tourism (Tourism Management, 2006)*

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.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

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**

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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.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*5 Year Impact Factor: 0.31*



Alon, Ilan, John Child, Shaomin Li and John R. McIntyre (2011), "Globalization of Chinese Firms: Theoretical Universalism or Particularism," Management & Organization Review (MOR), 7 (2), 191–200.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 2.82*

Alon, Ilan, Marc Fetscherin, and James M. Johnson (2011), "An Integrated Framework for Export Competitiveness: Evidence from the Alcoholic Beverages Industry," European Journal of International Management, 5 (2), 99-121.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 0.67*

*Previous version of paper was also accepted to MIT Sloan Industry Studies Working Papers Series. 2008. (WP-2008-24)*

Jin, Xiaotong, Shengliang Deng and Ilan Alon (2011), "Consumption Behavior of Chinese Urban Residents during Economic Transition: Intermittent and Cyclical Fluctuations" International Journal of Emerging Markets, 6 (3), 187-199.

Jiao, Hao, Ilan Alon, and Yu Cui (2011), "Environmental dynamism, innovation and dynamic capabilities: the case of China," Journal of Enterprising Communities: People and Places in the Global Economy, 5 (2), 131-144.

*Highly Commended Award: Emerald Literati Network Award for Excellence 2012*

Deng, Shenglian, Xu Wang, and Ilan Alon (2011), "Framework for Female Entrepreneurship in China," International Journal of Business and Emerging Markets, 3 (1), 3-20.

Altintas. Murat Hakan, Demetris Vrontis, Hans Ruediger Kaufmann, Ilan Alon, (2011) "Internationalization, Market Forces and Domestic Sectoral Institutionalization", European Business Review, 23 (2), 215 – 235.

## **2010**

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Li, Shaomin, Marc Fetscherin, Ilan Alon, Christoph Lattemann, Kuang Yeh, (2010), "Corporate Social Responsibility in Brazil, Russia, India and China (BRIC)," Management International Review, 50 (5), 635-654.

*Financial Times Listed Journal (at year of publication)*

*Impact Factor: 1.84*

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

Boniface, Dexter and Ilan Alon (2010), "Is Hong Kong Democratizing," Asian Survey, 50 (4), 786-807.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*5 Year Impact Factor: 0.58*

Adithipyangkul, Pattarin, Ilan Alon and Tianyu Zhang (2010), “Executive Perks: Compensation and Corporate Performance in China,” Asia Pacific Journal of Management, 28 (2), 401-425.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 4.10*

Fetscherin, Marc, Ilan Alon, and James Johnson (2010), “Assessing the Export Competitiveness of Chinese Industries,” Asian Business & Management, 9 (Sept), 401-424.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.33*

Alon, Ilan, Christoph Latteman, Marc Fetscherin, Shaomin Li and Anna-Maria Schneider (2010), “Usage of Public Corporate Communications of Social Responsibility in Brazil, Russia, India and China (BRIC),” International Journal of Emerging Markets, 5 (1), 6-22.

*Top 20 Most Downloaded article in the journal in 2010 and 2011*

Alon, Ilan, Romie Littrel, and Allen KK Chan (2010), “Branding in China: Alternative Brand Strategies” Multinational Business Review, 17 (4), 123-142.

Ni, Liqiang and Ilan Alon (2010), “US-Based Fast-Food Restaurants: Factors influencing the International Expansion of Franchise Systems,” Journal of Marketing Channels, 17 (4), 339 – 359.

Zhang, Wenxian and Ilan Alon, “Tao of Downfall: The Failures of High-Profile Entrepreneurs in the Chinese Economic Reform,” International Journal of Entrepreneurship and Small Business, 11 (2), 121-134.

Zhang, Wenxian and Ilan Alon (2010), “An Exploratory Case Study of High-Profile Female Entrepreneurs in the Chinese Economic Reform,” International Journal of Current Chinese Studies, No. 1, 27-44.

Sardy, Marc, Mark Munoz, James Sun and Ilan Alon (2010), “Dimensionality of Business Ethics in China,” Competitiveness Review, 20 (1), 6-30. (Lead Article)

Toncar, Mark F., Ilan Alon and Everlyne Misati (2010), “The Importance of Meeting Price Expectations: Linking Price to Service Quality,” Journal of Product & Brand Management, 19 (4), 295-305.

## **2009**

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Lattemann, Christoph, Marc Fetscherin, Ilan Alon, Shaomin Li, Anna Maria Schneider (2009), “CSR Communication Intensity in Chinese and Indian Multinational Companies,” Corporate Governance: An International Review, 17 (4), 426-442.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.4*

Alon, Ilan and Theodore T. Herbert (2009), "A Stranger in a Strange Land: Micro Political Risk and the Multinational Firm," Business Horizons, 52 (2), 127-137.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.4*

Alon, Ilan, Julian Chang, Marc Fetscherin, Christoph Lattemann, John McIntyre (2009), "Globalization with Chinese Characteristics," Chinese Management Studies, 3 (1), 8-10.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*5 Year Impact Factor: 0.48*

Alon, Ilan and Craig McAllaster (2009), "Measuring the Global Footprint of an MBA," Journal of Studies in International Education, 13 (4), 522-540.

*Impact Factor: 0.98; Ranked 67/219 in Education & Educational Research*

Kiyamaz, Halil, Ilan Alon, and Ted Veit (2009) "Returns of ADRs in Emerging and Developed Markets," Thunderbird International Business Review, 51 (6), 567-581.

## **2008**

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Dolansky, Eric and Ilan Alon (2008), "Religious Freedom, Religious Diversity, and Japanese Foreign Direct Investment," Research in International Business and Finance, 22 (1), 29-39.

Alon, Ilan, Mirela Alpeza, and Aleksander Erceg (2008), "Development of Franchising in the Emerging Market of Croatia," Management Online Review, (Feb), 1-13.

Ferreira, Tatiana and Ilan Alon (2008), "Human Resources Challenges and Opportunities in China: A Case From the Hospitality Industry," International Journal of Business and Emerging Markets, 1 (2), 141-150.

## **2007**

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Feng, XiaoBing and Ilan Alon (2007), "Chinese RMB Exchange Rate and Local Currency Stability in ASEAN," China Economic Review, 18 (4), 417-424.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*5 Year Impact Factor: 1.73*

Johnson, James P., J. Mark Munoz, and Ilan Alon (2007), "Filipino Ethnic Entrepreneurship: An Integrated Review and Propositions," International Entrepreneurship and Management Journal, 3 (1), 69-85.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 5.05*

Sardy, Marc and Ilan Alon (2007), "Differences Between Nascent Entrepreneurs and Franchisee Entrepreneurs," International Entrepreneurship and Management Journal, (3), 403-418.  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*  
*Impact Factor: 5.05*

Vianelli, Donata and Ilan Alon (2007), "Opportunities and Risks of International Franchising in the Italian Hotel Sector," Mercati e Competitività, (3), 73-98. (Official Journal of the *Italian Marketing Association – Società Italiana Marketing, Milano*)

Drtna, Ralph, James Gilbert, and Ilan Alon (2007), "Using the Balanced Scorecard for Value Congruence in an MBA Educational Setting," SAM Advanced Management Journal, 72 (1), 4-13. (Lead Article)

## **2006**

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Alon, Ilan, Matthew Mitchell, Rajesh Gurumoorthy, Teresa Steen (2006), "Managing Micro-Political Risk: A Cross Sectional Study," Thunderbird International Business Review 48 (5), 623-642.

Alon, Ilan (2006), "Market Conditions Promoting the Use of Master International Franchising," Multinational Business Review, 14 (1), 1-16.  
*Indexed in Scopus*

Welsh, Dianne H. B., Ilan Alon, and Cecilia M. Falbe (2006), "An Examination of International Retail Franchising in Emerging Markets," Journal of Small Business Management, 44 (1), 130-149.  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*  
*5 Year Impact Factor: 2.07*

Alon, Ilan (2006), "Executive Insight: Evaluating the Market Size for Service Franchising in Emerging Markets," International Journal of Emerging Markets, 1 (1), 9-20 (Leading Article, Inaugural Edition).  
*Among the most downloaded article in journal with over 3129 downloads (July, 2007).*

Alon, Ilan (2006), "Forming International Alliances: A Case Study of the Global Packaging Industry," Small Enterprises Research, 14 (1), 95-113. (Reprint)

## **2005**

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Alon, Ilan and James Higgins (2005), "Global Leadership Success through Emotional and Cultural Intelligences," Business Horizons, 48 (6), 501-512.  
*Adopted by: Harvard Business Online*  
*Top 5 most downloaded articles from Business Horizons (2005 – 2006)*  
*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.42*

Alon, Ilan and Gregg Chase (2005), "Religious Freedom and Economic Prosperity" Cato Journal, 25 (2), 399-406.

"Cato Journal is America's leading free-market public policy journal. The Economist has called it 'the most consistently interesting and provocative journal of its kind.' Cato Journal's stable of writers include James M. Buchanan, Milton Friedman, Alan Greenspan, and Douglass C. North, among others."

*Reprinted in: Institute of Chartered Financial Analysts of India (ICFAI) reference book Prosperity Index: Assessing Growth Anew (2008)*

Alon, Ilan and Ke Bian (2005), "Real Estate Franchising: The Case of Coldwell Banker Expansion into China," Business Horizons, 48 (3), 223-231.

*Adopted by: Harvard Business Online*

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 1.42*

Alon, Ilan (2005), "Forming International Alliances: A Case Study of the Global Packaging Industry," Journal of Small Business and Entrepreneurship, 18 (1), 1-20. (Lead Article)

*Reprinted in: Small Enterprise Research (2006), 14 (1), 95-113. (Reprint)*

Anttonen, Noora, Mika Tuunanen, Ilan Alon (2005), "The International Business Environments of Franchising in Russia," Academy of Marketing Science Review, (5), 1-18.

## **2004**

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Alon, Ilan (2004), "Global Franchising and Development in Emerging and Transitioning Markets," Journal of Macromarketing, 24 (2), 156-167.

*Social Science Citation Index Ranked Journal (SSCI-ranked)*

*Impact Factor: 0.95*

*Used by UNCTAD 2011 Report for explaining the impact of Non-Equity Modes (NEMs) of Entry by MNCs*

Alon, Ilan and Le Lu (2004), "The State of Marketing and Business Education in China" Marketing Education Review, 14 (1), 1-10. (Lead Article)

Alon, Ilan (2004), "International Market Selection for a Small Enterprise: A Case Study in International Entrepreneurship," S.A.M. Advanced Management Journal, 69 (1), 25-33.

Lu, Le and Ilan Alon (2004), "Analysis of the Changing Trends in Attitudes and Values by the Chinese: The Case of Shanghai's Young & Educated," Journal of International and Area Studies, 11 (2), 67-88. (Korea)

## **2003**

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Alon, Ilan and Rozenn Perrigot (2003), Marks & Spencer et son échec à l'international, Décisions Marketing, 30, Avril-Juin, 41-50. (France)

Alon, Ilan (2003), "Experiential Learning in International Business via the World Wide Web," Journal of Teaching in International Business, 14 (2/3), 79-98.

Alon, Ilan and John Spitzer (2003), "Does Religious Freedom Affect Country Risk Assessment?" Journal of International and Area Studies, 10 (2), 51-62. (Korea)

## **2002**

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Toncar, Mark, Alida Kuhn, and Ilan Alon (2002), "Assessing the Movement Toward, and Identifying the Impediments to, Standardized Print Advertising," Journal of International Consumer Marketing, 14 (4), 91-113.

Chase, Gregory and Ilan Alon (2002), "Evaluating the Economic Impact of Cruise Tourism: A Case Study of Barbados," Anatolia: An International Journal of Tourism and Hospitality Research, 13 (1), 5-18. (Lead Article) (Turkey)

## **2001**

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Alon, Ilan (2001), "Interview: International Franchising in China with Kodak," Thunderbird International Business Review, 43 (6), 737-754.  
*Reviewed in: Strategic Direction*, (2003), 18 (7), 15-19.  
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- Alon, Ilan, Mark Toncar, and Le Lu (2002), "Opportunities for Restaurateurs in China," International Franchising, (Summer), 6-7.
- Alon, Ilan (2002), "Economic Potential of International Franchising in Emerging Markets," Employment and Business Journal ([www.ebjonline.com](http://www.ebjonline.com)), (Reprint).
- Alon, Ilan (2001), "Economic Potential of International Franchising in Emerging Markets," Franchise Update (World View: The International Section of Franchise Update Magazine), 4<sup>th</sup> Quarter.

## **PUBLISHED BOOK REVIEWS**

- 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.
- 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).
- Alon, Ilan (2005), "Digital Technology in Teaching International Business," Journal of International Business Education, 1 (2).
- Alon, Ilan (2005), "Global Networks and Local Values," Knowledge, Technology, & Policy, 18 (2), 148-150.
- Alon, Ilan (2004), "International Political Risk Management: The Brave New World," Washington, DC: The World Bank and MIGA," Journal of International Business Studies Online.
- Alon, Ilan (2003), "Patterns and Trends in Entrepreneurship/SME Policy and Practice in Ten Economies by Lois Stevenson and Anders Lundstrom," Knowledge, Technology & Policy, 15 (4).
- Alon, Ilan (2003), "Knowledge and the Innovation in the New Service Economy by Andersen et al.," International Journal of Service Industry Management, 13 (5), 512-514.
- Alon, Ilan (2001), "Peer to Peer: Harnessing the Power of Disruptive Technologies Andy Oram (Ed), O'Reilly," Knowledge, Technology & Policy, 13 (4).

## **CONFERENCE AND WORKSHOP ORGANIZATION (SINCE 2010)**

- Alon, Ilan (with John McIntyre, Julian Chang, Christoph Latteman, William Hua Wang, Wenxian Zhang) (2017), China Goes Global, University of Agder, Kristiansand, Norway (June 15-17).
- Alon, Ilan (with John McIntyre, Julian Chang, Christoph Latteman, William Hua Wang, Wenxian Zhang) (2016), China Goes Global, University of Macerata, Macerata, Italy.
- Alon, Ilan (with John McIntyre, Julian Chang, Christoph Latteman, William Hua Wang, Wenxian Zhang) (2015), China Goes Global, Georgia Tech, Atlanta, Georgia (Oct 1-3).

Alon, Ilan (with John McIntyre, Julian Chang, Christoph Latteman, Wenxian Zhang) (2014), China Goes Global, Shanghai JiaoTong University, Shanghai China (Aug 19-21).

Alon, Ilan (with John McIntyre, Julian Chang, and Christoph Latteman, Wenxian Zhang) (2013), China Goes Global, Jacobs University, Bremen, Germany (Oct 25-27).

Alon, Ilan (2012), Associated Colleges of the South: Collaboration with India, Rollins College, Orlando, Florida (Oct).

Alon, Ilan (with Marc Fetscherin, John McIntyre, Julian Chang, and Christoph Latteman) (2012), China Goes Global, Harvard Kennedy School, Cambridge, MA.

Alon, Ilan (with John McIntyre) (2012), “Emerging Models for Business Education in Developing and Transitioning Countries,” GA Tech, Atlanta, Georgia (Feb).

Alon, Ilan (with Daniel Rottig) (2011), Academy of International Business, Southeast, Rollins College, Winter Park, Florida (October).

Alon, Ilan (with Marc Fetscherin, John McIntyre, Julian Chang, and Christoph Latteman) (2011), China Goes Global, Harvard Kennedy School, Cambridge, MA.

Alon, Ilan (2010), “Associated Colleges of the South, Faculty Conference,” Rollins College, Winter Park, Florida.

Alon, Ilan (with Sue Godar) (2010), Academy of International Business, Southeast, St Pete Beach, Florida (Oct 27-9).

Alon, Ilan (with Marc Fetscherin, John McIntyre, Julian Chang, and Christoph Latteman) (2010), China Goes Global, Harvard Kennedy School, Cambridge, MA.

#### **KEYNOTES & INVITED SPEECHES (SINCE 2010)**

Alon, Ilan (2016), “Microfranchising Solutions to Poverty and Entrepreneurship in Developing Countries,” Strømme Foundation (microfinance bank), Kristiansand, Norway (May 19th).

Alon, Ilan (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).

Alon, Ilan (2013), “Country Governance and Company Governance,” 2<sup>nd</sup> International Summit Forum of Corporate Governance, Beijing Normal University, Beijing, China (Dec 8).

Alon, Ilan (2013), “Can We Build on the BRICs?” AIB Southeast Annual Conference, Georgia Tech, Atlanta (Oct).

- Alon, Ilan (2013), “Religious Freedom and Economic Development and Prosperity,” *Georgetown University Religious Freedom Project*, Washington DC (Oct. 9).
- Alon, Ilan (2012), “Economic and political impact of China's overseas direct investment,” *International Forum at Columbia University*, (June 11), New York.
- Alon, Ilan (2012), “The Globalization of Chinese Enterprises: What Do We Know,” ESPM, Sao Paulo, (Oct).
- Alon, Ilan (2012), “Can you build on the BRICs?” Friction Materials Standards Institute Annual Meeting, Sarasota, Florida (June 1-4).
- Alon, Ilan (2011), “Florida’s Role in International Trade and Investment,” Mayor Jacob’s Summit on International Trade and Jobs, Orlando, Florida (April 10).
- Alon, Ilan (2011), “The China Challenge,” Symposium on Asia-USA Partnership Opportunities (SAUPO), Atlanta, GA (April 8).
- Alon, Ilan (2010), “Globalization of Marketing in China,” North American Chinese Association (NACA) annual meeting, Atlanta, GA (November 1).
- Alon, Ilan (2010), “The Emergence of China: Threat or Opportunity,” World Trade Center, Rollins College, Winter Park, Florida (April 20).
- Alon, Ilan (2010), “The Socio-Economic and Political Transition of China,” Associated Colleges of the South (ACS), Atlanta, GA (April 16).

#### **CONFERENCE PRESENTATIONS (SINCE 2010)**

- Jell-Ojobor, Maria, Ilan Alon and Josef Windsperger (2016), “A Transaction Cost Analysis of Master International Franchising,” in European International Business Academy, Vienna University of Economics and Business (Dec 2-4).
- Apriliyanti, Indri D. and Ilan Alon (2016), “Absorptive capacity research: A bibliometric analysis.” Paper presented at AIB-UKI (UK-Ireland Chapter), London: University of Birkbeck (April 7-9).
- Alon, Ilan, Shaomin Li, and June Wu (2015), “Corruption, Regime Type and Economic Efficiency: A Cross-Country Study,” 5<sup>th</sup> global Conference Forum for Economists International, Amsterdam (May 29-June 1).

Alon, Ilan, Alfredo Jimenez, Hui Liu, and Hua Wang (2015), “The Institutionalization of Political Risk by Chinese Multinationals,” 13<sup>th</sup> Vaasa Conference on International Business, Vaasa, Finland (August 27-28).

Alon, Ilan, Michele Boulanger, Julie Ann Elston, Eleanna Galanaki, Carlos Martinez de Ibarreta, Judith Meyers, Marta Muniz-Ferrer, Andres Velez-Calle (2015), A Hierarchy of Cultural Intelligence Antecedents, *Academy of International Business*, Bengaluru, India (June 27-30).

Alon, Ilan, Michèle Boulanger, Everlyne Misati (2011), “Can Signaling Theory Help Agency and Resource Scarcity Theories Explain Franchisee Failure? Predicting SBA-Backed Loan Defaults” Economics and Management of Networks (EMNET) conference, Limassol, Cyprus (December 1 to December 3).

Alon, Ilan, Michele Boulanger, and Everlyne Misati (2010), “Can Signaling Theory Help Agency and Resource Scarcity Theories Explain Franchisee Failure? Predicting SBA-backed Loan Defaults,” *Proceeding of the Southern Management Association*,” (Oct 27-30), CD.

Alon, Ilan, Victoria Bordonaba-Juste, Laura Lucia-Palacios, Yolanda Polo-Redondo (2010), “The Effects of Franchise Ownership and Price on Survival,” *Proceeding of the Southern Management Association*,” (Oct 27-30), CD.

## **RESEARCH SEMINARS (SINCE 2008)**

Alon, Ilan (2016), “The Globalization of Emerging Markets Multinationals: The Case of China,” *The World Bank*, Washington DC, USA.

Alon, Ilan (2015), “The Globalization of Chinese Enterprises,” *University of Puerto Rico*, Puerto Rico, USA.

Alon, Ilan (2012), “Explaining Chinese Financial Performance through Stewardship Theory,” *Baruch College*, NY.

Alon, Ilan (2010), “Corporate Social Responsibility in Brazil, Russia, India and China,” *Northeastern University*, Boston, MA.

Alon, Ilan (2010), “Corporate Social Responsibility: India vs. China” *Melbourne University and Monash University*, Melbourne, Australia.

Alon, Ilan (2008), “Comparative Environments in BRIC: CSR perspectives,” *Yale University*, School of Management and School of Forestry & Environmental Studies, Millstein Center for Corporate Governance and Performance, New Haven, CT.

## **PROFESSIONAL SERVICE**

### **Editorships**

#### Editor-in-Chief

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

#### Past Editorships

- Consulting Editor, Financial Times/Pearson Press, 2011-2012
- Senior Editor, Asia Pacific Journal of Management, (SSCI-ranked journal), 2010-2012
- Editor, AIB Insights, an official publication of the Academy of International Business, 2009-2012
- Editor, Academy of Management, International Management Development (IMD) 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**

#### International Business Journals

- Editorial Review Board, European Journal of International Management, 2009-Present
- Editorial Review Board, Thunderbird International Business Review, 2007-Present
- Editorial Review Board, Competitiveness Review, 2008-Present
- Editorial Review Board, Journal for Global Business Advancement (JGBA), 2006-Present

#### Emerging Markets Journals

- Editorial Review Board, Journal of East-West Business, 2015-Present

- Editorial Review Board, Journal of Emerging Knowledge on Emerging Markets, 2009-Present
- Editorial Review Board, China Management Review, (National Central University, Taiwan), 2009-Present
- Editorial Review Board, Asia Pacific and Globalization Review, 2011-Present
- Editorial Review Board, Prabandhan (a bilingual Indian journal of IILM), 2007-Present
- Editorial Review Board, International Journal of Chinese Culture and Management, 2006-Present

#### General Management Journals

- Editorial Review Board, Strategic Management Review, 2014-Present
- Editorial Review Board, SAM Advanced Management Journal, 2005-Present
- Editorial Review Board, Journal of Small Business Management (JSBM), 2001-Present
- Editorial Review Board, World Journal of Entrepreneurship, 2006-Present
- Editorial Review Board, International Journal of Business and Globalisation, 2007 – Present

#### Past Editorial Boards

- Editorial Review Board, International Journal of Asian Business and Information Management, 2009-2017
- Editorial Review Board, Journal of Asian Business Studies, 2014-2015
- Editorial Advisory Board, International Journal of Emerging Markets (IJEM), 2006-2012
- Editorial Review Board, World Journal of Business Management, 2009- 2012
- Editorial Review Board, The Review of Business, 2009- 2012
- Global Marketing Section Editor, Global Marketing and Business, Marketing Education Review, 2000–2005
- Advisory Board, Global Knowledge Economics Council, Journal of Knowledge Economics, 2001- 2005
- Association Global View (AGV), Internet-Based Global Case Program, 2000-2002

#### **Service to the Academy**

##### Leadership in Professional Associations

- **European International Business Academy (EIBA)**, Board Member, National Representative of Norway, 2016-2019
- **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



### Ad Hoc Journal Reviewer

- **International Business/Marketing/Management:** International Journal of Management Reviews, Journal of International Business Studies, Journal of World Business, Management Research Review, Journal of Management History, Journal of Management History, European Journal of International Management, International Business Review, Journal of Business Ethics, Asia Pacific Journal of Management International, Journal of Management Education, Journal of International Marketing, Journal of Marketing Channels, International Journal of Service Industry Management, Multinational Business Review
- **Asia Related:** Asia Pacific Journal of Management, Journal of Asia Pacific Marketing, Asia Pacific Journal of Marketing and Logistics
- **Entrepreneurship:** Journal of Business Venturing, International Entrepreneurship Management Journal, International Journal of Entrepreneurship and Innovation Management, Journal of Business and Entrepreneurship, Small Business Economics, International Journal of Technological Learning, Innovation and Development; Journal of Enterprising Community
- **Economics/Policy/Finance:** World Development, International Journal of Production Economics, European Journal of Finance, Economic Research Journal, New York Economic Review, Knowledge, Technology & Policy

### Book Reviewer

- **Book Publishers:** Palgrave, Springer/Social Sciences, Edward Elgar Publishing, McGraw-Hill, Chelsea House Publishers, Marsh Publications, Addison Wesley Longman

### Dissertation and Tenure & Promotion

- **Doctoral Supervision**
  - Julia Mykhailuk, University of Agder
  - Edita Bercic, University of Ljubljana (defended 2017)
- **External Examiner for Ph.D. Dissertations:**
  - 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:**
  - 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 (\$90,000), Obtained financial sponsorship of over \$100k for [www.chinagoesglobal.org](http://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](http://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),

## **CONTRIBUTION TO PRACTICE & CONSULTING EXPERIENCES (SINCE 2000)**

Microfranchising consultant, 2016 (Microfinance Banking)  
*Strømme Foundation*, Kristiansand, Norway

- Advised on the use of microfranchising as a development tool

FDI consultant, 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 - Present  
*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 (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**

### **1. Prof. John R. McIntyre**

Professor of International Management &  
Executive Director for the Center for International Business Education and Research (CIBER)  
College of Management, Georgia Institute of Technology (Georgia Tech)  
ciber@mgt.gatech.edu

### **2. Prof. Barry Render**

Charles Harwood Distinguished Professor of Operations Management  
Rollins College, Crummer Graduate School of Business  
brender@rollins.edu

### **3. Prof. Shaomin Li**

Eminent Scholar and Professor of International Business  
Old Dominion University  
Norfolk, VA 23529  
sli@odu.edu