

Dr. Villy Abraham

CURRICULUM VITAE

1. Personal Details

Email: abraham.villy@gmail.com

2. Professional Summary

Highly regarded researcher both nationally and internationally. Experienced lecturer in both on-line and frontal teaching platforms. Motivating and talented, driven to inspire students to pursue academic and personal excellence. Strives to create a challenging and engaging learning environment in which students become life-long scholars and learners.

- Highly regarded nationally and internationally
- Inspiring lecturer
- Exceptional written and verbal communicator
- Accomplished researcher in consumer behavior
- Effective use of multi-media teaching tools
- Well versed in the complete Microsoft suite, Webex, AMOS, and SPSS

3. Education and Training

Doctor of Business Administration: Consumer Behavior **2006-2012**
Manchester Business School **Manchester, UK**
My dissertation entitled: "Toward a Fuller Understanding of Consumer Animosity and Purchase Involvement" focused on the effects of animosity on consumer decision-making.

MBA: Business Administration **2004-2006**
Ono Business School **Kiryat-Ono, Israel**
Major: Marketing and Advertisement
My final project focused on the effects of country of origin on consumer behavior.

Bachelor of Arts: Technology Marketing **2000-2003**
Sapir Academic College **Sderot, Israel**

4. Related Work Experience

Head of the Digital Marketing Specialty, Technology Marketing Department	2018 – present Sapir Academic College
Head of Marketing Clinic, Technology Marketing Department,	2018 – present Sapir Academic College
Tenure Track Lecturer, Technology Marketing Department	2013 - present Sapir Academic College
Lecturer, English as a Foreign Language	2003 - present Sapir Academic College

5. Other Work Experience

i24news Technology Contributor	2016 – present
Permanent Program Participant, The Daily Beat, i24news	2016 – 2017
Creative Producer and Permanent Program Participant, Heroes of the Day, Channel 9	2015 – 2017
Freelance Marketing Consultant	2015 – present

6. Awards

Best Paper Award, International Journal of Business and Social Science	2013
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7. Scientific Publications

a) Published

1. Abraham, V., Poria, Y. (2019). "A research note exploring socially visible consumption in tourism", *Tourism Management*, Vol. 70, pp. 56-58. (IF = 5.9).
2. Abraham, V., Reitman, A. (2018). "Conspicuous consumption in the context of consumer animosity", *International Marketing Review*, Vol. 35, No.3, pp.1-18. (IF = 1.6)
3. Abraham, V., Reitman, A. (2014), "Item-Generation in Consumer Animosity Research", *Middle East Journal of Scientific Research* (coauthored with Abraham Rietman), Vol. 23 No. 1, pp. 464-471.
4. Abraham, V., (2013), "A Cross Cultural Investigation of the Effect of Consumer Animosity on Purchase Involvement", *International Journal of Business and Social Science*, Vol. 4, No.4, pp. 32 - 44.
5. Abraham, V., (2013), "Does Consumer Animosity Impact Purchase Involvement?": An Empirical Investigation", *International Journal of Business and Social Science*, Vol. 4, No.1, pp.1 – 11.

b) Work in Progress

1. "The effects of cultural animosity on the hotel experience" (Manuscript in preparation)
2. "An exploratory study – Should cultural animosity be considered in the conceptualization of the guest behavior?" (under review by Journal of Hospitality and Tourism Research)

8. Presentations

"Creating Value Through the Identification of Needs, invited lecture, Department of multidisciplinary Studies, Sapir Academic College, Israel, February 2018

"The Present and Future of Autonomous Vehicles and 3D Printing Technology", invited Skype lecture, Ammosov North-Eastern Federal University, Yakutsk, Russian Federation, June 2018

9. Academic Roles

Director of the marketing clinic, Sapir Academic College	2018 – present
Head of the Digital Marketing specialization, Department of Technology Marketing, Sapir Academic College	2018 - present
Chairperson, Teaching Committee, Department of Technology Marketing, Sapir Academic College	2018 - present
Ad-hoc reviewer, International Business Review (IF = 2.4)	2015 – present
Ad-hoc reviewer, Tourism Management (IF = 5.9)	2018 – present

10. Editorial Boards

Editorial Board Member, Journal of Marketing Management	2014 – present
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11. Courses Taught

Consumer Behavior
Online Consumer Behavior
Business English
Talking Business
Fundamentals of Marketing
Brand Management
Marketing Strategy
Marketing Research
International Marketing
English for Academic Purposes (all levels)

12. Professional Memberships

Member, American Association of International Researchers

13. Computer Skills

Webex, SPSS, AMOS, SmartPLS

14. References

References will be provided upon request.