

Netanel Drori – Resume

Personal Details

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Education

2009 – 2016 PhD in Business Administration, specializing in strategy and International Business, Bar-Ilan University

Dissertation title: “Drivers of international diversification and their moderating impact on the relationship between business and international diversification and on internationalization-performance relationship.” Supervised by Dr. Eyal Yaniv.

2003 – 2008 MA in Social Psychology, Tel Aviv University

1999 – 2002 BA in Psychology and Philosophy, Magna Cum Laude, Bar-Ilan University

Publications

1. Herstein, R., Drori, N., Berger, R., & Barnes, B. R. (2015). Anticounterfeiting strategies and their influence on attitudes of different counterfeit consumer types. *Psychology & Marketing*, 32(8), 842-859.
2. Herstein, R., Drori, N., Berger, R., & Barnes, B. R. (Forthcoming 2017). The gap between theory and practice in private branding strategy management: A case of an Emerging Retail Chain. *International Marketing Review*.

Papers Under Review

1. Drori, N., Yaniv, E., & Hashai, N. Input-side offshoring as a driver for output-side internationalization. Under 1st revision, *Journal of Business Research*.

In Preparation

2. Herstein, R., Drori, N., Berger, R. Anti-counterfeiting marketing strategies for medicines: The role of regulatory focus and the new concept of secondhand medicine pharmacies. Manuscript ready for submission.

3. Drori, N., Herstein, R., & Berger, R. Internet-based business operations: A driver for internationalization. Draft in progress.
4. Drori, N., Yaniv, E., Herstein, R., Berger, R., and Barnes, R. B. Drivers of international expansion and their relationship with industry diversification and a firm's financial performance. Draft in progress.
5. Herstein, R., Ben-Assuli, O., Berger, R. and Drori, N. Do patients trust their physicians as physicians trust their patients? Two mirrors to trust. Draft in progress.

Scholarship

Bar-Ilan University President's Scholarship for outstanding doctoral students

Conference Attendance

Fifth Israel Strategy Conference, Tel Aviv University, Israel, 2012

Academy of Management Annual Meeting, Boston USA, 2012

Third Israel Strategy Conference, Be'er Sheva, Israel, 2009

28th International Academic Conference of the International Institute of Social and Economic Sciences (IISES), Tel Aviv, Israel, 2017

Invited Lectures

The College of Law and Business, Faculty of Business Administration, April 2016

Max Stern Yezreel Valley College, Department of Economics and Management, May 2016

Current Position

2016 - 2017 College of Law and Business

Faculty member, the Faculty of Business Administration and Student Ombudsperson

Teaching courses in: Research Methods, SPSS, Business Strategy and International Marketing

Employment History

- 2015 – 2017 Bar-Ilan University – Lecturer, Business Ethics
- 2014 – 2017 Ono Academic College – Lecturer, Business Strategy, MBA program
- 2013 – 2017 Kinneret Academic College – Lecturer of International Marketing, Business Ethics and International Business, frontal instruction and virtual learning.
- 2013 – 2017 Max Stern Yezreel Valley College – Lecturer, Business Ethics and Business Strategy
- 2013 – 2014 Jerusalem College of Technology – Lecturer, Business Strategy and International Marketing
- 2012 Dan Academic Center – Lecturer, International Business
- 2010 – 2013 Ruppin Academic Center – Lecturer, Business Strategy, International Marketing; supervision and guidance of marketing practicum for BA students
- 2010 – 2013 Sapir College – Lecturer, International Marketing
- 2010 The Open University – Lecturer, Strategic Management

Awards

Excellence in Teaching award, Ruppin Academic Center, 2011

Excellence in Teaching award, The College of Law and Business, 2017

Military Experience

1994 - 1997 Israel Defense Forces, Compulsory Service – combat soldier, regiment 101, Paratroopers Brigade

- Reserve duty – Recruitment psychologist for elite units of the Paratroopers Brigade. Responsible for professional content of the trial period, facilitation of the training workshops for evaluators, and running validity research on selection tools.
- Reserve duty – Assessor, Assessment Centers of the Behavioral Science Unit of the IDF, dealing with officers' promotion to the rank of Lieutenant Colonel. Participating in group dynamic facilitation, running experiential tests, and giving in-depth interviews.

Additional Skills

- Computer skills – SPSS, STATA, ERP-SAP, Microsoft Office
- Languages – fluent in English and Hebrew