

PROF. ORLY YEHEKEL, (PH.D).

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EDUCATION: **Doctor of Philosophy, Faculty of Management, 1994**
Tel Aviv University, Tel Aviv, Israel
Dissertation: Differentiation of structural-managerial and cultural variables of the parent organizations of the international joint venture, and its relations to the venture's effectiveness. Supervisor: Prof. Yoram Zeira.

Master of Science, Organizational Behavior, 1985
Tel Aviv University, Tel Aviv, Israel

Bachelor of Arts, Sociology and International Relations, 1979
Hebrew University, Jerusalem, Israel

AWARDS AND RECOGNITION:

- Outstanding Paper Award Emerald Literati Network Awards for Excellence, *"Knowledge Inflows and Outflows in International Business"*, May 2010
- Best Paper Award 1st Annual EuroMed Conference, *"Knowledge Inflows and Outflows in International Business"*, November 2008
- Annual Award for Research – Kibbutz Fund, The Institute for Research of the Kibbutz, Haifa University, *"Radical Changes, Ideological Embeddeness, Demographic Depletion and Financial Performance: A Macro Longitudinal Study"*, 2004
- Annual Award for Research – The Bengis Center for Entrepreneurship and Hi-Tech Management, Ben Gurion University, *"Managing Entrepreneurship and Technological Innovation"*, 2003
- Best Paper Award – Proceedings of the 23rd Annual European International Business Academy (EIBA) Annual Conference, *"Foreign Parent and CEO Assessment of Equity International Joint Venture (EIJV) Performance in China"*, December 1997

University Awards:

- Rector's "100 Club" (list of 100 outstanding teachers at TAU), 2012

- Dean Award for Excellence in Teaching, 2012
 - Rector's Prize for Outstanding Teachers, Tel Aviv University, 2002
 - Dean Award for Excellence in Teaching, 2013
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ACADEMIC EXPERIENCE:

Professor, Organizational Behavior & International Business, Faculty of Management, Tel Aviv University, 2011 to present

Top Management Program Development, 2008 to present
Faculty of Management, Tel Aviv University, LAHAV.

Dean of School of Management and Economics, 2008 to 2011
The Tel-Aviv Yaffo Academic College

Senior Lecturer, 2008 to 2011
The Tel-Aviv Yaffo Academic College
Teach undergraduate and graduate level courses of instruction in Organizational Behavior (Macro) and International Management.

Part-Time Lecturer/Teacher, 2005 to 2011
Tel Aviv University
Teach graduate courses in the Executive MBA Courses of Organizational Behavior (Macro) and International Management.

Head of Executive Education Unit, 2005-2008
The Interdisciplinary Center, Herzliya

Academic Program/Management, 2007
The Interdisciplinary Center, Herzliya
Program – “Management of Non-Profit and Culture Organizations.

Lecturer, 2004-2008
The Interdisciplinary Center, Herzliya
Teach undergraduate, graduate and executive level courses of instruction in Organizational Behavior (Macro), International Management, Cross Cultural Management, and International Strategic Alliances.

Lecturer, 1999-2005
Tel Aviv University
Teach undergraduate and graduate courses in the Executive MBA and Executive Development Courses. Courses include Organizational Behavior (Macro) and International Management.

Academic Manager, 1998-to present
Tel Aviv University
Program – “Management of Arts and Culture Organizations”

Visiting Research Fellow and Instructor, 1998-1999

Department of Economics
The University of Reading, United Kingdom

Program Developer, 1997-1999.

The Open University of Israel.

Manage and develop satellite delivered training program for public service administration in Israel's outlying communities. Program is a collaboration of The Social and Cultural Trust Association and The Open University.

Academic Manager, 1996-2005.

Tel Aviv University.

Oversee several open enrollment and in-house top executive courses at the T.E.P.: National Bank of Israel, National Insurance Institute, Motorola, Educational Television, Teva, Lucent, Orbotec, and IBM.

Lecturer, 1995-1999

The Open University of Israel

Instructor, 1992-1994

Faculty of Management
Tel Aviv University

Graduate Teaching and Research Assistant, 1982-1988

Faculty of Management
Tel Aviv University

Academic Supervisor, 1982-1984

The Open University of Israel

Introduction to Social Psychology, Educational Psychology and Social Interaction in the Classroom.

ACADEMIC ASSOCIATIONS ACTIVITY:

National Representative at the EIBA (European International Business Academy) Board (2010 – present)

Scientific Committee Member, 37th EIBA Annual Conference, December 2011, Bucharest

Scientific Committee Member, 38th EIBA Annual Conference, December 2012, Brighton

PUBLICATIONS:

Refereed

Alon, I., Yeheskel, O., Lerner, M., Zhang, W.,
Internationalization of Chinese Entrepreneurial Firms, accepted for
publication: *International Business Review*, 2013 (forthcoming)

Almor, T., Yeheskel, O., Footloose and Fancy Free: Sojourning
Entrepreneurs in China, accepted for publication: *Journal of*

Enterprising Communities: People and Places in the Global Economy, 2013 (forthcoming)

Sheaffer, Z., Honig, B., Tsionit, S. & Yeheskel, O. Radical Changes, Ideology, Dwindling Membership and Financial Distress: A Macro-Longitudinal Study *European Management Journal*, 2011, 29(4) pp. 201 - 305 .

Yemini, M., & Yeheskel, O., Not Born Here -Evaluation of the Country of Origin Effect on the Entrepreneurial Intentions of Israeli Engineering Students, *The International Journal of Learning*, 2010, Vol. 17, [http://www.Learning- Journal.com](http://www.Learning-Journal.com), ISSN 1447-9494

Newburry, W., Yeheskel, O., & Zeira Y., The Interaction of Parent-Company Differentiation With IJV Autonomy in Predicting IJV Effectiveness, *Chinese Business Review*, December 2010,. 9(12), pp. 1-17

Yeheskel, O., & Shenkar, O. Knowledge Flows in International Business. A JIBS Citation Analysis. *EuroMed Journal of Business*. 2009, 4(2), pp. 111-126.

Yeheskel, O. & Lerner, M. Born to Be Wild? – On Managerial Capabilities and Business Performance in Technology Start-Ups. *International Studies of Management and Organization.*, Fall 2009 39(3), pp. 6-31.

Shenkar, O., Luo, Y., & Yeheskel, O. From “Distance” to “Friction”: Substituting Metaphors and Redirecting Intercultural Research. *Academy of Management Review*. 2008, 33(4), pp.905-925.

Yeheskel, O., Newburry, W., & Zeira, Y. Significant Differences in the Pre and Post-Incorporation Stages of Equity International Joint Ventures (IJV's) and International Acquisition (IA's), and their Impact on Effectiveness. *International Business Review*. 2004, 13(5), pp.613-636.

Zeira, Y., Yeheskel, O. & Newburry, W. International Joint Venture CEO versus Regional Headquarters Assessment of JV Effectiveness: A Matter of Perspective. *International Journal of Human Resource Management*. 2004, 15(4/5), pp. 670-687.

Newburry, W., Zeira, Y. & Yeheskel, O. Autonomy of International Joint Ventures (IJV's) in China. *International Business Review*. 2003, 12(4), pp.395-419.

Yeheskel, O., Zeira, Y., Shenkar, O. & Newburry, W. Parent-Company Dissimilarity and Equity International Joint Ventures Effectiveness. *Journal of International Management*. 2001, 7(2), pp.81-104.

Yeheskel, O. Arkia Israel Airlines' CEO Israel Borovich on Strategic Alliances and Growth (Interview). *Academy of Management Executive*. 2001, 15(1), pp.12-15

Yehekel, O., Shenkar, O. Fiegenbaum, A., & Cohen, E. Cooperative Wealth Creation: Strategic Alliances in Israel Medical-Technology Ventures. *Academy of Management Executive*. 2001, 15(1), pp.16-24.

Zeira, Y., Newburry, W., & Yehekel, O. Equity International Joint Ventures (EIJV's) in Hungary: Factors Affecting Their Effectiveness. *Management International Review*. 1997, 37(3), pp. 259-278.

Borovitz, I., Ellis, S., & Yehekel, O. Group Processes and the Development of Information Systems: A Social Psychological Perspective. *Information and Management*. 1990, 19, pp.65-72.

Book Chapters

Shenkar O., & Yehekel O., "Knowledge Flows in International Business", in: Mariano, S., Mirghani, M., & Mouhiuddin, Q., The Role of Expatriate in MNCs Knowledge Mobilization, 2011, Emerald Group Publishing Limited, Ch. 3., pp. 45-62

Yehekel, O. & Shetach, A. (Guest Editors). *Goal Accomplishment by Information Sharing and Organizational Cooperation*. Journal of International Studies of Management and Organization, 39(3) Fall 2009 .

Zeira, Y., Yehekel, O. & Newburry. *A Comparative Analysis of Performance Assessment: International Joint Venture Managers versus Regional Headquarters Managers*. In: Malcolm Warner (Ed.), Human Resource Management in China Revisited, 2005, pp.54-71.

Yehekel, O., & Lerner, M. *Flexible Institutionalization: On the Role of Managerial Variables in Technology Start-Ups*. In. Vinig, Z. & VanDeVoort, R. (Eds). The Emergence of Entrepreneurial Economics. Elsevier Science, Netherlands, 2005.

Newburry, W., Zeira, Y. & Yehekel, O. *Autonomy and Effectiveness in Equity Joint Ventures*. In. Tayeb, M. (ed.) International Business Partnership: Issues and Concerns, 2001. pp.55-71.

Books

Yehekel, O., & Shenkar, O. *International Management (in Hebrew)*. Open University Press, Israel, 2005

Papers in Submission Preparation

Yehekel, O., Sagiv T., "(Sometimes) It Takes Three To Tango: New Directions in the Management of Cultural Organizations"

Yehekel O., Almor T., Sojourning Entrepreneurs in China: "Should I Stay or Should I Go...?"

CONFERENCE
PAPERS, PROCEEDINGS
AND PRESENTATIONS:

Refereed Presentations

Westman M., Chen S. & Yehekel O., Cultural Intelligence: Its

Importance for Global Leadership, Accepted for presentation: AOM Africa Conference, Johannesburg, South Africa, January 2013

Chen, S., Westman, M. & Yehekel, O. Is Cultural Intelligence an Important Resource for the New Global Manager. EIBA 2011 Annual Conference, Bucharest, December 2011

Almor, T., Yehezekel, O., Footloose and Fancy Free: Sojourning Entrepreneurs in China, EIBA 2011 Annual Conference, Bucharest, December 2011

Almor, T., Yehezekel, O., Footloose and Fancy Free: Sojourning Entrepreneurs in China, China Goes Global Conference, Harvard, Boston October 2011

Westman, M., Yehezekel, O. Not Only for Expats: Recognizing the Managerial Resource Potential of Cultural Intelligence, European Academy of Management Conference on Management Culture in the 21st Century, Tallinn, June 2011

Sheaffer, Z., Honig, B., Tsionit, S., & Yehekel, O. *Radical Changes, Ideology, Dwindling Membership and Financial Distress: A Macro Longitudinal Study*. Academy of Management Annual Meeting. Chicago, Illinois. August 7-11, 2009.

Shenkar, O., Luo, Y., & Yehekel, O. *From "Distance" to "Friction": Substituting Metaphors and Redirecting Intercultural Research*. Academy of Management Annual Meeting, Anaheim, California. August 2008.

Yehekel, O. *Making Large Global Collaboration Succeed*. Academy of Management Annual Meeting, Anaheim, California. August 2008.

Sheaffer, Z., Honig, B., Tsionit, S. & Yehekel, O. *Radical Changes, Ideology, Dwindling Membership and Financial Distress: A Macro-Longitudinal Study*. 23rd Workshop on Strategic Human Resource Management, Bled, Slovenia. April 2008.

Sheaffer, Z., Benson, H., Yehekel, O. & Ganzach, Y. *Radical Changes, Ideology, Demographic Depletion and Financial Distress: A Macro-Longitudinal Study*. ASAC 2006 Conference, Banff, Canada. June 2006.

Newburry, W., Yehekel, O., & Zeira, Y. *The Interaction of Parent Company Differentiation with IJV Autonomy in Predicting IJV Effectiveness*. The Academy of International Business Annual Meeting, Stockholm, Sweden. July 2004.

Yehekel, O., Sheaffer, Z., & Ganzach, Y. *Change and Financial Performance*, The Academy of Management Annual Meeting, Seattle, WA. August 2003.

Yehekel, O., Newburry, W., & Zeira, Y. *The Interaction of Parent Company Differentiation with IJV Autonomy in Predicting IJV Effectiveness*, The Academy of Management Annual Meeting, Seattle, WA. August 2003.

Yehekel, O., & Lerner, M. *Flexible Institutionalization: On The Role of Managerial Variables in Technology Start-Ups*, The Israeli Sociological Association Annual Conference, February 2003.

Yehekel, O., Newburry, W., & Zeira, Y. *IJV CEO Characteristics and IJV Effectiveness*, The Academy of Management Annual Meeting, Denver, CO. August 2002.

Sheaffer, Z., Yehekel, O., & Ganzach, Y. *Radical Changes and Financial Performance: A Macro-Longitudinal Study*, The Academy of Management Annual Meeting, Denver, CO. August 2002.

Yehekel, O., & Lerner, M. *Effects of Managerial, Structural and Cultural Variables of High-Tech Start-Ups on Their Performance*, Babson Entrepreneurship Research Conference, University of Colorado. June 2002.

Yehekel, O., Newburry, W., & Zeira, Y. *The Relationship of Parent-Company Differentiation and Equity International Joint Ventures (EIJV) Effectiveness in China*, Annual Conference of European International Business Academy, Paris, France. December 2001.

Yehekel, O., & Ben-Ami, I. *Corporate Sponsorship of the Arts in Israel*, 2001 Annual Meeting of the Israeli Sociological Association, Jerusalem, Israel. February 2001.

Yehekel, O., Newburry, W., & Zeira, Y. *Equity International Joint Ventures (EIJV's) and International Acquisitions (IA's): Generic Differences in Their Pre and Post-Incorporation Stages- The Case of Israel*, International Business Academy Annual Meeting, Maastricht. December 2000.

Yehekel, O., Ben-Ami, I. *Corporate Sponsorship of the Arts in Israel. The 26th Annual Social Theory, Policies and the Arts Conference*, Washington, DC. October 2000.

Newburry, W., Zeira, Y. & Yehekel, O. *Autonomy of Equity International Joint Ventures in China*. Academy of International Business Annual Meeting. Vienna, Austria. October 1998.

Newburry, W., Zeira, Y., & Yehekel, O. *Foreign Parent and CEO Assessment of Equity International Joint Venture (EIJV) Performance in China*. European International Business Academy Annual Conference, Stuttgart. December 1997.

Newburry, W. Yehekel, O. & Zeira, Y. *The Impact of Structural and Managerial Variables on Equity International Joint Venture Effectiveness in China and Hungary*. The Academy of International Business Annual Meeting, Monterrey. October 1997.

Zeira, Y., Newburry, W., & Yehekel, O. *Factors Affecting the Effectiveness of Equity International Joint Ventures (EIJV's) in Hungary. Marketing Strategies for Central and Eastern Europe*, Vienna, Hungary. December 1995.

Yehekel, O., & Glicksohn, J. *The Acquisition of Learning Skills Within a University Course: A Comparison of Two Groups*, ICDE 16th World Conference Book, 1992.

Refereed Proceedings

Sheaffer, Z., Honig, B., Tsionit, S., & Yeheskel, O. *Radical Changes, Ideology, Dwindling Membership and Financial Distress: A Macro-Longitudinal Study*, Proceedings of the 1st International Congress on Pervasive Computing and Management, Mumbai, India. January 9-10, 2009.

Yeheskel, O., & Lerner, M. *Effects of Managerial, Structural and Cultural Variables of High-Tech Start-Ups on their Performance*, Babson Entrepreneurship Research Conference, University of Colorado. June 2002.

Yeheskel, O., Newburry, W., & Zeira, Y. *The Relationship of Parent-Company Differentiation and Equity International Joint Ventures (EIJV) Effectiveness in China*, Proceedings of the Annual Conference of EIBA (European International Business Academy), Paris, France. December 2001

Yeheskel, O., Newburry, W., & Zeira, Y. *Equity International Joint Ventures (IJV's) and International Acquisitions (IA's): General Differences in Their Pre and Post-Incorporation Stages – The Case of Israel*, Proceedings of the Annual Conference of EIBA (European International Business Academy), Maastricht. December 2000.

Zeira, Y., Newburry, W., & Yeheskel, O. *Foreign Parent and CEO Assessment of Equity International Joint Venture (EIJV) Performance in China*, Best Paper Proceedings of the 23rd Annual European International Business Academy (EIBA) Annual Conference, December 1997 (Best Paper Award).

Zeira, Y., Newburry, W., & Yeheskel, O. *Factors Affecting the Effectiveness of Equity International Joint Ventures (EIJV's) in Hungary*, Proceedings of Marketing Strategies for Central and Eastern Europe, Vienna, Austria. December 1995.

Borovita, I., Taussig, I., Yeheskel, O. *Strategic Information Systems Planning for National Public Health Service in Israel*, Proceedings of HICSS22 – International Conference on System Sciences, January 1989.

RESEARCH PAPERS:

Yeheskel, O., & Zviran, M. *Leading Companies in the Israeli Hi-Tech Industry: Managerial Profile*, (Tel Aviv University, Institute of Business Research, December 2004, 25pp.)

Yeheskel, O., Zeira, Y., & Newburry, W. *Autonomy of Equity International Joint Ventures in China*, (Tel Aviv University, Institute of Business Research, December 2000).

Zeira, Y., Pazy, A., Yeheskel, O., & Banai, M. *Training Professionals in Host-Country Organizations*, (Tel Aviv University, Institute of Business Research, Part II, January 1982, 149 pp.)

Zeira, Y., Pazy, A., Yeheskel, O., & Banai, M. *Training Professionals in Host-Country Organizations*, (Tel Aviv University, Institute of Business Research, Part II, January 1982, 149 pp.)

Zeira, Y., Pazy, A., Yeheskel, O., & Banai, M. *Training Professionals in Host-Country Organizations*, (Tel Aviv University, Institute of Business Research, Part I, December 1980, 87 pp.)

Current Research:

International Strategic Alliances as Strategy for Coping with Dependence and Ambiguity in the External Environment.

Israeli High Tech Companies in China

The New Argonauts: Israeli Entrepreneurs in China.

Effects of Globalization on Current Organizational Theories.

CONSULTANCIES:

- Shadow consulting – personal CEO's consulting (strategic issues)
- Arkia Airlines, Elektra Consumer Products, Discount Bank, Castro, Rotem Industries, Israeli Police, Valor, Wingate Institute – Consultant. 1986 to present.
- The Open University of Israel

NATIONAL AND PROFESSIONAL AFFILIATIONS:

Board of Directors

- General Assembly of Batsheva Dance Company (2006 to present)
- Board of Directors of The Israel Film Fund (2003 to present)
- Board of Directors of ZIM (2004-2007)
- Board of Directors of MAMAN (2004-2007)

Professional/National Associations

- Editorial Board, EuroMed Journal of Business
- European International Business Academy (Representative for Israel)
- Academy of Management
- Academy of International Business
- International Journal of Emerging Markets (Editorial Board)

PROFESSIONAL EXPERIENCE:

Academic Director, 2006-2008

Executive Education Unit, IDC.

Oversaw customized top management development programs: Mey Eden, Clalit Health Services, Ness, Verint, Tadiran, HP, Leumi Card, Carmel Olefins, Bank Hapoalim, Microsemi SAP, UPS, Electra Consumer Products Israel Ltd.

Academic Director, 2006-2008

Executive Education Unit, IDC.

Director of following open enrollment programs for top executives.

Cross Culture Management Program:

The Chinese Century (in cooperation with The Chinese Embassy)

The Land of the Morning Calm – Korea (in cooperation with The Korean Embassy)

Passage to India (in cooperation with The Indian Embassy)

Japan through the Economic Glass (in cooperation with the Japanese Embassy)

Sometimes it works – sometimes it doesn't – Critical Success Factors for HR in Mergers and Acquisitions (in cooperation with Ashridge Consulting, UK).

International Human Resource Management

Discussant, December 2007

Cooperative Relations, The Israel Strategy Conference
The Hebrew University, Jerusalem.

Academic Developer/Instructor, 2007

The Israeli National Defense College

Instruction and development of “Change Leadership” module.

Director, 2006-2007

Council for Higher Education Advisor Committee

The Academic College of Emek Yezreel

Oversaw committee for approval of new “Organizational Behavior and Consulting” M.A. Program.

Committee Member, 2005

Tel Aviv University

Committee for Improving Students' Service

Instructor/Developer – Top Management Programms, 1995 to present
Self-employed Instructor

Conduct and develop top executive development workshops for the following companies: Teva, National Semi-Conductors, Ministry of Education, Israeli National Bank, Poalim Bank, ECI< Israeli Police, Visa, “Aroutze Zahav” Cables Company, Liras Systems, Orbotec, Israeli Knesset, Globes, Israeli Aircraft Industry, Allvarion, SAP-Portals, Ness, Israel Corp., SuperPharm, Mei Eden, Strauss-Elite, Castro, BMC, Verint, Tadiran, Leumi Card, Netafim, SAP, Klalit Health Services, Actelis, Sundisc; Bank of Israel, Dor Alon, Deloit; Blue Square Israel Ltd. Tama Industries, Mizrahi-Tehahot Bank LTD .Machtshim –Agan.,E&Y Israel.

Topics of Instruction include: Strategies for managing organizations under uncertain environment conditions, International Strategic Alliances (M&A's), and International Management.