

**Dr. Moshe Yonatany**

## **CURRICULUM VITAE**

### **1. Personal Details**

Home Address: -----

Cellular Phone: -----

Electronic Address: [mosheyonatany@gmail.com](mailto:mosheyonatany@gmail.com)

### **2. Higher Education**

<b>Period of Study</b>	<b>Name of Institution and Department</b>	<b>Degree</b>	<b>Year of Approval of Degree</b>
1996-1999	University of Tel Aviv – School of Management	BA	1999
2004-2006	Copenhagen Business School	MSc	2006
2008 - 2011	Copenhagen Business School	PhD	2011

### **3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Dates</b>	<b>Name of Institution and Department</b>	<b>Rank/Position</b>
2011- -	Ruppin Academic Center, Department of Business Administration	Lecturer
2011 - -	Tel Aviv Uni. Coller School of Management	Adjunct lecturer
2019 - -	IDC, The Adelson School of Entrepreneurship	Adjunct lecturer

## **10. Teaching**

### **a. Courses Taught in Recent Years**

<b>Year</b>	<b>Name of Course</b>	<b>Type of Course Lecture/Seminar/Workshop/High Learn Course/Introduction Course (Mandatory)</b>	<b>Degree</b>	<b>Number of Students</b>
2011- 2020	<i>Digital Markets</i>	Lecture	MBA	Up to 65
2011- 2020	<i>Online Marketing</i>	Lecture & workshop	BA	Up to 55
2011- 2020	Strategic Management	Lecture	BA	Up to 90

### **b. Supervision of Graduate Students**

<b>Name of Student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Date of Completion/in Progress</b>	<b>Students` Achievements</b>
Hulda Jónsdóttir	The Internationalization Process of Internet-based companies	MSc	2010	Master Thesis
Brynjar Þorsteinsson	The Internationalization Process of Internet-based companies	MSc	2010	Master Thesis
Morten Gorm Ulsted	The Internationalization of an Internet Start-up company	MSc	2010	Master Thesis
Daniel Gewecke Daugaard-Jensen	The Internationalization of an Internet Start-up company	MSc	2010	Master Thesis

## **12. Professional Experience**

2002-2004: Director of Marketing, The Ort Press: responsibility for the sales and marketing of 200 titles, and for the launch and marketing of Scientific American Israel, including presentations in conferences and events, and managing distributors relationships

2006-2008: Global Forecast Responsible, GN Resound (Copenhagen): responsibility for the monthly process of collecting and aggregating sales forecast from 24 international subsidiaries, analyzing the data and signing off the final forecast with top executives.

Since August 2016: I own a digital marketing agency (together with a partner) that manages campaigns for a variety of SMEs and offers digital strategy consulting services.

## **PUBLICATIONS**

### **A. Ph.D. Dissertation**

The Internationalization Process of Digital Service Providers, 2011, 307 pages, English, Copenhagen Business School, Name of advisor: Prof. Volker Mahnke

### **A. Articles in Refereed Journals**

#### **Published**

1. Yonatany, M. (2013). A model of the platform-ecosystem organizational form. *Journal of Organization Design*, 2(2): 54-58
2. Tran, Y., Yonatany, M., & Mahnke, V. (2016). Crowdsourced translation for rapid internationalization in cyberspace: A learning perspective. *International Business Review*, 25(2), 484-494.
3. Efrat, K., Gilboa, S., & Yonatany, M. (2017). When marketing and innovation interact: The case of born-global firms. *International Business Review*, 26(2), 380-390.
4. Yonatany, M. (2017). Platforms, ecosystems, and the internationalization of highly digitized organizations. *Journal of Organization Design*, 6(1), 2.