

CURRICULUM VITAE AND LIST OF PUBLICATIONS**1. Personal Details**

Home Address	Kibbutz Haogen, 42880
Home Telephone Number	+972-98982117
Office Telephone Number	+972-98983835
Cellular Phone	+972-52-2702017
Electronic Address	kalanite@ruppin.ac.il

2. Higher Education

1992-1995	The College of Business Administration, Dept. of Marketing, Israel.	B.A.	1996
1999-2002	The College of Business Administration, Dept. of Business Management, Israel.	M.B.A.	2002
2003 – 2008	University of Haifa, School of Management, Israel.	Ph.D.	2008

3. Academic Ranks and Tenure in Institute of Higher Education

2008-2014	Ruppin Academic Center	Lecturer
2010-2017	University of Haifa	Lecturer – part time
8/2012-2/2013	School of Business and Economics, Loughborough University, UK	Visiting Researcher
2014 - 2017	School of Business and Law, University of Agder, Norway	Adjunct Professor
2014 (present)	Ruppin Academic Center	Senior Lecturer
2018 (present)	School of Business and Law, University of Agder, Norway	Associate Professor – part time position

4. Offices in Academic Administration

2008 -2017 –	Head of the Strategic Management team of lecturers, Ruppin Academic Center
2010 - 2011 –	Head of the Program of Business Administration, Ruppin Academic Center
2011-2012 -	Head of the Department of Business Administration, Ruppin Academic Center
2011 -2017 –	Head of the Marketing program, Ruppin Academic Center

5. Scholarly Positions and Activities outside the Institution

a. Memberships in professional societies

2009 (present) - AMA – Academy of Marketing Association
 2009 (present) - AIB – Academy of International Business
 2009 (present) - AMS – Academy of Marketing Science
 2011 (present) – EIBA – European International Business Association

b. Reviewer activities

2012 (present) – EJM – European Journal of Marketing
 2012 (present) – IBR – International Business Review
 2013 (present) – IMR – International Marketing Review

c. Editorial Review Board (ERB)

2018 (present) – JGM - Journal of Global Marketing

6. Participation in Scholarly Conferences

a. Active Participation

5/2004	EMAC – European Marketing Conference	University of Murcia, Spain	Efrat, Kalanit, and Shoham Aviv "Values and Aggressive Driving"	Co-author
5/2009	WMC – World Marketing Congress	Oslo School of Management, Norway.	Efrat, Kalanit, and Shoham Aviv "Determinants of Entry Modes and Performance of Entrepreneurial Born-Global Firms"	Presenter
5/2010	AMS - Academy of Marketing Science	Portland, Oregon, USA	Efrat, Kalanit, and Shoham Aviv "The Impact of Strategic Characteristics, and Market Potential on Born Global Firms' Choice of Entry Mode"	Presenter
4/2011	AIB UK& Ireland – Academy of International Business	University of Edinburgh, Scotland	Shneor, Rotem, and Efrat Kalanit "The Influence of Culture on the Adoption of Social Network Sites"	Presenter
7/2011	WMC – World Marketing Congress	Reims Management School, France	Efrat, Kalanit, and Shoham Aviv "Materialism and Aggressive Driving: An Israeli Study"	Presenter
12/2011	EIBA –	Faculty of	Shneor, Rotem, Tunce	Co-Author

	European International Business Association Conference	International Business, Bucharest, Rumania	Burak, and Efrat Kalanit "A Cross-Cultural Analysis of Consumers' Preferences towards Brand Personality Dimensions"	
7/2012	Academy of World Business, Marketing and Management Development Conference	Budapest, Hungary.	Gilboa, Shaked, Efrat, Kalanit, and Meisler Galit "Organizational Orientations, Internal Organizational Processes, Perceived Organizational Politics and Employee Performance"	Co-Author
7/2012	AIB – Academy of International Business conference	Washington DC.	Efrat, Kalanit "Cultural aspects of innovation"	Presenter
10/2012	EuroMed Conference	Gilon-Montreux, Switzerland	Shneor, Rotem, and Efrat Kalanit “Analyzing the Impact of Culture on Average Time Spent on Social Networking Sites”	Co-Author
12/2013	ANSMAC Conference – Best Paper Award	University of Auckland, New Zealand	Souchon Anne L., Dewsnap Belinda, Efrat Kalanit, and Korobilis-Magas Evangelos “Export Information Use: Links to Innovativeness and Performance”	Co-Author
5/2014	AMS - Academy of Marketing Science	Indianapolis, Indiana, USA.	Efrat Kalanit, and Souchon, Anne “Chutzpah linking to Marketing Performance”	Presenter
5/2014	AMS - Academy of Marketing Science	Indianapolis, Indiana, USA.	Efrat, Kalanit “Trust and Conflicts Issues in Managing Distributors, and their impact on firms’ performance”	Presenter
9/2014	EuroMed conference	University of Agder, Norway	Shneor, Rotem, and Efrat Kalanit “The Influence of Market Intelligence and Marketing Mix Adaptation Efforts on the Performance of Israeli Born Globals”	Presenter
5/2015	CiMar conference	Viena University,	Efrat, Kalanit, Gilboa Shaked, and Yonatany,	Presenter

		Austria.	Moshe “When Marketing and Innovation Interact: The case of Born-Global Firms”	
5/2016	NCSB 2016	Stockholm School of Economics in Riga	Efrat, Kalanit and Gilboa, Shaked “How does the Interaction between Creators and Supporters enhance Success in Crowdfunding Projects?”	Panel Speaker
6/2016	EURAM 2016	Universite Paris - Dauphine	Efrat, Kalanit and Gilboa, Shaked “Creators and Supporters’ in Crowdfunding Projects”	Presenter
6/2016	EURAM 2016	Universite Paris - Dauphine	Markovich, Amiram, Raban, Daphne and Efrat, Kalanit “The Impact of Perceived Quality of Web Information on Information Use and Company Performance: A Knowledge-Based View”	Co-author
6/2017	Cimar 2017	Universita Degli Dtudi Firenze	Efrat, Kalanit and Gilboa Shaked “Brand Image and Performance – The Born-Global Case”	Presenter
6/2017	Knowledge Management (KM) conference 2017 Best Research Idea Award	Faculty of Information Studies in Novo Mesto, Slovenia	Efrat, Kalanit, Raban, Daphne, and Wald, Andreas “Resource creation through equity crowdfunding of knowledge-intensive SMEs: external knowledge and capabilities and their effects on performance”	Co-author
5/2018	AMA Sig Global Marketing conference	Academy of Marketing Association	1. Chutzpah-driven Export Marketing – Effects on Export Responsiveness and Performance 2. Web-sourced Competitive Intelligence and Embeddedness Impacting Customer	Presenter

			Satisfaction: Evidence from Exporters vs. Non-Exporters	
6/2018	EURAM 2018 – European Academy of Management	University of Iceland	1. Forging of Coopetition Strategy: Deliberate vs. Emergent Approaches 2. It isn't all about Money: Obtaining Additional Benefits through Equity Crowdfunding	Presenter / co-author
6/2019	EURAM 2018 – European Academy of Management	ISCTE-IUL Lisbon, Portugal	Does crowdfunding drive well-being? Evidence from supporters of donation and reward campaigns	Presenter
7/2019	RARCS – Recent Advances in Retailing and Consumer Science Conference	Talinn, Estonia	A one-time consumption or a lasting relationships?	Co-author
10/2019	ICBMEM – International Conference of Business and Management in Emerging Markets	BI – Norwegian Business Scholl, Oslo	The Israeli crowdfunding – A reflection of its entrepreneurial culture	Co-author

b. Organization of Conferences or Sessions

7/2012	AIB – Academy of International Business conference	Washington DC.	“Cross Culture Innovation”	Session Chair
5/2014	AMS - Academy of Marketing Science	Indianapolis, Indiana, USA.	Marketing Beyond Borders	Track Co-Chair

7. Invited Lectures

2012	School of Business & Economics – Loughborough	Academic Staff Seminar Talk	Short and Long term Performance of BGs
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	University, UK		
2012	Business School – Durham University, UK	Academic Staff Seminar Talk	Entry Modes and Performance of BGs
2013	Business School – Nottingham University, UK	Academic Staff Seminar Talk	Cross Cultural Innovation
2014	School of Business and Law – University of Agder, Norway	Academic Staff Seminar Talk	Trust and Conflicts in International Operations
2018	School of Business and Law – University of Agder, Norway	Academic Staff Seminar Talk	Equity crowdfunding investors’ decision making

8. Research grants

b. Submission of Research Proposals – Pending

Role in Research	Co-Researchers	Topic	Founded by/Amount	Year

c. Submission of Research Proposals – Not Funded

Role in Research	Co-Researchers	Topic	Founded by/Amount	Year
Application Leader	Prof. Andreas Wald (Germany) Prof. Daphne Raban (Israel)	Resource Creation through Equity Crowdfunding of Knowledge-Intensive SMEs: External Knowledge and Capabilities and their Effects on Performance	GIF – Germany – Israel Foundation / 211,540 Euro	2016
Application Leader	Prof. Andreas Wald	Resource creation in Equity Crowdfunding and the impact on long-term performance of knowledge-intensive ventures	EURAM association 4840 Euro	2019

9. Scholarships, Awards and Prizes

12/2013 – Best Paper Award – ANSMAC Conference, New Zealand - Souchon Anne L., Dewsnap Belinda, Efrat Kalanit, and Korobilis-Magas Evangelos “Export Information Use: Links to Innovativeness and Performance”

2016 – Emerald Insight – Emerald Citations of Excellence 2015.

6/2017 – Best Research Idea Award - Knowledge Management Conference, Slovenia,

- Efrat, Kalanit, Raban, Daphne, and Wald, Andreas “Resource creation through equity crowdfunding of knowledge-intensive SMEs: external knowledge and capabilities and their effects on performance”

10. Teaching

a. Courses Taught in Recent Years

2008-2010	Marketing of High-technology Products and Innovations	Lecture - Elective	BA	35
2008 (present)	Marketing Principles	Introduction Course	BA	60
2009 (present)	Global Marketing	Lecture	BA / MBA	50
2009 (present)	Strategic Management	Lecture	BA	45
2010-2012	Marketing of High-technology Products and Innovations	Lecture - Elective	MBA	35
2017 (present)	Marketing Management	Introduction Course	MBA	70
2012 (present)	Management in Global Companies	Seminar	BA	24
2012 -2017	Marketing of Information Services	Lecture	MBA	85
2012 (present)	Managerial aspects in Global Companies	Seminar	MBA	25
2014 (present)	International Management	Lecture	MBA	60
2017 (present)	Academic Tour Abroad	Instructor	MBA	25
2019	Research Methods	Instructor	MBA	6

b. Supervision of Graduate students

Jinqiu Cai	Exploitation and Exploration Capabilities, Decision-Making Styles, Innovation Process, and Performance in the Export Context: A Resource-Based Approach	Ph.D.	Graduated	Primary supervisor: Souchon, Anne L. – Additional supervisors: Hughes, Paul; Efrat, Kalanit
Amiram Markowitz	The impact of quality aspects of web information sources on the use of competitive information by decision makers	M.A.	Graduated (recipient of the Belkin memorial research student award)	Primary supervisor: Efrat, Kalanit – Additional supervisor: Raban, Daphne

			2016)	
Amiram Markowitz	The impact of Web-based information on firm's competitive advantage and performance through the creation of Dynamic Capabilities	Ph.D.	In Progress (Recipient of the Belkine Prize , 2016, and the Malam Scholarship , 2017)	Primary supervisor: Raban, Daphne Additional supervisor: Kalanit Efrat

Publications

A. Ph.D. Dissertation

Title of thesis: "Born Global Firms: The Impacts of Internal, and External Factors, on their Choice of Entry Mode and Performance", Pg 144, English, University of Haifa.
Name of advisor: Aviv Shoham.

B. Scientific Books (Refereed)

A. Authored Books – Published

- 1) Shneor, Rotem, and Efrat Kalanit (2015). 3. "The Influence of Market Intelligence and Marketing Mix efforts on the Performance of Israeli Born Globals", Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally, 45.

D. Articles in Refereed Journals

Published

- 1) Herstein, Ram, Efrat, Kalanit, and Jaffe, Eugene D. (2010) "The Enigma of Private Brands in the Emerging Mediterranean Countries: The Case of Israel", *EuroMed Journal of Business*, Vol.5., No. 1, pp. 5-19.
- 2) Efrat, Kalanit, and Shoham Aviv (2011) "Environmental characteristics and technological capabilities' interaction in high-technology born global firms," *European Journal of International Management*, Vol. 5, No. 3, pp. 271-284 (IF 0.474).
- 3) Efrat, Kalanit, and Shoham Aviv (2012) "Born-global firms: The differences between their short – and long-term performance drivers", *Journal of World Business*, Vol. 47, pp. 675-685 (IF 2.617). Winning paper – Emerald citations of excellence 2015.
- 4) Efrat, Kalanit, and Shoham Aviv (2013) "The Theory of Planned Behavior, Materialism and Aggressive Driving: An Israeli Study," *Accident Analysis & Prevention*, Vol 59, pp. 459-465 (IF 2.571).

- 5) Efrat, Kalanit, and Shoham Aviv (2013) "Environment and strategic interact in BGs' choice of entry mode," *International Marketing Review*, Vol. 30, No. 6, pp. 536-558 (IF 1.778).
- 6) Efrat, Kalanit (2014) "The Direct and Indirect Impact of Culture on Innovation", *Technovation*, Vol. 34, pp. 12-20 (IF 2.526).
- 7) Shneor, Rotem, and Efrat Kalanit (2014) "Analyzing the Impact of Culture on Average Time Spent on Social Networking Sites", *Journal of Promotion Management*, Vol. 20, No. 4, pp. 413-435. (H-index 8)
- 8) Markovich, A., Raban, D.R. and Efrat, K. (2016) The Impact of Perceived Quality of Web Information on Competitive Information Use and Company Performance. *Study of the Organization and Human Resource Quarterly* 1(3): 15-32. Israeli Quarterly, not ranked.
- 9) Efrat, Kalanit, Gilboa Shaked and Yonatany, Moshe (2017) "When Marketing and Innovation Interact – The Case of Born Global Firms". *International Business Review*, Vol. 26, pp. 380-390. (IF 2.754).
- 10) Efrat, Kalanit, Hughes Paul, Nemkova Ekaterina, Souchon Anne L., and Sy-Changco Joseph (2018) "Leveraging of Dynamic export capabilities for competitive advantage and performance consequences: Evidence from China" *Journal of Business Research*, Vol. 84, pp. 114-124. (IF 4.028).
- 11) Wald, Andreas, Holmesland Merete, and Efrat Kalanit (2019) "It isn't all about Money: Obtaining additional benefits through Equity Crowdfunding", *The Journal of Entrepreneurship*, Vol. 28 (2), pp. 270-294.
- 12) Efrat, Kalanit, Asseraf Yoel, (2019) "A shift in perspective? The role of emotional branding in shaping Born Globals performance", *International Business Review*, Vol. 28 (6), pp. 1-10. (IF=3.639).
<https://doi.org/10.1016/j.ibusrev.2019.101589>
- 13) Markovich, Amiram, Efrat, Kalanit, Raban Daphne, Souchon, Anne (2019) "The Impact of Perceived Quality of Web Information on Information Use and Performance: A Knowledge-Based View", *European Management Journal* (IF 2.985). <https://doi.org/10.1016/j.emj.2019.04.003>
- 14) Efrat, Kalanit, Gilboa Shaked, Sherman Arie (2019) "The role of supporter engagement in enhancing crowdfunding success", *Baltic Journal of Management - SI on crowdfunding* (IF 1.469). <https://doi.org/10.1108/BJM-09-2018-0337>

Accepted for Publication

- 1) Efrat, Kalanit, Gilboa Shaked and Berliner Daniel "The Israeli Crowdfunding - A Reflection of its Entrepreneurial Culture", in *Advances in Crowdfunding: Research and Practice*.

K. Submitted publications

- 1) Efrat, Kalanit, Gilboa Shaked, and Sherman Arie “Relationship approach to crowdfunding: How creators and supporters interact to enhance projects’ success”, paper under review – Electronic Markets.
- 2) Efrat, Kalanit, Souchon Anne L., Nemkova Ekaterina, and Dickenson Peter “Chutzpah and the Purple Cow Effect”, paper under review –Journal of Advertising.
- 3) Efrat, Kalanit, Oyne Stine, “Interaction approach to trust and conflicts management – Implications for B2B SMEs”, paper under review – European Management Journal.
- 4) Efrat Kalanit, Souchon, Anne, Wald Andreas, Hughes, Paul, Cai Joy, “Preventing Coopetition Tension: The Forgotten formation stage,” 1st revision – Long Range Planning.
- 5) Souchon Anne L., Dewsnap Belinda, Efrat Kalanit, and Korobilis-Magas Evangelos “Marketing Information Use: Toward an empirical understanding of the mechanisms for achieving success through greater Innovativeness”, paper under review – Industrial Marketing Management
- 6) Efrat, Kalanit, Gilboa Shaked, and Wald Andreas “The emergence of well-being in crowdfunding – A study of entrepreneurs and backers of reward and donation campaigns”, paper under review – Journal of Business Venturing.

L. Summary of my Activities and Future Plans

- 1) Efrat, Kalanit, Souchon Anne L., and Asseraf Yoel “Chutzpah – strategic characteristics and marketing implications”
- 2) Wald, Andreas, and Efrat Kalanit “Equity crowdfunding – the role of the investors in creating resources”
- 3) Markovich, Amiram, Efrat, Kalanit, Raban Daphne “The role of Web information in advancing dynamic capabilities development”
- 4) Hughes, Paul, Souchon Anne, Efrat, Kalanit, Cai, Joy “The dark side of coopetition”
- 5) Asseraf Yoel, and Efrat Kalanit “Tolerance for failure and firms’ performance - The dark side of marketing capabilities and creativity”