

CURRICULUM VITAE

VILLY ABRAHAM

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EDUCATION

DBA University of Manchester - Manchester Business School (see attached)

Dissertation: *Towards a Fuller Understanding of Consumer Animosity and Purchase Involvement*

Advisor: Andrew J. Newman, Ph.D.

MBA Ono College Business School, Israel June 2006

BA Sapir College Technology Marketing Department, Israel June 2003.

POSITIONS IN ACADEMIC INSTITUTIONS

Department Chairperson, Technology Marketing Department, Sapir College, Israel, 2021 – present.

Senior lecturer (Assistant professor), Technology Marketing Department, Sapir College, Israel, 2021 – present.

Lecturer, Technology Marketing Department, Sapir College, Israel, 2013 – 2021.

Adjunct lecturer, The School of Business Administration, The College of Management, Israel, 2020 – present.

Adjunct lecturer, Department of Hotel and Tourism Management, Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel, 2015 – current.

Adjunct lecturer, EFL Unit, Sapir Academic College, Israel, 2003 – 2020.

Adjunct lecturer, EFL Unit, Ben-Gurion University of the Negev, Israel, 2003 – 2020.

PUBLICATIONS

Bremser, K. & **Abraham, V.** (2022). "Exploring the influence of tourist ethnocentrism and risk perception on the hospitality and tourism industry", *EuroMed Journal of Business*, Vol. ahead-of-print. No. ahead-of-print. <https://doi.org/10.1108/EMJB-09-2021-0137>

Crowley-Cyr, L., Gershwin, L.A., Bremser, K., **Abraham, V.**, Martin, M.M., Carreño, M., Wüst, K. (2022). "Jellyfish risk communications: The effect on risk perception, travel intentions and behaviour, and beach tourism destinations" , *Journal of Hospitality and Tourism Management* ,Vol. 51 ,196-206. <https://doi.org/10.1016/j.jhtm.2022.03.002> (IF = 5.959)

Bremser, K., Crowley-Cyr, L., **Abraham, V.**, Martin, M., & Carreno, M. (2021), "Application of the health belief model to explain public perceptions, travel intentions, and actions during COVID-19: a sequential transformative design", *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print. No. ahead-of-print. DOI: <https://doi.org/10.1108/JHTI-12-2020-0235>

Abraham, V., Pizam, A., & Medeiros, M. (2022), "The impact of attitudes, motivational factors, and emotions on the image of a dark tourism site and the desire of the victims' descendants to visit it", *Journal of Heritage Tourism*, Vol. 17, No. 3, 264-282. DOI: [10.1080/1743873X.2021.1955892](https://doi.org/10.1080/1743873X.2021.1955892)

Abraham, V., Mizrachi, R., & Oded, O. (2021), "Exploring the antecedents and consequences of political animosity: the case of millennial female tourists traveling to India", *Current Issues in Tourism*, Vol. 24, No. 2, 279-296. DOI: [10.1080/13683500.2020.1767043](https://doi.org/10.1080/13683500.2020.1767043) (IF = 7.430).

Shapoval, V., Hagglund, p., Pizam, A., & **Abraham, V.** et al. (2021), "The COVID-19 pandemic effects on the hospitality industry using social systems theory: A multi-country comparison", *International Journal of Hospitality Management*, Vol. 94, DOI: <https://doi.org/10.1016/j.ijhm.2020.102813> (IF = 9.237).

Abraham, V., Bremser, K., Carreno, M., Crowley-Cyr, L., & Moreno, M. (2021), "Exploring the consequences of COVID-19 on tourist behaviors: perceived travel risk, animosity, and intentions to travel", *Tourism Review*, Vol. 76, No. 4, 701-717. DOI: <https://doi.org/10.1108/TR-07-2020-0344> (IF = 5.947).

Abraham, V. & Poria, Y., (2020). "Perceptions of a heritage site and animosity: the case of the West Bank", *Tourism Review*, Vol. 75, No. 5, 765-777. DOI: <https://doi.org/10.1108/TR-06-2019-0278> (IF = 5.947).

Abraham, V. & Poria, Y. (2020), "Political identification, animosity, and consequences on tourist attitudes and behaviours", *Current Issues in Tourism*, Vol. 23, No. 24, 3093-3110. DOI: [10.1080/13683500.2019.1679095](https://doi.org/10.1080/13683500.2019.1679095) (IF = 7.430).

Abraham, V. & Poria, Y. (2019), "A Research Note: Exploring Socially Visible Consumption in Tourism", *Tourism Management*, Vol. 70, 56-58. DOI: <http://doi.org/10.1016/j.tourman.2018.07.012> (IF=10.967)

Abraham, V. & Reitman, A. (2018), "Conspicuous Consumption in the Context of Consumer Animosity", *International Marketing Review*, Vol. 35, No. 3, 412-428. DOI: <https://doi.org/10.1108/IMR-03-2015-0051> (IF=5.326).

Abraham, V., & Reitman, A. (2014), "Item-Generation in Consumer Animosity Research", *Middle East Journal of Scientific Research*, Vol. 23, No. 1, 464-471.

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, 32 - 44.

Abraham, V. (2013), "Does Consumer Animosity Impact Purchase Involvement?": An Empirical Investigation", *International Journal of Business and Social Science*, Vol. 4, No. 1, 1 – 11.

CURRENT PROJECTS

Abraham, V., Shaked, O., Political animosity: a novel theoretical framework, submitted to *Tourism and Hospitality Research*.

Abraham, V., Bremser, K., Shaked, O., Exploring the impact of ethical motives and vicarious animosity on consumer animosity on consumer behavior: the context of Russia's invasion of Ukraine, submitted to *Journal of Consumer Behavior*.

Pizam, A., Medeiros, M., & **Abraham, V.**, Factors affecting tourists' emotional reaction during a visit to a dark attraction: a conceptual model, submitted to *Tourism Review*.

CONFERENCE PRESENTATIONS

Abraham, V., Bremser, K. (2022). Traveling consumers: the influence of education on tourist ethnocentrism. *British Academy of Management 2021 Conference*: Manchester UK.

Abraham, V., Bremser, K. (2021). Exploring the influence of tourist ethnocentrism on resident attitudes and behavioral intentions towards local travel. *Online 6th World Research Summit for Hospitality and Tourism*

Bremser, K., Kappler, S., **Abraham, V.** (2021). Will the experience of COVID-19 change flying behavior of millennials? *Online 6th World Research Summit for Hospitality and Tourism*

Abraham, V., Bremser, K., Crowley-Cyr, L., Moreno, M., & Carreno, M. (2021). Exploring willingness to travel during the COVID-19 pandemic through the lenses of protection motivation theory and attribution theory. *British Academy of Management 2021 Conference* (Online).

Abraham, V., Poria, Y. (2019). Perceptions of a heritage site and animosity: The case of the West Bank. *5th World Research Summit for Tourism and Hospitality*: Orlando Florida.

Abraham, V., Poria, Y. (2019). Revisiting females' perceptions of risk and its consequences on tourism behavior. *5th World Research Summit for Tourism and Hospitality*: Orlando Florida.

Abraham, V., Poria, Y. (2017). Tourism to the West Bank. *Researchers' Conference*: Jerusalem Israel.

GRANTS

2020 – The Ministry of Science (Israel) – grant was awarded to the study the impact of COVID-19 small and medium enterprises in Israel's periphery, \$12,000 (funded).

TEACHING ASSIGNMENTS

Sapir College (Israel)

Marketing Fundamentals (capstone course)
International Marketing (capstone course)
Market Research (capstone course)
Brand Management (capstone course)
Online Consumer Behavior

Talking Business (capstone course)
Business English

Ben-Gurion University (Israel)

Undergraduate:

Business English

Digital Marketing and Social Media Management in Tourism and Hospitality

Graduate:

Effective Communication in the Hotel and Tourism Industry

CURRICULUM DEVELOPMENT

Brand Management: Developed a new course to focus on the management of local and global brands.

Consumer Behavior: Developed a new course to focus on the psychology behind consumer behavior.

Online Consumer Behavior: As part of a new specialization opened in the Technology Marketing Department, developed a new course to focus on the motivations behind online behavior and the analytical tools at the disposal of marketing managers designed to optimize firms' marketing strategies.

International Marketing: Developed a new course designed to introduce students to foreign-market entry modes with a focus on cultural differences and their impact on the choice and implementation of marketing strategies.

Digital Marketing and Social Media Management in Tourism and Hospitality: Developed a course intended to introduce students in the Hospitality and Tourism Department to theories, concepts, and leading-edge practical tools to managing social media in the industry.

Effective Communication in the Hotel and Tourism Industry: Developed a new course focusing on communication skills (written & verbal) with a focus on professional and power presentations skills and body language.

Talking Business: Developed a new course focused on the writing and presentation of a marketing plan.

Business English: Developed a new course focused on business English skills ranging from business correspondence (emailing, formal writing), small talk, business negotiation, and product presentations.

PROFESSIONAL ACTIVITIES

Editorial Review Board Memberships: Scholarly Journals

Tourism Review – 2021 - present

Ad Hoc Reviewer: Scholarly Journals

Annals of Tourism Research – 2022 – present.

Plos One – 2021 – present.

Current Issues in Tourism – 2020 – present.

International Journal of Consumer Studies – 2020 – present.

Tourism Review – 2020 – present.

International Marketing Review – 2019 – present.

Tourism Management – 2019 – present.

International Business Review - 2016 – present.

UNIVERSITY CITIZENSHIP

Sapir College – College Level

Chairperson, Ethics in Research Committee, 2022 - present

Director, Marketing Clinic, Sapir College, 2019 – 2021.

Co-director, Smart Communities Lab, Sapir College, 2019 – 2021.

Member, Appeals Committee, 2018 - 2019.

Member, Disciplinary Committee, 2015 – 2018.

Sapir College – Technology Marketing Department

Department Chairperson, Department of Technology Marketing , Sapir College, 2021 – present

Chairperson, Curriculum Committee, Department of Technology Marketing, Sapir College, 2021 – present

Chairperson, Teaching Committee, Department of Technology Marketing, Sapir College, 2018 – 2021.

Head of the Digital Marketing specialization, Department of Technology Marketing, Sapir College, 2018 – 2021.

Director, SMB Marketing Clinic, Department of Technology Marketing, Sapir College, 2018 – 2021.

Member, Marketing Committee, Department of Technology Marketing, Sapir College, 2017 – 2021.

Member, Curriculum Committee, Department of Technology Marketing, Sapir College, 2016 – 2021.