

Danny ABRAMOVICH

An Instructional Practitioner Faculty (as defined by The AACSB) and a corporate trainer

List of business schools by country

ITALY (8)

LUISS Rome - The Libera Università Internazionale degli Studi Sociali Guido Carli
Since 2016 (*ongoing*), teaching 'Luxury Tourism Marketing', Master in Tourism Management
Since 2019 (*ongoing*), 'Luxury Channels & Distribution Marketing', Master in Luxury Management
Since 2020 (*ongoing*), 'Comparative Intercultural Management', Master in International Management

Politecnico di Milano, MIP Business School, Milan

Since 2017 (*ongoing*), teaching 'International Marketing', MS in Multichannel Marketing Management
In 2014, taught 'Constructing Effective Marketing Plans' as an elective course, MBA program

Bologna Business School (BBS)

Since 2015 (*ongoing*), co-teaching 'F&B Management', MBA

SDA Bocconi, Milan

2009-2017 (8 years), taught a yearly marketing course as a member of the international faculty, MFB

Università Cattolica del Sacro Cuore, Milan (UCSC)

Since 2020 (*ongoing*), teaching a Social Marketing workshop, Master in Cultural Diplomacy, ALMED
2016-2019 (4 years), taught 'International Marketing', Master in International Marketing Management

ESCP Europe, Turin

2017-2019 (3 years), teaching 'F&B Management', MS in Tourism Management, Turin

Polimoda Fashion School, Florence

In 2019, taught 'Marketing Strategy and Branding' workshops, Master in Fashion Brand Management
and Master in Luxury Business

IED, Istituto Europeo di Design, Florence

In 2019, taught 'F&B Marketing' course, Master in Communication Design

FRANCE (11)

INSEEC (OMNES) Paris & Lyon

Since 2009 (*ongoing in Lyon*), teaching selected marketing courses, including 'International Marketing',
graduate programs: MBA in Marketing & Brand Management, MBA in Luxury Brand Management and
MSc in Tourism Management

South Champagne Business School (SCBS), Troyes

Since 2008 (*ongoing*), teaching selected marketing courses, BBA and MBA

ESAM School of Management and Finance, Paris (IGS Group)

Since 2020 (*ongoing*), teaching 'Digital Marketing Strategy', MBA in Digital, Consulting and Innovation
2017-2020, taught 'Marketing Strategy and Branding', graduate level, in a double degree program with
Sherbrooke University, Montreal

ISG Paris

Since 2006 (*on and off*), 'Entrepreneurship Marketing', IMBA

Mod'Art Paris

Since 2020 (*ongoing*), 'Marketing Strategy', Fashion Management, MBA

IPAG Paris

2021, teaching 'Marketing Intelligence', undergraduate level

2017-2019 (3 years), a doctorate seminar 'New Venture Marketing', DBA

Paris School of Business (PSB)

2010-2017 (8 years), 'International Marketing' & IMC, graduate programs

ESCP Europe, Paris

In 2016, 'Marketing Consultancy', a specialized Master in Consulting

NEOMA Management School, Rouen

2012-2014, 'Advanced Marketing', MBA

SKEMA Business School, Sophia Antipolis (near Nice)

2013-2015, 'International Hospitality Marketing', MSc

ESSEC Paris

2009-2010, IHMI, 'F&B Management', MBA

--- from here the list is by an alphabetical order of countries ---

AUSTRIA**Lauder Business School, Vienna**

In 2013, taught 'Sales Management', graduate program

CAMEROON**Institut Supérieur d'Agriculture et de Gestion d'Obala - ISAGO (north of Yaounde)**

In 2018, co-teaching a weekly business seminar in the name of two Israeli Ministries: Foreign Affairs and Agriculture

CHINA**C/o Steinbeis University Berlin**

In 2013, taught an entrepreneurship workshop in Shanghai

C/o NEOMA Management School

In 2012, taught 'Service Marketing' in Dalian, Liaoning province

CYPRUS**College of Tourism and Hotel Management, Nicosia**

2002-2003, taught 'Advanced Hospitality & Tourism Marketing', undergraduate program, final year

GERMANY (3)

The Technical University of Munich, TUM School of Management

Since 2021 (*ongoing*), teaching 'International Marketing Strategy', an advanced marketing seminar, Master program

Steinbeis University Berlin

Member of the IBR Global MBA faculty, IBR School of Executive Management

Since 2013 (*ongoing*), teaching 'New Venture Marketing' in Haifa, Israel, in favor of MBA students coming from Namibia, Zimbabwe and South Africa

Steinbeis School of Management & Technology (SMT), Stuttgart

In 2018, taught an Entrepreneurship seminar delivered to Master in Business Engineering (MBE) students at the Lady Margaret Hall, University of Oxford

ISRAEL (3)

The Hebrew University of Jerusalem

1996-2012 (16 years), Faculty of Agriculture. Taught 'Service Marketing', undergraduate program

The Ben-Gurion University, Beer Sheva

1998-2006 (8 years), Faculty of Tourism. Taught 'Service Marketing', undergraduate program

Interdisciplinary Center, Herzliya

2001-2009 (8 years), Arison School of Business. Taught in a double degree program with the University of Nevada, UNLV, Las Vegas, USA

NETHERLANDS

LUISS Business School Amsterdam Hub

In 2021, teaching 'Internationalization', Master in International Management

SWITZERLAND

Lausanne Hotel School (EHL)

In 2002, taught 'Hospitality Marketing', elective course, Bachelor in Hospitality Management

UK

C/o Derby University

1999-2008 (9 years), School of Business and School of Tourism, Israeli extension. Taught 'Service Marketing', BA & MBA

See under "Germany", the 'Entrepreneurship' seminar that was delivered at the Lady Margaret Hall, University of Oxford, in favor of Steinbeis School of Management & Technology (SMT).

USA-related

C/o New-York University, Polytechnic Institute, USA & Israel (extension)

2009-2011 (3 years), taught 'Entrepreneurship Marketing', graduate program

AUSTRIA - CAMEROON - CHINA - CYPRUS - FRANCE - GERMANY
ISRAEL - ITALY - NETHERLANDS - SWITZERLAND - UK - (USA)

Comment: This list does not include workshops or short courses delivered solely online, an activity which takes place since 2020, in cooperation with academic institutions in **China** and the **United Arab Empire**.