

Dr. Hagai Gringarten

Selected

Achievements

- Founder, Publisher and Editor-in-Chief of the **Journal of Multidisciplinary Research (JMR)**, an academic peer reviewed research journal, indexed by premier international partners such as ProQuest, Cabells, EBSCO, and Gale-Cengage. Improved brand recognition, increased exposure, created additional Web traffic, and increased the quality of published academic research.
- Board member-The Florida Undergraduate Research Consortium (FURC). A consortium of 24 Florida universities and one of the nation's largest multi-disciplinary research conferences.
- Co-chair of the Branding Committee Task Force for proposed St. Thomas University-Barry University merger
- Co-author *Ethical Branding and Marketing: Cases and Lessons*. New York. Rutledge Publishing. Published in Japan, UK & USA
- Co-authored *Over a Cup of Coffee*, a bestselling book about coffee as a consumer product, and the importance of coffee in today's world.
- As President of the **American Marketing Association** of South Florida, took a non-performing chapter and turned it around. Established fundamental goals and infrastructure and created a vibrant, viable chapter.
- Co-founder and faculty advisor- **Journal of Student Research (JSR)**

Education

Ph.D. Lynn University, Graduate School of Business, Boca Raton, Florida.

Major: Corporate and Organizational Management

Doctoral Dissertation: *Price and Store Image as Mitigating Factors in the Perception and Evaluation of Retailers' Customer-Based Brand Equity*.

Committee Members: Senior Associate Dean, Ralph Norcio (Dissertation Chair), Dean Thomas Kruczek, and Adam Kosnitzky.

Post Graduate Certificate, Branding

Northwestern University, Kellogg School of Management, Evanston, Illinois

Post Graduate Certificate, Case Studies

Harvard Graduate School of Business, Cambridge, Massachusetts

M.B.A. University of Miami, Graduate School of Business, Miami, Florida.

Major: Marketing

B.B.A. University of Miami, School of Business, Miami, Florida.

Major: International Finance and Marketing

A.A. Miami Dade Community College, Miami, Florida.

Major: Business Administration

**Professional
Experience**

Founder, Publisher and Editor-in-Chief

Journal of Multidisciplinary Research (JMR)

Miami Gardens, Florida. (2009 - Present)

Founded an academic peer reviewed research journal. Growing *Journal of Multidisciplinary Research* into a world-class journal accepted and respected in academia worldwide. Under his leadership, the journal achieved international recognition, publishing articles by professors from top global universities, and is indexed by premier international partners such as ProQuest, Cabells, EBSCO, and Gale-Cengage, solidifying credibility and viability as an academic journal. In the process, improved brand recognition, increased exposure, created additional Web traffic, increased the quality of published academic research, and generated royalties.

Marketing Faculty

Gus Machado School of Business

Saint Thomas University

Miami Gardens, Florida. (2005 - Present)

Director, Study Abroad Programs

Gus Machado School of Business
Saint Thomas University
Miami Gardens, Florida. (2014 - Present)

Developed, manage, lead, and evaluate global student experiences.

Visiting Professor

Beijing Jiaotong University
Beijing, China. (2019)

Visiting Professor

Harbin Finance University
Harbin, China. (2016 - 2019)

Adjunct Professor of Marketing

Gus Machado School of Business
Saint Thomas University
Miami Gardens, Florida. (2000-2005)

Founder and President

South Beach Coffee Company
Miami Beach, Florida. (1996 - 2004)

Managed a fast growing coffee roaster-wholesale-retail company. Dynamic role responsible for optimizing new product development, manufacturing, sales, distribution, marketing, and advertising. In charge of business and marketing plans, business development, and strategic planning. Responsible for achieving-securing national accounts. Increased sales of company 500% in first three years.

Development Manager

Blockbuster Israel (1994 - 1996)

A very dynamic role responsible for opening new foreign market for Blockbuster, including hiring, training, store openings and various marketing activities. Responsible for receiving an award for Blockbuster- Best foreign country new opening of Blockbuster Worldwide.

**Program
Development**

Developed the following programs in marketing for the Gus Machado School of Business at St. Thomas University:

- Master of Business Administration (MBA) in Global Marketing
- Master of Science (MSM) in Management with Marketing Specialization
- Bachelor of Business Administration (BBA) in Marketing

**Course
Development**

Developed the following university new courses:

Graduate

- * BUS 613 Strategic Brand Management
- * BUS 672 Global Marketing Management
- * BUS 702 Marketing in Emerging Markets

Undergraduate

- * BUS 317 Personal Branding
- * BUS 417 Strategic Brand Management
- * BUS 419 Crisis Brand Management
- * BUS 463 Marketing in Emerging Markets

**Courses
taught during
2015-2017:**

Graduate

- ART 680 Arts Marketing
- BUS 536 Entrepreneurship
- BUS 606 Media & Global Marketing
- BUS 613 Strategic Brand Management (*course I created*)
- BUS 702 Marketing in Emerging Markets (*course I created*)
- BUS 780 Regional Business Economic environment
- BUS 795 International Management

Undergraduate

- BUS 319 Brand Crisis Management (*course I created*)
- BUS 417 Strategic Brand Management (*course I created*)
- BUS 463 Marketing in Emerging Markets (*course I created*)
- BUS 495 Regional Business Economic environment
- ENT 4004 Intro to Entrepreneurship
- GEB 1013 Principles of Business
- MAN 3600 International & Multinational Management
- MAR 3023 Foundations of Marketing
- MAR 4233 Social Media Marketing
- MAR 4831 Strategic Brand Management (*course I created*)
- MMC 3030 Personal Branding (*course I created*)

Co-teaching courses

- MAN 540 Fraud Prevention

Experience @ STU

- UNI 101 First year Experience
- POR 300 Portfolio

Publications Activities

Founder, Publisher and Editor-in-Chief

Founder, Publisher and Editor-in-Chief of the **Journal of Multidisciplinary Research (JMR)**, an academic peer reviewed research journal, published since 2009. The JMR is indexed by premier international partners

Editorial Review Board

Serves on the Editorial Review Board of the **Journal of International & Interdisciplinary Business Research**. A California State University system (AACSB) publication. (2015-Present)

Books

Gringarten, H. (2019). *Ethical Branding and Marketing: Cases and Lessons*. New York. Rutledge Publishing.

Gringarten, H., & Gal, N. (2000). *Over a Cup of Coffee*. Tel Aviv, Israel: Shiram-Shachar Ltd Publishing.

Book chapters

Gringarten, H. (2019). Leveraging national crisis for a public relations bonanza: Bayer, ethics, and the anthrax scare. In H. Gringarten, & R. Fernández-Calienes (Eds.). *Ethical branding and marketing: Cases and lessons* (pp. 69–79). Routledge Management and Business Studies Series. London and New York: Routledge.

Gringarten, H, Fernández-Calienes, R, & Rose, Q, N. “Publication Talks and Book Review Workshops: Book Reviews as an Effective Personal Branding Strategy.” Chapter in *Library Outreach to Writers and Poets: Case Studies*. by Carol Smallwood and Vera Gubnitskaia. Jefferson, N.C.: McFarland. (2017)

Gringarten, H, & Fernández-Calienes,R, “Book Reviews at the Intersection of Humanities and Technology” Chapter in *Essays on Humanities and Technology* , ed. by Arnold & Safit, (2015)

Gringarten, H. “Brand Equity.” In *Encyclopedia of Economics and Society*, ed. by Frederick F. Wherry. Sage Reference. 4 Vols. Thousand Oaks, CA.: Sage Publications (2015).

Gringarten, H. “LinkedIn.” In *Encyclopedia of Economics and Society*, ed. by Frederick F. Wherry. Sage Reference. 4 Vols. Thousand Oaks, CA.: Sage Publications, (2015).

Gringarten, H. “McDonald's.” In *Social History of the American Family: An Encyclopedia*, ed. by Marilyn J. Coleman and Lawrence H. Ganong. Thousand Oaks, CA.: Sage Publications, (2015).

Gringarten, H. and Fernández-Calienes, R. “Higher Education Act.” In *Social History of the American Family: An Encyclopedia*, ed. by Marilyn J. Coleman and Lawrence H. Ganong. Thousand Oaks, CA.: Sage Publications, 2014.

Articles

Gringarten, H., Fernández-Calienes, R. (2018) Book Reviews in Student Journals: An Untapped Academic Niche. *Kentucky Journal of Excellence in College and Learning* (accepted)

Gringarten, H. (2018) Price and Store Image as Mitigating Factors in the Perception and Evaluation of Retailers' Customer-Based Brand Equity *Journal of Multidisciplinary Research*, 10(1&2)

Oramas, E.J., Gringarten, H., & Mitchell, L. (2018) Chinese Students in U.S. Universities: A Qualitative Study of Cross-Cultural Learning Experiences, Transition, and Adaptation. *The Journal of International & Interdisciplinary Business Research*, 5 (1)

Gringarten, H., Fernández-Calienes, R. (2016) How to Write and Publish a Book Review in a Marketing Journal. *Strategic Management Review Journal*, 8(1), 109-123.

Gringarten, H., Fernández-Calienes, R., & Mitchell, L. (2015) Publishing a Book Review in Accounting Journal: a lost art? *The Journal of International & Interdisciplinary Business Research* 2 (1)

Gringarten, H., Fernández-Calienes, R., Knowles, L., & Grandmont-Gariboldi, N. (2011) The Branding of an Academic Journal: How Marketing, Intrapreneurship, Information Technology, and Teamwork Created a Successful Research Journal. *Journal of Multidisciplinary Research*, 3(3), 109-123.

Conferences

Gringarten, H. (2019) attended as Board member of FURC. The Florida Undergraduate Research Conference, University of North Florida, Jacksonville, Florida.

Gringarten, H. (2019) attended as Board member of FURC. The Florida Statewide Symposium, University of Central Florida, Orlando, Florida.

Gringarten, H., Fernández-Calienes, R. (2018) *Book Reviews in Student Journals: An Untapped Academic Niche*. Presented at the Florida Statewide Symposium: *Best Practices in Undergraduate Research*, Florida Atlantic University, Boca Raton, Florida.

Gringarten, H. (2017), *Undergraduate Research Journals* poster presented at Florida Statewide Symposium: Engagement in Undergraduate Research, University of Central Florida, Orlando, Florida.

Gringarten, H., Fernández-Calienes, R., & Suárez, D.M. (2016). “*Marketing Student Research: From Thought to Print.*” In *Mint Your Future: AMA International Collegiate Conference Faculty Proceedings 2016*, ed. by Donna Coelho. Chicago, IL.: American Marketing Association.

Gringarten, H. (2016), “*From Thought to Print: Expanding the Rule of Student Research Academic Publishing.*” In Florida Statewide Symposium: Engagement in Undergraduate Research, University of Central Florida, Orlando, Florida.

Gringarten, H. (2015). “Freeing Scholarship from Shackles of Paywalls: A Discussion on Open Access Publishing” Panel discussion. Open Access Symposium at St. Thomas University, Miami Gardens, Florida.

Gringarten, H. (2015). Discussion facilitator at the refereed International & Interdisciplinary Business Research (JIIBR) Symposium at California State University in Los Angeles, California.

Gringarten, H., Fernández-Calienes, R., & Knowles, L. (2011). *Journey to a Research Journal: Intrapreneurship, Branding, and the Making of an Academic Journal*. Paper presented at the refereed Annual International Conference on Innovation and Entrepreneurship in Singapore.

Pre-Publication Reviewer of Forthcoming Books

Gringarten, H. (2016). *Making Marketing Meaningful* (by Gloria Cockerell). Kendall Hunt Press (2016)-reviewed a new book on marketing.

Gringarten, H. (2012). *Business Essentials* (by David Vance). SAGE Publications (October 2012)-reviewed a new book on principles of business.

Gringarten, H. (2011). *Retailing in the Real World* (working title). SAGE Publications (May 2011)-reviewed a new book on retailing.

Gringarten, H. (2010). *The Brand: What is it, and How Do We Get There?* Routledge Publishing (May 2010)-reviewed a new book on “how to develop a brand.”

Book Reviews

Gringarten, H. (2019, Spring). Review of How to wash a chicken by T. Calkins. *Journal of Multidisciplinary Research*, 11(1), 121-122.

Gringarten, H. (2013, Summer). [Review of the book *Contagious: Why things catch on*, by J. Berger]. *Journal of Multidisciplinary Research*, 5(2), 103-105.

Gringarten, H. (2012, Fall). [Review of the book *The greatest business decisions of all time: How Apple, Ford, IBM, Zappos, and others made radical choices that changed the course of business*, by V. Harnish]. *Journal of Multidisciplinary Research*, 4(3), 95-97.

Gringarten, H. (2012, Summer). [Review of the book *The start-up of you*, by R. Hoffman, and B. Casnocha]. *Journal of Multidisciplinary Research*, 4(2), 127-129.

Gringarten, H. (2011, Fall). [Review of the book *Brandwashed: Tricks companies use to manipulate our minds and persuade us to buy*, by M. Lindstrom]. *Journal of Multidisciplinary Research*, 3(3), 157-158.

Gringarten, H. (2011, Summer). [Review of the book *Tell to win: Connect, persuade, and triumph with the hidden power of story*, by P. Guber]. *Journal of Multidisciplinary Research*, 3(2), 129-131.

Gringarten, H. (2011, Spring). [Review of the book *Poke the Box*, by S. Godlin]. *Journal of Multidisciplinary Research*, 3(1), 117-118.

Newspapers

Gringarten, H., (April 27, 2015). Barron's. Letter to editor- "Stocks and Obama's Iranian Deal."

Interviews

Gringarten, H. (2019, Fall). Life forward: Alejandro Laplana, technology entrepreneur. *Journal of Multidisciplinary Research*, 11(2), 91-94.

Gringarten, H. (2019, Spring). Mustafa Selcuk Cevik: Mining executive. *Journal of Multidisciplinary Research*, 11(1), 87-90

Gringarten, H. (2018, Spring-Summer). Life forward: Irma Becerra-Fernandez: Administrator, Educator, Scientist. *Journal of Multidisciplinary Research*, 10(1-2), 175-178.

Gringarten, H. (2017, Summer). Life forward: Dan Rotta: Retired international businessman. *Journal of Multidisciplinary Research*, 9(2), 97-100.

Gringarten, H. (2017, Spring). Life forward: Roni Raab: Non-profit administrator. *Journal of Multidisciplinary Research*, 9(1), 79-82.

Gringarten, H. (2016, Summer). Life forward: Ron Schneider, Founder and President, Star Consulting. *Journal of Multidisciplinary Research*, 8(2), 101-104.

Gringarten, H. (2016, Spring). Life forward: Colonel Charles H. May, United States Army. *Journal of Multidisciplinary Research*, 8(1), 101-104.

Gringarten, H. (2015, Spring). The honorable Richard Treco, Bahamas consul general to Miami. *Journal of Multidisciplinary Research*, 7(1), 107-110.

Gringarten, H. (2015, Spring). Laura Sturaitis, executive vice president for media services & product strategy, Business Wire. *Journal of Multidisciplinary Research*, 7(1), 103-106

Gringarten, H. (2015, Spring). Jorge Rico, co-founding partner and managing director, MBF Healthcare Partners. *Journal of Multidisciplinary Research*, 7(1), 99-101.

Gringarten, H. (2015, Spring). Zoltan Pinter, associate general counsel, Del Monte Fresh Produce Company. *Journal of Multidisciplinary Research*, 7(1), 91-93.

Gringarten, H. (2015, Spring). Quentin Dart Parker, international architect. *Journal of Multidisciplinary Research*, 7(1), 85-89.

Gringarten, H. (2015, Spring). Mario Murgado, principal, president, and chief executive officer, Brickell Motors. *Journal of Multidisciplinary Research*, 7(1), 81-84.

Gringarten, H. (2015, Spring). Ronny Lidor, Ph.D., professor and president, Zinman College of Physical Education and Sport Sciences at the Wingate Institute (Israel). *Journal of Multidisciplinary Research*, 7(1), 75-79.

Gringarten, H. (2015, Spring). Ronald R. Kogos, trial lawyer, developer, investor, philanthropist. *Journal of Multidisciplinary Research*, 7(1), 71-74.

Gringarten, H. (2015, Spring). Peter Klugsberger, management consultant. *Journal of Multidisciplinary Research*, 7(1), 67-69.

Gringarten, H. (2015, Spring). Shmuel Katz, M.D., army officer, medical doctor, and surgeon. *Journal of Multidisciplinary Research*, 7(1), 63-66.

Gringarten, H. (2015, Spring). Andy Hibel, co-founder and chief operating officer, HigherEdJobs. *Journal of Multidisciplinary Research*, 7(1), 59-62.

Gringarten, H. (2015, Spring). Len Herstein, founder and chief executive officer, ManageCamp Inc. *Journal of Multidisciplinary Research*, 7(1), 55-58.

Gringarten, H. (2015, Spring). V. C. (Vince) Hennessy, retired executive, Exxon Mobil Corporation, real estate lender and developer. *Journal of Multidisciplinary Research*, 7(1), 49-53.

Gringarten, H. (2015, Spring). Pablo Glaser, chief executive officer, Ogilvy Miami, new business director, Ogilvy Latina. *Journal of Multidisciplinary Research*, 7(1), 45-48.

Gringarten, H. (2015, Spring). Kenneth A. Finneran, former chief people officer – Americas, Hellmann Worldwide Logistics, Inc. *Journal of Multidisciplinary Research*, 7(1), 39-43.

Gringarten, H. (2015, Spring). Eggert Claessen, D.B.A., managing partner, Frumtak Ventures. *Journal of Multidisciplinary Research*, 7(1), 35-37.

Gringarten, H. (2015, Spring). Monsignor Franklyn M. Casale, president, St. Thomas University. *Journal of Multidisciplinary Research*, 7(1), 31-34.

Gringarten, H. (2015, Spring). Tim Calkins, clinical professor of marketing, Kellogg School of Management, Northwestern University. *Journal of Multidisciplinary Research*, 7(1), 27-30.

Gringarten, H. (2015, Spring). Anita Britt, chief financial officer, Perry Ellis International. *Journal of Multidisciplinary Research*, 7(1), 23-25.

Gringarten, H. (2015, Spring). Doron Ben-Meir, entrepreneur and venture capitalist. *Journal of Multidisciplinary Research*, 7(1), 19-22

Gringarten, H. (2015, Spring). Michael Arnold, editor, Bloomberg News, Hong Kong. *Journal of Multidisciplinary Research*, 7(1), 15-17.

Gringarten, H. (2015, Spring). Issam Zaid Al Tawari, chairman and chief executive officer, Rasameel Structured Finance. *Journal of Multidisciplinary Research*, 7(1), 11-13.

Gringarten, H. (2015, Spring). The honorable William “Bill” Altfield, Miami-Dade county court judge. *Journal of Multidisciplinary Research*, 7(1), 7-10.

Gringarten, H. (2012, Fall). Life forward: Patricia Lynch: Founder and President, Patricia Lynch Associates. *Journal of Multidisciplinary Research*, 4(3), 81-83.

Gringarten, H. (2012, Spring). Life forward: Barbara Bibas Montero: Co-Founder and Chief Marketing Officer. *Journal of Multidisciplinary Research*, 4(1), 91-94.

Gringarten, H. (2011, Fall). Life forward: Reverend Monsignor Franklyn Casale: President, St. Thomas University. *Journal of Multidisciplinary Research*, 3(3), 125-127.

Gringarten, H. (2011, Summer). Life forward: Kenneth Meyerson: President, Best Tennis. *Journal of Multidisciplinary Research*, 3(2), 117-119.

Service to profession

- Board member-The Florida Undergraduate Research Consortium (FURC). A consortium of 24 Florida universities and one of the nation's largest multi-disciplinary research conferences.
- Member-Editorial Review Board- the *Journal of International & Interdisciplinary Business Research*, a California State University system (AACSB) publication (2015-Present)
- President - American Marketing Association, South Florida professional chapter (1999)
- Served as Judge on the 2016 Strategic Marketing Competition. American Marketing Association International Collegiate Conference, New Orleans, Louisiana.
- Served as judge on 2016 American Marketing Association Chapter Plan and Annual Report, Chicago, Illinois.

- Served as judge on the 2016 American Marketing Association Collegiate Chapters Website Competition, Chicago, Illinois.
- Founder and faculty advisor - American Marketing Association STU Collegiate Chapter

Service to the University

- Co-chair of the Branding Committee Task Force for proposed St. Thomas University-Barry University merger
- Founder, Publisher and Editor-in-Chief of the Journal of Multidisciplinary Research (JMR)
- Generate royalties for STU from JMR publication activities.
- Chair of Academic Research Committee- Gus Machado School of Business
- Co-founder and faculty advisor of the *Journal of Student Research* (JSR), a nationally recognized academic journal of student research.
- Founder and faculty advisor - Sigma Beta Delta Collegiate Chapter of international honor society
- Provides internship opportunities to students with the JMR
- Appointed and serves on the STU Institutional Review Board (IRB)
- Chair of the Academic Freedom, Contracts, Rank and Tenure
- Vice Chair of the Faculty Forum
- Lead faculty- USA Funds Program. A 3-year \$325,000 grant to increase retention and graduation rates at STU
- Director, Study Abroad Program in Israel- Developed, managed, led, and evaluated an annual study abroad in Israel. (Approximately \$100,000 budget, 25 people). The study abroad program is unquestionably a growing and important component of the Business School's curriculum.
- Founder and faculty advisor - American Marketing Association STU Collegiate Chapter

- Development Committee- creation of Casale Honors College
- Search Committee-Dean, Gus Machado School of Business
- Search Committee-Dean, Biscayne College
- Search Committee-Cyber Security faculty, Gus Machado School of Business
- Search Committee-International Business faculty, Gus Machado School of Business
- Search Committee-Trade & Logistics faculty, Gus Machado School of Business
- Search Committee-Communication faculty, School of Communications
- Dean's Advisory Board of the Gus Machado School of Business
- Serves on the STU President's Cabinet
- Several presentations for St. Thomas University President's Board of Advisors
- Co-founder and active advisor of STU-South Florida Auto dealers auto internship program
- School of Business Retention and Recruitment Committee
- School of Business Academic Integrity Task Force

**Community
Service**

- Created and direct "spotlight artist" program with the Journal of Multidisciplinary Research to involve local artist with our publication
- Represent STU at various Israeli Consulate activities in South Florida
- United States Holocaust Museum, Washington D.C. - Charter Member
- Representative member and fund raiser -Yiddish Book Center, Amherst, Massachusetts

Professional Memberships

- American Marketing Association (AMA)
- Member of the Marketing Science Institute

Honors and Awards

- Received Key to the City of Miami Beach
- Certificate of Appreciation awarded by the Faculty of St. Thomas University “In Recognition of the Outstanding Commitment and Dedication to the Journal of Multidisciplinary Research”
- *Sigma Beta Delta* award for high scholastic achievement in graduate school

Community Activities

Charter Member-United States Holocaust Museum, Washington, D.C.

Representative member and fund raiser -Yiddish Book Center, Amherst, Massachusetts

Member- Republican Jewish Coalition