

Yoav Dubinsky, PhD
Curriculum Vitae

298D Anstett Hall
Lundquist College of Business
University of Oregon
Eugene, OR, 97403
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EDUCATION

PhD

University of Tennessee (2015-2018)
Dissertation: Israel's use of sports for nation branding and public diplomacy
Department of Kinesiology, Recreation and Sport Studies
Specialization: Sport Management

M.A.

University of Peloponnese, Greece (2009-2011)
Olympic Studies, Olympic Education and Organization of Olympic Events
Dissertation: Rings of Fire: The Complex Relations between Israel and the Olympic Movement
Department of Sports Organization and Management

M.A.

Tel-Aviv University, Israel (2006-2008)
Political Communications
Department of Political Science
Faculty of Social Sciences

B.A.

Tel-Aviv University, Israel (2003-2006)
Political Science
Department of Political Science
Faculty of Social Sciences

Professional Diploma

Koteret Journalist College, Israel (2003-2006)
Journalism and Media

ACADEMIC APPOINTMENTS

Instructor of Sports Business (2018-Present)

University of Oregon
Lundquist College of Business
Responsibilities: Teaching marketing and sports business courses as Instructor on Record

Graduate Teaching Associate (2015-2018)

University of Tennessee

Department of Kinesiology, Recreation and Sport Studies

Responsibilities: Taught three different courses as instructor on record

Adjunct Lecturer (2014)

Open University of Catalonia, Spain

Campus for Peace

Responsibilities: Taught online course as instructor on record

Graduate Teaching Assistant and Graduate Research Assistant (2010-2012)

University of Ottawa, Canada

School of Human Kinetics

Responsibilities: Grading, proctoring exams, guest lecturing, and helping with research

GRANTS AND FELLOWSHIPS

University of Oregon: Summer Institute Online Pathway (2021)

University of Oregon: Lundquist Center for Entrepreneurship Applied Research Award (2020)

University of Oregon: Summer Institute Online Pathway (2019)

University of Tennessee: Chancellor Fellowship (2015-2018)

University of Tennessee: W.K. McClure Scholarship for the Study of World Affairs (2016)

University of Tennessee: Graduate School Fellowship (2015-2016)

University of Ottawa: International Differential Scholarship and Assistantship (2010-2012)

John S. Latsis Foundation: Tuition and Accommodation fee for Master Program in Olympic Studies, Olympic Education and Sports Management (2009)

French Foreign Ministry: Tuition and accommodation for summer studies in Dijon France (2006)

South Africa Foundation for Jewish Descendants (2003)

ACADEMIC PUBLICATIONS

Journal Articles

Dubinsky, Y. (2022). Country image, cultural diplomacy, and sports during the COVID19 pandemic: Brand America and Super Bowl LV. *Place Branding & Public Diplomacy*. 1-17. <https://doi.org/10.1057/s41254-021-00257-9>

Dubinsky, Y. (2022). The Olympic Games, nation branding, and public diplomacy in a post-pandemic world: Reflections on Tokyo 2020 and beyond. *Place Branding & Public Diplomacy*. 1-12. <https://doi.org/10.1057/s41254-021-00255-x>

Dubinsky, Y. (2021). Branding a City as a Sports Town: A Conceptual Model Based on ‘Track Town USA’. *Journal of Global Sport Management*. 1-17. <https://doi.org/10.1080/24704067.2021.2001354>

Dubinsky, Y. (2021). Country image and political satire in sport management: Analyzing America through sports in South Park. *Sport in Society*. 1-23. <https://doi.org/10.1080/17430437.2021.1980781>

Dubinsky, Y. (2021). Sports, Brand America and U.S. public diplomacy during the presidency

- of Donald Trump. *Place Branding & Public Diplomacy*. Forthcoming.
<https://doi.org/10.1057/s41254-021-00230-6>
- Dubinsky, Y.** (2021). People-to-people sports diplomacy: “Israel Start-Up Nation” in the 2020 Tour de France. *Journal of Global Sport Management*. 1-21.
<https://doi.org/10.1080/24704067.2021.1931403>
- Dubinsky, Y.** (2021). From Start-Up Nation to Sports-Tech Nation? A SWOT analysis of Israel’s use of sports for nation branding. *International Journal of Sport Management and Marketing*, 49(1/2), 49-75. DOI: 10.1504/IJSMM.2021.114168
- Dubinsky, Y. & Dzikus, L.** (2021). The 1972 Munich Massacre and Israel’s country image. *Journal of Olympic Studies*, 2(1), 90-109. <https://doi.org/10.5406/jofolympstud.2.1.0090>
- Dubinsky, Y.** (2021). Revolutionary or arrogant? The role of the USWNT in Brand America through the 2019 FIFA Women’s World Cup. *International Journal of Sport and Society*, 12(1), 147-164. doi:10.18848/2152-7857/CGP/v12i01/147-164
- Dubinsky, Y.** (2020). Sport-Tech Diplomacy: Exploring the intersections between the sport-tech ecosystem, innovation, and diplomacy in Israel. *Place Branding & Public Diplomacy*.
<https://doi.org/10.1057/s41254-020-00191-2>
- Dubinsky, Y.** (2020). OCOGs and International Media: A Self-Analysis of Covering Beijing 2008, London 2012, and Rio de Janeiro 2016. *International Journal of Sport and Society*, 11, 23-37. doi:10.18848/2152-7857/CGP/v11i02/23-37.
- Dubinsky, Y.** (2019). Analyzing the Roles of Country Image, Nation Branding, and Public Diplomacy through the Evolution of the Modern Olympic Movement. *Physical Culture and Sport. Studies and Research*, 84(1), 27-40. doi: 10.2478/pcssr-2019-0024
- Dubinsky, Y.** (2019). From soft power to sports diplomacy: A theoretical and conceptual discussion. *Place Branding and Public Diplomacy*, 15, 154-164.
<https://doi.org/10.1057/s41254-019-00116-8>
- Dubinsky, Y., & Dzikus, L.** (2019). Israel’s country image in the 2016 Olympic Games. *Place Branding and Public Diplomacy*, 15, 173-184. <https://doi.org/10.1057/s41254-018-0105-y>
- Dubinsky, Y., & Dzikus, L.** (2019). Analyzing Israel’s Use of Sports for Public Diplomacy through International Relations Perspectives. *The International Journal of Civic, Political, and Community Studies*, 17(1), 15-25. <https://doi.org/10.18848/2327-0047/CGP/v17i01/15-25>
- Dubinsky, Y. & Dzikus, L.** (2019). Israel’s strategic and tactical use of the 2017 Maccabiah Games for nation branding and public diplomacy. *Journal of Applied Sport Management*, 11, 1-13. <https://doi.org/10.18666/JASM-2019-V11-I1-9170>
- Dubinsky, Y., & Dzikus, L.** (2019). The impact of Operation Protective Edge on Israel’s sport diplomacy. *International Journal of Sport and Society*, 10(1), 21-37.
<https://doi.org/10.18848/2152-7857/CGP/v10i01/21-37>
- Dubinsky, Y.** (2018). The image of Beijing and London in Israeli media coverage of the 2008 and 2012 Olympic Games. *The International Journal of Sport and Society*, 9(2), 37-50.
<https://doi.org/10.18848/2152-7857/CGP/v09i02/37-50>
- Dzikus L., & **Dubinsky Y.** (2018). Virtual patriot games: American Football in the Times, 1888-1910. *The International Journal of the History of Sport*, 34, 1179-1197.
- Dubinsky, Y.** (2017). The evolution of the Olympic Games through international relations theories. *World History Bulletin*, 33(1), 10-15.
- Dubinsky, Y., & O'Reilly, N.** (2012). The communication strategies of the 2008 Beijing

Olympic Games. *The International Journal of Sport and Society*, 3(1), 43-54.

Peer-Reviewed Book Chapters

Dubinsky, Y. (2021). IOC Rule 50 and the evolution of athletes' activism in America. In Todt, N., Miragaya, A., Fontoura, F., & Moreno, C. (eds.). *Reflexões olímpicas e dignidade humana* [ebook] (pp. 33-40). eMuseu do Esporte e a Comitê Brasileiro Pierre de Coubertin.

Dubinsky, Y. (2014). The complex relations between Israel and the Olympic movement. In Chatziefstathiou, D. & Muller, N. (Eds.), *Olympism, Olympic education and learning legacies* (pp. 58-67). Newcastle upon Tyne, UK: Cambridge Scholars Publishing.

Dubinsky, Y. (2014). The impact of Peres Centre for Peace on conflict resolution between Israel and Palestine. In editorial Open University of Catalonia, *Deporte Y Resolucion De Conflictos* (pp. 46-50). Barcelona, Spain: Open University of Catalonia.

Self-Published Books

Dubinsky, Y. (2014). *The Olympic Games, place branding and public diplomacy*. Tel-Aviv, Israel: Aviv Printing. Self-published.

Dubinsky, Y. (2013). *Place branding and the Olympic Games-Theory and practice*. Tel-Aviv, Israel: Aviv Printing. Self-published.

Other Selected Non-Media Publications

Dubinsky, Y. (February 8, 2022). Nation branding, public diplomacy, and the dystopian Beijing 2022 Winter Olympic Games. *CPD Blog*. Retrieved from <https://uscpublicdiplomacy.org/blog/nation-branding-public-diplomacy-and-dystopian-beijing-2022-winter-olympic-games>

Dubinsky, Y. (August 3, 2021). Live from the Games: Country image and the changing narratives of Tokyo 2020. *CPD Blog*. Retrieved <https://uscpublicdiplomacy.org/blog/live-games-country-image-and-changing-narratives-tokyo-2020>

Dubinsky, Y. (June 15, 2021). Sport-tech diplomacy: The Intersections between Sports, Technology, and Public Diplomacy. *CPD Blog*. Retrieved <https://uscpublicdiplomacy.org/blog/sport-tech-diplomacy-intersections-between-sports-technology-and-public-diplomacy>

Dubinsky, Y. (March 5, 2021). Sport-Tech Diplomacy: The Case of Israel. *GeoSport*. Retrieved from <https://www.iris-france.org/154615-sport-tech-diplomacy-the-case-of-israel/>

Dubinsky, Y. (October 28, 2020). Israel's Cycling Diplomacy. *GeoSport*. Retrieved from <https://www.iris-france.org/151123-israels-cycling-diplomacy/>

Dubinsky, Y. (October, 2020). The new era of the Olympic Movement. *Sport Heseqy*, (11), 12-17. Retrieved from <https://www.olympicsil.co.il/wp-content/uploads/2020/10/מגזין-112020-אוקטובר.pdf> [Hebrew]

Dubinsky, Y. (July 3, 2017). Maccabiah 2017: The 20th Jewish Olympics. *Engaging Sports*. Retrieved from <https://thesocietypages.org/engagingsports/2017/07/03/maccabiah-2017-the-20th-jewish-olympics/>

CONFERENCES, WORKSHOPS AND SESSIONS

Dubinsky, Y. (December 8-9, 2021). *Maximizing Non-Physical Abilities*. Sports Tech Nation

- Summit 2021. Online.
- Dubinsky, Y. (August 26, 2021). *Nation Branding and the Olympic Games: The Case of Israel*. 10th International Sports Business Symposium. Online.
- Dubinsky, Y. (December 7-9, 2020). *Sport Tech Management: New Skills for a New Era*. Sports Tech Nation Summit 2020. Online.
- Dubinsky, Y. (January 7-8, 2020). *Israel's potential of using the Winter Olympic Games and of the Youth Olympic Games for nation branding and public diplomacy*. Youth and Winter Sports Congress. University of Lausanne, Lausanne, Switzerland.
- Dubinsky, Y. (October 9-12, 2019). *The role of resistance in country image and nation branding through the history of the Modern Olympic Games*. 3rd South African Sport History Conference, Nelson Mandela Gateway, Cape Town, and Robben Island, South Africa.
- Dubinsky, Y. (July 1-7, 2019). *Olympic Movement: Nation Branding and Public Diplomacy*. 13th International Session for Educators of Higher Institutes of Physical Education. International Olympic Academy, Olympia, Greece.
- Dubinsky, Y. (March 15-16, 2019). *The impact of the 1972 Munich Massacre on Israel's sports diplomacy*. The 2nd annual conference of the Center for Sociological Sport and Olympic Research. California State University, Fullerton, CA, USA.
- Dubinsky, Y. (February 20-22, 2018). *Social Media in the Age of Sports*. Social Media Week 2018. University of Tennessee, Knoxville, TN, United States.
- Dubinsky, Y., & Dzikus, L. (November 1-4, 2017). *The Impact of the 20th Maccabiah Games on Israel's Sports Diplomacy*. North American Society for the Sociology of Sport 2017 Conference. Caesars Windsor, Windsor, ON, Canada
- Dubinsky, Y., & Dzikus, L. (September 6-9, 2017). *The Commemoration of the 1972 Munich Victims in the Rio 2016 Olympic Games*. International Association for the Philosophy of Sport 2017 Conference. Westin Resort and Spa, Whistler, BC, Canada.
- Dubinsky, Y. (November, 14, 2016). *Olympism and Israel in the 2016 Olympic Games*. McClure Symposium. University of Tennessee, Knoxville, TN, United States
- Dubinsky, Y., & Dzikus, L. (November 2-5, 2016), *The Politics around Israel's Participation in the 2016 Olympic Games*. North American Society for the Sociology of Sport 2016 Conference. Downtown Hilton Tampa, Tampa, FL, United States
- Dubinsky, Y., & Dzikus, L. (August 16, 2016). *The media coverage of the 2008 and 2012 Olympic Games and Agenda 2020*. 8th International Sport Business Symposium – Rio de Janeiro during the XXXI. Olympic Games: Olympics and Agenda 2020. Rio de Janeiro State University, Rio de Janeiro, Brazil.
- Dubinsky, Y. (August 8, 2016). *Ethical dimensions of Olympic Education in Israel: A mixed perception of Pierre de Coubertin's legacy*. 2nd International Pierre De Coubertin Symposium. Santa Ursula University, Rio de Janeiro, Brazil.
- Dubinsky, Y. (May 27-30, 2016). *The politics behind commemorating the 1972 "Munich Massacre" and its victims*. 44th North American Society for Sports History Convention. Georgia Tech Hotel, Atlanta, GE, United States
- Dubinsky, Y. (April 8-9, 2016). *Human rights and SDP organizations during the Israeli-Palestinian conflict escalation*. 4th Annual Muhammad Ali Center Athletes and Social Change Forum. Online Conference.
- Dubinsky, Y. & Dzikus L. (November 4-7, 2015). *The Impact of Operation Protective Edge on Israel's Sports Diplomacy*. North American Society for the Sociology of Sport 2015 Conference. Convention Center, Santa Fe, NM, United States

- Dubinsky, Y. (October 3-4 2013). *Sport and Conflict Resolution in Israel*. 6th International Congress on Conflictology and Peace. Open University of Catalonia. Barcelona, Spain
- Dubinsky, Y. (August 3rd 2012). *Israel and the Olympic Movement*. International Pierre de Coubertin Symposium. Canterbury Christ Church University, Canterbury, United Kingdom.
- Dubinsky, Y. (August 31st, 2012). *Olympic Values and the International Olympic Academy*. The 2nd Children's Health in Sports Conference. The Peres Centre for Peace. Tel-Aviv, Israel
- Dubinsky, Y. (July 23-25 2012). *The Communication Strategy of the Organizing Committee of the 2008 Beijing Olympic Games*. 3rd International Conference on Sport and Society. Cambridge University, Cambridge, United Kingdom
- Dubinsky, Y. (April 15th 2011). *Nation Branding and the Olympic Games*. HKGSA Conference, University of Ottawa, Ottawa, ON, Canada

SELECTED WEBINARS

- Dubinsky, Y., Zong, D., Akhtar, A., Gutierrez Arellano, A., Hull, J., Scheller, C., Sharma, J., Su, A. Z. (November 18, 2021). *Global Perspectives on Sports and Society*. University of Oregon. Online. <https://www.youtube.com/watch?v=TqGz7W8VD90>
- Wang, J., Balsamo, A., & Dubinsky, Y. (September 28, 2021). *Mega-events and soft power: Tech & Spectacle at World Expo*. Webinar. USC Center on Public Diplomacy. Online. <https://www.youtube.com/watch?v=STvn24nFVrk>
- Chadwick, S, & Dubinsky, Y. (July 9, 2021). *Israel Start-Up Nation – the role of professional cycling in promoting diplomacy and business*. GeoSport. Online: <https://www.iris-france.org/159057-israel-start-up-nation-the-role-of-professional-cycling-in-promoting-diplomacy-and-business/>

TEACHING AND LECTURING

Courses Taught (Instructor of record)

Sports Business and Society
 2018-2022 (11 sections; 5 face-to-face, 6 online)
 Average enrolment: 100 students
 Lundquist College of Business
 University of Oregon

Sports Marketing
 2021 (1 section: face-to-face)
 Enrolment: 40 students
 Lundquist College of Business
 University of Oregon

Marketing: Value for the customer
 2018-2021 (12 sections; 8 face-to-face, 6 online/remote)
 Average enrolment: 60 students

Lundquist College of Business
University of Oregon

Sport Communication
2016-2018 (4 sections)
Average enrolment: 30 students
Department of Kinesiology, Recreation and Sport Studies
University of Tennessee, Knoxville

Socio-Cultural foundations of Sport and Recreation
2015-2018 (5 sections)
Average enrolment: 30 students
Department of Kinesiology, Recreation and Sport Studies
University of Tennessee, Knoxville

Social Issues in Sport
2016 (1 section)
Average enrolment: 30 students
Department of Kinesiology, Recreation and Sport Studies
University of Tennessee, Knoxville

Sport, Media and Conflict Resolution
2014 (1 online section)
Average enrolment: 10 students
Campus for Peace
Open University of Catalonia

Teaching Assistant

Sociology of Sport and Physical Activity in Canada
2011 (1 section)
School of Human Kinetics
University of Ottawa, Canada

Ethics in Sport, Physical Activity and Health in Canada
2011 (1 section)
School of Human Kinetics
University of Ottawa, Canada

Nutrition and Energy Metabolism
2011 (1 section)
School of Human Kinetics
University of Ottawa, Canada

Sports Marketing and Sponsorship
2010 (1 section)

School of Human Kinetics
University of Ottawa, Canada

SERVICE

Advisory Board Member

Physical Culture and Sports. Studies and Research (2021-Present)

International Journal of Sports and Society/ Sport and Society Research Group (2018-Present)

Reviewer (selected journals)

International Journal of Sport Management and Marketing

International Journal of Sports Marketing and Sponsorship

Journal of Global Sports Management

International Review for the Sociology of Sport

Place Branding and Public Diplomacy

International Journal of Sport and Society

Journal of Applied Sport Management

Physical Culture and Sport. Studies and Research

Committees

Dubinsky, Y. (Winter 2022-present). Voting member representing the Lundquist College of Business (Interim). University of Oregon Senate. University of Oregon.

Dubinsky, Y. (Fall, 2019-Present). Member. International Scholarships Committee. University of Oregon.

Dubinsky, Y. (Fall 2018-2019). Member. Undergraduate Program Committee. University of Oregon

Dubinsky, Y. (Spring 2019). Member. Marketing Department Curriculum Review Committee. University of Oregon.

Dubinsky, Y. (Spring 2019). Member. Hawes Award Review Committee. University of Oregon.

Dubinsky, Y. (Spring 2017). Member. Ad-hoc Diversity committee. University of Tennessee, Knoxville

Advising

Dubinsky, Y. (2021-Present). Honors Thesis Advisor. Robert Donald Clark Honors College. University of Oregon.

Dubinsky, Y. (2019-Present). Faculty Club Advisor. International Business and Economics Club. University of Oregon.

Dubinsky, Y. (2020-2021). Faculty Mentor, International Cultural Service Program. University of Oregon.

Dubinsky, Y. (2019-2020). International Faculty Mentor. International Studies. University of Oregon.

Coordinator

Dubinsky, Y. (June 11-25, 2013). Coordinator. 53rd Young Participants Session. International Olympic Academy, Olympia, Greece.

Dubinsky, Y. (June 16-30, 2012). Coordinator. 52nd Young Participants Session. International Olympic Academy, Olympia, Greece.
Dubinsky, Y. (June 25-July, 2011). Coordinator. 51st Young Participants Session. International Olympic Academy, Olympia, Greece.
Dubinsky, Y. (June 17-30, 2010). Coordinator. 50th Young Participants Session. International Olympic Academy, Olympia, Greece.

PROFESSIONAL EXPERIENCE

Covered hundreds of sports events and published and edited over 1,000 articles in various Israeli media outlets, mostly sports and travel related

Freelance Columnist and Blogger (2009-2020)

Wrote hundreds of articles for various media outlets and covered over a hundred National and International sports events in the United States, Israel, Canada, Greece, Spain, Great Britain and Brazil including the Rio 2016 Olympic Games and the London 2012 Olympic Games, the 2017 NBA Finals and the 2018 College Football Playoff National Championship Game.

Keshet Broadcasting (2007-2009)

Chief editor of the Sports Channel and the Travel Channel of the Israel's biggest Broadcasting Network's web site – www.mako.co.il. Built and managed a sports department of over 20 editors, reporters and producers and managed a monthly budget, helping to leverage the website from being ranked 14 to 3rd in Israel. Covered the 2008 Beijing Olympic Games for the web site and the TV Network.

Israeli Sports Channel (2003-2007)

Shift editorial manager of Israel's Sports Channel's web site – www.sport5.co.il. Managed a daily crew of 5 sub editors, and headed projects on global sports events such as the 2004 Olympic Games and the 2006 World Cup.

MILITARY SERVICE (2000-2003)

Israel Artillery Force: Course Planner for Officers, ranked 1st Sgt

ATHLETIC EXPERIENCE

Certified basketball coach (U-16). Wingate Institute and Siim Campus, Tel-Aviv, Israel (2010)
ASA Tel-Aviv Youth Handball Department (1994-2000)