

**Yoav Dubinsky, PhD**  
Curriculum Vitae

298D Anstett Hall  
Lundquist College of Business  
University of Oregon  
Eugene, OR, 97403  
Phone: 541-346-3532  
Email: [yoavd@uoregon.edu](mailto:yoavd@uoregon.edu)

**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**

**Senior Instructor I of Sports Business (2018-Present)**

University of Oregon  
Lundquist College of Business  
Responsibilities: Teaching marketing and sports business courses, along with research and service as a full-time faculty.

**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, FELLOWSHIPS AND AWARDS**

University of Oregon: Sustainability Fellow (2024)

University of Oregon: Goulet Research Award (2024)

University of Oregon: Office of the Provost's Book Publication Award (2023)

University of Oregon: Excellence in Undergraduate Teaching Award (2022-2023)

University of Southern California: Center for Public Diplomacy Research Fellow (2020-2022)

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.** (2024). Clashes of cultures at the FIFA World Cup: Reflections on soft power, nation building and sportswashing in Qatar 2022. *Place Branding & Public Diplomacy*, 20(2), 218-231. <https://doi.org/10.1057/s41254-023-00311-8>

**Dubinsky, Y.** (2024). Branding a City as a Sports Town: A Conceptual Model Based on 'Track Town USA'. *Journal of Global Sport Management*, 9(10), 1-17. <https://doi.org/10.1080/24704067.2021.2001354>

**Dubinsky, Y.** (2023). The Olympic Games and Judo Diplomacy: An Explorative Discussion

- on Country Image in Tokyo 2020. *Communication & Sport*, 12(1), 149-169. <https://doi.org/10.1177/21674795231153663>
- Dubinsky, Y.** (2023). Nation Branding, Country Image, and the Scope of Sport-Tech Diplomacy: Lessons from the Case of the Tokyo 2020 Olympic Games. *Journal of Global Sport Management*, 1-23. <https://doi.org/10.1080/24704067.2023.2226155>
- Dubinsky, Y.** (2023). Country image, cultural diplomacy, and sports during the COVID19 pandemic: Brand America and Super Bowl LV. *Place Branding & Public Diplomacy*, 19(3), 245-265. <https://doi.org/10.1057/s41254-021-00257-9>
- Dubinsky, Y.** (2023). The Olympic Games, nation branding, and public diplomacy in a post-pandemic world: Reflections on Tokyo 2020 and beyond. *Place Branding & Public Diplomacy*, 19(3), 386-369. <https://doi.org/10.1057/s41254-021-00255-x>
- Dubinsky, Y.** (2023). Sports, Brand America and U.S. public diplomacy during the presidency of Donald Trump. *Place Branding & Public Diplomacy*, 19(1), 167-180. <https://doi.org/10.1057/s41254-021-00230-6>
- Dubinsky, Y.** (2023). Country image and political satire in sport management: Analyzing America through sports in South Park. *Sport in Society*, 26(1), 104-126. <https://doi.org/10.1080/17430437.2021.1980781>
- Dubinsky, Y.** (2022). Sport-Tech Diplomacy: Exploring the intersections between the sport-tech ecosystem, innovation, and diplomacy in Israel. *Place Branding & Public Diplomacy*, 18(2), 169-180. <https://doi.org/10.1057/s41254-020-00191-2>
- 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/IJSM.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). 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/pcsr-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 and Academic Book Chapters, Research, and Conference Papers**
- Dubinsky, Y. (In Press.).** Chapter 25: Geopolitics and Israeli Football: New Generations, Contemporary Challenges and Opportunities. In Chadwick, S., Widdop, P., Goldman, M. M. (eds.). *Continental Perspectives on the Geopolitical Economy of Football*. New York, NY: Routledge.
- Dubinsky, Y. (In Press.).** Chapter 27: The USWNT, Nation Branding, Public Diplomacy and the 2023 FIFA Women's World Cup: U.S. Against the World. In Chadwick, S., Widdop, P., Goldman, M. M. (eds.). *The Geopolitical Economy of Football*. New York, NY: Routledge.
- Dubinsky, Y. (2023).** Chapter 9: Israel's winter sports diplomacy. In Chadwick, S., Widdop, P., Goldman, M. M. (eds.). *The Geopolitical Economy of Sport* (pp. 75-84). New York, NY: Routledge.
- Dubinsky, Y. (2022).** Sport-Tech Diplomacy at the Tokyo 2020 Olympic Games. *CPD Perspectives on Public Diplomacy*. Los Angeles, CA: USC Center for Public Diplomacy and Figueroa Press. Retrieved from [https://uscpublicdiplomacy.org/sites/default/files/Sport-Tech%20Diplomacy\\_11.21.22.pdf](https://uscpublicdiplomacy.org/sites/default/files/Sport-Tech%20Diplomacy_11.21.22.pdf)
- 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. (2020).** Olympic Movement: Nation Branding and Public Diplomacy. In Georgiadis, K. (ed.). *Olympic Truce as an Educational Tool* (pp. 89-97). Athens, Greece: International Olympic Academy.
- 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.

### **Books**

**Dubinsky, Y.** (2023). *Nation Branding and Sports Diplomacy: Country Image Games in Times of Change*. Cham, Switzerland: Palgrave Macmillan.

**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. (2024). The new era of the Olympic Movement. *Olympic Analysis*.

Retrieved from <https://olympicanalysis.org/paris-2024-live/the-new-era-of-the-olympic-movement/>

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 Hesegy*, (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. (August 8, 2024). “*The Olympic Games, Geopolitics, and Judo Diplomacy: Lessons from Tokyo 2020*”. 11<sup>th</sup> International Sports Business Symposium. AMOS Sport Business School, Paris, France.

Dubinsky, Y. (December 11-15, 2023). “*Place Branding and Leisure: Running Culture and*

- Track Town USA*". 17<sup>th</sup> World Leisure Congress. University of Otago, Dunedin, New Zealand.
- Dubinsky, Y. (July 7-13, 2023). *Tokyo 2020 and the New Era of the Olympic Movement*. 14<sup>th</sup> International Session for Educators of Higher Institutes of Physical Education. International Olympic Academy, Olympia, Greece.
- Dubinsky, Y. (June 27-June 28, 2023). *Cycling Diplomacy*. World Congress on Sports Diplomacy. Uda Ikastaroak UPV/EHU, San Sebastian, Basque Country, Spain.
- Dubinsky, Y. (June 27-June 28, 2023). *Sports Diplomacy, Mega Events and the Pandemic: Reflections on Tokyo 2020*. World Congress on Sports Diplomacy. Uda Ikastaroak UPV/EHU, San Sebastian, Basque Country, Spain.
- Dubinsky, Y. (April 13-April 16, 2023). *Reflections on Covering and Researching Four Olympic Games*. 18<sup>th</sup> International Olympic Academy Participants Association Session. Online.
- Dubinsky, Y. (April 3, 2023). *Israel's use of Sports for Nation Branding and Public Diplomacy, Sport, Diplomacy, and Influence*. Sorbonne Nouvelle and the University of Lausanne. Online.
- Dubinsky, Y. (November 30-December 2, 2022). *Nation Branding and Public Diplomacy, and the Survival-Oriented Era of the Olympic Movement*. Sport Management Association of Australia and New Zealand 2022 Conference. Swinburne University of Technology, Melbourne, VIC, Australia.
- Dubinsky, Y. (March 18-19, 2022). *The Olympic Games, Nation Branding, and Public Diplomacy: Reflections on Tokyo 2020 and Beyond*. The 4th annual conference of the Center for Sociological Sport and Olympic Research. California State University, Fullerton, CA, USA.
- 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*. 10<sup>th</sup> 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*. 3<sup>rd</sup> 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*. 13<sup>th</sup> 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 2<sup>nd</sup> 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 20<sup>th</sup> 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*. 2<sup>nd</sup> 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*. 44<sup>th</sup> 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*. 4<sup>th</sup> 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*. 6<sup>th</sup> International Congress on Conflictology and Peace. Open University of Catalonia. Barcelona, Spain
- Dubinsky, Y. (August 3<sup>rd</sup> 2012). *Israel and the Olympic Movement*. International Pierre de Coubertin Symposium. Canterbury Christ Church University, Canterbury, United Kingdom.
- Dubinsky, Y. (August 31<sup>st</sup>, 2012). *Olympic Values and the International Olympic Academy*. The 2<sup>nd</sup> 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*. 3<sup>rd</sup> International Conference on Sport and Society. Cambridge University, Cambridge, United Kingdom
- Dubinsky, Y. (April 15<sup>th</sup> 2011). *Nation Branding and the Olympic Games*. HKGSA Conference, University of Ottawa, Ottawa, ON, Canada

## SELECTED APPARENCES

### Podcasts & Webinars

- Holmes, T. (August 11, 2024). Paris 2024 Olympic Games Report Card. *The Sports Ambassador*. Retrieved from <https://www.patreon.com/posts/109983953>
- Holmes, T, L. (November 24, 2023). The Ticket Final Edition – What's the Future? *ABC*. Retrieved from <https://www.abc.net.au/listen/programs/the-ticket/the-ticket-final-edition--whats-the-future/103151070>
- Dorfan, R. (February 15, 2022). Wanted a Cold War? You got it. *The Dorfan Phenomenon – The*

- Podcast. Retrieved from [https://pnc.st/s/dorfanpof/e655532b/-?fbclid=IwAR1k07VG2Gbo7g2Wwwya8tQhXm\\_dNFdKHpmIQOoKgEaBkPIxwm93iWhdt8](https://pnc.st/s/dorfanpof/e655532b/-?fbclid=IwAR1k07VG2Gbo7g2Wwwya8tQhXm_dNFdKHpmIQOoKgEaBkPIxwm93iWhdt8) [Hebrew]
- 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/>
- Soroka, E., & Lutsky, I. (June 8, 2020). Episode 18 - This is America. *Osim NBA*. Retrieved from [https://soundcloud.com/nba-428717148/osimnba\\_ep18](https://soundcloud.com/nba-428717148/osimnba_ep18) [Hebrew]
- Daskal, O. (April 4, 2020). Episode 266 – Yoav Dubinsky. *In Any Given Day*. Retrieved from <https://soundcloud.com/kolyompod/266a?in=shlomi-ben-david-3%2Fsets%2Fbkmucmgeaqf8> [Hebrew]

### **Selected Media Appearances**

- Teixeira, D. (July 25, 2024). A toch apagou? *Crusoe*. Retrieved from <https://crusoe.com.br/edicoes/325/a-tocha-apagou/>
- Graham, P. (July 15, 2024). From Biles to Sha'Carri, Team USA packed with star power heading into Olympic Games. *Associated Press*. Retrieved from <https://apnews.com/article/olympic-games-team-usa-preview-fe65d865d2053a01055b4114c272a5df>
- Bruno, J. (July 1, 2024). Could Charlotte host the 2040 Olympics? One councilman thinks so. *WSOC-TV*. Retrieved from <https://www.wsocv.com/news/local/could-charlotte-host-2040-olympics-one-councilman-thinks-so/NMDJBQJBUNHKTmw3QOBSVEVREI/>
- Christovich, A. (November 3, 2023). Power Conference, Athletic Departments Remain Silent on Israel-Hamas War. *Front Office Sports*. Retrieved from <https://frontofficesports.com/power-conferences-athletic-departments-remain-silent-on-israel-hamas-war/>
- Graves, W. (August 3, 2023). USA Gymnastics to expand its partnership with Nike, a sign it's gaining trust in the post-Nassar era. *AP*. Retrieved from <https://apnews.com/article/usa-gymnastics-nike-paris-olympics-larry-nassar-9b5272be693a05f256e5124ea9162f02>
- Whyno, S. (June 22, 2023). Qatar sovereign wealth fund buys stake in Washington's NBA, NHL and WNBA teams, AP source says. *AP*. Retrieved from <https://apnews.com/article/qatar-investment-authority-buys-wizards-capitals-9e2d9e6246f79b5265e9891b29cae690>
- Hjelmgaard, K. (June 16, 2023). Got an image problem? Buy a sports team or invest in a league like PGA-LIV. These Arab countries did. *USA Today*. Retrieved from <https://www.usatoday.com/story/news/world/2023/06/16/pga-tour-liv-golf-how-nations-use-sports-to-laundry-reputations/70300804007/>
- Masunaga, S. (June 8, 2023). The LIV Golf-PGA Tour merger shows why sports is so good for



- image washing. *Los Angeles Times*. Retrieved from <https://www.latimes.com/business/story/2023-06-08/liv-golf-pga-tour-merger-brings-sportswashing-accusations>
- CBC. (June 7, 2023). PGA Tour draws criticism for merger with Saudi wealth fund. *CBC*. Retrieved from <https://www.cbc.ca/player/play/2224534595709>
- Dunson, D. (June 6, 2023). With PGA-LIV merger, the sportswashing of Saudi Arabia's human rights record is in full swing. *DEADSPIN*. Retrieved from <https://deadspin.com/pga-liv-saudi-arabia-sportswashing-american-teams-1850511087>
- Teixeira, D. (November 25, 2022). A Copa da vergonha. *Crusoe*. Retrieved from <https://crusoe.uol.com.br/edicoes/239/a-copa-da-vergonha/>
- Tenorio Labra, J. T. (November 20, 2022). Qatar, el millonario anfitrión del Mundial que es foco de críticas por su trato a los DD.HH. *El Mercurio*. Retrieved from <https://digital.elmercurio.com/2022/11/20/A/S946UDK9?fromSearch=1&q=Dubinsky&GotoArticle=PL473U9T>
- CBC Newsroom. (November 18, 2022). 2022 FIFA World Cup. *CBC*. Retrieved from [https://cbchls.akamaized.net/delivery/news/2022/11/18/nn-Dubinsky-invu-181122-21-23-57/nn-Dubinsky-invu-181122\\_5000kbps.mp4](https://cbchls.akamaized.net/delivery/news/2022/11/18/nn-Dubinsky-invu-181122-21-23-57/nn-Dubinsky-invu-181122_5000kbps.mp4)
- Calvin Meyer, J. (November 17, 2022). World Cup money, drama and fans focus a white-hot global spotlight on Qatar. *The Washington Times*. Retrieved from <https://www.washingtontimes.com/news/2022/nov/17/world-cup-drama-money-fans-focus-white-hot-global/>
- Eccleshare, C. (July 28, 2022). Spurs in Israel: Why a pre-season trip to Haifa to face Roma has proven so controversial. *The Athletic*. Retrieved from <https://theathletic.com/3456616/2022/07/29/tottenham-roma-friendly-israel/>
- Dubinsky, Y. (July 18, 2022). Oregon: A world championship outside the regular box. *Calcalist*. Retrieved from [https://www.calcalist.co.il/sport\\_news/article/rjsr3dg2c](https://www.calcalist.co.il/sport_news/article/rjsr3dg2c) [Hebrew]
- Bolt, S. (July 17, 2022). Le Tour de France des États-sponsors. *TdG*. Retrieved from <https://www.tdg.ch/le-tour-de-france-des-etats-sponsors-596679074293>
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## TEACHING AND LECTURING

### Courses Taught (Instructor of record)

Sports Business and Society  
2018-2024 (21 sections; 11 in-person, 10 online)  
Average enrolment: 100 students  
Lundquist College of Business  
University of Oregon

Sports Marketing  
2021-2023 (6 section: in-person)  
Average Enrolment: 45 students  
Lundquist College of Business  
University of Oregon

Business of the Olympic Games  
2022-2024 (3 sections)  
Enrolment: 92 students (in-person) and 19 students (in-person, study abroad)  
Lundquist College of Business  
University of Oregon

Marketing: Value for the customer  
2018-2023 (15 sections; 9 in-person, 6 online/remote)  
Average enrolment: 60 students  
Lundquist College of Business  
University of Oregon

Global Sports Business Strategies  
2024 (1 section, study abroad)

Enrolment: 20 students  
Lundquist College of Business and Global Education Oregon  
University of Oregon

Sports Business Culture in the UK  
2023-2024 (2 sections, study abroad)  
Enrolment: 20 students  
Lundquist College of Business and Global Education Oregon  
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/Editorial Board Member**

Place Branding & Public Diplomacy (2023-Present)  
Physical Culture and Sports. Studies and Research (2021-Present)  
International Journal of Sports and Society/ Sport and Society Research Group (2018-2023)

### **Reviewer (selected journals)**

International Journal of Sport Management and Marketing  
International Journal of Sports Marketing and Sponsorship  
Journal of Global Sports Management  
Communication & Sport  
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). Senator. Voting member representing the Lundquist College of Business. University of Oregon Senate. University of Oregon.  
Dubinsky, Y. (Fall 2022-Spring 2023). Member. Communities Accelerating the Impact of Teaching: High Enrollment Online Courses. 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. (2019-Present). Faculty Club Advisor. International Business and Economics Club. University of Oregon.

Dubinsky, Y. (2021-Present). Honors Thesis Primary Advisor (2 students). Robert Donald Clark Honors College. University of Oregon.  
Dubinsky, Y. (2022-2023). Honors Thesis Second Reader (1 student). Robert Donald Clark Honors College. University of Oregon.  
Dubinsky, Y. (2020-2021). Faculty Mentor (2 students). International Cultural Service Program. University of Oregon.  
Dubinsky, Y. (2019-2020). International Faculty Mentor (1 student). International Studies. University of Oregon.

### **Coordinator**

Dubinsky, Y. (June 11-25, 2013). Coordinator. 53<sup>rd</sup> Young Participants Session. International Olympic Academy, Olympia, Greece.  
Dubinsky, Y. (June 16-30, 2012). Coordinator. 52<sup>nd</sup> Young Participants Session. International Olympic Academy, Olympia, Greece.  
Dubinsky, Y. (June 25-July, 2011). Coordinator. 51<sup>st</sup> Young Participants Session. International Olympic Academy, Olympia, Greece.  
Dubinsky, Y. (June 17-30, 2010). Coordinator. 50<sup>th</sup> 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.

### **Columnist and Blogger (2009-2022)**

Wrote hundreds of articles and blogs in various Israeli outlets on national and international sports events from the United States, Israel, Canada, Greece, Spain, Great Britain, Switzerland, Brazil, and Japan, including on three Olympic Games, Winter Youth Olympic Games, Copa America Centenario, World Athletics Championships, NBA Finals, a College Football Final and more.

### **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](http://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 rankings to 3<sup>rd</sup> in Israel. Covered the Beijing 2008 Olympic Games for the site and network from China.

### **Israeli Sports Channel (2003-2007)**

Shift editorial manager of Israel's Sports Channel's web site – [www.sport5.co.il](http://www.sport5.co.il). Managed a daily crew of 5 sub editors, and headed and led 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 1<sup>st</sup> Sargent

## **ATHLETIC EXPERIENCE**

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