

Björn Ambos



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Position at IIB, other positions and academic career

Björn Ambos is full professor of International Management and Marketing at WU and acts as academic director of the schools Master in International Management/CEMS. Ambos studied Business Administration at the University of Hamburg (Germany) and the Florida State University (USA). He earned a Dipl.-Kfm. and a PhD in International Management from the University of Hamburg and a PD (Habilitation) from WU. He previously held positions at the University of Edinburgh, WU and the University of Hamburg, before re-joining the school in 2006 as one of their youngest full professors. He taught in courses, or held visiting positions, in more than ten nations in Asia, the Americas and Europe.

Professor Ambos gained several years of industry experience in international management, working in Vietnam, Italy, Paris and New York. He has conducted research with or consulted top management teams all over the world, including *Austrian Research Centers Seibersdorf (ARCS)*, *Astellas*, *Die Presse*, *EADS*, *Eli Lilly*, *Ford*, *France Telecom*, *Hutchison 3G*, *Honda*, *Jungheinrich*, *JPMorgan*, *L'Oreal*, *Nike*, *Olympus*, *Pfizer*, *Puma*, *Roland Berger*, *Royal Dutch Shell*, *Royal Scottish National Orchestra*, *SAP*, *Sequenom*, *Siemens*, *Solvay*, *Unilever*, *Telekom Austria*, *Thyssen Krupp*, *Volkswagen*, and *Villeroy & Boch*. He is the recipient of several "best teaching" and "best research" awards.

Research Interest

Professor Ambos' current research concerns global strategy, regional headquarters, knowledge management and innovation within multinational firms. He serves on the Editorial Board of the *Strategic Management Journal*, *Management International Review*, *Journal of International Management*, *Global Strategy Journal*, and the Board of the *European International Business Academy*. Ambos is a scientific advisor to the *National Research Foundation of the United Arab Emirates* and currently serves his third term of a three-year appointment as an officer of the *Global Strategy Interest Group* at the *Strategic Management Society*.

His research has been published in *European Business Forum*, *European Management Journal*, *Journal of International Management*, *Journal of World Business*, *International Business Review*, *International Journal of Technology Management*, *Long Range Planning*, *Management International Review*, *Strategic Journal of Marketing*, *Strategic Management Journal*, and *Research Policy*. The German Business press recently ranked him as one of the most productive researcher in international management based on research published since 2005. He has presented papers and addresses at more than eighty universities and conferences in the last ten years.

His latest book, *The New Role of Regional Strategy* (Palgrave MacMillan), is was published in 2010. An earlier book, *Internationales Forschungs- und Entwicklungsmanagement*, was published by Gabler in 2004.

Publications