

Prof. Bodo B. SCHLEGELMILCH, B.Sc., M.Sc., Ph.D., D.Litt., Ph.D. (hon.)

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Academic Career

Prof. Bodo B. Schlegelmilch is a Full Professor and Head of the Institute of International Marketing Management. Moreover, he is Dean of the WU's Executive Academy.

Ph.D. (hon.)

2011 Thammasat University,
Thailand

Distinguished Fellow

2010 Academy of Marketing Science,
United States

D.Litt

2007 Manchester University, Manchester Business School,
United Kingdom

FCIM

1990 Chartered Institute of Marketing,
United Kingdom

Ph.D.

1983 Manchester University, Manchester Business School,
United Kingdom

Master of Science

1981 Manchester University, Manchester Business School,
United Kingdom

Bachelor of Science

1979 University of Applied Sciences, Cologne,
Germany

Current Teachings

Master of Science (WU Wien)

- Strategic Marketing in a Globalized Economy (WS 2012/2013)

Executive Education

- WU Executive Academy

Professor Bodo B. Schlegelmilch is Dean of Executive Education (WU Executive Academy) and Chair of the Institute for International Marketing Management at WU Vienna. He also holds Adjunct Professorships at the University of Minnesota USA and at Kingston University, London, UK. Professor Schlegelmilch has been awarded a Distinguished Fellowship of the Academy of Marketing Science and a Fellowship of the Chartered Institute of Marketing.

Prior to founding the Institute for International Marketing Management at WU Vienna in 1997, he held tenured professorships in the UK and the USA. In the USA, he was Professor of International Business at Thunderbird School of Global Management in Arizona. In the UK, he held the British Rail Chair of Marketing at the University of Wales and worked as Lecturer of Marketing and International Business at the University of Edinburgh. During his career, he also held visiting positions at the Universities of California at Berkeley, Miami in Florida, Thammasat in Bangkok and Leeds in England. He previously worked for Deutsche Bank and Procter & Gamble in Germany.

Professor Schlegelmilch studied Business Administration at the Cologne University of Applied Sciences (FH Köln) and holds an M.Sc. degree and two doctorates (Ph.D. and D.Litt.) from Manchester Business School. He was also awarded an honorary Ph.D. from Thammasat University in Thailand. In terms of research, Professor Schlegelmilch has been recognized as one of the leading authors publishing in international marketing journals and has been listed in "Who's Who in International Business Education and Research." Recently, he has also been ranked among the Top 25 Strongest Researchers (lifetime achievements) in business administration, and among Top 5 in Marketing in Germany, Austria and Switzerland. His work focuses on a variety of topics in global marketing management, strategy and CSR. He has published over 200 papers in conference proceedings and academic journals such as the Strategic Management Journal, Journal of International Business Studies, Journal of Business Ethics and Journal of World Business.

Professor Schlegelmilch has won various teaching and research awards and has taught in international marketing programs on six continents. He is a board member of the American Chamber of Commerce in Austria and has conducted executive education seminars and board-level workshops for a wide variety of major multinationals.

Professor Schlegelmilch was the first ever European Editor-in-Chief of the Journal of International Marketing and has served (or is serving) on the editorial boards of several leading academic journals, including the Journal of Marketing, Journal of International Business Studies, International Journal of Research in Marketing, Journal of Strategic Marketing, International Marketing Review, Journal of Marketing Management, Journal of Business Research and Marketing - Zeitschrift für Forschung und Praxis.