

Research Interest

Global Marketing

- Global pricing strategies
- Internationalization of small and medium-sized industries
- Export performance
- Factor of success research
- International consumer behavior, special issues

Publications

Dr. Stöttinger's main research interests are in global marketing, with particular focus on global pricing strategies, the internationalization process of small and medium-sized industries, export performance and factor of success research, and special issues in international consumer behavior. Her work has been published in leading journals such as Journal of International Marketing, Advances in International Marketing, International Business Review, Management International Review, Marketing Education Review and International Marketing Review. She is also the co-author of a textbook on Global Marketing Management (in German, with Warren J. Keegan and Bodo B. Schlegelmilch, Oldenbourg, Munich, 2002).

see full [List of Publications](#)

Projects

Teaching & Training

Dr. Stöttinger has extensive experience as lecturer and executive educator in Marketing and International Marketing at institutions in the U.S. (e.g., Texas A&M University), Europe (e.g., Aston Business School, ESC Bordeaux, University of Ljubljana, VSE Prague, GSOM St. Petersburg) and Asia (e.g., Vietnam; Thailand), as well as in Austria (International MBA program University of South Carolina/WU; Outstanding Teaching Award, 2000, 2002, 2008) and other Professional MBA Programs at WU Vienna (Vienna, Bucharest).

Bachelor/Master-Level (WU Wien)

- CEMS International Business Project
- CEMS Global Marketing Management
- CEMS Block Seminar „Doing Business in CEE“
- Foundations in International Marketing & Management
- International Marketing (Cross-Functional Management)
- Principles of Marketing
- International Business
- Cases in Global Consumer Behavior
- Cross-Cultural Management
- Foodcorp Simulation
- DiplomandInnen-Kolloquium
- Marketing Didactics

Executive Education

- Professional MBA Project & Process Management (Vienna, Bucharest)
- PMBA Controlling & Finance
- PMBA Health Care Management

International Summer Universities

- ISU Vietnam (2008, 2011), „International Marketing“ (English)
- ISU Thailand (2003, 2008), „International Marketing“ (English)
- ISU GSOM St. Petersburg, Russia (2009, 2010, 2011)

Awards

- WU Innovative Teaching Award (2010; Marketing Didactics)
- Best Poster Award – EIBA Annual Conference, Tallinn, 2008
- WU Publication Award (“Publikation 2008” for two papers, “Publikation 2009” for one paper)
- Erste Bank Preis für Zentraleuropaforschung (2004, research award endowed with € 20.000)
- Best Article Award, 2004, Marketing Education Review
- Outstanding Teaching Award 2000, 2002 and 2008 in the International MBA program of WU-Wien/University of South Carolina
- Literati Award for a contribution in „International Marketing Review“ (1998, on psychic distance)

Memberships

- American Marketing Association (AMA)
- European Marketing Academy (EMAC)
- Academy of International Business (AIB)
- European Academy of International Business (EIBA)
- Consortium for International Marketing Research (CIMaR)

Professional Experience

Dr. Stöttinger has gained industry experience as a product group manager in the consumer electronics industry and has consulted and/or conducted executive training with companies like 3M, Johnson & Johnson Medical, Austrian National Bank, American Chamber of Commerce, University of Veterinary Medicine Vienna, Europapier, KTM, Umdasch, Reuters, T-Mobile, Agrana.