



Brief Biography/ Kurzbiografie

Dr. Arnold Schuh

Dr. Arnold Schuh is Director of the Competence Center for Emerging Markets & Central and Eastern Europe (CEE) and Assistant Professor at the Vienna University of Economics and Business (WU). As Director of the Center he is responsible for two CEE Study Programs (The Master Class Central and Eastern Europe; Central Europe Connect) and the CEE Cercle^{WU}, an information platform for activities related to CEE business and management. Until June 2007 he worked at the Department of Marketing at WU. He received his Magister in Business Administration (1982) and his Doctorate in Economic and Social Sciences (1986) from the WU. He is also Adjunct Associate Professor of International Business Studies at the Carlson School of Management (1998), University of Minnesota, USA, and Honorary University Professor at Corvinus University of Budapest (2015), Hungary.

He has taught courses in Global/European Marketing, Strategies and Management for CEE, Doing Business in CEE and Strategic Management at the WU and other universities in the USA, Germany, Poland, Romania, Russia and Finland. He has also been lecturer in the joint IMBA program (International Master of Business Administration) and in the Global EMBA program (Vienna Executive Master of Business Administration) offered by WU in cooperation with the University of South Carolina and the University of Minnesota, USA. He was visiting professor and lecturer (1990) at the College of Business and Economics, University of Kentucky, in Lexington, USA, and visiting international business scholar (1995) at the International Business Department of the University of South Carolina in Columbia, USA. From 1998 to 2001 Arnold Schuh was Academic Coordinator of PRIME (Programme for International Managers in Europe) at WU, a joint venture of six European business schools in the executive education area. He was Vice-Director of the WU-MBA-programs (1999-2002). From 2002-2008 he was Academic Director of the European Track of the International MBA Program (IMBA) at WU. In 2007, he was appointed Director of the then newly established Competence Center for CEE at WU.

His primary research areas are marketing and strategic management in CEE and emerging markets. Current research focuses on strategies and current management challenges of foreign multinational companies in CEE and emerging markets, their response to the COVID-19 pandemic, the US-China trade conflict and the Russian war in Ukraine, the internationalization and competitive strategies of firms from Austria ("Hidden Champions", Regional Players) and from CEE ("Local Heroes in CEE"). He has published books, many book chapters and articles in the Journal of World Business, European Journal of Marketing, Journal of East-West Business, among others. In addition to his academic work, Arnold Schuh has served as a consultant and management trainer to a number of companies including Rank Xerox, Philips-Whirlpool, Philips Medical Systems, Skandia, Schloss Schönbrunn, Castrol Austria, RHI, Bosch Austria, 3M Company, Hormel Foods, Ecolab, General Mills, Boehringer-Ingelheim, Commerzbank, Bank Austria, EVN, Austrian Post AG and Erber/Biomin.

Arnold Schuh ist Direktor des Competence Center for Emerging Markets & Central and Eastern Europe (CEE) und Assistenzprofessor an der Wirtschaftsuniversität Wien (WU). In seiner Funktion als Direktor ist er auch für die auf Central and Eastern Europe (CEE) ausgerichteten Programme der WU zuständig: Central Europe Connect, den CEE Student Cercle^{WU} und die Meisterklasse Osteuropa/The Master Class CEE. Er ist auch Mitbegründer der GROW EAST Konferenzserie.

Er absolvierte das Diplomstudium der Betriebswirtschaftslehre (1977-82) und Doktoratsstudium an der WU (1982-1986). Von 1986-1998 war er Universitätsassistent, dann Assistenzprofessor am Institut für Marketing-Management an der WU. Seit 2007 ist er Direktor des Competence Centers an

der WU. 1998 erfolgte die Ernennung zum Adjunct Associate Professor of International Business Studies an der Carlson School of Management, University of Minnesota, U.S.A. und 2015 zum Honorarprofessor an der Corvinus University of Budapest, Ungarn.

Im Wintersemester 1990/91 war er Gastprofessor für "International Marketing Management" am College of Business and Economics an der University of Kentucky, Lexington, U.S.A. Das Sommersemester 1995 verbrachte er als Visiting International Business Scholar am "International Business"-Department des College of Business der University of South Carolina, Columbia, U.S.A.

Arnold Schuh hat Erfahrungen als Vortragender im Diplom- und Masterstudium, im IMBA-Programm (International Master of Business Administration) und im EMBA-Programm (Executive Master of Business Administration) der WU sowie an anderen Universitäten in den U.S.A., Deutschland, Polen, Russland und Finnland. Von 1996-2000 war er akademischer Koordinator des PRIME-Programms (Programme for International Managers in Europe), eines Joint Ventures der WU im Executive Education Bereich mit fünf anderen europäischen Business Schools (HEC, Bocconi, ESADE, Erasmus, Copenhagen Business School). 2001-2004 war er stellvertretender Leiter des WU-MBA-Center, dem Vorläufer der WU Executive Academy, von 2002-2007 Programmverantwortlicher an der WU für den „IMBA – European Track“, einem gemeinsamen Double Degree Full Time MBA Programm der University of South Carolina und der WU.

Seine Lehr- und Forschungsschwerpunkte liegen im Bereich des Marketings und Managements in Mittel- und Osteuropa sowie des Strategischen Managements. Aktuelle Forschungsschwerpunkte sind die aktuellen Herausforderungen für die Strategie und Organisation multinationaler Unternehmen in CEE, die Internationalisierungs- und Wettbewerbsstrategien österreichischer („Hidden Champions“, Regional Players) und lokaler Unternehmen aus CEE („Local Heroes in CEE“) sowie der Umgang mit der COVID-19 Pandemie, dem US-China-Handelskonflikt und den Auswirkungen des Krieges in der Ukraine. Er ist Co-Editor von Büchern zum CEE-Management und Marketing, Autor von zahlreichen Buchkapiteln und Artikeln u.a. im Journal of World Business, European Journal of Marketing, Central European Business Review und Journal of East-West Business. In Beratungsprojekten (u.a. für Boehringer Ingelheim, Philips Medical Systems, Bosch Austria, Rank Xerox Austria, RHI AG, Schloss Schönbrunn, 3M Company, Hormel Foods, Ecolab, General Mills, Erber/Biomin) und in Managementtrainings (z.B. für den Mobilfunkher ONE, Bank Austria Creditanstalt, Commerzbank, Frequentis, EVN, Österreichische Post AG) erfolgt die praxisbezogene Umsetzung der wissenschaftlichen Arbeit und Forschung.

Contact:

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