

**CURRICULUM VITAE**  
**Bodo B. Schlegelmilch**  
**September 2020**

<b>CURRENT POSTS:</b>	<p>June 1997 – to date: <b>Professor and Chair: Institute for International Marketing Management, Vienna University of Economics and Business (WU Vienna), Austria.</b></p> <p>February 2014 – to date <b>Trustee and Chair: Association of MBAs (AMBA) and Business Graduates Association (BGA,) London.</b></p>
<b>EDUCATION:</b>	<p><b>Doctor of Letters (D.Litt.),</b> 2007: University of Manchester. <b>Doctor of Philosophy (Ph.D.),</b> 1983: University of Manchester. <b>Master of Science (M.Sc.),</b> 1981: University of Manchester. <b>Dipl. Betriebswirt (B.Sc.),</b> 1979: Cologne University of Applied Science.</p>
<b>HONORARY AWARDS:</b>	<p><b>Doctor of Philosophy (hon.),</b> 2011, Thammasat University, Bangkok, Thailand. <b>Significant Contribution to Global Marketing Award,</b> 2020, American Marketing Association (AMA). <b>Fellow,</b> 2018, Academy of International Business, USA. <b>Distinguished Fellow,</b> 2010, Academy of Marketing Science, USA. <b>Fellow,</b> 1990, Chartered Institute of Marketing, UK.</p>
<b>POSITIONS HELD:</b>	<p><b>Thunderbird School of Global Management,</b> Phoenix, Arizona. Professor of International Business and Head of Marketing Section (tenured), September 1993 – May 1997. <b>University of Wales - Swansea,</b> Professor and British Rail Chair of Marketing (tenured). September 1989 – August 1993. <b>University of California - Berkeley,</b> Sabbatical. August 1988 – May 1989. <b>University of Edinburgh,</b> Lecturer in Marketing and International Business. September 1984 – July 1988. <b>Procter &amp; Gamble GmbH,</b> Frankfurt, Brand Management. October 1983 – September 1984. <b>University of Manchester,</b> Teaching Assistant in Economics. October 1981 - June 1983. <b>Deutsche Bank AG Köln,</b> Apprenticeship, thereafter Stock Adviser. August 1973 - September 1976.</p>
<b>BOARD MEMBERSHIPS</b>	<p>Advisory Board, Strathclyde University Business School, UK (2011 to date). Advisory Board, Thammasat University Business School, Thailand (2012 to date). Advisory Board, University of Cyprus (2017 to date). Advisory Board, Corvinus University of Budapest, Hungary (2020 to date). Board of Governors, Academy of Marketing Science, USA (2014 – 2020). Executive Board, American Chamber of Commerce, Austria (1998 to 2019).</p>

**HONORARY  
AND VISITING  
POSITIONS:**

University of Minnesota, Carlson School of Management, Adjunct Professor of International Business Studies (1999 to date). Thammasat University, Bangkok, Visiting Professor (2003 to date). Lingnan (University) College, Sun Yat-sen University, Guangzhou, China, Visiting Professor (2013 to date). The University of the South Pacific, Fiji, Adjunct Professor (2019 – to date). Lingnan (University) College, Sun Yat-sen University, Guangzhou, China, Distinguished Research Professor (2016 – 2018). Leeds University Business School, Professorial Research Fellow (2007 – 2010). Short-term Visiting Professorships at Universities of Otago, Innsbruck, Miami, Cologne and the Indian School of Business (ISB), Indian Institute of Management Calcutta, and others.

**TEACHING:**

Taught in Austria, Argentina, Canada, China, Chile, Costa Rica, Cyprus, Egypt, Fiji, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Korea, Lithuania, Mexico, New Zealand, Romania, Russia, Slovenia, Spain, Thailand, Turkey, United Kingdom, Uruguay, the U.S.A. and Vietnam.

**EXECUTIVE  
EDUCATION:**

**Oct. 2004 – Sept. 2015: Founding Dean: WU Executive Academy.**

Direct report to University President (Rector). Responsible for all Executive Education activities of WU Vienna, including all MBA programs.

**Founding Director (1999 to 2017) of the Vienna Executive MBA (Global):**

A joint venture with the Carlson School of the University of Minnesota. By 2017 the only Austrian MBA program ranked in the Financial Times.

**Founding Director (2007 to 2017) of the Executive MBA (Bucharest):**

By 2017 the top ranked top MBA program in Romania.

**Founding Director (2008) of the Professional MBA in Banking Management:** Created as a program for the German Saving Banks Association.

**Founder (2012) of the MBA in Energy Management:** A program focusing on global energy issues faced by policy makers and businesses.

**Executive Education Seminars** for large Multinational Companies in Asia, North America and Europe, as well as for a variety of Business Schools, such as Indian School of Business (ISB), Keio University, Kellogg School of Management, University of St. Gallen, University of Edinburgh and ESADE.

**RESEARCH:**

Focus on Global Marketing Strategy and CSR.

**More than 300 publications:** books, refereed journals, and conference proceedings, plus numerous presentations at conferences and other universities.

**EDITORIAL  
WORK:**

**Editor-in-Chief: *Journal of International Marketing*** (2000-2003).

**Academic Editor: *European Business Forum*** (2004 – 2008).

**Guest Editorships:** *European Journal of Marketing* (1996), *Journal of Marketing Management* (2000) and *Journal of Business Research* (2014).

**Experience on some 20 Editorial Boards; 13 on-going appointments** (e.g. Long Range Planning: International Journal of Strategic Management, Journal of Business Research and Journal of International Marketing) **and 8**

**past appointments** (e.g. Journal of Marketing, International Journal of Research in Marketing and Journal of International Business Studies).

**OUTSIDE  
RECOGNITION:**

Among the **Most Prolific Authors in International Marketing** (see, e.g. analyses published in *Advances in Global Marketing*, 2018; *Journal of Teaching International Business*, 8(3), 1997; *Journal of International Marketing*, 11(1), 2003; *Handelsblatt* 2009, 2012 and 2014).

**Deans' Awards** for Outstanding Support of **Thammasat Business School** (2010) and the **Carlson School of Management**, University of Minnesota (2017). **American Marketing Association Recognition and Appreciation of Outstanding Service to the American Marketing Association and the Marketing Discipline** (2003).

**ACCREDITATION  
VISITS &  
ASSESSMENTS:**

Chaired and/or participated in some 20 AMBA accreditation visits, incl. HEC Paris, France, Imperial College Business School, London, Pontificia Universidad Católica Buenos Aires, Argentina, Shanghai Jiaotong University Business School, China, University of St. Gallen, Switzerland.

Referee for the British Economic and Social Research Council (ESRC), the Leverhulme Trust, the Austrian National Bank (OeNB), the Kuwait Foundation. Overseas Assessor: U.K. Research Evaluation Exercise. Chair and Member of the Academy of International Business Best Paper Award Committee 2007-2010.

**SELECTED PUBLICATIONS**

**BOOKS:**

***The Routledge Companion to Strategic Marketing***, Routledge, New York. 2021 (480 pages; with R.S. Winer, Eds.).

***Global Marketing Strategy – An Executive Digest***, Springer, 2016 (249 pages).

***Global Marketing Management: A European Perspective***, Financial Times / Prentice Hall, 2001 (610 pages; with W.J. Keegan).

**JOURNALS:**

Seize the Day: How Online Retailers Should Respond to Positive Review." ***Journal of Interactive Marketing***, 52(Nov), 2020, 52-60 (with J. Wu and T. Wu).

Asia's Materialists: Reconciling Collectivism and Materialism. ***Journal of International Business Studies***, 48(8), 2017, 964-991. (with S. Awanis and C.C. Cui).

Linking Cause Assessment, Corporate Philanthropy, and Corporate Reputation. ***Journal of the Academy of Marketing Science***, 44 (3) 2016, 376-396. (with I. Szöcs, T.Rusch and H.M. Shamma).

Inferential Evaluations of Sustainability Attributes: Exploring How Consumers Imply Product Information. ***Psychology & Marketing***, Vol. 31(6), 2014, 440-450 (with V. Gruber and M.J. Houston).

Ours or Theirs? Psychological Ownership and Domestic Products Preferences." ***Journal of Business Research***, 72(March) 2017, 93-103 (with J. Gineikiene, and V. Auruskeviciene)

Drivers of Export Segmentation Effectiveness and their Impact on Export Performance. ***Journal of International Marketing***, 22(1), 2014, 39-61 (with A. Diamantopoulos, A. Ring and E. Doberer).

The MNC as an Externally Embedded Organization: An Investigation of Embeddedness Overlap in Local Subsidiary Networks. ***Journal of World Business***, 46(4), 2011, 497-505 (with P. Nell and B. Ambos).

Innovation and Control in the Multinational Firm: A Comparison of Political and Contingency Approaches. ***Strategic Management Journal***, 28 (5), 2007, 473-486 (with B. Ambos).