

**CURRICULUM VITAE**  
**July 2023**  
**Bodo B. Schlegelmilch**



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## CURRENT POSTS

June 1997 – to date

**Chair of International Marketing Management  
Vienna University of Economics and Business (WU Vienna)**

WU Vienna is the largest university focusing on business and economics in Europe. It has been ranked as one of the best business schools in Europe and received Triple accreditation (AACSB, AMBA and EQUIS)

September 2014 – to date

**Chair and Trustee of the International Management Board: Association of MBAs (AMBA) and Business Graduates Association (BGA)**

Based in London, AMBA is one of the three main global accreditation bodies in business education. It accredits some **300 business schools in 75 countries**, while BGA has a network of 220 member schools.

## EDUCATION

April 2007

**Doctor of Letters (D.Litt.)**, University of Manchester, UK  
Focus: Corporate Social Responsibility

April 1981 - September 1983

**Doctor of Philosophy (Ph.D.)**, University of Manchester, UK  
Focus: International Marketing

September 1979 - March 1981

**Master of Science (M.Sc.)**, University of Manchester, UK  
Focus: Economics of International Business

September 1976 - August 1979

**Diplom Betriebswirt (B.Sc.)**, Cologne University of Applied Science, Germany

## HONORS AND AWARDS

**Doctor of Philosophy (hon.), 2011**  
Thammasat University, Bangkok, Thailand

**Distinguished Marketing Educator of the Year, 2023**  
Academy of Marketing Science, USA.

**Bualuang ASEAN Chair Professorship, 2023**  
Thammasat University, Bangkok, Thailand

**Lifetime Achievement Award, 2023**

American Marketing Association (AMA) Higher Education SIG

**Significant Contribution to Global Marketing Award, 2020**

American Marketing Association (AMA)

**Outstanding Article of the Year 2020**

Journal of Marketing Education

**Dean's Award (Carlson School) for Extraordinary Contributions to the Carlson School/Vienna EMBA Partnership, University of Minnesota, 2017**

**Dean's Award for Outstanding Support**

Thammasat Business School, 2010

**American Marketing Association Appreciation of Outstanding Service to the Marketing Discipline, 2003**

**FELLOWSHIPS**

**Distinguished Fellow** (2010) Academy of Marketing Science, USA

**Fellow** (2018) Academy of International Business, USA

**Fellow** (1990) Chartered Institute of Marketing, UK

**POSITIONS HELD**

October 2004 – September 2015

**Founding Dean: WU Executive Academy**

**Vienna University of Economics and Business (WU Vienna)**

October 2000 – September 2003

**Vice-Dean International Affairs**

**Vienna University of Economics and Business (WU Vienna)**

September 1993 - May 1997

**Professor of International Business and Head of Marketing Section (tenured)**

**Thunderbird School of Global Management, Phoenix, Arizona**

September 1989 - August 1993

**Professor and British Rail Chair of Marketing (tenured)**

**University of Wales, Swansea**

August 1988 - May 1989  
**Visiting Assistant Professor (sabbatical)**  
**University of California, Berkeley**

September 1984 - July 1988  
**Lecturer in Marketing and International Business (tenured)**  
**University of Edinburgh, UK**

October 1983 - September 1984  
**Brand Management, Procter & Gamble, Frankfurt, Germany**

October 1981 - June 1983  
**Teaching Assistant in Economics, University of Manchester , UK**

August 1973 - September 1976  
**Apprenticeship, thereafter Stock Adviser, Deutsche Bank, Cologne, Germany**

**VISITING AND  
AFFILIATE  
POSITIONS**

August 1999 – to date  
**Adjunct Professor, University of Minnesota,  
Carlson School of Management, Minneapolis, USA**

September 2003 – to date  
**Visiting Professor, Thammasat University, Bangkok, Thailand**

September 2013 – to date  
**Distinguished Research Professor (Sabbaticals 2017 and 2018) and Visiting  
Professor (2013 – to date), Sun Yat-sen University, (Lingnan University  
College), Guangzhou, China**

January 2019 – to date  
**Adjunct Professor, The University of the South Pacific (USP), Suva, Fiji**

May 2022 – to date  
**Visiting Professor, Strathclyde Business School, Glasgow, UK**

August 2016 – February 2019  
**Visiting Professor – Indian School of Business, Hyderabad & Mohali, India**

September 2007 – Sept. 2010  
**Professorial Research Fellow in International Marketing & Management,  
University of Leeds Business School, Leeds, UK**

**EXECUTIVE  
EDUCATION**

October 2004 – September 2015  
**Founding Dean: WU Executive Academy**

**Direct report to university president (rector), responsible for all executive education activities of WU Vienna, including all MBA and LLM programs**

By 2015, the WU Executive Academy served some 2000 students p.a., had an administrative staff of 50+ people and employed some 490 instructors each year. During my deanship, it obtained EQUIS, AMBA and AACSB accreditations and developed an alumni network spanning more than 80 countries. The WU Executive Academy became profitable two years after it was founded.

**Founding Director (1999 – 2017) of the Vienna Global Executive MBA:** a joint venture with the Carlson School of the University of Minnesota. On leaving, the only Austrian MBA program ranked in the top 50 of the Financial Times.

**Founding Director (2007 – 2017) of the Executive MBA (Bucharest):** ranked top MBA program in Romania when I stepped down as director.

**Founding Director (2008 – 2014) 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 companies in Asia, the US and Europe plus several business schools, such as the Indian School of Business (ISB), Keio University, Kellogg-WHU, the University of St. Gallen, the University of Edinburgh and ESADE.

**EXTERNAL  
TEACHING**

Taught in Austria, Argentina, Canada, Chile, China, 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 USA and Vietnam.

**BOARD  
MEMBERSHIP**

Advisory Board, Shanghai Jiao Tong University, Antai (2021 to date)  
Advisory Board, Corvinus University of Budapest, Hungary (2020 to date)  
Advisory Board, University of Cyprus (2017 to date)  
Advisory Board, Thammasat University, Thailand (2012 to date)

Advisory Board, Strathclyde University Business School, UK (2011 to date)  
Board of Governors, Academy of Marketing Science, USA (2014 – 2020)  
Executive Board, American Chamber of Commerce, Austria (1998 to 2019)

## **ACADEMIC SERVICE**

Academy of Marketing Science (AMS): Membership Representative  
(Country Chair) UK (1989 - 1992), and Austria and Switzerland (1996 - 1999);  
Vice President Membership - International (1993 - 1996).

**Conference Co-Chair:** European Marketing Academy (EMAC) Regional CEE  
Conference (2015); CIMaR - Consortium for International Marketing Research  
(2015); Academy of International Business (AIB), Organizing Committee, 1998.

**Track Chair:** Academy of Marketing Science (AMS) World Marketing Congress  
(2011). American Marketing Association (AMA) Winter Educators Conference  
(2003). AMS Annual Conference (1993 and 1997).

**Co-Track Chair:** AMA Global Marketing SIG (2018). AMA Winter Conference  
(2016). AIB (1999). AMS World Congress (1995, 2001, 2003, 2009, 2011, 2012,  
2013). AMS Annual Conference (1998, 1999, 2008). International Federation of  
Scholarly Associations of Management (IFSAM) and the German Association of  
University Professors of Management (VHB) (2006).

**Key-note Addresses:** Association of Asia-Pacific Business Schools (AAPBS),  
Academic Conference (2022). Virtual Annual Meeting of the Association of  
American Colleges & Universities AAC&U, Lingnan Global Forum (2021).  
Association of Indian Management Schools [AIMS] Annual Management  
Education Convention (2021). The 9th Chinese AMBA & BGA Business School  
Capacity Building New Year Webinar (2020). Chilean Association of Business  
Schools - ENEFA (2020). Association of MBAs [AMBA] – Global and Regional  
Deans and Directors Meetings: Cartagena (2022), Lisbon (2022), Melbourne  
(2018), Stockholm (2018) and Istanbul (2019). Annual Conference of the  
Academy of Marketing in London (2007). Russian Marketing Academy (2001).

## **EDITORIAL WORK**

**Editor-in-Chief: *Journal of International Marketing* (2000-2003)**  
**Academic Editor: *European Business Forum* (2004 – 2008)**

**Guest Editorships /Special Issues:** *Journal of Business Research* (2013), *Journal  
of Marketing Management* (2000), *European Journal of Marketing* (1996).

**Experience on some 20 Editorial Boards,** including the *Journal of International  
Business Studies*, *Academy of Marketing Science Review*, *Journal of Marketing*,

Journal of International Marketing, International Journal of Research in Marketing, Long Range Planning, and Journal of Business Research.

## RESEARCH

Focus on Global Marketing Strategy and CSR

15 Books in English, German and Mandarin

160+ Journal Articles (e.g., SMJ, JIBS, JAMS, JWB)

200+ Academic Conference Presentations (e.g., AMA, AIB, EMAC, SMS)

Google Scholar Citations: 20400; h-index 67

Among the Most Prolific Authors of International Marketing 1995 - 2015, analysis in *Advances in Global Marketing*, 2018. Top Fifteen Contributors to the International Marketing Literature 1987 - 1993, analysis in *Journal of Teaching International Business*, 1997. Top Three Contributors to the International Marketing Review 1992 - 2002, analysis in the *Journal of International Marketing*, 2003. Ranked among the strongest researchers (lifetime achievements) in business administration, and among the top 5 in marketing in Germany, Austria and Switzerland, analyses in *Handelsblatt*, 2009, 2012 and 2014.

Invited research seminars (see separate listing), including Wharton, Berkeley, London Business School, London School of Economics, Indian Institute of Management (Ahmedabad and Calcutta) and the University of Cologne.

## RESEACH AWARDS

Various Best Paper Awards (see Publication List), including Outstanding Article of the Year 2020, *Journal of Marketing Education*, and the Hans B. Thorelli Award 1994, *Journal of International Marketing*.

More than 10 WU Vienna Research Awards. Research grants from the University of Edinburgh, Carnegie Trust, Higher Education Funding Council for Wales, British Rail, Charity Aid Foundation, US Department of Education (CIBER), European Commission, City of Vienna, Fonds zur Förderung wissenschaftlicher Forschung (FWF), Anniversary Fund, Austrian National Bank.

## TEACHING AWARDS

**Most Popular Professor Award 2023:** University of Minnesota / Lingnan College, Sun Yat-sen University (Chinese Executive MBA). **CEMS Course of the Year Award:** Amongst more than 100 courses taught in CEMS (Global Alliance Management Education) institutions in 2006. **Best International MBA Course:** WU Vienna / University of South Carolina 1998/1999 and 1999/2000.

<b>OUTREACH</b>	Numerous TV, radio and newspaper Interviews including Die Presse, (Austria); 3 SAT (Germany-Austria-Switzerland); FAZ, Handelsblatt, (Germany); BBC Radio 4, Financial Times, Guardian, Times Higher, (UK), Prima TV, Ziarul Financiar (Romania); Volga TV, Moscow Times, St. Petersburg Times, Vedomosti (Russia).
<b>ACCREDITATION VISITS &amp; ASSESSMENTS</b>	<p>Chaired / participated in some 30 AMBA accreditation visits, incl. HEC Paris, IMD Lausanne, Imperial College Business School, London, Pontificia Universidad Católica, Buenos Aires, Shanghai Jiao Tong University Business School, Shanghai, NUCB Business School, Nagoya, and the University of St. Gallen.</p> <p>Assessor: British Economic and Social Research Council (ESRC), Leverhulme Trust, Austrian National Bank (OeNB), Kuwait Foundation, UK Research Evaluation Exercise. Chair / Member of the Academy of International Business Best Paper Award Committee 2007 - 2010.</p>
<b>POSITIONS OFFERED</b>	Executive Dean, <b>Henley Business School</b> , (2010), Professorships at the <b>University of St. Gallen</b> (1995), <b>University of Dortmund</b> (1995), <b>Universität Witten/Herdecke</b> (1995) and <b>University Wales, Cardiff</b> (1989).



**BODO B. SCHLEGELMILCH**  
**Publications**

**BOOKS**

Diamantopoulos, A., Schlegelmilch, B. B. and Halkias, G. (2023). Taking the Fear out of Data Analysis: Completely Revised, Significantly Extended and Still Fun, Edward Elgar Publishing, UK (310 pages; ISBN 978-1-80392-983-5).

Schlegelmilch, B. B. (2022). *Global Marketing Strategy - An Executive Digest (Second Edition)*, Springer International Publishing, Switzerland, (416 pages).

Schlegelmilch, B. B. and Wu, H. (2021). 全球营销战略 执行官指南 (Global Marketing Strategy: A Digest for Chinese Managers), Sun Yat-sen University Press, (316 pages; ISBN 978-7-306-06980-1).

Schlegelmilch, B. B. and Winer R. S. (eds.). (2021). *The Routledge Companion to Strategic Marketing*, Routledge, New York. (506 pages).

Schlegelmilch, B. B. and Szócs, I. (eds.). (2020). *Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics*, Springer Nature, Switzerland, (315 pages).

Schlegelmilch, B. B. (2016). *Global Marketing Strategy - An Executive Digest*, Springer International Publishing, Switzerland, (249 pages).

Stöttinger, B., Schlegelmilch, B. B. and Zou, S. (eds.). (2015). *Advances in International Marketing - International Marketing in the Fast Changing World*, Vol. 26, Emerald Group Publishing Ltd., (288 pages).

Rudolph, T., Schlegelmilch, B. B., Bauer, A., Franch, J., Meise, J. N. (eds.). (2012). *Diversity in European Marketing*, Springer Gabler, (264 pages).

Ambos, B. and Schlegelmilch, B. B. (2010). *The New Role of Regional Management*, Palgrave-Macmillan, (301 pages).

Keegan W. J., Schlegelmilch B. B. and Stöttinger B. (2002). *Globales Marketing-Management. Eine europäische Perspektive*, München, Oldenbourg Verlag, (789 pages).

Kreuz, P., Foerster A. and Schlegelmilch, B. B. (2001). *Customer Relationship Management im Internet: Grundlagen und Werkzeuge für Manager*, Norderstedt, Norderstedt Verlag, 2001 (116 pages).

Keegan, W. J. and Schlegelmilch, B. B. (2001). *Global Marketing Management: A European Perspective*, Essex, Financial Times / Prentice Hall, (610 pages).

Schlegelmilch, B. B. (1998). *Marketing Ethics: An International Perspective*, London: International Thomson Publishing, (468 pages).

Diamantopoulos, A. and Schlegelmilch B. B. (2000). *Taking the Fear out of Data Analysis*, 1<sup>st</sup> Edition, London: The Dryden Press, 1997; 2<sup>nd</sup> Edition, Thomson Learning, 2000, reprinted 2002, 2004, 2005, 2006, Reprint CENGAGE Learning, 2008 (231 pages).

Hendel, A., Linn, S., Schlegelmilch, B. B. and Vestring, T. (1989). *Die besten Business Schools der USA: Der Weg zum Master of Business Administration (MBA)*, Frankfurt: Campus Verlag, (184 pages).

### **CONTRIBUTIONS TO BOOKS**

Prange, C. and Schlegelmilch, B. B. (2021). Designing a Corporate Innovation Strategy: The Cube Solution. In: Schlegelmilch B. B. and Winer R.S. (eds.), *The Routledge Companion to Strategic Marketing*, Routledge, New York, 275-292.

Schlegelmilch, B. B. (2020). Why Business Schools Need Radical Innovations and Development Trajectories? In Kotler, P. (Eds.). *Big Bang Marketing 2020*, Kotler Impact, Mississauga, Ontario, 527-538.

Szöcs, I and Schlegelmilch, B. B. (2020). The Role of CSR in International Policy Agendas. In: Schlegelmilch. B. B. and Szöcs, I. (eds.), *Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics*, Springer Nature, Switzerland, 21-32.

Szöcs, I and Schlegelmilch, B. B. (2020). Business Success Revisited: What Constitutes Business Success? In: Schlegelmilch. B. B. and Szöcs, I. (eds.), *Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics*, Springer Nature, Switzerland, 33-44.

Szöcs, I and Schlegelmilch, B. B. (2020). Embedding CSR in Corporate Strategies. In: Schlegelmilch. B. B. and Szöcs, I. (eds.), *Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics*, Springer Nature, Switzerland, 45-60.

Szöcs, I and Schlegelmilch, B. B. (2020). CSR Initiatives. In: Schlegelmilch. B. B. and Szöcs, I. (eds.), *Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics*, Springer Nature, Switzerland, 61-72.

Schlegelmilch, B. B. and Szöcs, I. (2015). Corporate Philanthropy and Ethicality: Two Opposing Notions? In: Nill, A. (ed.) *Handbook on Ethics and Marketing*, Edward Elgar Publishing Inc. [blind review], 317-353.

Schlegelmilch, B. B. (2014). Global Marketing. In: Cooper, C. L. (ed.), *Wiley Encyclopedia of Management*, 3<sup>rd</sup> Edition, September 26.

Schlegelmilch, B. B. and Öberseder, M. (2012). Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends. In: Smith, N. C. and Murphy, P. E., *Marketing Ethics*, Sage, [blind review].

Schlegelmilch, B. B. and Ambos, B. (2012). How Companies Organize their European Business: The Role of Regional Headquarters. In: Rudolph, T., Schlegelmilch, B. B., Bauer, A., Franch, J., Meise, J. N. (eds.) *Diversity in European Marketing*, Springer Gabler, 195-218.

Nell, P. C., Ambos, B. and Schlegelmilch, B. B. (2011). The Benefits of Hierarchy? – Exploring the Effects of Regional Headquarters in Multinational Corporations. In: Asmussen, C. G., Pedersen, T., Devinney, T. M. and Tihanyi L. (eds.) *Dynamics of Globalization: Location Specific Advantages or Liabilities of Foreignness?* Advances in International Management, Vol. 24, Emerald Books, [blind review].

Schlegelmilch, B. B. (2011). Naresh K. Malhotra: The Theoretical, Conceptual and Methodological Contributions of a Legend to International Marketing and Cross-Cultural Research. In: Jagdish, N. Sheth (ed.) *Legends in Marketing: Naresh K. Malhotra*, Vol. 1, Sage.

Nell, P.C., Andersson, U., Schlegelmilch, B. B. (2010). Subsidiary Contribution to Firm-Level Competitive Advantage – Disentangling the Effects of MNC External Embeddedness. In: Pla-Barber, J., Alegre, J. (eds.) *Reshaping the Boundaries of the Firm in an Era of Global Interdependence*, Elsevier Progress in International Business Research Series (PIBR), Vol. 5, Emerald Publishing, [blind review].

Schlegelmilch, B. B. (2010). Global Marketing Ethics. In: Sheth, J. and Malhotra, N. (eds.), *Wiley International Encyclopedia of Marketing*, Vol. 6, International Marketing, London: Wiley.

Schlegelmilch, B. B. (2007). Globalisierung. In: Köhler, R., Küpper, H.-U. and Pfingsten, A. (eds.): *Handwörterbuch der Betriebswirtschaft*, 6. Auflage, Stuttgart, Schäffer-Poeschl Verlag, 622-630.

Schlegelmilch, B. B. and Stöttinger, B. (2002). Kooperation: Beziehungscommitment als Basis kontraktueller Arrangements – eine Analyse von Export-Import-Beziehungen. In Zentes, J., Swoboda, B. and Morschett, D. (eds.): *Kooperationen, Allianzen und Netzwerke: Grundlagen, Ansätze, Perspektiven*, München, Gabler Verlag, 211-234 [blind review].

Schlegelmilch, B. B., Diamantopoulos, A. and Bohlen, G. (1995). Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Key Stakeholders' Perceptions. In Polonsky M. J. and Mintu-Wimsatt, A. T. (eds.) *Environmental Marketing: Strategies, Practice, Theory and Research*, Binghampton, Haworth Press, 363-385 [blind review].

Schlegelmilch, B. B. (1995). Spendenmarketing. In Tietz, B., Koehler, R. and Zentes, J. (eds.) *Enzyklopädie der Betriebswirtschaftslehre IV: Handwörterbuch des Marketing*, HWM, 2. Auflage, Stuttgart, Schäffer-Poeschl Verlag, 2329-2341.

Schlegelmilch, B. B. (1994). Green, Ethical and Charitable: Another Marketing Ploy or a New Marketing Era. In: Baker, M.J. (ed.) *Perspectives on Marketing Management*, Vol. 4, London: Wiley, 55-71 [blind review].

Simintiras, A., Schlegelmilch, B. B. and Diamantopoulos, A. (1994). Greening the Marketing Mix: A Review of the Literature and an Agenda for Future Research. In: Baker, M. J. (ed.) *Perspectives on Marketing Management*, Vol. 4, London: Wiley, 1-25 [blind review].

Diamantopoulos, A. and Schlegelmilch, B. B. (1994). Linking Export Manpower to Export Performance: A Canonical Regression Analysis of European and U.S. Data. In: Axinn, C. (ed.) *Advances in International Marketing*, Jai Press, Inc., Vol. 6, Greenwich: Connecticut, 161-183 [blind review].

Schlegelmilch, B. B., Diamantopoulos, A. and Tse, K. (1993). Determinants of Export Marketing Research Usage: Testing Some Hypotheses on U.K. Exporters. In: Baker, M. J. (ed.): *Perspectives on Marketing Management*, Vol. 3, London: Wiley, 119-139 [blind review].

Diamantopoulos, A., Schlegelmilch, B. B. and Tse, K. (1992). Mapping Research on Export Promotion: A Response – Hierarchy Approach. *Marketing Review* 1992, In: *Hellenic Institute of Marketing and Hellenic Management Association*, Athens, 160-170.

Schlegelmilch, B. B., Diamantopoulos, A. and Petersen, M. (1991). Conquering the Chinese Market: A Study of Danish Firms' Experiences in the People's Republic. In: Paliwoda, S. J. (ed.) *New Perspectives on International Marketing*, London: Routledge & Co., 174-202 [blind review].

Diamantopoulos, A., Schlegelmilch, B. B. and Inglis, K. (1991). Evaluation of Export Promotion Measures: A Survey of Scottish Food and Drink Exporters. In: Seringhaus, F. H. R. and Rosson, R. F. (eds.) *Export Development and Promotion: The Role of Public Organizations*, Boston: Kluwer Academic Publishers, 189-217 [blind review].

Schlegelmilch, B. B. and Diamantopoulos, A. (1991). Internationale Management-Beratung in Großbritannien. In: Wacker, W. H. (ed.) *Internationale Management-Beratung*, Berlin: Erich Schmidt Verlag, 221-242 [blind review].

Schlegelmilch, B. B. (1989). Selection of Marketing Intermediaries: Entry Decisions in International Marketing. In: Pride, W. M. and Ferrell O. C. (eds.) *Lecture Enrichment Series - Marketing: Concepts and Strategies 6<sup>th</sup> ed.*, Boston: Houghton Mifflin, 74-80.

Schlegelmilch, B. B. and Therivel, S. (1988). The Use of Marketing Research in Engineering Companies: Empirical Evidence from the U.S. and the U.K. In: Woodside, A. (ed.) *Advances in Business Marketing*, Vol. 3, Greenwich: Connecticut, Jai Press, Inc., 249-291 [blind review].

## **CASE STUDIES AND MULTIMEDIA DEVELOPMENT**

Schlegelmilch, B. B. (February, 2022). *Expanding Midea's International Business: Making Own Brand Manufacturing (OBM) a Strategic Priority*, Case Study (Student and Instructor Version), The Case Center, Case Reference no. 522-0039-1.

Schlegelmilch, B. B., Quaas, C.N. and Ambos, T. C. (June 2017). *Nivea and Friends: Beiersdorf's Quest for an Optimal Strategy – Structure Alignment*, Case Study (Student and Instructor Version), The Case Center, Case Reference no. 517-0077-1.

Schlegelmilch, B. B. and León, S. S. (July 2014). *Red Bull Stratos: Mission to the Edge of Space*, Case Study (Student and Instructor Version), The Case Center, Case Reference no. 514-075-1.

Schlegelmilch, B. B. and Villanueva-Weinzierl, G. B. (October 2012). *Donnie GmbH*, Case Study (Student and Instructor Version), ECCH, The European Case Clearing House, Case Reference no. 511-012-1.

Schlegelmilch, B. B. and Chini, T. C., (2004). *Charmin and the Knowledge Management Challenge at P&G*, Case Study (Student and Instructor Version), Community of European Management Schools (CEMS).

Schlegelmilch, B. B. and El-Chichalki, K. (1998). *Citibank Argentina*, Case Study, University of Western Ontario, Case Series, Part IV, 960-974.

Schlegelmilch, B. B. (August 1997). Principal Content Developer, *Global Marketing*, video program for MBA students studying international marketing in a distance learning environment, National University of San Diego.

Schlegelmilch, B. B. (July 1997). Supporting Content Developer, *Global Business*, video program for MBA students studying international business in a distance learning environment, National University of San Diego.

## **JOURNALS**

Baršytė, J., Ruzeviciute, R., Neciunskas, P. and Schlegelmilch, B. B. (2023). When 'Global' Becomes a Challenge: The Role of Freshness in Food Brand Preference Formation. *Journal of International Marketing*, DOI: [org/10.1177/1069031X231179149](https://doi.org/10.1177/1069031X231179149).

Ergen Keleş, F.H., Keleş E. and Schlegelmilch, B. B. (2023). Corporate Social Responsibility and Stock Performance: A Systematic Literature Review. *Borsa Istanbul Review*. 23(2) (2023) 443–463. DOI: [10.1016/j.bir.2022.11.017](https://doi.org/10.1016/j.bir.2022.11.017).

Mitchell, V. W., Makri, K., Schlegelmilch, B. and Blaha, P. (2023) Exhibition Event Evaluation Revisited: An Individual Value Approach. *Event Management*. 27(1), 107-125. DOI: [10.3727/152599522X16419948695044](https://doi.org/10.3727/152599522X16419948695044).

Leonidou, C., Gruber, V. and Schlegelmilch, B. B. (September 13, 2022). Consumers' Environmental Sustainability Beliefs and Activism: A Cross-Cultural Examination. *Journal of International Marketing*, DOI: [10.1177/1069031X221128786](https://doi.org/10.1177/1069031X221128786).

Wu, J., Wu, T., Zhang, H. and Schlegelmilch, B. B. (July 1, 2022). To Wait or Not to Wait: Effect of Apologies and Explanations on Customer Call Abandonment. *The Service Industries Journal*, DOI: 10.1080/02642069.2022.2092614.

Saracevic, S., Schlegelmilch, B. B. and Wu, T. (April 10, 2022). How Normative Appeals Influence Pro-environmental Behavior: The Role of Individualism and Collectivism. *Journal of Cleaner Production*, 344, 131086, DOI.org/10.1016/j.jclepro.2022.131086.

Schlegelmilch, B. B., Sharma, K. and Garg, S. (February 22, 2022). Employing Machine Learning for Capturing COVID-19 Consumer Sentiments from Six Countries: A Methodological Illustration. *International Marketing Review*, DOI 10.1108/IMR-06-2021-0194.

Singh, J., Shukla, P., and Schlegelmilch B. B. (2022). Desire, Need and Obligation: Examining Commitment to Luxury Brands in Emerging Markets. *International Business Review*, 31(3) DOI 10.1016/j.ibusrev.2021.101947.

Wu, T., Reynolds, J. Wu, J. and Schlegelmilch, B. B. (2021). CEOs as Corporate Ambassadors: Deciphering Leadership Communication via Twitter. *Online Information Review*, 46(4), 787-806. <https://doi.org/10.1108/OIR-09-2021-0484>.

Saracevic, S. and Schlegelmilch B. B. (2021). The Impact of Social Norms on Pro-Environmental Behavior: A Systematic Literature Review of the Role of Culture and Self-Construal. *Sustainability*. 13(9):5156. (<https://doi.org/10.3390/su13095156>.)

Schlegelmilch, B. B. (2020). Why Business Schools Need Radical Innovations: Drivers and Development Trajectories. *Journal of Marketing Education*, 42(2), 93-107 [**Winner of the Journal's 2020 Outstanding Article of the Year**].

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## **CONFERENCE PROCEEDINGS**

Saracevic, S. and Schlegelmilch, B. B. (July 20-23, 2023). Antecedents, Manifestations, and Outcomes of Corporate Activism: A Systematic Literature Review. *Proceedings of the Global Marketing Conference (GMC)*, Seoul, Republic of Korea.

Saracevic, S. and Schlegelmilch, B. B. (May 17-19, 2023). Moving Toward a New Consumer Brand Activism Perception Scale (BAP). *Proceedings of Academy of Marketing Science Annual Conference*, New Orleans, USA.

Saracevic, S. and Schlegelmilch, B. B. (February 15-17, 2023). How Consumers Perceive Brand Activism: Conceptualizing and Probing the Dimensions of the Construct. *Proceedings of the Austria and New Zealand International Business Academy (ANZIBA)*, Melbourne, Australia.

Schlegelmilch, B. B. and Saracevic, S. (July 5-6, 2022). Corporate Activism in Europe, India and the US: Diagnostic Framework and Future Research Agenda. *Proceedings of the Academy of International Business Annual Meeting*, Miami, USA.

Saracevic, S., Schlegelmilch, B. B. and Wu, T. (May 25-27, 2022). The Role of Self-Construal Level in the Relationship between Norms and Pro-Environmental Consumer Behavior: A Cross-Country Comparison. *Proceedings of Academy of Marketing Science Annual Conference*, Monterey, California, USA.

Saracevic, S. and Schlegelmilch, B. B. (May 31- June 2, 2022). Capturing International Consumer Perceptions of Brand Activism: Moving Towards Scale Development. *Proceedings of the American Marketing Association - Global Marketing SIG Conference*, Crete, Greece.

Saracevic, S., Schlegelmilch, B. B. and Wu, T. (August 4-6, 2021). Individualism and Collectivism as Moderators of the Relationship between Norms and Pro-Environmental Consumer Behaviour. *Proceedings of the Virtual American Marketing Association Summer Conference*.

Wu, T., Reynolds, J., Wu, J. and Schlegelmilch, B. B. (May 25-28, 2021). Reaching Out to Consumers: An Analysis of CEO Tweeting Styles. *Proceedings of the European Marketing Academy (EMAC) Annual Conference*, Madrid, Spain.

Wu, T., Reynolds, J., Wu, J. and Schlegelmilch, B. B. (May 31-June 5, 2021). How CEOs Twitter with Customers: Key Insights and Future Research Directions. *Proceedings of the Virtual Academy of Marketing Science Annual Conference*.

Schlegelmilch, B. B. (May 29-31, 2019). Theories in International Marketing: Something Old, Something New, Lots of Things Borrowed – Should we Feel Blue? *Proceedings of the Academy of Marketing Science Annual Conference*, Vancouver, Canada.

Aydin, N., Dinhof, K., Kleber, J. and Schlegelmilch, B. B. (May 29-31, 2019). Overcorrection in Mixed Racial Purchasing. *Proceedings of the Academy of Marketing Science Annual Conference*, Vancouver, Canada.

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<p>Makri, K., Schlegelmilch, B. B. and Papadas, K.-K. (July 26-29, 2018). Location-based Consumer Identities and their Effect on Global Social Networking Sites Usage: Evidence from Users in Austria and Thailand. <i>Proceedings of the Global Marketing Conference</i>, Tokyo, Japan.</p>
<p>Simbrunner P. and Schlegelmilch, B. B. (July 26-29, 2018). Applied Behavioral Economics: Moral Cleansing and Moral Licensing in a Marketing Context. <i>Proceedings of the Global Marketing Conference</i>, Tokyo, Japan.</p>
<p>Simbrunner P., Schlegelmilch, B. B. and Stacheneder, V. (August 4-6, 2017). Applying the Theory of Cognitive Biases to Increase Charitable Donations: CSR Implications for the Fashion Industry. <i>Proceedings of the American Marketing Association Summer Marketing Educators Conference</i>, San Francisco, California, USA.</p>
<p>Simbrunner P. and Schlegelmilch, B. B. (May 24-26, 2017). Influencing Factors on Moral Licensing Effect: A Meta-Analytic Approach. <i>Proceedings of the Academy of Marketing Science Annual Conference</i>, Coronado Island, California, USA.</p>
<p>Zablocki, A., Schlegelmilch, B. B. and Houston, M. (May 24-26, 2017). The Influence of Audience and Self-Construal on the Content of Online Reviews. <i>Proceedings of the Academy of Marketing Science Annual Conference</i>, Coronado Island, California, USA.</p>
<p>Zablocki, A., Schlegelmilch, B. B. and Schantl, E. (May 24-26, 2017). Customer-Based Brand Equity in the Digital Age – Development of a Theoretical Framework. <i>Proceedings of the Academy of Marketing Science Annual Conference</i>, Coronado Island, California, USA.</p>
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<p>Zablocki, A. and Schlegelmilch, B. B. (September 14-16, 2016). Conceptual Development of the Relationship between Online Interactions and Brand Attitudes. <i>Proceedings of the 7<sup>th</sup> EMAC Regional Conference</i>, Sarajevo, Bosnia and Herzegovina, Sarajevo, Bosnien - Herzegowina.</p>
<p>Makri, K., and Schlegelmilch, B. B. (September 14-16, 2016). Linking Perceptions of “Self” and “Time” to Online Social Network Behavior. <i>Proceedings of the 7<sup>th</sup> EMAC Regional Conference</i>, Sarajevo, Bosnia and Herzegovina, Sarajevo, Bosnien - Herzegowina.</p>
<p>Zablocki, A. and Schlegelmilch, B. B. (June 27-30, 2016). Private versus Public Online Interactions and their Impact on Purchase Decisions in Different Cultures. <i>Proceedings of the Academy of International Business Annual Meeting</i>, New Orleans, USA.</p>

Zablocki, A., Schlegelmilch, B. B. and Houston, M. (February 26-28, 2016). Relationship between Valence of Online Reviews and Brand Attitudes. *Proceedings of the American Marketing Association Winter Marketing Educators' Conference*, Las Vegas, Nevada, USA.

Zablocki, A., Schlegelmilch, B. B. and Houston, M. (December 10-11, 2015). Online Communication in Different Cultural Settings: A Comparison between Austrian and Thai Consumers. *Proceedings of the 3<sup>rd</sup> International Conference on Advances in Management, Economics and Social Science – MES*, Rome, Italy.

Awanis, S., Cui, C. and Schlegelmilch, B. B. (July 14-18, 2015). The Myth of Self-Centeredness in Materialism: Reconciling Collectivism and Materialism in Asia. *Proceedings of the 2015 Academy of Marketing Science World Marketing Congress*, Bari, Italy.

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Gruber, V. and Schlegelmilch, B. B. (June 27-30, 2015). Exploring CSR Practices of MNEs in Developing Countries. *Proceedings of the 57<sup>th</sup> Annual Meeting of the Academy of International Business*, Bengaluru, India.

Zablocki, A., Schlegelmilch, B. B. and Houston, M. (May 26-29, 2015). Forming of Brand Attitudes in the Online Environment. *Poster: 44<sup>th</sup> European Marketing Academy*, Leuven, Belgium.

Gineikiene, J. and Schlegelmilch, B. B. (May 26-29, 2015). Healthiness by Default in Domestic and Foreign Food Products Choices. *Proceedings of the 44<sup>th</sup> European Marketing Academy*, Leuven, Belgium.

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Gruber, V. and Schlegelmilch, B. B. (July 17-20, 2013). Sustainable or Conventional? Exploring the Fit of Sustainability Attributes. *Proceedings of the Academy of Marketing Science World Marketing Congress*, Melbourne, Australia.

Gruber, V., McGoldrick, P., Schlegelmilch, B. B. and Newholm, T. (June 4-7, 2013). Social and Environmental Dimensions of COO Image. *Proceedings of the 42<sup>nd</sup> European Marketing Academy*, Istanbul, Turkey.

Schlegelmilch, B. B., McGoldrick, P., Gruber, V., and Newholm, T. (July 3-6, 2013). Integrating Social and Environmental Aspects into the Country-of-Origin (CoO) Construct: Why a Reconceptualization of CoO is Necessary. *Proceedings of the 55<sup>th</sup> Academy of International Business Conference*, Istanbul, Turkey.

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McGoldrick, P., Gruber, V., Schlegelmilch, B. B., and Newholm, T. (May 15-18, 2013). Ethical Aspects of International Product Sourcing. *Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference*, Monterey, California, USA.

Robson, J. M., Katsikeas, C. S., Schlegelmilch, B. B. and Pramböck, B. (February 15-17, 2013). Alliance Capability, Tie Strength, and Performance in International Strategic Alliances. *Proceedings of the Winter Marketing Educators' Conference*, Las Vegas, Nevada, USA.

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Haas-Kotzegger, U. and Schlegelmilch, B. B. (May 22-25, 2012). Conceptualizing Consumers' Experiences of Product-harm Crises. *Proceedings of the 41<sup>st</sup> Annual Conference European Marketing Academy*, Lisbon, Portugal.

Khan, M. M. and Schlegelmilch, B. B. (May 15-19, 2012). Tracing the Impact of Consumer Animosity in In-groups towards Out-group focused Endorsements in Multicultural Environments. *CD Proceedings of the Academy of Marketing Science Annual Conference*, New Orleans, Louisiana, USA.

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Szöcs, I., Shamma, H. and Schlegelmilch, B. B. (August 28 – September 1, 2012). The Impact of Corporate Philanthropy on Corporate Reputation: A cross-national comparison. *Proceedings of the 2012 Academy of Marketing Science World Marketing Congress*, Buckhead, GA, USA.

Ring, A., Diamantopoulou, A., and Schlegelmilch, B. B. (May 22-25, 2012). Drivers of Export Segmentation Effectiveness. *Proceedings of the 41<sup>st</sup> European Marketing Academy*, Lisbon, Portugal.

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Gruber, V., Schlegelmilch, B. B., and Houston, M. J. (May 15-19, 2012). Consumers' Inferential Evaluations of Sustainability Attributes Based on Incomplete Product Information. *CD Proceedings of the Academy of Marketing Science Annual Conference*, New Orleans, Louisiana, USA.

Haas-Kotzegger, U., Assiouras, I., Schlegelmilch, B. B. and Skourtis, G. (May 15-19, 2012). Evaluations in Product-harm Crisis Situations. *CD Proceedings of the Annual Conference of the Academy of Marketing Science*, New Orleans, Louisiana, USA.

Gruber V., Öberseder M., and Schlegelmilch B. B. (May 24-27, 2011). Any Excuse Will Do! How Techniques of Neutralization Bridge Consumers' Positive Attitudes Towards CSR and Their Contradictory Behaviour. *Proceedings of the 40<sup>th</sup> European Marketing Academy*, Ljubljana, Slovenia.

Öberseder, M., Schlegelmilch, B. B., Murphy P. (May 24-27, 2011). An Initial Step Towards Measuring Consumers' Perception of Corporate Social Responsibility. *Proceedings of the 40<sup>th</sup> European Marketing Academy*, Ljubljana, Slovenia.

Öberseder, M., Schlegelmilch, B. B., Gruber, V. (July 19-23, 2011). Why Do You Not Care About CSR? A Qualitative Study Exploring the Limited Role of CSR in Consumption Decisions. *Proceedings of the Academy of Marketing Science World Marketing Congress*, Reims, France.

Haas-Kotzegger, U. and Schlegelmilch, B. B. (July 19-23, 2011). There is Bad and There is Worse: A Comparison of Consumer Reactions to Product-harm Crises and Brand Crises. *Proceedings of the Academy of Marketing Science World Marketing Congress*, Reims, France.

Schlegelmilch, B. B., Szöcs, I. (July 19-23, 2011). Disaggregating Corporate Philanthropy: The Impact of Individual Dimensions on Customer-Based Corporate Reputation. *Proceedings of the Academy of Marketing Science World Marketing Congress*, Reims, France.

Robson M., Schlegelmilch B. B., and Bojkowszky B. (February 18-20, 2011). Resource Deployment Stability and Performance in R&D Alliances: A Self-Determination Theory Explanation. *Proceedings of the AMA Winter Educators' Conference*, Austin, Texas, USA.

Schlegelmilch, B. B., Bojkowszky, B. and Robson, M. (June 25-29, 2010). Global Marketing Partnerships and Strategies for Competitive Differentiation. *Proceedings of the Annual Meeting of the Academy of International Business*, Rio de Janeiro, Brazil.

Schlegelmilch, B. B. and Öberseder, M. (June 1-4, 2010). Consumers' Perception of Corporate Social Responsibility. *CD Proceedings of the 39<sup>th</sup> European Marketing Academy*, Copenhagen, Denmark.

Khan, M.M., Schlegelmilch, B. B. and Shabbir, H. (June 1-4, 2010). Marketing Across Cultures: Exploring UK Consumer Reactions to Religious Endorsements. *CD Proceedings of the 39th European Marketing Academy*, Copenhagen, Denmark.

Schlegelmilch, B. B. and Khan, M. M. (May 26-29, 2010). The Impact of Halal Endorsements on Purchase Intent of Non-Muslim Consumers. *CD Proceedings of the Annual Conference of the Academy of Marketing Science*, Portland, Oregon, USA.

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Schlegelmilch, B. B. and Öberseder, M. (July 22-25, 2009). Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends. *Proceedings of the 14th Biennial World Marketing Congress of the Academy of Marketing Science*, Oslo, Norway.

Schlegelmilch, B. B. and Khan, M. M. (July 22-25, 2009). Animosity towards Religious Minorities: A Conceptual Model of Antecedents and Intentions to Purchase Products with Religious Endorsements. *Proceedings of the 14th Biennial World Marketing Congress of the Academy of Marketing Science*, Oslo, Norway.

Diamantopoulos, A., Schlegelmilch, B. B. and Palihawadana, D. (May 26-29, 2009). Country of Origin: Still Alive and Kicking? *Proceedings of the 38th European Marketing Academy*, Nantes, France.

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Öberseder, M., Schlegelmilch, B. B. and Mitchell, V. W. (May 26-29, 2009). Online Versus Offline Ethics: A Comparison of Parents and their Adolescent Children in Austria and the UK. *Proceedings of the 38th European Marketing Academy*, Nantes, France.

Diamantopoulos, A., Schlegelmilch, B. B. and Palihawadana, D. (February 20-23, 2009). Country-of-Origin: A Construct Past its Sell-by Date? *Proceedings of the 2009 American Marketing Association Winter Educators' Conference*, Tampa, Florida.

Nell, P. C. and Schlegelmilch, B. B. (June 11-13, 2008). Overlapping Relationships of Headquarters and Subsidiaries to Local Networks – A Conceptual Model of Antecedents and Performance Consequences. EIBA, *Proceedings of the European International Business Academy*, Tallinn, Estonia.

Pramboeck, B. E. and Schlegelmilch, B. B. (Oct. 12-15, 2008). Capturing Alliance Capability: A Pramboeck Classification Approach. *Proceedings of the 28th Annual International Conference of the Strategic Management Society*, Cologne, USA.

Brenner, B. and Schlegelmilch, B. B. (October 12-15, 2008). Adding a Third Dimension: The Value-Added of Regional Structures. *Proceedings of the 28th Annual International Conference of the Strategic Management Society*, Cologne, USA.

Ambos, B. and Schlegelmilch, B. B. (2008). The Myth of Extremes: The Role of Regional Marketing Strategies in a Globalized World. *Development in Marketing Science, Proceedings of the Annual Conference of the Academy of Marketing Science*, Volume XXXI, Vancouver, BC, Canada.

Nell, C. P. and Schlegelmilch, B. B. (June 30 – July 3, 2008). Antecedents and Performance Consequences of MNC Embeddedness Overlap – A Conceptual Model. *CD Proceedings of the Annual Conference of the Academy of International Business*, Milan, Italy.

Pramboeck B. E. and Schlegelmilch, B. B. (June 30 – July 3, 2008). Making Sense of Alliance Capability - A Classification Framework and Avenues for Further Research. *CD Proceedings of the Annual Conference of the Academy of International Business*, Milan, Italy.

Ambos, T. C., Schlegelmilch, B. B., Ambos, B. and Brenner, B. (October 14-17, 2007). Evolutions of Organizational Structure in the Internationalization of Banks: The Case of UniCredit Group in CEE. *Proceedings of the 27<sup>th</sup> Annual International Conference of the Strategic Management Society*, San Diego, California, USA, **(Finalist for the Best Conference Paper for Practice Implications Award)**.

Nell, P. C. and Schlegelmilch, B. B. (October 14-17, 2007). Managing International Interdependence: The Role of Regional Headquarters. *Proceedings of the 27<sup>th</sup> Annual International Conference of the Strategic Management Society*, San Diego, California, USA.

Ambos, T. C. and Schlegelmilch B. B. (December 7-9, 2006). Standing on the Shoulders of Giants: Knowledge Management Practices in International Consulting Firms. *Proceedings of the European Academy of International Business (EIBA)*, Fribourg, Switzerland.

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Bojkowszky, B. and Schlegelmilch, B. B. (June 23-26, 2006). Drivers of Continuous Resource Commitment in International Alliances: A Conceptual Framework. *CD Proceedings of the Annual Conference of the Academy of International Business*, Beijing, China.

Lehrer, M. and Schlegelmilch, B. B. (June 23-26, 2006). MNC – Learning on the Demand Side: Lead Markets, Design Innovation and Internationalization. *CD Proceedings of the Annual Conference of the Academy of International Business*, Beijing, China.

Ambos, B. and Schlegelmilch, B. B. (October 31 - November 3, 2004). Managing Global R&D Networks: A Comparison of Organizational and Political Approaches to Control. *Proceedings of the 24<sup>th</sup> Annual International Conference of the Strategic Management Society*, San Juan, Puerto Rico, **(Nominated for McKinsey / Strategy Management Society Best Conference Paper)**.



Ambos, B., Chini, T. C. and Schlegelmilch, B. B. (November 9-12, 2003). The Impact of National Culture on R&D Laboratory Performance and Location Choice: An Empirical Investigation. *Proceedings of the 23<sup>rd</sup> Annual International Conference of the Strategic Management Society*, Baltimore, Maryland, USA, **(Nominated for McKinsey / Strategy Management Society Best Conference Paper)**.

Ambos, B., Chini, T. C. and Schlegelmilch, B. B. (July 5-8, 2003). Benefiting from Subsidiary Knowledge: An Empirical Investigation of Reverse Knowledge Transfers. *Proceedings of the Annual Meeting of the Academy of International Business*, Monterey, California, USA.

Stöttinger, B., Penz, E. and Schlegelmilch, B. B. (July 5-8, 2003). Why 'The Real Thing' is sometimes Less Attractive: Insights into Purchasing Behavior for Counterfeit Goods. *Proceedings of the Annual Meeting of the Academy of International Business*, Monterey, California, USA.

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Ambos, B. and Schlegelmilch, B. B. (September 22-25, 2002). The Use of International R&D Teams: An Empirical Investigation of Selected Contingency Factors. *Proceedings of the 22<sup>nd</sup> Annual International Conference of the Strategic Management Society*, Paris, France, **(Nominated for McKinsey / Strategy Management Society Best Conference Paper)**.

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Kreuz, P. and Schlegelmilch, B. B. (May 8-11, 2001). Strategic Innovation: Rethinking the Conventional Logic of Marketing Strategy. *Proceedings of the European Marketing Academy Conference*, Bergen, Norway.

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Schlegelmilch, B. B. (November 17-20, 2000). Scholarly Research in International Business: Striving for Relevance and Rigor. *Proceedings of the Annual Meeting of the Academy of International Business*, Phoenix, Arizona.

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Sinkovics, R., Stöttinger, B., Schlegelmilch, B. B. and Woodruffe-Burton, H. (May 12-14, 1999). Diffidence about the Use of Technology-Related Products: Development of a Technophobia Scale. *Proceedings of the 28th European Marketing Academy Conference*, Berlin, abstract (full version on conference CD).

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### **CONFERENCE PRESENTATIONS**

Schlegelmilch, B. B., Cavusgil, S.T., Kundu, S. and Udorn, P. The Role of Business Schools in Educating Future Leaders in International Business (Panel Discussion), *Annual Meeting of the Academy of International Business*, Warsaw, Poland, July 3-9, 2023.



Schlegelmilch, B. B., Roy, S and Crittenden, V. The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities **(Special Session)**, *Academy of Marketing Science Annual Conference*, New Orleans, USA, May 17-19, 2023.

Schlegelmilch, B. B., Guerra, L. and Goudey, A. Emerging Technologies and their Impact. *AMBA & BGA Global Conference*, Seville, Spain, May 15-17, 2023. **(Keynote Session)**.

Schlegelmilch, B. B. Roy, S and Crittenden, V. The Future of Business Schools: Strategic Pressure Points, Emerging Business Models, and Research Opportunities **(Special Session)**, *Academy of Marketing Science Annual Conference*, New Orleans, USA, May 17-19, 2023.

Schlegelmilch, B. B. Pressure Points in Developing Innovative Business School Strategies, *AMBA & BGA Latin American Deans & Directors Conference*. Cartagena, Colombia, 21 – 23 September 2022.

Schlegelmilch, B. B. The Future of Management Education: Implications for Business Schools, *Association of Asia-Pacific Business Schools (Online Keynote Speaker)*. Nagoya, Japan, June 1, 2022.

Schlegelmilch, B. B., Teerakapibal, S. Crittenden, W. F., Alcantara, I. L. and Crittenden V. L. The Global Education Vortex: Embrace Change or Become Irrelevant, *American Marketing Association Global Marketing SIG 2022 Conference (Keynote Session)*. Crete, Greece, May 31 – June 2, 2022.

Schlegelmilch, B. B., Steenkamp, J. B. Reinartz, W. and Prange, C. Post-Covid Business Schools in a Global Context: More of the Same or a New Start. *American Marketing Association Global Marketing SIG 2021 Conference (Keynote Session)*. Taormina, Sicily, Italy, October 1-3, 2021.

Schlegelmilch, B. B., Crittenden, V. and Peterson, M. Business School Curriculum Innovation and Sustainability. *Virtual American Marketing Association Summer Conference*, August 4-6, 2021.

Dhar, U., Agarwal, K. K., Beck-Dudley, C., Schlegelmilch, B. B. and Alderman, J. Recalibrating Key Indicators of Accreditation for Global Benchmarking and Embracing the New Normal. *Association of Indian Management Schools [AIMS], 32<sup>nd</sup> AIMS Annual Management Education Convention*, August 26-28, 2021 **(Online Keynote Session)**.

Lu, J., Schlegelmilch, B. B., Manceau, D., Duggan, C. and Wang, X. X. What's Next? New Approaches for Higher Education Collaboration in a Post-Covid World. *Virtual Annual Meeting of the Association of American Colleges & Universities AAC&U*, Lingnan Global Forum, January 2021.

Schlegelmilch, B. B. Why Business Schools Need Radical Innovations. Philip Kotler *eWorld Marketing Summit*, November 6-7, 2020. (1.5 million delegates from 104 countries).

Schlegelmilch, B. B. The Future of Business Schools. *Chilean Association of Business Schools – ENEFA, Web Conference*, November 4, 2020 **(Keynote Speaker)**.

Schlegelmilch, B. B. Business School Academic Capability and Publications. *The 9th Chinese AMBA & BGA Business School Capacity Building New Year Webinar*, December 16, 2020, **(Keynote Speaker)**.

Schlegelmilch, B. B. Competitive Strategies in a Turbulent Business School Environment. *Association of MBAs [AMBA] and Business Graduate Association [BGA] Global Conference*, Istanbul, Turkey, May 13-15, 2019. **(Keynote Speaker)**.

Schlegelmilch, B. B. New Paradigms of Success: Implications for Business Schools. *Association of MBAs [AMBA] Asia Pacific Conference for Deans and Directors*, Melbourne, Australia, November 12-14, 2018. **(Keynote Speaker)**.

Schlegelmilch, B. B. Business Schools in the Digital Age: Do We Need New Business Models? *Association of MBAs [AMBA] Latin America Conference for Deans and Directors*, Buenos Aires, Argentina, September 3-5, 2018, **(Keynote Speaker)**.

Schlegelmilch, B. B. Beyond Accreditation: AMBA's Outreach and Development Trajectory. Panel Discussion. *Association of MBAs [AMBA] Global Deans and Directors Conference*, Stockholm, Sweden. May 14-16, 2018.

Simbrunner, P., Schlegelmilch, B. B. and Stacheneder, V. Influencing Charitable Behavior through Insights from Behavioral Economics: Implications for the Management of Online Retail Environments in the Fashion Industry. *GAMMA – Global Fashion Management Conference*, Vienna, Austria, July 7-9, 2017.

Simbrunner, P. and Schlegelmilch, B. B. Cross-Cultural Differences in Cognitive Biases: Does Moral Licensing Work the Same Way in Europe and Asia? *CIMaR: Consortium for International Marketing Research 26th Annual Conference*, Florence, Italy, June 20-23, 2017.

Zablocki, A., Schlegelmilch, B. B., Schantl, E. A Theoretical Framework on the Influence of e-WOM on Customer-Based Brand Equity. *26th Annual CIMaR Conference - Consortium for International Marketing Research*, Florence, Italy, June 20-23, 2017.

Houston, M. J. and Schlegelmilch, B. B. The Value of Diversity in Management Education: Perspectives from Asia, Europe and the USA. *42<sup>nd</sup> Annual European International Business Academy (EIBA) Conference*, Vienna, Austria, December 2-4, 2016.

Simbrunner, P., Schlegelmilch, B. B. and Fedoseeva, O. The Relationship between Time Orientation and Charitable Behavior: A Cross-Cultural Comparison. *25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research*, Xi'an, China, June 17-20, 2016.

Simbrunner, P. and Schlegelmilch, B. B. Morality in Decision Making: A Meta-Analysis and Meta-Regression. *GAMMA - Global Marketing Conference*, Hong Kong, China, July 21-24, 2016.

Cavusgil, S. T., Li, J. J., and Schlegelmilch, B. B. Recent Developments in the Market for Management Education: Perspective from Asia, Europe and the USA. *25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research*, Xi'an, China, June 17-20, 2016.

Gruber, V., Traxler, N., and Schlegelmilch, B. B. An Investigation of CSR Practices in Bottom-of-the-Pyramid Markets, Stakeholders' Perceptions and their Potential for Development and Innovation. *International Conference on Corporate Sustainability and Responsibility*, Berlin, Germany, October 8-10, 2014.

Schlegelmilch, B. B., Gruber, V., Srisuphaolarn, P., Kamal, K. K., Nachum, L. and Mishra, S. K. Assuming Corporate Responsibilities in Emerging Markets: Challenges and Prospects. Panel Discussion, *56<sup>th</sup> Academy of International Business Conference*, Vancouver, Canada, June 24-26, 2014.

Schlegelmilch, B. B., Devinney, T. M., Czinkota, M. R., Leonidou, C. N., Gruber, V., Katsikeas, C. S., and Zeriti, A. A Global View on Sustainability and CSR. Panel Discussion, *Annual Meeting of the Academy of International Business*, Washington, USA, June 30 - July 3, 2012.

Schlegelmilch, B. B. and Gruber, V. Sustainability: A Global Consumer Concern or a Luxury for Developed Nations? Panel Discussion, *Annual Meeting of the 54<sup>th</sup> Academy of International Business*, Washington, USA, June 30 - July 3, 2012.

Schlegelmilch B. B. The Ambiguous Gestalt of Global Marketing. Panel Discussion, *41st Annual Conference European Marketing Academy*, Lisbon, Portugal, May, 22-25, 2012.

Gruber, V., Schlegelmilch, B. B. and Houston, M. J. An Examination of Consumers' Inference Formation about Product Sustainability. *IAREP*, Warsaw, Poland, September 5-8, 2012.

Szöcs, I. and Schlegelmilch, B. B. Do Consumer and Company Perceptions of Corporate Philanthropy Align? *41<sup>st</sup> Annual Conference European Marketing Academy* (Poster Session), Lisbon, Portugal, May 22-25, 2012.

Gruber, V. and Schlegelmilch, B. B. An Examination of Consumers' Inferences about Product Sustainability. *37<sup>th</sup> Annual Macromarketing Conference*, Berlin, Germany, June 13-16, 2012.

Schlegelmilch, B. B. Marketing Ethics: Challenges in Turbulent Times. Panel Discussion, *AMA Winter Educators' Conference*, St. Petersburg, Florida, February 17-19, 2012.

Schlegelmilch, B. B and Houston, M. J. Innovation in Executive MBA Programs: The Future of Business School Education, Panel Discussion, *AMA Winter Educators' Conference*, St. Petersburg, Florida, February, 17-19, 2012.

Haas-Kotzegger, U., Assiouras, I., Schlegelmilch, B. and Skourtis, G. Consumer Response to Product-harm Crises: The Role of Product Knowledge and Message Involvement. *Australian and New Zealand Marketing Academy Conference (ANZMAC)*, Perth, Australia, November, 28-30, 2011.

Schlegelmilch, B. B. Der MBA im Jahre 2020: Werden wir ihn noch wiedererkennen? Panel Discussion, *Verband der Hochschullehrer für Betriebswirtschaft*, Hanover, Germany, November 11, 2011.

Schlegelmilch, B. B., Ingene, C., Ortinau, D. J. and Parasuraman, P. Meet the Reviewers. Panel Discussion, *Academy of Marketing Science*, Coral Gables, Florida, USA, May 24-27, 2011.

Schlegelmilch, B. B., Crittenden, V. L., Price, L., Varadarajan, R., Dickson P. and Yadav, M. Telling Telling Stories: Crafting Impactful Marketing Theory. Panel Discussion, *Academy of Marketing Science*, Portland, OR, USA, May 26-29, 2010 and *Academy of Marketing Science*, Coral Gables, Florida, USA, May 24-27, 2011.

Öberseder, M. and Schlegelmilch B. B. What is CSR? Consumers' Understanding of Corporate Social Responsibility. *4<sup>th</sup> International Conference on Corporate Social Responsibility*, Berlin, Germany, September 22-24, 2010.

Öberseder, M. and Schlegelmilch, B. B. Consumers' Perception of Corporate Social Responsibility. *Annual Conference European Marketing Academy*, Copenhagen, Denmark, June 1-6, 2010.

Schlegelmilch, B. B., Ingene, C., Ortinau, D. J., Parasuraman, P. and Cote, J. Meet the Reviewers: Suggestions from Award Winning Reviewers on How to Get Published. Panel Discussion, *Academy of Marketing Science*, Portland, OR, USA, May 26-29, 2010.

Schlegelmilch, B. B., Crane, F., Curran, C., Duke, C., Ferrell, L., Hanna, R. and Wilson, E. The Importance of the Scholarship of Teaching. Panel Discussion, *AMA Winter Educator's Conference*, New Orleans, USA, February 19-22, 2010.

Schlegelmilch, B. B., Doz, Y., Prahalad, C. K., Malik, F. and Stern, S. Peter F. Drucker's Contribution to Management. Panel Discussion, *Drucker 100 Senior Executive Symposium*, Vienna, Austria, November 18, 2009.

Schlegelmilch, B. B. Writing a PhD Thesis: The Challenges Ahead. *First Biennial Doctoral Consortium at the 14<sup>th</sup> Biennial World Marketing Congress of the Academy of Marketing Science*, Oslo, Norway, July 22-25, 2009.

Devinney, T. M. and Schlegelmilch, B. B. Exploring the Limits of Corporate Social Responsibility. *Panel Session at the 28<sup>th</sup> Annual International Conference of the Strategic Management Society*, Cologne, Germany, Oct. 12-15, 2008.

Schlegelmilch, B. B. Ethics in Corporate Positioning. Corporate Identity / Associations Research Group, *5<sup>th</sup> International Conference on Strategically Managing Corporate Reputation and Identity*, Vancouver, Canada, May 26-28, 2008.

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Moore, S. A. and Schlegelmilch, B. B. A Proposed Methodology for Examining Inter- and Intra-Organizational Perceptions of Service Quality. *7<sup>th</sup> Industrial Marketing and Purchasing Conference*, Uppsala University, Sweden, September 6-8, 1991.

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Langlois, C. C. and Schlegelmilch, B. B. Do Corporate Codes of Ethics Reflect National Character? Evidence from Europe and the United States. *Second European Conference on Business Ethics*, Barcelona, Spain, September 27-29, 1989.

## **OTHER**

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Schlegelmilch, B. B. and Medved, K. (March 2003). Review of: Christian Homburg/ Harley Krohmer: Marketingmanagement Strategie – Instrumente – Umsetzung - Unternehmensführung. In: *Journal für Betriebswirtschaft*, pp. 114-115.

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Love, A., Schlegelmilch, B. B. and Diamantopoulos, A. (March 1993). Charity Marketing: An Empirical Analysis of Donor and Volunteering Behaviour in the UK. <i>Report prepared for the Charities Aid Foundation</i> .
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Schlegelmilch, B. B. (1979). Analyse der Rahmenbedingungen deutscher Direktinvestitionen in Großbritannien. Abschlussarbeit, Fachhochschule Köln.

## **RESEARCH SEMINARS**

The University of Wellington, Wellington, New Zealand, 2023  
The University of Auckland Business School, Auckland, New Zealand, 2023  
The University of the South Pacific, Suva, Fiji, 2023  
Chiang Mai University Business School, Chiang Mai, Thailand, 2023  
SASIN School of Management, Bangkok, Thailand, 2023  
INCAE Business School, San Jose, Costa Rica, 2022  
Indian Institute of Management, Calcutta, India, 2020  
The University of the South Pacific, Suva, Fiji, 2018  
University of Cyprus, 2018  
Lingnan (University) College, Sun Yat-sen University, China, 2017  
University of Lancaster, UK, 2016  
University of Hull, UK, 2016  
University of Leeds, UK, 2016  
Universidad de Montevideo, Uruguay, 2016

Universidad Torcuato Di Tella, Buenos Aires, Argentina, 2016  
University of Arizona, Tucson, USA, 2016  
University of Manchester, UK, 2012  
University of Edinburgh, UK, 2012  
University of Cyprus, Cyprus, 2011  
Keio University, Japan, 2010  
University of Leeds, UK, 2009  
City University, London, UK, 2009  
Indian Institute of Management, Ahmedabad, 2008  
Chulalongkorn University, Bangkok, Thailand, 2006  
Universität Bern, Switzerland, 2005  
University of Edinburgh, UK, 2005  
Thammasat University, Bangkok, Thailand, 2004  
Hong Kong Polytechnic University, China, 2004  
Thammasat University, Bangkok, Thailand, 2003  
Universidad Gabriela Mistral, Chile 2003  
University of Ljubljana, Slovenia 2002  
University of St.Gallen, Switzerland, 2002  
University of Edinburgh, UK, 2002  
ESADE, Spain, 2002  
Universidad Gabriela Mistral, Chile 2001  
University of Nanchang, China, 2000  
Koc University, Istanbul, Turkey, 2000  
University of Texas A&M, College Station, USA, 2000  
University of Edinburgh, UK, 1998  
Universität Salzburg, Austria, 1996, 1998  
Arizona State University West, Phoenix, USA, 1996  
Center for Privatization - Nizhny Novgorod, Russia, 1996  
Institute of Management and Business - Nizhny Novgorod, Russia, 1996  
University of St. Gallen, Switzerland, 1995  
Tennessee State University, USA, 1994  
Humboldt-Universität zu Berlin, Germany, 1994  
Universität Paderborn, Germany, 1994  
Wirtschaftsuniversität Wien, Austria, 1994  
Universität Dortmund, Germany, 1994  
Concordia University, Montreal, Canada, 1993  
London Business School, UK, 1993  
Johannes-Kepler-Universität Linz, Austria, 1993  
London Business School, UK, 1992  
The University of Texas, San Antonio, USA, 1992  
The University of Central Florida, USA, 1992  
Drexel University, USA, 1991

The Wharton School, University of Pennsylvania, USA, 1991  
The University of Miami, USA, 1991  
The American Graduate School of International Management, Phoenix, USA, 1991  
University of Strathclyde, UK, 1991  
The University of Regensburg, Germany, 1991  
The University of Cairo - Institute of Transport, Egypt, 1990  
Sup. de Co. Le Havre/Caen, France, 1990  
The University of North Carolina, Wilmington, USA, 1990  
San Francisco State University, USA, 1990  
University of California at Berkeley, USA, 1990  
The Fachhochschule Köln, Germany, 1990  
The University of Cologne, Germany, 1989  
The University of Bradford, UK, 1988