

**CURRICULUM VITAE**  
**October 2022**  
**Bodo B. Schlegelmilch**



Professor of International Management and Marketing  
WU Vienna University of Economics and Business  
Welthandelsplatz 1  
1020 Vienna, Austria

Tel: +43-1-31336-5099 [direct line]  
+43-676-82135099 [mobile]  
+43-1-31336-5103 [secretary]  
E-mail: [bodo.schlegelmilch@wu.ac.at](mailto:bodo.schlegelmilch@wu.ac.at)

## 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 208 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

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

**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 2016 – 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

**Professor – Executive Education  
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 College of Economics & Management (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 more than 20 Editorial Boards; 14 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). Reviewer of the Year Award 1996, Journal of Business Research.

## RESEARCH

Focus on Global Marketing Strategy and CSR

14 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: 19100; h-index 62

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. Ranked 275 in a world ranking of the top 1000 scientists in Business and Management by H-index.

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.

## RESEARCH 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

CEMS Course of the Year: 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 Jiaotong 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**

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.) <i>Diversity in European Marketing</i> , 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.) <i>Dynamics of Globalization: Location Specific Advantages or Liabilities of Foreignness?</i> 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.) <i>Legends in Marketing: Naresh K. Malhotra</i> , 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.) <i>Reshaping the Boundaries of the Firm in an Era of Global Interdependence</i> , 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.), <i>Wiley International Encyclopedia of Marketing</i> , Vol. 6, International Marketing, London: Wiley.
Schlegelmilch, B. B. (2007). Globalisierung. In: Köhler, R., Küpper, H.-U. and Pfingsten, A. (eds.): <i>Handwörterbuch der Betriebswirtschaft</i> , 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.): <i>Kooperationen, Allianzen und Netzwerke: Grundlagen, Ansätze, Perspektiven</i> , 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.) <i>Environmental Marketing: Strategies, Practice, Theory and Research</i> , Binghampton, Haworth Press, 363-385 [blind review].
Schlegelmilch, B. B. (1995). Spendenmarketing. In Tietz, B., Koehler, R. and Zentes, J. (eds.) <i>Enzyklopädie der Betriebswirtschaftslehre IV: Handwörterbuch des Marketing</i> , 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.) <i>Perspectives on Marketing Management</i> , 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.) <i>Perspectives on Marketing Management</i> , 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.) <i>Advances in International Marketing</i> , 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.): <i>Perspectives on Marketing Management</i> , 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. <i>Marketing Review</i> 1992, In: <i>Hellenic Institute of Marketing and Hellenic Management Association</i> , 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.) <i>New Perspectives on International Marketing</i> , 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.) <i>Export Development and Promotion: The Role of Public Organizations</i> , 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.) <i>Internationale Management-Beratung</i> , 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.) <i>Lecture Enrichment Series - Marketing: Concepts and Strategies 6<sup>th</sup> ed.</i> , 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.) <i>Advances in Business Marketing</i> , Vol. 3, Greenwich: Connecticut, Jai Press, Inc., 249-291 [blind review].

### **CASE STUDIES AND MULTIMEDIA DEVELOPMENT**

Schlegelmilch, B. B. (February, 2022). <i>Expanding Midea's International Business: Making Own Brand Manufacturing (OBM) a Strategic Priority</i> , 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). <i>Nivea and Friends: Beiersdorf's Quest for an Optimal Strategy – Structure Alignment</i> , Case Study (Student and Instructor Version), The Case Center, Case Reference no. 517-0077-1.
Schlegelmilch, B. B. and León, S. S. (July 2014). <i>Red Bull Stratos: Mission to the Edge of Space</i> , 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). <i>Donnie GmbH</i> , 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). <i>Charmin and the Knowledge Management Challenge at P&amp;G</i> , Case Study (Student and Instructor Version), Community of European Management Schools (CEMS).
Schlegelmilch, B. B. and El-Chichalki, K. (1998). <i>Citibank Argentina</i> , Case Study, University of Western Ontario, Case Series, Part IV, 960-974.
Schlegelmilch, B. B. (August 1997). Principal Content Developer, <i>Global Marketing</i> , 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, <i>Global Business</i> , video program for MBA students studying international business in a distance learning environment, National University of San Diego.

## **JOURNALS**

Mitchell, V., Makri, K. and Schlegelmilch, B. B. Exhibition Event Evaluation Revisited: An Individual Value Approach. <i>Event Management</i> , forthcoming.
Leonidou, C., Gruber, V. and Schlegelmilch, B. B. (September 13, 2022). Consumers' Environmental Sustainability Beliefs and Activism: A Cross-Cultural Examination. <i>Journal of International Marketing</i> , DOI: 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. <i>The Service Industries Journal</i> , 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. <i>Journal of Cleaner Production</i> , 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. <i>International Marketing Review</i> , 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. <i>International Business Review</i> , 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. <i>Online Information Review</i> , 46(4), 787-806. <a href="https://doi.org/10.1108/OIR-09-2021-0484">https://doi.org/10.1108/OIR-09-2021-0484</a> .
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. <i>Sustainability</i> . 13(9):5156. ( <a href="https://doi.org/10.3390/su13095156">https://doi.org/10.3390/su13095156</a> .)
Schlegelmilch, B. B. (2020). Why Business Schools Need Radical Innovations: Drivers and Development Trajectories. <i>Journal of Marketing Education</i> , 42(2), 93-107 [ <b>Winner of the Journal's 2020 Outstanding Article of the Year</b> ].
Wu, J., Wu, T. and Schlegelmilch, B. B. (2020). Seize the Day: How Online Retailers Should Respond to Positive Reviews. <i>Journal of Interactive Marketing</i> , 52(Nov), 52-60.
Makri, K., Schlegelmilch, B. B., Mai, R., and Dinhof, K. (2020). What we Know About Anti-Consumption: An Attempt to Nail Jelly to the Wall. <i>Psychology &amp; Marketing</i> , 37(2), 177-215 [ <b>One of the Top 10 Cited Articles of the Journal in 2020</b> ].
Makri, K., Papadas, K.-K. and Schlegelmilch, B. B. (2019). Global Social Networking Sites and Global Identity: A Three-country Study. <i>Journal of Business Research</i> , 130 (June), 482-492.
Zablocki, A., Makri, K., Schlegelmilch, B. B. and Houston, M. J. (May 2019). Emotions within Online Reviews and their Influence on Product Attitudes in Austria, USA and Thailand. <i>Journal of Interactive Marketing</i> , 46(May), 20-39.
Bunga Bangsa, A and Schlegelmilch, B. B. (2020). Linking Sustainable Product Attributes and Consumer Decision Making: Insights from a Systematic Review. <i>Journal of Cleaner Production</i> , 245. ( <a href="https://doi.org/10.1016/j.jclepro.2019.118902">https://doi.org/10.1016/j.jclepro.2019.118902</a> ).
Robson, M. J., Katsikeas, C. S., Schlegelmilch, B. B. and Pramböck, B. (2019). Alliance Capabilities, Interpartner Attributes, and Performance Outcomes in International Strategic Alliances. <i>Journal of World Business</i> , 54(2), 137-153.
Makri, K., Papadas, K.-K. and Schlegelmilch, B. B. (2018). Global Consumer Culture: The Evolving Nature of Global and Local Consumption. <i>International Marketing Review</i> , 36(5), 702-725.
Schlegelmilch, B. B. and Simbrunner, P. (2019). Moral Licensing and Moral Cleansing Applied to Company–NGO Collaborations in an Online Context. <i>Journal of Business Research</i> , 95 (Feb), 544-552.
Felix, R., Hinsch, C., Rauschnabel, P. and Schlegelmilch, B. B. (2018). Religiousness and Environmental Concern: A Multilevel and Multi-Country Analysis of the Role of Life-Satisfaction and Indulgence. <i>Journal of Business Research</i> , 91 (Oct), 304-312.

Zablocki, A., Schlegelmilch, B. B. and Houston, M. J. (2019). How Valence, Volume and Variance of Online Reviews Influence Brand Attitudes. <i>AMS Review</i> , 9(1-2), 61-77.
Awanis, S., Schlegelmilch, B. B. and Cui, C. (2017). Asia's Materialists: Reconciling Collectivism and Materialism. <i>Journal of International Business Studies</i> , 48(8), 964–991 <b>[Recognised as ground-breaking article in Springer Nature, nominated by JIBS]</b> .
Prange, C. and Schlegelmilch, B. B. (2018). Managing Innovation Dilemmas – The Cube Solution. <i>Business Horizons</i> , 61(2), 309-322.
Simbrunner, P. and Schlegelmilch, B. B. (2017). Moral Licensing: A Culture-Moderated Meta-Analysis Management Review Quarterly. <i>Management Review Quarterly</i> , 67(4), 201–225.
Simmons, M., Crittenden, V. and Schlegelmilch, B. B. (2018). The Global Reporting Initiative: Do Application Levels Matter? <i>Social Responsibility Journal</i> , 14(3), 527-541.
Makri, K. and Schlegelmilch, B. B. (2017). Time Orientation and Engagement with Social Networking Sites: A Cross-cultural Study in Austria, China and Uruguay. <i>Journal of Business Research</i> , 80 (Nov.), 155-163.
Gineikiene, J., Schlegelmilch, B. B. and Auruskeviciene, V. (2017). “Ours” or “Theirs”? Psychological Ownership and Domestic Products Preferences. <i>Journal of Business Research</i> , 72 (March) 93-103.
Simbrunner, P., Makri, A. and Schlegelmilch, B. B. (2017). Time Orientation: The Role of Culture and its Marketing Applications. <i>Transfer Werbeforschung &amp; Praxis</i> , 63(1), 17-21.
Gineikiene, J., Schlegelmilch, B. B. and Ruzeviciute, R. (2016). Our Apples are Healthier than Your Apples: Deciphering the Healthiness Bias for Domestic and Foreign Products. <i>Journal of International Marketing</i> , 24(2), 80-99.
Prange, C. and Schlegelmilch, B. B. (2016). Towards a Balanced View of Innovations. <i>Management Decision</i> , 54(2), 441-454.
Mitchell, V.-W., Schlegelmilch, B. B. and Mone, S.-D. (2016). Why should I attend? The Value of Business Networking Events. <i>Industrial Marketing Management</i> , 52(1), 100-108.
Szőcs, I., Schlegelmilch, B. B., Rusch, T. and Shamma, H. M. (2016). Linking Cause Assessment, Corporate Philanthropy, and Corporate Reputation. <i>Journal of the Academy of Marketing Science</i> , 44(3), 376-396.
Schlegelmilch, B. B., Khan, M. M. and Hair, Jr., J. F. (2016). Halal Endorsements: Stirring Controversy or Gaining New Customers? <i>International Marketing Review</i> , 33(1), 1-32.
Zablocki, A., Schlegelmilch, B. B. and Houston, M. (2016). Online Communication in Different Cultural Settings: A Comparison between Austrian and Thai Consumers. <i>International Journal of Business and Management Study</i> , 3(1), 73-77.

Gruber, V., Kaliauer, M. and Schlegelmilch, B. B. (December 2017). Improving the Effectiveness and Credibility of Corporate Social-Responsibility Messaging: An Austrian Model Identifies Influential CSR Content and Communication Channels. <i>Journal of Advertising Research</i> , 397-409.
Gruber, V. and Schlegelmilch, B. B. (2015). MNEs' Regional Headquarters and their CSR Agenda in the African Context. <i>International Marketing Review</i> , 32(5), 576-602.
Mitchell, V. W., Petrovici, D., Schlegelmilch, B. B. and Szöcs, I. (2015). The Influence of Parents versus Peers on Generation Y Internet Ethical Attitudes. <i>Electronic Commerce Research and Applications</i> , 14(2), 95-103.
Rauschnabel, P. A., Herz, M., Schlegelmilch, B. B. and Ivens, B. S. (2015). Brands and Religious Labels: A Spillover Perspective. <i>Journal of Marketing Management</i> , 31(11-12), 1285-1309.
Diamantopoulos, A., Ring, A., Schlegelmilch, B. B. and Doberer E. (2014). Drivers of Export Segmentation Effectiveness and Their Impact on Export Performance. <i>Journal of International Marketing</i> , 22(1), 39-61.
Gruber, V. and Schlegelmilch, B. B. (2014). How Techniques of Neutralization Legitimize Norm- and Attitude-Inconsistent Consumer Behavior. <i>Journal of Business Ethics</i> , 121(1), 29-45.
Gruber, V., Schlegelmilch, B. B. and Houston, M. J. (2014). Inferential Evaluations of Sustainability Attributes: Exploring How Consumers Imply Product Information. <i>Psychology &amp; Marketing</i> , 31(6), 440-450.
Öberseder, M., Schlegelmilch, B. B., Murphy, P. E. and Gruber, V. (2014). Consumers' Perceptions of Corporate Social Responsibility Scale Development and Validation. <i>Journal of Business Ethics</i> , 124(1), 101-115.
Murphy, P. E. and Schlegelmilch, B. B. (2013). Corporate Social Responsibility and Corporate Social Irresponsibility: Introduction to a Special Topic Section. <i>Journal of Business Research</i> , 66(10), 1807–1813.
Öberseder, M., Schlegelmilch, B. B. and Murphy, P. E. (2013). CSR Practices and Consumer Perceptions. <i>Journal of Business Research</i> , 66 (10), 1839-1851
Gruber, V. and Schlegelmilch, B. B. (2013). Integration and Exchange: How Executive MBA Students Envision Ethics Education. <i>Journal of Marketing Education</i> , 35 (2), 95-106.
Graf, M., Schlegelmilch, B. B., Mudambi, S. and Tallman, S. (2013). Outsourcing of Customer Relationship Management: Implications for Customer Satisfaction. <i>Journal of Strategic Marketing</i> , 21(1), 68–81.
Haas-Kotzegger, U., Schlegelmilch, B. B. (2013). The Influence of Product Knowledge on Consumers' Company and Product Evaluations in Product-Harm Crisis Situations. <i>Journal of Consumer Marketing</i> , 30(2), 112-120.



Robson M. J., Schlegelmilch B. B. and Bojkowszky, B. (2012). Resource Deployment Stability and Performance in International Research-and-Development Alliances: A Self-Determination Theory Explanation. <i>Journal of International Marketing</i> , 20(1), 1-18.
Schlegelmilch, B. B. (2011). Commentary on Developing Successful Theories in Marketing: Insights from Resource-Advantage Theory. <i>AMS Review</i> , 1(2), 85-89.
Nell, P., Ambos, B., Schlegelmilch, B. B. (2011). The MNC as an Externally Embedded Organization: An Investigation of Embeddedness Overlap in Local Subsidiary Networks. <i>Journal of World Business</i> , 46(4), 497-505.
Diamantopoulos, A., Schlegelmilch, B. B., Paliawadana, D. (2011). The Relationship between Country-Of-Origin Image and Brand Image As Drivers of Purchase Intentions: A Test of Alternative Perspectives. <i>International Marketing Review</i> , 28(59), 508-524.
Öberseder, M., Schlegelmilch, B. B., Gruber, V. (2011). Why Don't Consumers Care about CSR? A Qualitative Study Exploring the Role of CSR in Consumption Decisions. <i>Journal of Business Ethics</i> , 104(4), 449-460.
Schlegelmilch, B. B. and Thomas, H. (2011). The MBA in 2020: Will there Still be One? <i>Journal of Management Development</i> , 30(5), 474-482.
Schlegelmilch, B. B. and Öberseder, M. (2010). Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends. <i>Journal of Business Ethics</i> , 93(1), 1-19.
Prange, P. and Schlegelmilch, B. B. (2010). Heading for the Next Innovation Archetype? <i>Journal of Business Strategy</i> , 31(2), 46-55.
Öberseder, M. and Schlegelmilch, B. B. (2010). Ethik im Marketing: Themen, Entwicklungen und Perspektiven. <i>Marketing: Zeitschrift für Forschung und Praxis (ZFP)</i> , 32(1), 53-64.
Ambos, T. C., Schlegelmilch, B. B., Ambos, B. and Brenner, B. (2009). Evolution of Organizational Structure and Capabilities in the Internationalization of Banks: The Case of Unicredit Group in CEE. <i>Long Range Planning</i> , 42(5-6), 633-653.
Prange, C. and Schlegelmilch, B. B. (2009). The Role of Ambidexterity in Marketing Strategy Implementation: Resolving the Exploration-Exploration Dilemma. <i>BuR – Business Research</i> , 2(2), 215-240.
Ambos, T. C. and Schlegelmilch, B. B. (2009). Managing Knowledge in International Consulting Firms. <i>Journal of Knowledge Management</i> , 13(6), 491-508.
Mitchell, V. W., Balabanis, G., Schlegelmilch, B. B. and Cornwell B. (2009). Measuring Unethical Consumer Behavior across Four Countries. <i>Journal of Business Ethics</i> , 88(2), 395-412.

Penz, E., Schlegelmilch, B. B. and Stöttinger, B. (2008). Voluntary Purchase of Counterfeit Products: Empirical Evidence from Four Countries. <i>Journal of International Consumer Marketing</i> , 21(1), 67-84.
Lehrer, M., Schlegelmilch, B. B. and Behnam, M., (2008). Competitive Advantage from Exposure to Multiple National Environments: The Induced Internationalization of "Born-Multidomestic" Firms. <i>European Journal of International Management</i> , 3(1), 52-110.
Pitt, L. F. and Schlegelmilch, B. B. (2008). Juggling Janus – Strategy for General Managers in an Age of Paradoxical Trends. <i>Journal of General Management</i> , 33(3), 67-82.
Ambos, B. and Schlegelmilch, B. B. (2008). Innovation in Multinational Firms: Does Cultural Fit Enhance Performance? <i>Management International Review</i> , 48(2), 190-206.
Ambos, B. and Schlegelmilch, B. B. (2007). Innovation and Control in the Multinational Firm: A Comparison of Political and Contingency Approaches. <i>Strategic Management Journal</i> , 28(5), 473-486.
Schlegelmilch, B. B. and Öberseder, M. (2007). Ethical Issues in Global Supply Chains: Converging Interests or Insoluble Contradictions. <i>Symphonya - Emerging Issues on Management</i> , Issue 2.
Ambos, T. C., Ambos, B. and Schlegelmilch, B. B. (2006). Learning from Foreign Subsidiaries: An Empirical Investigation of Headquarters' Benefits from Reverse Knowledge Transfers. <i>International Business Review</i> , 15(3), 294-312.
Morgan, N. A., Vorhies, D. W. and Schlegelmilch, B. B. (2006). Resource-performance Relationships in Industrial Export Ventures: The Role of Resource Inimitability and Substitutability. <i>Industrial Marketing Management</i> , 35(5), 621-633.
Cornwell, B., Cui, C. C., Mitchell, V. W., Schlegelmilch, B. B., Dzulkiflee, A. and Chan, J. (2005). A Cross-Cultural Study of the Role of Religion in Consumers' Ethical Positions. <i>International Marketing Review</i> , 22(5), 531-546.
Ambos, B. and Schlegelmilch, B. B. (2005). In Search of Global Advantage. <i>European Business Forum</i> , 21(1), 23-24.
Cui, C. C., Mitchell, V. W., Schlegelmilch, B. B. and Cornwell, B. (2005). Measuring Consumers' Ethical Position in Austria, Britain, Brunei, Hong Kong and USA. <i>Journal of Business Ethics</i> , 62(1), 57-61.
Schlegelmilch, B. B. and Pollach, I. (2005). The Perils and Opportunities of Communicating Corporate Ethics. <i>Journal of Marketing Management</i> , 21(3-4), 267-290.
Schlegelmilch, B. B. and Chini, T. C. (2004). The Roll-out that Seized the Market. <i>European Business Forum</i> , 19 (Autumn), 74-78.

Van Deusen, C. A., Jones, G., Mueller, C. B., Ricks, D. A. and Schlegelmilch, B. B. (2004). Information and Communication Technology in the International Business Classroom: Comparing Faculty and Student Perspectives. <i>Journal of Teaching in International Business</i> , 15(4), 5-21.
Schlegelmilch, B. B. and Ambos, B. (2004). Multi-Utility: Strategic Options in Deregulated Markets? An Empirical Assessment using Conjoint Analysis. <i>Journal of Strategic Marketing</i> , 12(1), 57-68.
Schlegelmilch, B. B., Cornwell, B. T., Babakus, E. and Mitchell, V. W. (2004). Reactions to Unethical Consumer Behavior across Six Countries. <i>Journal of Consumer Marketing</i> , 21(4), 254-263.
Ambos, B. and Schlegelmilch, B. B. (2004). The Use of International R&D Teams: An Empirical Investigation of Selected Contingency Factors. <i>Journal of World Business</i> , 39(2), 37-48.
Schlegelmilch, B. B., Ambos, B. and Chini, T. C. (2003). Mercati globali, 'reverse knowledge' e Corporate Governance. <i>Symphonya - Emerging Issues in Management</i> , Issue 2, 1-7.
Schlegelmilch, B. B., Ambos, B. and Chini, T. C. (2003/4). Are you Ready to Learn from your Offshore Affiliates? <i>European Business Forum</i> , 16 (Winter), 50-54.
Dickinger, A., Haghirian, P. and Schlegelmilch B. B. (2003). M-Marketing: Ein Ausblick auf die Zukunft des Marketing. <i>Der Markt</i> , 42(166/167), 107-116.
Simon, B., Haghirian, P. and Schlegelmilch, B. B. (2003). Enriching Global Marketing Education with Virtual Classrooms – An Effectiveness Study. <i>Marketing Education Review</i> , 13(3), 27-39.
Schlegelmilch, B. B., (2003). New Business Models – Wettbewerbsvorteile durch neue Marketing- und Managementmodelle. <i>Transfer – Werbeforschung &amp; Praxis</i> , 48(2), 20-21.
Schlegelmilch, B. B., Diamantopoulos, A. and Kreuz, P. (2003). Strategic Innovation: The Construct, its Drivers and its Strategic Outcomes. <i>Journal of Strategic Marketing</i> , 11(2), 117-132.
Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R. and Bohlen, G. (2003). Can Socio-Demographics still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation. <i>Journal of Business Research</i> , 56(6), 465-480.
Schlegelmilch, B. B., (2003). The Anatomy of an International Marketing Journal. <i>Journal of International Marketing</i> , 11(1), 2-7.
Schlegelmilch, B. B. and Chini, T. C. (2003). Knowledge Transfer between Marketing Functions in Multinational Companies: A Conceptual Model. <i>International Business Review</i> , 12(2), 215-232.
Schlegelmilch, B. B. (2003). 10 Years of JIM. (Editorial). <i>Journal of International Marketing</i> , 11(1), 1.
Skarmeas, D. A., Katsikeas, C. S. and Schlegelmilch B. B. (2002). Drivers of Commitment and its Impact on Performance in Cross-Cultural Buyer-Seller Relationships: The Importer's Perspective. <i>Journal of International Business Studies</i> , 33(4), 757-783.

Schlegelmilch, B. B. and Penz E. (2002). Knowledge Management in Marketing. <i>The Marketing Review</i> , 3 (1), 5-19.
Sinkovics, R., Stöttinger, B., Schlegelmilch, B. B. and Ram S. (2002). Reluctance to Use Technology-Related Products: Development of a Technophobia Scale. <i>Thunderbird International Business Review</i> , 44(4), 477-494.
Schlegelmilch, B. B. and Stöttinger, B. (2002). Information and Communication Technologies in Tertiary Education: A 'Customer' Perspective. <i>Marketing Education Review</i> , 12 (2), 63-72.
Schlegelmilch, B. B. (2002). Comments on Shelby D. Hunt's A General Theory of Competition: Resources, Competences, Productivity, Economic Growth. <i>Journal of Marketing Management</i> , 18 (1-2), 221-227.
Schlegelmilch, B. B. (2002). From the Editor in Chief: Consumer Behavior and Managerial Relevance. <i>Journal of International Marketing</i> , 10(2), 1.
Schlegelmilch, B. B. (2002). From the Editor-in-Chief: The New Industrial Revolution? <i>Journal of International Marketing</i> , 11(2), 1.
Kreuz, P. and Schlegelmilch, B. B. (2001). The Future of Speech Recognition Technology. <i>The E Business</i> , Vol. 1, 121-123.
Salzberger, T., Sinkovics, R. and Schlegelmilch, B. B. (2001). Die Bedeutung der Datenäquivalenz in der Internationalen Marketing- und Konsumentenforschung. <i>GfK - Jahrbuch der Absatz- und Verbrauchsforschung</i> , 47(2), 190-209.
Mueller, C. B., Jones, G., Ricks, D. A., Schlegelmilch, B. B. and Van Deusen C. A. (2001). Information and Communication Technology in the Classroom: An Empirical Study with an International Perspective. <i>The Journal of Teaching in International Business</i> , 12(3), 21-41.
Schlegelmilch, B. B. (2001). Fine Tuning the Winning Formula – The Road Ahead. (Editorial). <i>Journal of International Marketing</i> , 9(1), 1.
Sinkovics, R. R. and Schlegelmilch B. B. (2000). Marketing Academics in Austria, Germany and Switzerland: Humboldt's Ideals Give Way to Performance Pressure. <i>Journal of Marketing Management</i> , 16(7), 745-759.
Schlegelmilch, B. B. and Ram, S. (2000). The Impact of Organizational and Environmental Variables on Strategic Market Orientation: An Empirical Investigation. <i>Journal of Global Marketing</i> , 13(3), 111-125.
Stöttinger, B. and Schlegelmilch B. B. (2000). Psychic Distance: A Concept Past its Due Date? <i>International Marketing Review</i> , 17(2), 169-173.
Schlegelmilch, B. B. (2000). Is the Grass Really Greener on the Other Side? (Editorial). <i>Journal of Marketing Management</i> , Vol. 16, 675-678.

Schlegelmilch, B. B., Salzberger, T. and Sinkovics, R. R. (1999). Data Equivalence in Cross-Cultural Research: A Comparison of Classical Test Theory and Latent Trait Theory Based Approaches. <i>Australasian Marketing Journal</i> , 7(2), 23-38.
Schlegelmilch, B. B. and Stöttinger, B. (1999). Der Kauf gefälschter Markenprodukte: Die Lust auf das Verbotene. <i>Marketing Zeitschrift für Forschung und Praxis</i> , 3(3), 196-208.
Schlegelmilch, B. B. und Götze, E. (1999). Marketing-Ethik am Beginn des 2. Jahrtausends. <i>Marketing Zeitschrift für Forschung und Praxis</i> , 21(1), 25-37.
Schlegelmilch, B. B. (1999). A Review of Marketing Ethics: An International Perspective. <i>International Marketing Review</i> , 16(3), 1-7.
Schlegelmilch, B. B. and Sinkovics, R. R. (1998). Marketing in the Information Age: Can we Plan for an Unpredictable Future? <i>International Marketing Review</i> , 15(3), 162-170 [ <b>Highly Commended Award</b> ].
Stöttinger, B. and Schlegelmilch, B. B. (1998). Explaining Export Development through Psychic Distance: Enlightening or Elusive? <i>International Marketing Review</i> , 15(5), 357-372 [ <b>Citation of Excellence Award</b> ].
Love, A., Schlegelmilch, B. B. and Diamantopoulos, A. (1997). Responses to Different Charity Appeals: The Impact of Donor Characteristics on the Amount of Donations. <i>European Journal of Marketing</i> , 31(8), 548-560.
Schlegelmilch, B. B., Diamantopoulos, A. and Love, A. (1997). Characteristics Affecting Charitable Donations: Empirical Evidence from Britain. <i>Journal of Marketing Practice: Applied Marketing Science</i> , 3(1), 14-28 [ <b>Citation of Excellence Award</b> ].
Schlegelmilch, B. B. (1997). The Relative Importance of Ethical and Environmental Screening: Implications for the Marketing of Ethical Investment Funds. <i>International Journal of Bank Marketing</i> , 15(2), 48-53 [ <b>Highly Commended Award</b> ].
Schlegelmilch, B. B., Bohlen G.M. and Diamantopoulos, A. (1996). The Link between Green Purchasing Decisions and Measures of Environmental Consciousness. <i>European Journal of Marketing</i> , 30(5), 35-55.
Diamantopoulos, A. and Schlegelmilch, B. B. (1996). Determinants of Industrial Mail Survey Response: A Survey-on-Surveys Analysis of Researchers' and Managers' Views. <i>Journal of Marketing Management</i> , 12(6), 505-531.
Schlegelmilch, B. B. (1996). Editorial. <i>European Journal of Marketing</i> , Special Issue on Marketing and Social Responsibility, 30(5), 7-8.
Schlegelmilch, B. B. and Woodruffe, H. (1995). A Comparative Analysis of the Affinity Card Market in the U.S.A. and the U.K. <i>International Journal of Bank Marketing</i> , 13(5), 12-23.

Diamantopoulos, A., Schlegelmilch, B. B. and Du Preez, J. P. (1995). Lessons for Pan-European Marketing? The Role of Consumer Preferences in Fine-Tuning the Product-Market Fit. <i>International Marketing Review</i> , 12(2), 38-52.
Murfin, D. E., Schlegelmilch, B. B. and Diamantopoulos, A. (1995). Perceived Service Quality and Medical Outcome: An Interdisciplinary Review and Suggestions for Future Research. <i>Journal of Marketing Management</i> , 11(1-3), 97-117.
Schlegelmilch, B. B. and Robertson, D. C. (1995). The Influence of Country and Industry on Ethical Perceptions of Senior Executives in the U.S. and Europe. <i>Journal of International Business Studies</i> , 26(4), 859-881.
Diamantopoulos, A., Schlegelmilch, B. B. and Reynolds, N. L. (1994). Pretesting in Questionnaire Design: The Impact of Respondent Characteristics on Error Detection. <i>Journal of the Market Research Society</i> , 36(4), 295-313.
Moore, S. A. and Schlegelmilch, B. B. (1994). Improving Service Quality in an Industrial Setting: A Conceptual Framework and its Managerial Implications. <i>Industrial Marketing Management</i> , 23(1), 83-92.
Dembkowski, S., Diamantopoulos, A. and Schlegelmilch, B. B. (1994). Measuring the Research Performance of Marketing Academics: Issues, Methods and Future Research Directions. <i>Marketing Education Review</i> , 4(2), 42-52.
Du Preez, J. P., Diamantopoulos, A. and Schlegelmilch, B. B. (1994). Product Standardization and Attribute Saliency: A Three-Country Empirical Comparison. <i>Journal of International Marketing</i> , 2 (1), 7-28 <b>[Winner of the Journal's 1994 Hans B. Thorelli Best Paper Award]</b> .
Cooper, M. and Schlegelmilch, B. B. (1993). Key Issues in Ethical Investment. <i>Business Ethics: A European Review</i> , 2(4), 213-227.
Bohlen, G., Schlegelmilch, B. B. and Diamantopoulos, A. (1993). Measuring Ecological Concern: A Multi-Construct Perspective. <i>Journal of Marketing Management</i> , 9(4), 415-430.
Schlegelmilch, B. B. and Diamantopoulos, A. (1993). Marketing an britischen Universitäten: Profile und Tätigkeitsfelder britischer Hochschullehrer. <i>Marketing - Zeitschrift für Forschung und Praxis</i> , 3(3), 197-199.
Diamantopoulos, A., Schlegelmilch, B. B. and Tse, K. (1993). Understanding the Role of Export Assistance: Empirical Evidence and Research Needs. <i>European Journal of Marketing</i> , 27(4), 5-18.
Reynolds, N., Diamantopoulos, A. and Schlegelmilch, B. B. (1993). Pretesting in Questionnaire Design: A Review of the Literature and Suggestions for Further Research. <i>Journal of the Market Research Society</i> , 35(2), 171-182.
Bohlen, G. M., Diamantopoulos, A. and Schlegelmilch, B. B. (1993). Consumer Perceptions of the Environmental Impact of an Industrial Service. <i>Marketing Intelligence and Planning</i> , 11(1), 37-48.

Schlegelmilch, B. B. and Carman, J. (1993). Satisfaction with Primary Health Care and Confidence in General Practitioners – An Explanatory Comparison of US and UK Students. <i>Health Services Management Research</i> , 6(2), 89-98.
Robertson, D. C. and Schlegelmilch, B. B. (1993). Corporate Institutionalization of Ethics in the United States and Great Britain. <i>Journal of Business Ethics</i> , 12(4), 301-312.
Schlegelmilch, B. B., Carman, J. and Moore, S. A. (1992). Choice and Perceived Quality of Family Practitioners: Comparison of the US and the UK. <i>The Service Industries Journal</i> , 12(2), 263-284.
Schlegelmilch, B. B., Tynan, C. and Ramsay, N. (1992). The Value of Attitudinal Variables in Determining Usage Intensity for a British Leisure Centre: Some Empirical Evidence. <i>Journal of Hospitality &amp; Leisure Marketing</i> , 1(1), 7-24.
Schlegelmilch, B. B., Diamantopoulos, A. and Moore, S. A. (1992). The Market for Managing Consulting in Britain: An Analysis of Supply and Demand. <i>Management Decision</i> , 30(2), 46-54.
Diamantopoulos, A., Schlegelmilch, B. B., and Neate-Stidson, S. (1992). Who We Are and What We Do: A Profile of Marketing Academics at U.K. Universities. <i>Journal of Marketing Management</i> , 8(1), 5-20.
Diamantopoulos, A., Schlegelmilch, B. B. and Webb, L. (1991). Factors Affecting Industrial Mail Response Rates. <i>Industrial Marketing Management</i> , 20(4), 327-340.
Schlegelmilch, B. B., Diamantopoulos, A. and MacDonald, T. (1991). 1992 and the Scottish Whisky Industry: A Survey of Company Expectations and Planned Responses. <i>Journal of Euromarketing</i> , 1(1/2), 59-83.
Schlegelmilch, B. B. and Diamantopoulos, A. (1991). Prenotification and Mail Survey Response Rates: A Quantitative Integration of the Literature. <i>Journal of the Market Research Society</i> , 33(3), 243-255.
Diamantopoulos, A., Schlegelmilch, B. B. and Allpress, C. (1990). Export Marketing Research in Practice: A Comparison of Users and Non-Users. <i>Journal of Marketing Management</i> , 6(3), 257-273.
Schlegelmilch, B. B. (1990). MBA Studium: Der Weg zur Spitze. <i>Absatzwirtschaft: Zeitschrift für Marketing</i> , Jahrgang 33, 112-120.
Reid, D. M. and Schlegelmilch, B. B. (1990). Planning and Control in the UK and West Germany: The Mechanical Engineering Industry. <i>Marketing Intelligence and Planning</i> , 8(4), 30-38.
Schlegelmilch, B. B., Diamantopoulos, A. and Petersen, M. (1990). An Empirical Analysis of Danish Companies' Experiences in the People's Republic of China. <i>Journal of Global Marketing</i> , 3(3), 47-71.
Schlegelmilch, B. B. (1990). Die Kodifizierung ethischer Grundsätze in europäischen Unternehmen: Eine empirische Untersuchung. <i>Die Betriebswirtschaft</i> , 50(3), 365-374.

Langlois, C. and Schlegelmilch, B. B. (1990). Do Corporate Codes of Ethics Reflect National Character? Evidence from Europe and the United States. <i>Journal of International Business Studies</i> , 21(4), 519-539.
Schlegelmilch, B. B. and Houston, J. E. (1990). Does British Business Need a Corporate Code of Ethics? <i>Management Decision</i> , 28(7), 38-43.
Schlegelmilch, B. B. (1990). US Business Schools trainieren deutschsprachige Nachwuchsmanager – Was macht den MBA so beliebt? <i>Der Markt – Zeitschrift für Absatzwirtschaft und Marketing</i> , 29(115), 156-161.
Schlegelmilch, B. B. and Houston, J. E. (1989). Corporate Codes of Ethics in Large UK Companies: An Empirical Investigation of Use, Content and Attitudes. <i>European Journal of Marketing</i> , 23(6), 7-24.
Schlegelmilch, B. B. and Tynan, A. C. (1989). Market Segment-Oriented Fund-Raising Strategies: An Empirical Analysis. <i>Marketing Intelligence and Planning</i> , 7(11/12), 16-24.
Schlegelmilch, B. B., Hendel, A., Linn, S. and Vestring, T. (1989). Wie bewertet der deutschsprachige Arbeitsmarkt den Master of Business Administration (MBA)? <i>WiSt - Wirtschaftswissenschaftliches Studium</i> , 18(12), 637-639.
Schlegelmilch, B. B. and Diamantopoulos, A. (1989). The Impact of Innovativeness on Export Performance: Empirical Evidence from the UK Mechanical Engineering Industry. <i>Irish Marketing Review</i> , 4(1), 41-52.
Schlegelmilch, B. B. and Tynan, A. C. (1989). Who Volunteers? An Investigation into the Characteristics of Charity Workers. <i>Journal of Marketing Management</i> , 5(2), 133-151.
Schlegelmilch, B. B. (1989). The Ethics Gap Between Britain and the United States: A Comparison of the State of Business Ethics in Both Countries. <i>European Management Journal</i> , 7(1), 57-64.
Schlegelmilch, B. B. and Tynan, A. C. (1989). The Scope for Market Segmentation within the Charity Market: An Empirical Analysis. <i>Managerial and Decision Economics</i> , 10(2), 127-134.
Schlegelmilch, B. B. (1988). Der Zusammenhang zwischen Innovationsneigung und Exportleistung: Ergebnisse einer empirischen Umfrage in der deutschen Maschinenbauindustrie. <i>ZfBF - Schmalenbach Zeitschrift für betriebswirtschaftliche Forschung</i> , 50(3), 39-54.
Schlegelmilch, B. B. (1988). Targeting of Fund-Raising Appeals - How to Identify Donors. <i>European Journal of Marketing</i> , 22(1), 33-41.
Schlegelmilch, B. B., and Crook, J. N. (1988). Firm-Level Determinants of Export Intensity. <i>Managerial and Decision Economics</i> , 9(4), 291-300.
Burton, F. N. and Schlegelmilch, B. B. (1987). Profile Analysis of Non-Exporters versus Exporters Grouped by Export Involvement. <i>Management International Review</i> , 27(1), 38-49.



Schlegelmilch, B. B. and Ross, A. G. (1987). The Influence of Managerial Characteristics on Different Measures of Export Success. <i>Journal of Marketing Management</i> , 3(2), 145-158.
Diamantopoulos, A. and Schlegelmilch, B. B. (1987). Comparing Marketing Operations of Autonomous Subsidiaries. <i>International Marketing Review</i> , 4(4), 53-64.
Schlegelmilch, B. B. (1986). Können deutsche Maschinenbauer von Ihren britischen Kollegen lernen? - Eine Untersuchung unterschiedlicher Einstellungen zum Exportgeschäft. <i>Marketing - Zeitschrift für Forschung und Praxis</i> , 8(3), 173-179.
Schlegelmilch, B. B. and Keys, T. (1986). Is There a Place for UK University Assistance to Small Firms? <i>Business Graduate Journal</i> , 16(2), 22-25.
Schlegelmilch, B. B. (1986). Can Export Performance be Explained by Attitudinal Differences? <i>Managerial and Decision Economics</i> , 7(4), 249-254.
Schlegelmilch, B. B. (1986). Controlling Country-Specific and Industry-Specific Influences on Export Behaviour. <i>European Journal of Marketing</i> , 20(2), 54-71.
Schlegelmilch, B. B., Boyle, K. and Therivel, S. (1986). Marketing Research in Medium-Sized UK and US Firms. <i>Industrial Marketing Management</i> , 15(3), 177-182.

### **CONFERENCE PROCEEDINGS<sup>1</sup>**

Schlegelmilch, B. B. and Saracevic, S. (July 5-6, 2022). Corporate Activism in Europe, India and the US: Diagnostic Framework and Future Research Agenda. <i>Proceedings of the Academy of International Business Annual Meeting</i> , 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. <i>Proceedings of Academy of Marketing Science Annual Conference</i> , Monterey, California, USA.
Saracevic, S., Schlegelmilch, B. B. (May 31- June 2, 2022). Capturing International Consumer Perceptions of Brand Activism: Moving Towards Scale Development. <i>Proceedings of the American Marketing Association - Global Marketing SIG Conference</i> , 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. <i>Proceedings of the Virtual American Marketing Association Summer Conference</i> .

---

<sup>1</sup> Revised versions of some conference proceedings have later been published in journals and thus appear under both headings.

<p>Wu, T., Reynolds, J., Wu, J. and Schlegelmilch, B. B. (May 25-28, 2021). Reaching Out to Consumers: An Analysis of CEO Tweeting Styles. <i>Proceedings of the European Marketing Academy (EMAC) Annual Conference</i>, Madrid, Spain.</p>
<p>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. <i>Proceedings of the Virtual Academy of Marketing Science Annual Conference</i>.</p>
<p>Schlegelmilch, B. B. (May 29-31, 2019). Theories in International Marketing: Something Old, Something New, Lots of Things Borrowed – Should we Feel Blue? <i>Proceedings of the Academy of Marketing Science Annual Conference</i>, Vancouver, Canada.</p>
<p>Aydin, N., Dinhof, K., Kleber, J. and Schlegelmilch, B. B. (May 29-31, 2019). Overcorrection in Mixed Racial Purchasing. <i>Proceedings of the Academy of Marketing Science Annual Conference</i>, Vancouver, Canada.</p>
<p>Makri, K., Schlegelmilch, B. B. (November, 2018). What we Know About Anti-Consumption: An Attempt to Nail Jelly to the Wall. <i>International Centre of Anti-Consumption (ICAR)</i>, Almeria, Spain.</p>
<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 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>
<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>

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.
Zablocki, A. and Schlegelmilch, B. B. (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.
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.
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.
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.
Zablocki, A., Schlegelmilch, B. B. and Houston, M. (February 26-28, 2016). Relationship between Valence of Online Reviews and Brand Attitudes. <i>Proceedings of the American Marketing Association Winter Marketing Educators’ Conference</i> , 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. <i>Proceedings of the 3<sup>rd</sup> International Conference on Advances in Management, Economics and Social Science – MES</i> , 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. <i>Proceedings of the 2015 Academy of Marketing Science World Marketing Congress</i> , Bari, Italy.
Zablocki, A., Schlegelmilch, B. B. and Houston M. (July 14-18, 2015). The Influence of Different Types of Online Interaction on Brand Attitudes – A Cross-Cultural Analysis. <i>Proceedings of the 2015 Academy of Marketing Science World Marketing Congress</i> , Bari, Italy.
Gruber, V. and Schlegelmilch, B. B. (June 27-30, 2015). Exploring CSR Practices of MNEs in Developing Countries. <i>Proceedings of the 57<sup>th</sup> Annual Meeting of the Academy of International Business</i> , Bengaluru, India.
Zablocki, A., Schlegelmilch, B. B. and Houston, M. (May 26-29, 2015). Forming of Brand Attitudes in the Online Environment. <i>Poster: 44<sup>th</sup> European Marketing Academy</i> , Leuven, Belgium.

Gineikiene, J. and Schlegelmilch, B. B. (May 26-29, 2015). Healthiness by Default in Domestic and Foreign Food Products Choices. <i>Proceedings of the 44<sup>th</sup> European Marketing Academy</i> , Leuven, Belgium.
Gineikiene J., Schlegelmilch B. B., and Auruškevičienė V. (February 13-15, 2015). Love Yourself and Like the Others: Why Domestic Favoritism is Different from Consumer Ethnocentrism". <i>Proceedings of the American Marketing Association Winter Marketing Educators Conference</i> , San Antonio, Texas, USA.
Mitchell, V. W., Schlegelmilch, B. B., and Mone, S. D. (July 15-18, 2014). Beyond a Dyadic View on Value Co-creation: A Multi-actor Perspective from Business Networking Events. <i>Proceedings of the Global Marketing Conference</i> , Singapore.
Awanis, S. and Schlegelmilch, B. B. (June 24-26, 2014). The Effects of Consumer Expectations on Credit Card Overuse. <i>Proceedings of the 56<sup>th</sup> Academy of International Business Conference</i> , Vancouver, Canada.
Gruber, V. and Schlegelmilch, B. B. (August 5-8, 2014). Investor Associations Concerning Sustainability and the Impact of Misperceptions on SRI Decision-Making. <i>Proceedings of the Academy of Marketing Science World Marketing Congress</i> , Lima, Peru.
Gruber, V. and Schlegelmilch, B. B. (July 17-20, 2013). Sustainable or Conventional? Exploring the Fit of Sustainability Attributes. <i>Proceedings of the Academy of Marketing Science World Marketing Congress</i> , Melbourne, Australia.
Gruber, V., McGoldrick, P., Schlegelmilch, B. B. and Newholm, T. (June 4-7, 2013). Social and Environmental Dimensions of COO Image. <i>Proceedings of the 42<sup>nd</sup> European Marketing Academy</i> , 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. <i>Proceedings of the 55<sup>th</sup> Academy of International Business Conference</i> , Istanbul, Turkey.
Robson, M. J., Katsikeas C. S., Schlegelmilch, B. B., Pramböck, B. (June 4-6, 2013). Leveraging Alliance Capabilities: A Study of Alliance Capability Components, Tie Strength, and Performance in International Strategic Alliances. <i>Proceedings of the 42<sup>st</sup> Annual Conference European Marketing Academy</i> , Istanbul, Turkey.
McGoldrick, P., Gruber, V., Schlegelmilch, B. B., and Newholm, T. (May 15-18, 2013). Ethical Aspects of International Product Sourcing. <i>Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference</i> , 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. <i>Proceedings of the Winter Marketing Educators' Conference</i> , Las Vegas, Nevada, USA.

Karhu, P. and Schlegelmilch, B. B. (August 28-September 1, 2012). Hungry to Sell, Humble to Serve: Towards Understanding the Use of Ambidexterity in Optimizing the Sales and Service Mix. <i>Proceedings of the 2012 World Marketing Congress/Cultural Perspectives in Marketing Conference</i> , Atlanta, Georgia, USA.
Haas-Kotzegger, U. and Schlegelmilch, B. B. (May 22-25, 2012). Conceptualizing Consumers' Experiences of Product-harm Crises. <i>Proceedings of the 41<sup>st</sup> Annual Conference European Marketing Academy</i> , 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. <i>CD Proceedings of the Academy of Marketing Science Annual Conference</i> , New Orleans, Louisiana, USA.
Khan, M. M. and Schlegelmilch, B. B. (May 15-20, 2012). The Trademark Dilution Revision Act of 2006: A Rationale for Changes in the Trademark Dilution Act of 1995. <i>Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference</i> , New Orleans, Louisiana, USA.
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. <i>Proceedings of the 2012 Academy of Marketing Science World Marketing Congress</i> , Buckhead, GA, USA.
Ring, A., Diamantopoulou, A., and Schlegelmilch, B. B. (May 22-25, 2012). Drivers of Export Segmentation Effectiveness. <i>Proceedings of the 41<sup>st</sup> European Marketing Academy</i> , Lisbon, Portugal.
Haas-Kotzegger, U., and Schlegelmilch, B. B. (May 22-25, 2012). Conceptualizing Consumers' Experiences of Product-Harm Crises. <i>Proceedings of the 41<sup>st</sup> European Marketing Academy</i> , Lisbon, Portugal.
Gruber, V., Schlegelmilch, B. B., and Houston, M. J. (May 15-19, 2012). Consumers' Inferential Evaluations of Sustainability Attributes Based on Incomplete Product Information. <i>CD Proceedings of the Academy of Marketing Science Annual Conference</i> , 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. <i>CD Proceedings of the Annual Conference of the Academy of Marketing Science</i> , 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. <i>Proceedings of the 40<sup>th</sup> European Marketing Academy</i> , Ljubljana, Slovenia.
Öberseder, M., Schlegelmilch, B. B., Murphy P. (May 24-27, 2011). An Initial Step Towards Measuring Consumers' Perception of Corporate Social Responsibility. <i>Proceedings of the 40<sup>th</sup> European Marketing Academy</i> , 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. <i>Proceedings of the Academy of Marketing Science World Marketing Congress</i> , 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. <i>Proceedings of the Academy of Marketing Science World Marketing Congress</i> , Reims, France.
Schlegelmilch, B. B., Szöcs, I. (July 19-23, 2011). Disaggregating Corporate Philanthropy: The Impact of Individual Dimensions on Customer-Based Corporate Reputation. <i>Proceedings of the Academy of Marketing Science World Marketing Congress</i> , 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. <i>Proceedings of the AMA Winter Educators' Conference</i> , Austin, Texas, USA.
Schlegelmilch, B. B., Bojkowszky, B. and Robson, M. (June 25-29, 2010). Global Marketing Partnerships and Strategies for Competitive Differentiation. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Rio de Janeiro, Brazil.
Schlegelmilch, B. B. and Öberseder, M. (June 1-4, 2010). Consumers' Perception of Corporate Social Responsibility. <i>CD Proceedings of the 39th European Marketing Academy</i> , 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. <i>CD Proceedings of the 39th European Marketing Academy</i> , 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. <i>CD Proceedings of the Annual Conference of the Academy of Marketing Science</i> , Portland, Oregon, USA.
Schlegelmilch, B. B. (November 19, 2009). Beyond Shareholder Obligations: The Uncharted Territory of being a Responsible Company. <i>First Global Peter Drucker Forum - CD Proceedings</i> , Vienna, Austria.
Schlegelmilch, B. B. and Öberseder, M. (July 22-25, 2009). Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends. <i>Proceedings of the 14th Biennial World Marketing Congress of the Academy of Marketing Science</i> , 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. <i>Proceedings of the 14<sup>th</sup> Biennial World Marketing Congress of the Academy of Marketing Science</i> , Oslo, Norway.
Diamantopoulos, A., Schlegelmilch, B. B. and Palihawadana, D. (May 26-29, 2009). Country of Origin: Still Alive and Kicking? <i>Proceedings of the 38<sup>th</sup> European Marketing Academy</i> , Nantes, France.

Khan, M. M. and Schlegelmilch, B. B. (May 26-29, 2009). Conceptualizing Consumer Animosity: In-Group Reactions to Out-Group Focused Endorsements. <i>Proceedings of the 38<sup>th</sup> European Marketing Academy</i> , Nantes, France.
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. <i>Proceedings of the 38<sup>th</sup> European Marketing Academy</i> , Nantes, France.
Diamantopoulos, A., Schlegelmilch, B. B. and Paliawadana, D. (February 20-23, 2009). Country-of-Origin: A Construct Past its Sell-by Date? <i>Proceedings of the 2009 American Marketing Association Winter Educators' Conference</i> , 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, <i>Proceedings of the European International Business Academy</i> , Tallinn, Estonia.
Pramboeck, B. E. and Schlegelmilch, B. B. (Oct. 12-15, 2008). Capturing Alliance Capability: A Pramboeck Classification Approach. <i>Proceedings of the 28<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , Cologne, USA.
Brenner, B. and Schlegelmilch, B. B. (October 12-15, 2008). Adding a Third Dimension: The Value-Added of Regional Structures. <i>Proceedings of the 28th Annual International Conference of the Strategic Management Society</i> , Cologne, USA.
Ambos, B. and Schlegelmilch, B. B. (2008). The Myth of Extremes: The Role of Regional Marketing Strategies in a Globalized World. <i>Development in Marketing Science, Proceedings of the Annual Conference of the Academy of Marketing Science</i> , 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. <i>CD Proceedings of the Annual Conference of the Academy of International Business</i> , Milan, Italy.
B. E. and Schlegelmilch, B. B. (June 30 – July 3, 2008). Making Sense of Alliance Capability - A Classification Framework and Avenues for Further Research. <i>CD Proceedings of the Annual Conference of the Academy of International Business</i> , 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. <i>Proceedings of the 27<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , San Diego, California, USA, <b>(Finalist for the Best Conference Paper for Practice Implications Award)</b> .
Nell, P. C. and Schlegelmilch, B. B. (October 14-17, 2007). Managing International Interdependence: The Role of Regional Headquarters. <i>Proceedings of the 27<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , 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. <i>Proceedings of the European Academy of International Business (EIBA)</i> , Fribourg, Switzerland.
Ambos, B. and Schlegelmilch, B. B. (October 29 – November 1, 2006). Sources of Competitive Advantage in Global Innovation Networks: Center of Excellence versus Global Teams. <i>CD Proceedings of the 26<sup>th</sup> Strategic Management Society Annual Meeting</i> , Vienna, Austria.
Bojkowszky, B. and Schlegelmilch, B. B. (June 23-26, 2006). Drivers of Continuous Resource Commitment in International Alliances: A Conceptual Framework. <i>CD Proceedings of the Annual Conference of the Academy of International Business</i> , Beijing, China.
Lehrer, M. and Schlegelmilch, B. B. (June 23-26, 2006). MNC – Learning on the Demand Side: Lead Markets, Design Innovation and Internationalization. <i>CD Proceedings of the Annual Conference of the Academy of International Business</i> , 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. <i>Proceedings of the 24<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , San Juan, Puerto Rico, <b>(Nominated for McKinsey / Strategy Management Society Best Conference Paper)</b> .
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. <i>Proceedings of the 23<sup>rd</sup> Annual International Conference of the Strategic Management Society</i> , Baltimore, Maryland, USA, <b>(Nominated for McKinsey / Strategy Management Society Best Conference Paper)</b> .
Ambos, B., Chini, T. C. and Schlegelmilch, B. B. (July 5-8, 2003). Benefiting from Subsidiary Knowledge: An Empirical Investigation of Reverse Knowledge Transfers. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , 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. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Monterey, California, USA.
Schlegelmilch, B. B. and Chini, T. C. (June 11-14, 2003). Crossing Cultural and Organizational Boundaries: A Model of Knowledge Transfer between Globally Dispersed Marketing Functions. <i>Academy of Marketing Science (AMS), Proceedings of the 2003 World Marketing Congress</i> , Perth, Australia.
Ambos, B. and Schlegelmilch, B. B. (September 22-25, 2002). The Use of International R&D Teams: An Empirical Investigation of Selected Contingency Factors. <i>Proceedings of the 22<sup>nd</sup> Annual International Conference of the Strategic Management Society</i> , Paris, France, <b>(Nominated for McKinsey / Strategy Management Society Best Conference Paper)</b> .



Haghirian, P., Simon, B. and Schlegelmilch, B. B. (June 6-8, 2002). Case Study Teaching via Collaborative Information Technology. ECIS 2002, <i>Proceedings, X<sup>th</sup> European Conference on Information Systems</i> , Gdansk, Poland.
Schlegelmilch, B. B. and Penz, E., (February 22-25, 2002). Linking Knowledge Management Approaches of Multinational Companies to Different Strategies. <i>Marketing Theory and Applications, Proceedings of the American Marketing Association Winter Educators' Conference</i> <b>Winner of the Special Session Award</b> for the Global & Societal Issues Track.
Kreuz, P. and Schlegelmilch, B. B. (May 8-11, 2001). Strategic Innovation: Rethinking the Conventional Logic of Marketing Strategy. <i>Proceedings of the European Marketing Academy Conference</i> , Bergen, Norway.
Götze, E. and Schlegelmilch, B. B. (May 8-11, 2001). The Impact of Pre-School Children's Requests on Their Parents' Choice of Brands: An Empirical Analysis. <i>Proceedings of the European Marketing Academy Conference</i> , Bergen, Norway.
Schlegelmilch, B. B. (November 17-20, 2000). Scholarly Research in International Business: Striving for Relevance and Rigor. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Phoenix, Arizona.
Schlegelmilch, B. B. and Stöttinger, B. (November 17-20, 2000). Intended and Realized Competitive Export Strategies – Empirical Evidence. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Phoenix, Arizona.
Götze, E. and Schlegelmilch, B. B. (May 23-26, 2000). Impact of Television Advertising on Purchase Requests of Pre-School Children. <i>Proceedings of the European Marketing Academy Conference</i> , Rotterdam, abstract (full version on conference CD).
Lettl, Ch. and Schlegelmilch, B. B. (December 12-14, 1999). Research on Global Marketing and Information Technology: The State-of-the-Art. <i>Proceedings of the European Academy of International Business</i> , (CD-ROM format), Manchester, England.
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. <i>Proceedings of the 28th European Marketing Academy Conference</i> , Berlin, abstract (full version on conference CD).
Stöttinger, B. and Schlegelmilch, B. B. (May 26-29, 1999). New Information and Communication Technologies in Tertiary Education: The Customer's Perspective. in Ferrell O. C. and Crittenden Victoria L. (eds.), <i>Proceedings of the Academy of Marketing Science</i> , Vol. XXII, Miami, Florida, USA.
Jones, G., Mueller, C. B., Ricks, D. A., Schlegelmilch, B. B. and Van Deusen, C. A. (October 7-11, 1998). Information and Communication Technology in the Classroom: An Empirical Study with an International Perspective. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Vienna, Austria.

Polonsky, M. J., Mankelow, G. and Schlegelmilch, B. B. (May 27-30, 1998). A Profile of AMS Members. <i>Proceedings of the Annual Conference of the Academy of Marketing Science</i> , Norfolk, Virginia, USA.
Schlegelmilch, B. B. and Diamantopoulos, A. (May 27-30, 1998.). Methodological Issues in Product-Country Image Research. <i>Proceedings of the Annual Conference of the Academy of Marketing Science</i> , Norfolk, Virginia, USA.
Schlegelmilch, B. B., Stoettinger, B. and Nill, A. (May 27-30, 1998). Why are Counterfeits so Attractive to Consumers? An Empirical Analysis, In: Ford, John B. and Honeycutt, Earl, D. (eds.), <i>Proceedings of the Academy of Marketing Science</i> , Vol. XXI, Norfolk, Virginia, USA.
Salzberger, T., Sinkovics, R. and Schlegelmilch, B. B. (May 20-23, 1998). Replicating Surveys across Borders: The Equivalence Trap, In: Andersson, Per (ed.), <i>Proceedings of the 27th European Marketing Academy Conference</i> , Vol. 5, Stockholm, Sweden.
Schlegelmilch, B. B. (October 8-12, 1997). Multi-Media and other Distance Learning Issues – The Tortoures Way to a CD-Rom. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Monterrey, Mexico.
Ricks, D. A., Van Deusen, C., Mueller, C. B., Schlegelmilch, B. B. and Tancer, R. (May 28-31, 1997). Continuing Controversies and Ethical Issues in Global Marketing Management. Panel Discussion. Abstract included in Wilson, E. J. and Hair, J., <i>Proceedings of the Academy of Marketing Science</i> , Coral Gables, Florida, USA.
Schlegelmilch, B. B. and Ram, S. (May 28-31, 1997). The Impact of Organizational and Developmental Variables on Strategic Market Orientation: An Empirical Investigation. In Wilson, E. J. and Hair, J. (eds.), <i>Proceedings of the Academy of Marketing Science</i> , Vol. XX, Coral Gables, Florida, USA.
Schlegelmilch, B. B. (September 26-29, 1996). Challenges in International Business Ethics. <i>Proceedings of the Annual Meeting of the Academy of International Business</i> , Banff, Alberta, Canada.
Schlegelmilch, B. B. (July 9-12, 1996). Marketing Ethical Investment Funds: A Conjoint Analysis of Product Attribute Preferences among Professional Investors. <i>Proceedings of the Annual Marketing Education Group (MEG) Conference</i> , Glasgow, Scotland, UK. Abstract (full version on conference CD).
Ram, S. and Schlegelmilch, B. B. (July 17-21, 1996). Dimensionality of Technophobia: A Preliminary Investigation. <i>Proceedings of the Fifth Annual World Business Congress</i> , Hamilton, Bermuda.
Nielson, C. C. and Schlegelmilch, B. B. (July 17-21, 1996). Volunteering for Charity: A Structural Model of Key Determinants. <i>Proceedings of the Fifth Annual World Business Congress</i> , Hamilton, Bermuda.
Ram, S. and Schlegelmilch, B. B. (November 15-18, 1995). Technophobia: Scale Development and Cross-Cultural Validation. <i>Proceedings (Abstracts): Academy of International Business Annual Conference</i> , Seoul, South Korea.

Ram, S. and Schlegelmilch, B. B. (May 16-19, 1995). Market Orientation of U.S. Companies: The Role of Environmental Antecedents. <i>Proceedings of the 24<sup>th</sup> European Marketing Academy Conference</i> , Paris, France.
Schlegelmilch, B. B. and Mouillon, J. C. (July 6-10, 1995). Export Pricing by British and French Companies: An Exploratory Comparison. in Grant, K. and Walker, I. (eds.), <i>Proceedings of the 1995 World Marketing Congress</i> , Vol. VII-I, Melbourne, Australia.
Schlegelmilch, B. B., Diamantopoulos, A. and Du Preez, J. P. (July 6-10, 1995). Quantifying Differences in Product Attribute Perceptions: The Case of Washing Machines in the U.K. and Germany. in Grant, K. and Walker, I. (eds.), <i>Proceedings of the 1995 World Marketing Congress</i> , Vol. VII-III, Melbourne, Australia.
Schlegelmilch, B. B. and Woodruffe, H. (February 11-14, 1995). The Affinity Credit Card Market: Perspectives of Key Stakeholders in the United States and the United Kingdom. In Stewart, D. W. and Vilcassim, N. F. (eds.), <i>Marketing Theory and Applications, Proceedings of the 1995 American Marketing Association Winter Educators' Conference</i> , San Diego, California, USA.
Schlegelmilch, B. B. (June 15-16, 1994). Leitbilder als Instrument der Unternehmensentwicklung Proceedings of the International Symposium on Unternehmensleitbilder – Unternehmenskultur: Praxis der strategischen Unternehmensentwicklung, <i>Europa Akademie für Führungskräfte</i> , Dortmund, Germany.
Schlegelmilch, B. B., (October 5-7, 1994). International Business Ethics and the Corporate Mission. In: Hoy, F. and Ghiselli, C. (eds.), <i>Challenging Assumptions: Proceedings of the 1994 Family Firm Institute Conference</i> , Scottsdale, Arizona, USA.
Diamantopoulos, A., Bohlen, G.M. and Schlegelmilch, B. B. (July 4-6, 1994). Predicting Green Purchasing Decisions from Measures of Environmental Consciousness: A Two Sample Comparison. <i>Proceedings of the 1994 Annual Marketing Education Group Conference</i> , Ulster, Ireland.
Diamantopoulos, A., Schlegelmilch B. B. and Du Preez, J. P. (June 1-4, 1994). Comparing Consumer Preferences in two European Countries: A Partially-Individualized Conjoint Analysis. In: Wilson, E.J. and Black, W. C. (eds.), <i>Proceedings of the Academy of Marketing Science</i> , Nashville, Tennessee.
Schlegelmilch, B. B. and Robertson, D. C. (May 17-20, 1994). Ethical Issues in Service Industries: An Empirical Comparison of British and French Chief Executives. In: Bloemer, J., Lemmink, J. and Kasper, H. (eds.), <i>Marketing: Its Dynamics and Challenges, Proceedings of the 23rd European Marketing Academy Conference</i> , Maastricht, The Netherlands.
Robertson D.C. and Schlegelmilch, B. B. (February 19-22, 1994). Perception of Ethical Issues and Formulation of Corporate Ethics Initiatives: The Impact of Country, Industry and Firm Size. In: Park, C. W. and Smith, D. C., (eds.) <i>Marketing Theory and Applications, Proceedings of the American Marketing Association 1994 Winter Educators' Conference</i> , St. Petersburg, Florida, USA.

<p>Schlegelmilch, B. B., Diamantopoulos, A. and Bohlen, G.M. (February 19-22, 1994). The Value of Socio-Demographic Characteristics for Predicting Environmental Consciousness. In: Park, C.W. and Smith, D.C., (eds.), <i>Marketing Theory and Applications, Proceedings of the American Marketing Association 1994 Winter Educators' Conference</i>, St. Petersburg, Florida, USA.</p>
<p>Love, A., Diamantopoulos, A. and Schlegelmilch, B. B. (July 7-9, 1993). Responses to Different Charity Appeals: An Investigation of the Impact of Donor Characteristics on the Level of Donations. <i>Emerging Issues in Marketing, Vol. 2, Proceedings of the 26th Annual Marketing Education Group Conference</i>, Loughborough University, England.</p>
<p>Diamantopoulos, A. and Schlegelmilch, B. B. (June 1-3, 1993). Export Manpower Characteristics and Export Success: Empirical Evidence from Europe and the U.S. In: Mullen, M.R. and Cavusgil, S.T. (eds.) <i>Proceedings of the First Symposium of the Consortium for International Marketing Research (CIMaR)</i>, East Lansing, Michigan, USA.</p>
<p>Bohlen, G., Schlegelmilch, B. B. and Diamantopoulos, A. (July 7-9, 1993). Measuring Ecological Concern: A Multi-Construct Perspective. <i>Emerging Issues in Marketing, Vol. 1, Proceedings of the 26th Annual Marketing Education Group Conference</i>, Loughborough University, England, pp. 58-70 <b>[Best Doctoral Paper Award, MEG 1993]</b>.</p>
<p>Schlegelmilch, B. B., and Diamantopoulos, A. (May 26-29, 1993). Evidence from a U.K. National Survey. In: Levy, M. and Gerwal, D., (eds.), <i>Developments in Marketing Science, Vol. XVI, Proceedings of the Annual Conference of the Academy of Marketing Science</i>, Miami Beach, Florida, USA.</p>
<p>Schlegelmilch, B. B. and Diamantopoulos, A. (May 26-29, 1993). Gender Differences in Marketing Academia: Evidence from a U.K. National Survey". In: Levy, M. and Gerwal, D., (eds.), <i>Developments in Marketing Science, Vol. XVI, Proceedings of the Annual Conference of the Academy of Marketing Science</i>, Miami Beach, Florida, USA.</p>
<p>Diamantopoulos, A., Bohlen, G. M. and Schlegelmilch, B. B. (May 26-29, 1993). Determinants of the Environmental Image of an Industrial Service: An Empirical Analysis of Consumer Perceptions. In: Levy, M. and Gerwal, D., (eds.), <i>Developments in Marketing Science, Vol. XVI, Proceedings of the Annual Conference of the Academy of Marketing Science</i>, Miami Beach, Florida, USA.</p>
<p>Dembkowski, S., Diamantopoulos, A. and Schlegelmilch, B. B. (May 25-28, 1993). Measuring the Research Performance of Marketing Academics: Issues, Methods and Future Research Directions". In: Chias, J. and Sureda, J., (eds.) <i>Marketing for the New Europe: Dealing with Complexity, Vol. 2, Proceedings of the 22nd Annual Conference of the European Marketing Academy</i>, Barcelona, Spain.</p>
<p>Simintiras, A., Schlegelmilch, B. B. and Diamantopoulos, A. (May 25-28, 1993). Greening the Marketing Mix: A Review of the Literature and an Agenda for Future Research. In: Chias, J. and Sureda, J. (eds.), <i>Marketing for the New Europe: Dealing with Complexity, Vol. 2, Proceedings of the 22nd Annual Conference of the European Marketing Academy</i>, Barcelona, Spain.</p>

<p>Diamantopoulos, A., Schlegelmilch, B. B. and Love, A. (February 20-23, 1993). Giving to Charity: Determinants of Cash Donations Through Prompted Giving. In: Varadarajan, R. and Jaworski, B. (eds.), <i>Marketing Theory and Applications, Vol. 4, Proceedings of the American Marketing Association 1993 Winter Educators' Conference</i>, Newport Beach, California, USA.</p>
<p>Du Preez, J.P., Diamantopoulos, A. and Schlegelmilch, B. B. (November 20-22, 1992). The Role of "Made In" and "Green" Product Features in Automobile Purchases: A Cross-Country Comparison Between Korea, Spain and France. <i>Proceedings of the Annual Meeting of the Academy of International Business</i>, Brussels, Belgium.</p>
<p>Schlegelmilch, B. B., Diamantopoulos, A. and Bohlen, G.M. (July 6-8, 1992). Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Stakeholders' Perceptions. In: Whitelock et al.,(eds.), <i>Marketing in the New Europe and Beyond, Proceedings of the 25th Annual Marketing Education Group Conference</i>, University of Salford, England.</p>
<p>Reynolds, N., Diamantopoulos, A. and Schlegelmilch, B. B. (July 6-8, 1992). Pretesting in Questionnaire Design: A Review of the Literature and Suggestions for Further Research. In: Whitelock et al., (eds.), <i>Marketing in the New Europe and Beyond, Proceedings of the 25th Annual Marketing Education Group Conference</i>, University of Salford, England, 277-287 [<b>Best Marketing Research Paper Award, MEG 1992</b>].</p>
<p>Diamantopoulos, A., Schlegelmilch, B. B. and Tse, K. (May 26-29, 1992). Mapping Research on Export Promotion: A Response-Hierarchy Approach. In: Grunert K.G. and Fuglede D., (eds.), <i>Marketing for Europe - Marketing for the Future, Proceedings of the 21st Annual Conference of the European Marketing Academy</i>, Aarhus, Denmark.</p>
<p>Schlegelmilch, B. B., Diamantopoulos, A. and Du Preez, J. P., (April 22-25, 1992). Consumer Preferences as Barriers to Standardizing Marketing Programs in the Single European Market: The Role of Country-of-Origin in Ecological Product Attributes. In: Crittenden, V. L. (eds.), <i>Developments in Marketing Science, Vol. XV, Proceedings of the Annual Conference of the Academy of Marketing Science</i>, San Diego, California, USA.</p>
<p>Schlegelmilch, B. B., Diamantopoulos, A. and Love, A. (February 15-18, 1992). Determinants of Charity Giving: An Interdisciplinary Review of the Literature and Suggestions for Future Research. In: Allen, C. T. et al., (eds.), <i>Marketing Theory and Applications, Vol. 3, Proceedings of the American Marketing Association 1992 Winter Educators' Conference</i>, San Antonio, Texas, USA.</p>
<p>Diamantopoulos, A. and Schlegelmilch, B. B. (October 17-20, 1991). The Impact of Technological Change in Telecommunication on Inter-Company Alliances. <i>Proceedings of the Annual Meeting of the Academy of International Business</i>, Miami, Florida, USA. [Invited Session on Cross-Border Alliances in the EC].</p>

Schlegelmilch, B. B., and Rawles, I. (July 8-11, 1991). Market Orientation in Primary Health Care: A Comparison of Patients' Perceptions in the U.S. and the U.K. In: Piercy, N. et al., (eds.), <i>Preparing Marketing for the New Millennium, Vol. 3, Proceedings of the 24<sup>th</sup> Annual Marketing Education Group Conference</i> , University of Wales, Cardiff Business School, Wales.
Diamantopoulos, A., Schlegelmilch, B. B., and Neate-Stidson, S. (July 8-11, 1991). Who We Are and What We Do: A Profile of Marketing Academics at U.K. Universities". In: Piercy, N. et al., (eds.), <i>Preparing Marketing for the New Millennium, Vol. 1, Proceedings of the 24<sup>th</sup> Annual Marketing Education Group Conference</i> , University of Wales, Cardiff Business School, pp. 313-339 [ <b>Second Prize for Best Competitive Paper</b> ].
Diamantopoulos, A., Schlegelmilch, B. B., Allpress, C. and Tse, K. (May 29 - June 1, 1991). Export Marketing Research: A Comparative Analysis of Finnish and British Firms. <i>Developments in Marketing Science, Vol. XIV, Proceedings of the Annual Conference of the Academy of Marketing Science</i> , Fort Lauderdale, Florida, USA.
Schlegelmilch, B. B., Diamantopoulos, A. and Tse, K. (May 21-23, 1991). Commissioned versus In-House versus No Export Marketing Research: A Comparison Among British Exporters. In: Bradley, F., (eds.), <i>Marketing Thought Around the World, Vol. 3, Proceedings of the 20th Annual Conference of the European Marketing Academy</i> , Dublin, Ireland.
Diamantopoulos, A., Schlegelmilch, B. B. and Webb, L. (September 24-25, 1990). Influences Bearing Upon Industrial Mail Response Rates: A Factor Comparative Investigation of Researchers' and Respondents' Opinions. In: Fiocca, R. and Snehota, I., (eds.), <i>Research Developments in International Marketing and Purchasing, Vol. 2, Proceedings: International Marketing and Purchasing Conference</i> , Milan, Italy.
Schlegelmilch, B. B., Tynan, C. and Ramsey, N. (July 16-19, 1990). Market Segmentation for a Leisure Centre: A Case Study. In: Pendlebury, A. and Watkins, T. (eds.), <i>Recent Developments in Marketing, Proceedings of the 23rd Annual Conference of the Marketing Education Group</i> , Oxford, England.
Schlegelmilch, B. B., Diamantopoulos, A. and MacDonald, T. (July 16-19, 1990). 1992 and the Scottish Whisky Industry: A Survey of Company Expectations and Planned Responses. In: Pendlebury, A. and Watkins, T., (eds.), <i>Recent Developments in Marketing, Vol. 3, Proceedings of the 23rd Annual Conference of the Marketing Education Group</i> , Oxford, England.
Schlegelmilch, B. B. and Diamantopoulos, A. (July 16-19, 1990). Prenotification and Mail Survey Response Rates: A Quantitative Integration of the Literature. In: Pendlebury, A. and Watkins, T., (eds.), <i>Recent Developments in Marketing, Vol. 3, Proceedings of the 23rd Annual Conference of the Marketing Education Group</i> , Oxford, England.
Diamantopoulos, A., Schlegelmilch, B. B. and Allpress, C. (May 22-25, 1990). Export Marketing Research: An Empirical Investigation of Users and Non-Users. In: Mühlbacher, H. and Jochum C., (eds.), <i>Advanced Research in Marketing, Vol. 1, Proceedings of the 19<sup>th</sup> Annual Conference of the European Marketing Academy</i> , Innsbruck, Austria.

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

Schlegelmilch, B. B. and Tynan, A. C. (July 11-14, 1989). Market Segment-Oriented Fund-Raising Strategies: An Empirical Analysis. In: Moutinho, L., Brownlie, D. and Livingstone J. (eds.), *Marketing Audit of the 80s, Vol. 2, Proceedings of the 22<sup>nd</sup> Annual Conference of the Marketing Education Group*, Glasgow Business School, Scotland.

Burton, F. N. and Schlegelmilch, B. B. (July 18-21, 1988). Changes in Company Characteristics Associated with Increasing Export Involvement. In: Robinson, T. and Clark-Hill, C. (eds.), *Marketing: Past, Present, and Future, Vol. 2, Proceedings: Annual Conference of the Marketing Education Group*, Huddersfield, England.

Schlegelmilch, B. B. and Tynan, A. C. (July 18-21, 1988). Who Volunteers? An Investigation into the Characteristics of Charity Volunteers. In: Robinson, T. and Clarke-Hill, C., (eds.), *Marketing Past, Present, and Future, Vol. 1, Proceedings of the Annual Conference of the Marketing Education Group*, Huddersfield, England.

Schlegelmilch, B. B. and Tynan, A. C. (April 6-8, 1988). Should Charities Conduct Generic Marketing? In: Blois, K. and Parkinson, S., (eds.), *Innovative Marketing - A European Perspective, Proceedings of the Annual Conference of the European Marketing Academy*, Bradford, England.

Schlegelmilch, B. B., Diamantopoulos, A. and Petersen, M. (September 7-9, 1988). The China Syndrome: An Empirical Investigation of Danish Companies' Experiences in the People's Republic of China. In: Turnbull, P.W. and Paliwoda, S. J., *Research Developments in International Marketing, Vol. 1, Proceedings of the 4th International Marketing and Purchasing (IMP) Conference*, Manchester, England.

Schlegelmilch, B. B. and Ross, A. G. (July 7-10, 1987). The Influence of Managerial Characteristics on Different Measures of Export Success. In: Wensley, R., (ed.), *Reviewing Effective Research and Good Practice in Marketing, Proceedings, Annual Conference of the Marketing Education Group*, Warwick, England.

Schlegelmilch, B. B. and Diamantopoulos, A. (June 1-3, 1987). Innovativeness and Export Performance: An Empirical Analysis. In: Leeflang, P. and Rice, M., (eds.), *Contemporary Research in Marketing, Proceedings: Annual Conference of the European Marketing Academy*, Toronto, Canada.

Schlegelmilch, B. B. and Crook, J. (November 21-23, 1986). Firm Level Determinants of Export Intensity. *Proceedings of the Annual Conference of the Academy of International Business*, London, England.

Diamantopoulos, A. and Schlegelmilch, B. B. (November 21-23, 1986). A Comparison of Marketing Operations of Autonomous Subsidiaries: An Empirical Study. *Proceedings of the Annual Conference of the Academy of International Business*, London, England.

Schlegelmilch, B. B. (April 10-12, 1985). Internal Determinants of Export Behaviour of British and German Firms. *Proceedings of the Annual Conference of the European Marketing Academy*, Bielefeld, Germany.

## **CONFERENCE PRESENTATIONS**

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. <i>Association of MBAs [AMBA] Asia Pacific Conference for Deans and Directors</i> , Melbourne, Australia, November 12-14, 2018. <b>(Keynote Speaker)</b> .
Schlegelmilch, B. B. Business Schools in the Digital Age: Do We Need New Business Models? <i>Association of MBAs [AMBA] Latin America Conference for Deans and Directors</i> , Buenos Aires, Argentina, September 3-5, 2018, <b>(Keynote Speaker)</b> .
Schlegelmilch, B. B. Beyond Accreditation: AMBA's Outreach and Development Trajectory. Panel Discussion. <i>Association of MBAs [AMBA] Global Deans and Directors Conference</i> , 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. <i>GAMMA – Global Fashion Management Conference</i> , 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? <i>CIMaR: Consortium for International Marketing Research 26th Annual Conference</i> , 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. <i>26th Annual CIMaR Conference - Consortium for International Marketing Research</i> , 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. <i>42<sup>nd</sup> Annual European International Business Academy (EIBA) Conference</i> , 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. <i>25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research</i> , Xi'an, China, June 17-20, 2016.
Simbrunner, P. and Schlegelmilch, B. B. Morality in Decision Making: A Meta-Analysis and Meta-Regression. <i>GAMMA - Global Marketing Conference</i> , 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. <i>25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research</i> , 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. <i>International Conference on Corporate Sustainability and Responsibility</i> , 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, <i>56<sup>th</sup> Academy of International Business Conference</i> , 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, <i>Annual Meeting of the Academy of International Business</i> , 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, <i>Annual Meeting of the 54<sup>th</sup> Academy of International Business</i> , Washington, USA, June 30 - July 3, 2012.
Schlegelmilch B. B. The Ambiguous Gestalt of Global Marketing. Panel Discussion, <i>41st Annual Conference European Marketing Academy</i> , Lisbon, Portugal, May, 22-25, 2012.
Gruber, V., Schlegelmilch, B. B. and Houston, M. J. An Examination of Consumers' Inference Formation about Product Sustainability. <i>IAREP</i> , Warsaw, Poland, September 5-8, 2012.
Szöcs, I. and Schlegelmilch, B. B. Do Consumer and Company Perceptions of Corporate Philanthropy Align? <i>41<sup>st</sup> Annual Conference European Marketing Academy</i> (Poster Session), Lisbon, Portugal, May 22-25, 2012.
Gruber, V. and Schlegelmilch, B. B. An Examination of Consumers' Inferences about Product Sustainability. <i>37<sup>th</sup> Annual Macromarketing Conference</i> , Berlin, Germany, June 13-16, 2012.
Schlegelmilch, B. B. Marketing Ethics: Challenges in Turbulent Times. Panel Discussion, <i>AMA Winter Educators' Conference</i> , 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, <i>AMA Winter Educators' Conference</i> , 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. <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Perth, Australia, November, 28-30, 2011.
Schlegelmilch, B. B. Der MBA im Jahre 2020: Werden wir ihn noch wiedererkennen? Panel Discussion, <i>Verband der Hochschullehrer für Betriebswirtschaft</i> , Hanover, Germany, November 11, 2011.
Schlegelmilch, B. B., Ingene, C., Ortinau, D. J. and Parasuraman, P. Meet the Reviewers. Panel Discussion, <i>Academy of Marketing Science</i> , 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, <i>Academy of Marketing Science</i> , Portland, OR, USA, May 26-29, 2010 and <i>Academy of Marketing Science</i> , Coral Gables, Florida, USA, May 24-27, 2011.
Öberseder, M. and Schlegelmilch B. B. What is CSR? Consumers' Understanding of Corporate Social Responsibility. <i>4<sup>th</sup> International Conference on Corporate Social Responsibility</i> , Berlin, Germany, September 22-24, 2010.
Öberseder, M. and Schlegelmilch, B. B. Consumers' Perception of Corporate Social Responsibility. <i>Annual Conference European Marketing Academy</i> , 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, <i>Academy of Marketing Science</i> , 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, <i>AMA Winter Educator's Conference</i> , 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, <i>Drucker 100 Senior Executive Symposium</i> , Vienna, Austria, November 18, 2009.
Schlegelmilch, B. B. Writing a PhD Thesis: The Challenges Ahead. <i>First Biennial Doctoral Consortium at the 14<sup>th</sup> Biennial World Marketing Congress of the Academy of Marketing Science</i> , Oslo, Norway, July 22-25, 2009.
Devinney, T. M. and Schlegelmilch, B. B. Exploring the Limits of Corporate Social Responsibility. <i>Panel Session at the 28<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , Cologne, Germany, Oct. 12-15, 2008.
Schlegelmilch, B. B. Ethics in Corporate Positioning. Corporate Identity / Associations Research Group, <i>5<sup>th</sup> International Conference on Strategically Managing Corporate Reputation and Identity</i> , Vancouver, Canada, May 26-28, 2008.
Peng, M., Schlegelmilch, B. B., Segal-Horn, S. and Verbeke, A. The Domain of Global Strategy, Managing International Interdependence: The Role of Regional Headquarters. <i>Panel Session at the 27<sup>th</sup> Annual International Conference of the Strategic Management Society</i> , San Diego, USA, October 14-17, 2007.
Schlegelmilch, B. B. Marketing Practice in an Era of Janus Trends. <i>Academy of Marketing Conference</i> , Surrey, UK, July 3-6 2007 ( <b>Keynote Speaker</b> ).
Schlegelmilch, B. B. The Publication Game: Striving for Relevance and Rigo(u)r. <i>Academy of Marketing Conference – Doctoral Colloquium</i> , Surrey, UK, July 2-3, 2007 ( <b>Keynote Speaker</b> ).

Schlegelmilch, B. B. Ethical Tensions in International Supply Chains: Converging Interests or Insoluble Contradictions between Producers, Retailers and Consumers? <i>A New Humanism for Europe, European Meeting of University Professors on the Occasion of the 50<sup>th</sup> Anniversary of the Treaty of Rome</i> , Rome, June 21-24, 2007.
Schlegelmilch, B. B. and Lehrer, M. Shaping Product Innovation Through Different Internationalization Trajectories. <i>AMA Winter Educator's Conference</i> , San Diego, USA, February 16-19, 2007.
Schlegelmilch, B. B. and Ambos, B. Drivers of Regional Headquarters Formation within European Regions. <i>AMA Winter Educator's Conference</i> , St. Petersburg, Florida, USA, February 17-20, 2006.
Mitchell, V. W., Balabanis, G., Schlegelmilch, B. B. and Cornwell, B. A Cross-Cultural Analysis of Consumer Misbehaviors. <i>Cross Cultural Research Conference</i> , Cancun, Mexico, December 11-14, 2005.
Schlegelmilch, B. B. and Ambos, B. Coordinating International R&D through Cross-Cultural Teams: An Empirical Investigation of Selected Contingency Factors. <i>Annual Meeting of the Kommission Internationales Management</i> , Graz, Austria, February 15-16, 2002.
Kreuz, P. and Schlegelmilch, B. B. The Future of Speech Recognition Technology: A Survey of International Experts. <i>Conference of the International Academy of E-Business</i> , San Francisco, March 7-12, 2001.
Schlegelmilch, B. B. Competing with New Business Models. <i>Fifth International Conference on Marketing in Russia: World Experience &amp; Russian Practice</i> , Russian Marketing Association, Moscow, November 30 - December 1, 2001 ( <b>Keynote Speaker</b> ).
Van Deusen, C. A., Mueller, C. B., Ricks, D. A., Schlegelmilch, B. B. and Jones, G. Information and Communication Technology in the Classroom: Comparing Faculty and Student Perspectives. <i>Society for the Advancement of Management Conference (SAM)</i> , St. Augustine, Florida, March 2000.
Doz, Y. and Schlegelmilch, B. B. Global Knowledge Management as a Strategic Resource. Panel Discussion, <i>Annual Meeting of the Academy of International Business</i> , Charleston, South Carolina, November 21-24, 1999.
Schlegelmilch, B. B., Van Deusen, C., Simintiras, A., Geyer-Schulz, A. and Holzmüller, H. The Use of Information Technology in Marketing Teaching. Panel Discussion, <i>World Marketing Congress on Global Perspectives in Marketing for the 21st Century</i> , Qawra, Malta, June 23-26, 1999.

Holzmüller, H., Samiee, S., Schlegelmilch, B. B., Diamantopoulos, A. and Salzberger, T. Recent Methodological Advancements in Cross-National Marketing Research. Panel Discussion, <i>World Marketing Congress on Global Perspectives in Marketing for the 21<sup>st</sup> Century</i> , Qawra, Malta, June 23-26, 1999.
Schlegelmilch, B. B. Export Performance Research: Integration and Future Outlook. <i>AMA Winter Marketing Educators' Conference</i> , Austin, Texas, February 21-24, 1998.
Schlegelmilch, B. B. Ethics in International Marketing: A Cross Border Perspective. <i>Joint American Marketing Academy/Academy of Marketing Conference</i> , Manchester, England, July 7-10, 1997.
Schlegelmilch, B. B. and Trommsdorff, V. Ethische Unternehmenspositionierung. <i>Jahrestagung der Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft</i> , Fürth, Germany, January 25-27, 1996.
Schlegelmilch, B. B. Ethical Polymorphism: An Analysis of U.S., U.K. and German Managers. <i>Academy of International Business Regional Meeting</i> , Glendale, Arizona, May 26-27, 1995.
Schlegelmilch, B. B. Ethics and Social Responsibility in the International Marketing Arena. <i>American Marketing Association Faculty Consortium</i> , Hofstra University, Long Island, New York, June 23-26, 1995.
Schlegelmilch, B. B. Ethical Codes and Frameworks. <i>American Marketing Association Faculty Consortium</i> , Hofstra University, Long Island, New York, June 23-26, 1995.
Schlegelmilch, B. B. and Ram, S. Technophobia: Measurement and Cross-Cultural Validation. <i>INFORMS International Conference</i> , Singapore, June 25-28, 1995.
Schlegelmilch, B. B. Business and Marketing Ethics in Europe and the U.S., <i>Symposium on the Future of Academic Research in Business Ethics: Commemorating UCC's 150th Anniversary</i> , University of Cork, Ireland, June 14-15, 1995.
Schlegelmilch, B. B. Business and Marketing Ethics in Europe and the U.S. <i>Annual Meeting of the Society for Business Ethics</i> , Vancouver, Canada, August 3-6, 1995.
Diamantopoulos, A., Du Preez, J. P. and Schlegelmilch, B. B. Environmental Considerations in Product Attribute Selection: A Conjoint-based Cross-Cultural Comparison. <i>TIMS Marketing Science Conference</i> , Tucson, Arizona, USA, March 17-19, 1994.
Schlegelmilch, B. B. A Comparative Study of U.S. and European Managers' Views of Business Ethics. <i>CIBER Workshop on Internationalizing Business Ethics</i> , Bentley College, Center for Business Ethics, Boston, Massachusetts, USA, June 29-July 1, 1993.
Schlegelmilch, B. B., Diamantopoulos, A. and Du Preez, J. P. Ecological Attributes and Country-of-Origin Effects in Preference Formation: A Cross-Country Application of Conjoint Analysis. <i>TIMS Marketing Science Conference</i> , St. Louis, Missouri, USA, March 12-14, 1993.

Diamantopoulos, A. and Schlegelmilch, B. B. Factors Affecting the Use of Export Marketing Research Information: An Application and Test of the Deshpande and Zaltman Path Model. <i>TIMS Marketing Science Conference</i> , St. Louis, Missouri, USA, March 12-14, 1993.
Schlegelmilch, B. B. Die Messung von Präferenzen für unterschiedliche Produktmerkmale mittels partiell-individualisierter Conjoint-Analysen: Ein empirischer Vergleich zwischen Autokäufern in Großbritannien und Deutschland. <i>Jahrestagung der Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft</i> , Fürth, Germany, January 22-23, 1993.
Schlegelmilch, B. B. EC Trade Relationships with Developing Countries. <i>Fourth International Conference on Marketing and Development</i> , San Jose, Costa Rica, January 7-10, 1993.
Schlegelmilch, B. B., Diamantopoulos, A. and Du Preez, J. P. The Use of Student Samples in Conjoint Analysis: A Comparison with Ordinary Consumers in Two European Countries. <i>The Institute of Management Science/Operations Research Society of America (TIMS/ORSA)</i> , 34th Joint Annual Meeting, San Francisco, California, USA, November 1-4, 1992.
Robertson, D.C. and Schlegelmilch, B. B. Corporate Institutionalization of Ethics in the United States and Great Britain. <i>European Business Ethics Network (EBEN) 1992 International Conference</i> , Paris, France, October 14-16, 1992.
Diamantopoulos, A. and Schlegelmilch, B. B. Problems and Solutions: Some Examples from Cross-National Collaborative Research. <i>American Marketing Association Summer Marketing Educator's Conference</i> , Chicago, Illinois, USA, August 8-11, 1992 [Invited Session on Cross-National Collaborative Research].
Diamantopoulos, A., Schlegelmilch, B. B. and Du Preez, J. P. The Relative Importance of Country-of Origin and Ecological Product Attributes in Two European Countries: A Partially Individualized Conjoint Analysis. <i>The Association for Consumer Research</i> , Summer Conference, Amsterdam, Netherlands, June 11-14, 1992.
Schlegelmilch, B. B. and Diamantopoulos, A. Correlates of Publication Productivity Among U.K. Marketing Academics: Evidence from a National Survey. <i>The Institute of Management Science/Operations Research Society of America (TIMS/ORSA)</i> , 33rd Joint Annual Meeting, Orlando, Florida, April 26-29, 1992.
Diamantopoulos, A. and Schlegelmilch, B. B. The Impact of Export Manpower on Export Performance: Evidence from the US, UK, and Germany. <i>Operations Research Society of America and the Institute of Management Sciences (ORSA/TIMS) 32<sup>nd</sup> Joint Annual Meeting</i> , Anaheim, California, USA, November 3-6, 1991.
Moore, S. A. and Schlegelmilch, B. B. A Proposed Methodology for Examining Inter- and Intra-Organizational Perceptions of Service Quality. <i>7<sup>th</sup> Industrial Marketing and Purchasing Conference</i> , Uppsala University, Sweden, September 6-8, 1991.

Schlegelmilch, B. B., Diamantopoulos, A., Allpress, C. and Tse, K. The Use of Export Marketing Research at Different Planning Levels: Evidence from European Exporters. <i>TIMS Marketing Science Conference</i> , University of Delaware, Wilmington, Delaware, USA, March 20-23, 1991.
Schlegelmilch, B. B. and Diamantopoulos, A. Internationale Management-Beratung in Großbritannien. <i>Fachtagung der wissenschaftlichen Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft e.V.</i> , Universität Göttingen, Germany, January 31 - February 1, 1991.
Schlegelmilch, B. B. and Diamantopoulos, A. The Perceived Environmental Impact of Road versus Rail Freight Transport. <i>The Keys to the Future: Railfreight Conference</i> , Wansford, England, October 22-23, 1990.
Schlegelmilch, B. B. and Langlois, C. C. New US Corporate Culture and Old Japanese Corporate Values: Two Not-Too-Distant Relatives. <i>Third European Conference on Business Ethics</i> , Milan, Italy, October 3-5, 1990.
Moore, S. A. and Schlegelmilch, B. B. Service Quality: A Critical Evaluation of the Literature and an Agenda for Future Research. <i>23<sup>rd</sup> Annual Conference of the Marketing Education Group</i> , Oxford, England, July 16-17, 1990.
Schlegelmilch, B. B., Carman, J. and Moore, S. A. A Comparison of Customer Satisfaction with Family Practitioner Services in the US and UK. <i>Annual Conference of the Marketing Science Institute</i> , New Orleans, Louisiana, April 25-28, 1990.
Langlois, C. C. and Schlegelmilch, B. B. Do Corporate Codes of Ethics Reflect National Character? Evidence from Europe and the United States. <i>Second European Conference on Business Ethics</i> , Barcelona, Spain, September 27-29, 1989.

## **OTHER**

Schlegelmilch, B. B. (2006). Ecological, Ethical and Charitable Concerns: Traces of a Personal Research Odyssey. D.Litt. Thesis, University of Manchester, Manchester Business School.
Schlegelmilch, B. B. and Medved, K. (March 2003). Review of: Christian Homburg/ Harley Krohmer: Marketingmanagement Strategie – Instrumente – Umsetzung - Unternehmensführung. In: <i>Journal für Betriebswirtschaft</i> , pp. 114-115.
Schlegelmilch, B. B. and Penz, E. (October 2001). Wissensmanagement: Strategische Herausforderung. <i>Wirtschaftsforum der Führungskräfte (WdF) Magazin</i> , pp. 10-12.
Schlegelmilch, B. B. (1999). Marketing is Going Digital: Some Changes and Implications for Marketing Management. <i>Handel Österreich-USA</i> , Embassy of the United States of America in Austria, pp. 8-12.

Schlegelmilch, B. B. (1998). Ethik im internationalen Marketing. <i>Transfer - Werbeforschung &amp; Praxis</i> , Werbewissenschaftliche Gesellschaft Wien/Bonn, 5-6, p.13, (Summary of a Presentation).
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> .
Schlegelmilch, B. B. (1992). Review of: Handbook of German Business Management. <i>Management International Review</i> , 32 (2), pp 189-192.
Schlegelmilch, B. B. and Diamantopoulos, A. (January 1990). The Perceived Environmental Impact of Rail and Road Freight Transport: A Qualitative Analysis. <i>Report prepared for the British Railways Board</i> .
Schlegelmilch, B. B. (1983). A Profile Analysis of Divergent Export Behaviour in the UK and West German Mechanical Engineering and Food Processing Industries. Ph.D. Thesis, University of Manchester Institute of Science and Technology (UMIST).
Schlegelmilch, B. B. (1981). Survey of Country Risk Appraisal Techniques for Export Markets. M.Sc. Dissertation, University of Manchester Institute of Science and Technology (UMIST).
Schlegelmilch, B. B. (1979). Analyse der Rahmenbedingungen deutscher Direktinvestitionen in Großbritannien. Abschlußarbeit, Fachhochschule Köln.

## **RESEARCH SEMINARS**

INCAE Business School, San Jose, Costa Rica, 2022  
Indian Institute of Management, Calcutta, India, 2020  
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