

CURRICULUM VITAE
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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

CURRENT POSTS

June 1997 – to date

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

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

September 2014 – to date

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

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

EDUCATION

April 2007

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

April 1981 - September 1983

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

September 1979 - March 1981

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

September 1976 - August 1979

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

HONORS

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.

RESEACH AWARDS

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

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

TEACHING AWARDS

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.

OUTREACH	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).
ACCREDITATION VISITS & ASSESSMENTS	<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>
POSITIONS OFFERED	Executive Dean, Henley Business School , (2010), Professorships at the University of St. Gallen (1995), University of Dortmund (1995), Universität Witten/Herdecke (1995) and University Wales, Cardiff (1989).

BODO B. SCHLEGELMILCH
Publications

BOOKS

Diamantopoulos, A., Schlegelmilch, B. B. and Halkias, G. (2023). Taking the Fear out of Data Analysis: Completely Revised, Significantly Extended and Still Fun, Edward Elgar Publishing, UK (310 pages; ISBN 978-1-80392-983-5).
Schlegelmilch, B. B. (2022). <i>Global Marketing Strategy - An Executive Digest (Second Edition)</i> , Springer International Publishing, Switzerland, (416 pages).
Schlegelmilch, B. B. and Wu, H. (2021). <u>全球营销战略 执行官指南 (Global Marketing Strategy: A Digest for Chinese Managers)</u> , Sun Yat-sen University Press, (316 pages; ISBN 978-7-306-06980-1).
Schlegelmilch, B. B. and Winer R. S. (eds.). (2021). <i>The Routledge Companion to Strategic Marketing</i> , Routledge, New York. (506 pages).
Schlegelmilch, B. B. and Szőcs, I. (eds.). (2020). <i>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</i> , Springer Nature, Switzerland, (315 pages).
Schlegelmilch, B. B. (2016). <i>Global Marketing Strategy - An Executive Digest</i> , Springer International Publishing, Switzerland, (249 pages).
Stöttinger, B., Schlegelmilch, B. B. and Zou, S. (eds.). (2015). <i>Advances in International Marketing - International Marketing in the Fast Changing World</i> , Vol. 26, Emerald Group Publishing Ltd., (288 pages).
Rudolph, T., Schlegelmilch, B. B., Bauer, A., Franch, J., Meise, J. N. (eds.). (2012). <i>Diversity in European Marketing</i> , Springer Gabler, (264 pages).
Ambos, B. and Schlegelmilch, B. B. (2010). <i>The New Role of Regional Management</i> , Palgrave-Macmillan, (301 pages).
Keegan W. J., Schlegelmilch B. B. and Stöttinger B. (2002). <i>Globales Marketing-Management. Eine europäische Perspektive</i> , München, Oldenbourg Verlag, (789 pages).
Kreuz, P., Foerster A. and Schlegelmilch, B. B. (2001). <i>Customer Relationship Management im Internet: Grundlagen und Werkzeuge für Manager</i> , Norderstedt, Norderstedt Verlag, 2001 (116 pages).
Keegan, W. J. and Schlegelmilch, B. B. (2001). <i>Global Marketing Management: A European Perspective</i> , 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*, 1st Edition, London: The Dryden Press, 1997; 2nd 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*, 3rd 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., <i>Marketing Ethics</i> , 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 6th 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&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

Keleş, F.H.E., Keleş E. and Schlegelmilch, B. B. (forthcoming). Corporate Social Responsibility and Stock Performance: A Systematic Literature Review. <i>Borsa Istanbul Review</i> .
Mitchell, V., Makri, K. and Schlegelmilch, B. B. (forthcoming). Exhibition Event Evaluation Revisited: An Individual Value Approach. <i>Event Management</i> .
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. https://doi.org/10.1108/OIR-09-2021-0484 .
Saracevic, S. and Schlegelmilch B. B. (2021). The Impact of Social Norms on Pro-Environmental Behavior: A Systematic Literature Review of the Role of Culture and Self-Construal. <i>Sustainability</i> . 13(9):5156. (https://doi.org/10.3390/su13095156 .)
Schlegelmilch, B. B. (2020). Why Business Schools Need Radical Innovations: Drivers and Development Trajectories. <i>Journal of Marketing Education</i> , 42(2), 93-107 [Winner of the Journal's 2020 Outstanding Article of the Year].
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 & Marketing</i> , 37(2), 177-215 [One of the Top 10 Cited Articles of the Journal in 2020].
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. (https://doi.org/10.1016/j.jclepro.2019.118902).
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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. <i>Virtual American Marketing Association Summer Conference</i> , 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. <i>Association of Indian Management Schools [AIMS]</i> , 32 nd 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. <i>Virtual Annual Meeting of the Association of American Colleges & Universities AAC&U</i> , Lingnan Global Forum, January 2021.
Schlegelmilch, B. B. Why Business Schools Need Radical Innovations. Philip Kotler <i>eWorld Marketing Summit</i> , November 6-7, 2020. (1.5 million delegates from 104 countries).
Schlegelmilch, B. B. The Future of Business Schools. <i>Chilean Association of Business Schools – ENEFA, Web Conference</i> , November 4, 2020 (Keynote Speaker) .
Schlegelmilch, B. B. Business School Academic Capability and Publications. <i>The 9th Chinese AMBA & BGA Business School Capacity Building New Year Webinar</i> , December 16, 2020, (Keynote Speaker) .
Schlegelmilch, B. B. Competitive Strategies in a Turbulent Business School Environment. <i>Association of MBAs [AMBA] and Business Graduate Association [BGA] Global Conference</i> , 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. (Keynote Speaker) .
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, (Keynote Speaker) .
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>42nd 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>25th 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>25th 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>56th 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 54th 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>41st 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>37th 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.
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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.
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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>23rd 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. *Annual Conference of the Marketing Science Institute*, 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. *Second European Conference on Business Ethics*, Barcelona, Spain, September 27-29, 1989.

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

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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