

**CURRICULUM VITAE**  
**September 2019**

**Bodo B. Schlegelmilch**

Professor of International Management and Marketing  
WU Vienna University of Economics and Business

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## **RECORD**

Name **Bodo B. Schlegelmilch**

Current Posts June 1997 – to date:  
**Chair of International Marketing Management**  
**Vienna University of Economics and Business (WU Vienna).**

February 2018 – to date  
**Chair: Association of MBAs (AMBA) and Business Graduates Association (BGA)**

## **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.

September 1974 - July 1976:  
**Fachhochschulreife,** Business Administration  
(Night School) Cologne.

## **HONORARY AWARDS**

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

**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).**

September 2007 – September 2010:

**University of Leeds Business School**

Professor of International Marketing & Management (Part Time Appointment).

September 1993 - May 1997:

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

Professor of International Business (tenured); Head of Marketing Section and Director of the CIBER Institute of International Business Ethics.

September 1989 - August 1993:

**University of Wales - Swansea,**

British Rail Chair of Marketing (tenured).

August 1988 - May 1989:

**University of California - Berkeley,** Sabbatical.

September 1984 - July 1988:

**University of Edinburgh,** Lecturer in Marketing and International Business (tenured).

October 1983 - September 1984:

**Procter & Gamble GmbH,** Frankfurt, Brand Management.

October 1981 - June 1983:

**Manchester Business School,** Teaching Assistant in Economics.

August 1973 - September 1976:

**Deutsche Bank AG Köln.** Apprenticeship, thereafter Stock Adviser.

**HONORARY AND  
VISITING  
POSITIONS**

University of Minnesota, Carlson School of Management, Adjunct Professor (1999 – to date), Thammasat University, Visiting Professor (2003 – to date), Dean's Award for Outstanding Support of Thammasat Business School (2010), Lingnan (University) College, Sun Yat-sen University, Distinguished Research Professor (2010 to date), ISB – Indian School of Business, Visiting Professor (2011 to date). The University of the South Pacific, Adjunct Professor (2019 – to date). Short-term visiting professorships at the Universities of Otago, Innsbruck, Kingston, Miami and Cologne, et al.

**TEACHING**

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

**EXECUTIVE**  
**EDUCATION**

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 leadership, it obtained EQUIS, AMBA and AACSB accreditations and developed an alumni network from 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. 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.

**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.

**Teaching Experience:** For a variety of renowned executive education suppliers such as Keio University, Kellogg School of Management, University of St. Gallen, University of Edinburgh and ESADE.

**Workshops at Board Level:** For the Austrian National Bank (OeNB), Bank Austria (Unicredit), Baxter (IMMUNO), Cable & Wireless, Degussa, Eli Lilly, Guinness, Johnson & Johnson (Lifescan, Inc.), KPMG, Merck Sharp & Dohme, Pharmacia & Upjohn (now Pfizer), Schlumberger, Stinnes and Sunkyong.

**Courses for Senior Executives:** For example for Anheuser Busch, Allied Signals, AT&T, BellSouth, Black & Decker, Citibank, Dow Chemical, EDS, Estée Lauder, Goldman Sachs, Goodyear, Henkel, Philip Morris, Plansee, Samsung, Schreiber Foods and Universal Flavors.

## **RESEARCH**

Focus on Global Marketing Strategy, International Business Ethics / CSR.

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

## **BOARD MEMBERSHIP**

Chair of AMBA & BGA, Association of MBAs & Business Graduates Association (2018 – to date).

Board of Trustees, AMBA (2014 – to date).

Board of Governors (2014 – to date), Academy of Marketing Science, USA.

Advisory Board, Strathclyde University Business School (2011 to date), UK.

Advisory Board, Thammasat University Business School (2012 to date), Thailand.

Advisory Board, University of Cyprus (2017 to date), Cyprus.

Executive Board, American Chamber of Commerce (1998 to 2019), Austria.

## **ACADEMIC SERVICE**

Academy of Marketing Science, USA:

- Membership Representative (Country Chair) UK (1989-1992)
- Membership Representative (Country Chair) Austria and Switzerland (1996-1999)
- Vice President Membership - International (1993-1996).

Head of Marketing Group (1993 - 1995) and Chair of the Personnel Review Committee (1996-97) at Thunderbird.

Chair: Curriculum Review Committee (International Business Administration) WU-Wien (2000).

Vice-Dean International Affairs, WU-Wien (2000 – 2003).

**Conference Co-Chair:** CIMaR - Consortium for International Marketing Research (2015); EMAC – European Marketing Academy; Regional CEE Conference (2015).

**Co-Chair: Conference Organizing Committee** of the 1998 Academy of International Business Conference, Vienna, Austria.

**Track Chair:** "European Contributions to Marketing Thought" (1993 Academy of Marketing Science Conference); "Marketing in a Global Economy" (1997 Academy of Marketing Science Conference); "Global Marketing" (2003 American Marketing Association Winter Educators Conference); "Marketing Ethics, Corporate Governance, and Leadership" (2011 Academy of Marketing Science World Marketing Congress).

**Co-Track Chair:** "Current Issues in European Marketing and the European Union" (1995 Academy of Marketing Science World Congress); "Global Marketing and Cross-Cultural Issues" (1998 Academy of Marketing Science Conference); "International Marketing Strategy" (1999 Academy of Marketing Science Conference); "Marketing and Operations" (1999 Academy of International Business); "International Marketing and Export Marketing" (2001 Academy of Marketing Science World Marketing Congress); "Central/Eastern Europe (CEE) and Russia Track" (2002 Multicultural Marketing Conference); "International Marketing" (2003 World Marketing Congress); VIII World Congress of The international Federation of Scholarly Associations of Management (IFSAM) and the German Association of University Professors of Management (VHB) (2006); "Excellence in Marketing Education and Innovative Teaching" (2008 Academy of Marketing Science Conference); "Marketing Ethics, Corporate Governance, and Leadership" (2009 & 2011, 2012, 2013 Academy of Marketing Science World Marketing Congress); "Global & Cross-Cultural Marketing" (2016 AMA Winter Educators' Conference); "Global Ethics, Sustainability and Corporate Responsibility" (2018 AMA Global Marketing SIG Conference – Santorini).

#### **EDITORIAL WORK**

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

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

**Guest Editorships:** *European Journal of Marketing*, Special Issue on "Marketing and Social Responsibility" (1996). *Journal of Marketing Management*, Special Issue on "The State of Marketing in Tertiary Education" (2000). *Journal of Business Research*, Special Issue on "Corporate Social Responsibility and Irresponsibility" (2013).

#### **Member of Editorial Boards:**

Long Range Planning - International Journal of Strategic Management (2012–to date), European Journal of International Management (2012–to date), Journal of Marketing (2002-2005), International Journal of Research in Marketing (1996–2001), Journal of International Marketing (1995–to date), Journal of International Business Studies (1998–2001), Journal of Euro-Marketing (1993–1998), Journal of Teaching in International Business (1995–2004), International Journal of Management Reviews (1999–2009), International Journal of Export Marketing (2015–to date), Journal of Business Research (1995–to date), Managerial Review Quarterly (2006–to date), Journal of Marketing Management (1998–to date), Transfer-Werbeforschung & Praxis (1998–to date), International Marketing Review (1998–to date), Journal of Strategic Marketing (1999–to date), International Quarterly Journal of Marketing (2004–to date), Marketing-Zeitschrift für Forschung und Praxis (2004–to date), Thesis (2006–to date), International Management Review (2006–to date), Business Research (2007–to date), AMS Review (2010 to date).

## **OUTSIDE RECOGNITION**

Among the **Most Prolific Authors of International Marketing Articles (No. 12) during 1995 and 2015**; analysis published by Leonidou et. al. (eds.) *Advances in Global Marketing*, 2018. **Top Fifteen Contributors to the International Marketing Literature** (Top 20 Journals between 1987-1993) in an analysis published by the *Journal of Teaching International Business*, 8(3), 1997. Listed as one of the **Top Three Contributors** to the *International Marketing Review* between 1992 – 2002; analysis published by the *Journal of International Marketing*, 11(1), 2003. Ranked among the strongest researchers (lifetime achievements) in business administration, and among **Top 5 in Marketing** in Germany, Austria and Switzerland in three consecutive analyses (*Handelsblatt*, 26.8.2009, 11.09.2012 and 22.12.2014). Listed in Who's Who in International Business Education and Research (Edward Elgar Publishing, 1999).

**Invited Research Seminars** at a large number of universities (see separate listing), including Wharton, Berkeley, London Business School, London School of Economics, and the University of Cologne.

**Key-note Addresses** at the Russian Marketing Academy (2001), the Annual Conference of the Academy of Marketing in London (2007), the Association of MBAs [AMBA] Deans and Directors Meetings, Melbourne (2018), Stockholm (2018) and Istanbul (2019).

**Research Awards:** Winner of the Journal of International Marketing's 1994 Hans B. Thorelli Best Paper Award. Best Marketing Research Paper Award (1992 U.K. Marketing Education Group Conference). Second Prize for Best Competitive Paper (1991 U.K. Marketing Education Group Conference). Co-author of Best Doctoral Paper Award (1993 U.K. Marketing Education Group Conference). Reviewer of the Year Award (1996), Journal of Business Research. Highly Commended Award (1997) The International Journal of Bank Marketing, Highly Commended Award (1998) International Marketing Review, Citation of Excellence (1997) Journal of Marketing Practice: Applied Marketing Science and (1998) International Marketing Review, Special Session Award, American Marketing Association Winter Educators' Conference (2002).

**Outstanding Teaching Awards:** International MBA, WU Vienna and University of South Carolina 1998/99 and 1999/2000, **CEMS Course of the Year 2006:** amongst more than 100 courses evaluated in 17 CEMS – Community of European Management Schools and International Companies – member institutions.

**Research Grants** from the University of Edinburgh, the Carnegie Trust, the Higher Education Funding Council for Wales, British Rail, the Charity Aid Foundation, the U.S. Department of Education (CIBER), European Commission, the City of Vienna

and Fonds zur Förderung wissenschaftlicher Forschung (FWF), Jubiläumsfonds der Österreichischen Nationalbank.

**Radio, Television and Newspaper Interviews:** 3 SAT (Germany Austria / Switzerland), BBC Radio 4 "Financial World Tonight" (UK) Money Channel and Prima TV (Romania), Volga TV (Russia) and other TV and radio stations as well as newspaper reports, for example, in Austria: *Die Presse, Der Standard*, Germany: *Frankfurter Allgemeine, Handelsblatt, Absatzwirtschaft*, United Kingdom: *Financial Times, The Guardian, The Times Higher Educational Supplement, Management Today*, Russia: *Moscow Times, St. Petersburg Times, Vedomosti*; Romania: *Ziarul Financiar, Business Magazine*, and many others.

**EXTERNAL  
REFEREE**

Referee for the British Economic and Social Research Council (ESRC), The Leverhulme Trust, the Austrian National Bank (OeNB) and a variety of journals and conferences, incl. Chair and Member of the Academy of International Business Best Paper Award Committee 2007-2010. External referee for the Promotion & Tenure Committee at Georgetown University, City University (Cass Business School), University of Cyprus and Hong Kong Polytechnic University. Overseas Assessor: U.K. Research Evaluation Exercise 2001.

**EXTERNAL  
EXAMINER**

ESADE (Ph.D.), City University London, Cass Business School (Ph.D. and M.Sc.), University of Witwatersrand (Ph.D.), Manchester Business School (Ph.D.), University of Wales, Cardiff (Ph.D.), University of Paisley, (Marketing Degrees). Member of the Council for National Academic Awards Review Committee, University of Paisley. Member of AMBA Accreditation Teams for IESE, Barcelona; the University of Iceland; Imperial College London; the Chinese University of Hong Kong; Hong Kong Baptist University; Universidad del Desarrollo (UDD) Santiago de Chile; Guangdong University of Foreign Studies and Shanghai Jiao Tong, Antai Business School (China).

**POSITIONS  
OFFERED**

Executive Dean, **Henley Business School**, University of Reading, UK (2010).  
Chair of International Management, **University of St. Gallen** (1995).  
Chair of Marketing, **University of Dortmund** (1995).  
Dean of Social Sciences, **Universität Witten/Herdecke** (1995).  
Professor of Marketing, **University Wales, Cardiff** (1989).



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

**BOOKS**

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

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

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

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

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

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

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

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

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

## **CONTRIBUTIONS TO BOOKS**

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| Schlegelmilch, B.B. and Szöcs, I., "Corporate Philanthropy and Ethicality: Two Opposing Notions?" In: Nill, A. (ed.) <u>Handbook on Ethics and Marketing</u> , Edward Elgar Publishing Inc. 2015 [blind review].   |
| Schlegelmilch, B.B., "Global Marketing." In: Cooper, C.L. (ed.), <u>Wiley Encyclopedia of Management</u> , 3 <sup>rd</sup> Edition, September 26, 2014.  |
| Schlegelmilch, B.B. and Öberseder, M., "Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends." In: Smith, N.C. and Murphy, P.E., <u>Marketing Ethics</u> , Sage, 2012 [blind review].   |
| Schlegelmilch, B.B. and Ambos, B., "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.) <u>Diversity in European Marketing</u> , Springer Gabler, 2012.  |
| Nell, P.C., Ambos, B. and Schlegelmilch, B.B., "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.) <u>Dynamics of Globalization: Location Specific Advantages or Liabilities of Foreignness?</u> Advances in International Management, Vol. 24, Emerald Books, 2011 [blind review].  |
| Schlegelmilch, B.B., "Naresh K. Malhotra: The Theoretical, Conceptual and Methodological Contributions of a Legend to International Marketing and Cross-Cultural Research." In: Jagdish, N. Sheth (ed.) <u>Legends in Marketing: Naresh K. Malhotra</u> , Vol. 1, Sage, 2011.  |
| Nell, P.C., Andersson, U., Schlegelmilch, B.B., "Subsidiary Contribution to Firm-Level Competitive Advantage – Disentangling the Effects of MNC External Embeddedness." In: Pla-Barber, J., Alegre, J. (eds.) <u>Reshaping the Boundaries of the Firm in an Era of Global Interdependence</u> , Elsevier Progress in International Business Research Series (PIBR), Vol. 5, Emerald Publishing, 2010 [blind review]. |
| Schlegelmilch, B.B., "Global Marketing Ethics." In: Sheth, J. and Malhotra, N. (eds.), <u>Wiley International Encyclopedia of Marketing</u> , Vol. 6, International Marketing, London - Wiley, 2010.   |
| Schlegelmilch, B.B., "Globalisierung." In: Köhler, R., Küpper, H.-U. and Pfingsten, A. (eds.): <u>Handwörterbuch der Betriebswirtschaft</u> , 6. Auflage, Stuttgart, Schäffer-Poeschl Verlag, 2007, pp. 622-630.   |
| Schlegelmilch, B.B. and Stöttinger, B., "Kooperation: Beziehungscommitment als Basis kontraktueller Arrangements – eine Analyse von Export-Import-Beziehungen." In Zentes, J., Swoboda, B. and Morschett, D. (eds.): <u>Kooperationen, Allianzen und Netzwerke: Grundlagen, Ansätze, Perspektiven</u> , München, Gabler Verlag, 2002, pp. 211-234 [blind review].  |
| Schlegelmilch, B.B., Diamantopoulos, A. and Bohlen, G., "Environmental Issues in the Freight Transport Industry: A Qualitative Analysis of Key Stakeholders' Perceptions." In Polonsky M. J. and Mintu-Wimsatt, A. T. (eds.) <u>Environmental Marketing: Strategies, Practice, Theory and Research</u> , Binghampton, Haworth Press, 1995, pp. 363-385 [blind review].   |

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| Schlegelmilch, B.B., "Spendenmarketing." In Tietz, B., Koehler, R. and Zentes, J. (eds.) <u>Enzyklopädie der Betriebswirtschaftslehre IV: Handwörterbuch des Marketing</u> , HWM, 2. Auflage, Stuttgart, Schäffer-Poeschl Verlag, 1995, pp. 2329-2341.   |
| Schlegelmilch, B.B., "Green, Ethical and Charitable: Another Marketing Ploy or a New Marketing Era." In: Baker, M.J. (ed.) <u>Perspectives on Marketing Management</u> , Vol. 4 (London: Wiley) 1994, pp. 55-71 [blind review].  |
| Simintiras, A., Schlegelmilch, B.B. and Diamantopoulos, A., "Greening the Marketing Mix: A Review of the Literature and an Agenda for Future Research." In: Baker, M. J. (ed.) <u>Perspectives on Marketing Management</u> , Vol. 4, London: Wiley, 1994, pp. 1-25 [blind review].   |
| Diamantopoulos, A. and Schlegelmilch, B.B., "Linking Export Manpower to Export Performance: A Canonical Regression Analysis of European and U.S. Data." In: Axinn, C. (ed.) <u>Advances in International Marketing</u> , Vol. 6 (Greenwich, Connecticut: Jai Press, Inc.), 1994, pp. 161-183 [blind review].   |
| Schlegelmilch, B.B., Diamantopoulos, A. and Tse, K., "Determinants of Export Marketing Research Usage: Testing Some Hypotheses on U.K. Exporters." In: Baker, M.J. (ed.): <u>Perspectives on Marketing Management</u> , Vol. 3, London: Wiley, 1993, pp. 119-139 [blind review].   |
| Diamantopoulos, A., Schlegelmilch, B.B. and Tse, K., "Mapping Research on Export Promotion: A Response – Hierarchy Approach." Marketing Review 1992, In: <u>Hellenic Institute of Marketing and Hellenic Management Association</u> , Athens, 1992, pp. 160-170.   |
| Schlegelmilch, B.B., Diamantopoulos, A. and Petersen, M., "Conquering the Chinese Market: A Study of Danish Firms' Experiences in the People's Republic." In: Paliwoda, S. J. (ed.) <u>New Perspectives on International Marketing</u> , London: Routledge & Co., 1991, pp. 174-202 [blind review].  |
| Diamantopoulos, A., Schlegelmilch, B.B. and Inglis, K., "Evaluation of Export Promotion Measures: A Survey of Scottish Food and Drink Exporters." In: Seringhaus, F. H. R. and Rosson, R.F. (eds.) <u>Export Development and Promotion: The Role of Public Organizations</u> , Boston: Kluwer Academic Publishers, 1991, pp. 189-217 [blind review]. |
| Schlegelmilch, B.B. and Diamantopoulos, A., "Internationale Management-Beratung in Großbritannien." In: Wacker, W.H. (ed.) <u>Internationale Management-Beratung</u> , Berlin: Erich Schmidt Verlag, 1991, pp. 221-242 [blind review].   |
| Schlegelmilch, B.B., "Selection of Marketing Intermediaries: Entry Decisions in International Marketing." In: Pride, W M and Ferrell O C (eds.) <u>Lecture Enrichment Series - Marketing: Concepts and Strategies</u> 6 <sup>th</sup> ed., Boston: Houghton Mifflin, 1989, pp. 74-80.  |
| Schlegelmilch, B.B. and Therivel, S., "The Use of Marketing Research in Engineering Companies: Empirical Evidence from the U.S. and the U.K." In: Woodside, A. (ed.) <u>Advances in Business Marketing</u> , Vol. 3, Greenwich, Connecticut: Jai Press, Inc., 1988, pp. 249-291 [blind review].  |

## **CASE STUDIES AND MULTIMEDIA DEVELOPMENT**

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

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

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

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

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

Schlegelmilch, B.B., Principle Content Developer, Global Marketing, a two CD-ROM program for MBA students studying international marketing in a distance learning environment, National University of San Diego, August 1997.

Schlegelmilch, B.B., Supporting Content Developer, Global Business, a two CD-ROM program for MBA students studying international business in a distance learning environment, National University of San Diego, July 1997.

## **JOURNALS**

Zablocki, A., Makri, K., Schlegelmilch, B.B. and Houston, M.J., "Emotions within Online Reviews and their Influence on Product Attitudes in Austria, USA and Thailand." Journal of Interactive Marketing, 46(May), 2019, 20-39.

Robson, M.J., Katsikeas, C.S., Schlegelmilch, B.B. and Pramböck, B., "Alliance Capabilities, Interpartner Attributes, and Performance Outcomes in International Strategic Alliances." Journal of World Business, 54(2), 137-153.

Makri, K., Papadas, K.-K. and Schlegelmilch, B.B., "Global Consumer Culture: The Evolving Nature of Global and Local Consumption." International Marketing Review, forthcoming.

Schlegelmilch, B.B. and Simbrunner, P., "Moral Licensing and Moral Cleansing Applied to Company – NGO Collaborations in an Online Context." Journal of Business Research, 95 (February), 2019, 544-552.

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| Felix, R., Hinsch, C., Rauschnabel, P. and Schlegelmilch, B.B., "Religiousness and Environmental Concern: A Multilevel and Multi-Country Analysis of the Role of Life-Satisfaction and Indulgence." <u>Journal of Business Research</u> , 91 (October), 2018, 304-312.                                    |
| Zablocki, A., Schlegelmilch, B.B. and Houston, M.J., "How Valence, Volume and Variance of Online Reviews influence Brand Attitudes." <u>AMS Review</u> , forthcoming (published online 3. July 2018: <a href="https://doi.org/10.1007/s13162-018-0123-1">https://doi.org/10.1007/s13162-018-0123-1</a> ). |
| Awanis, S., Schlegelmilch, B.B. and Cui, C., "Asia's Materialists: Reconciling Collectivism and Materialism." <u>Journal of International Business Studies</u> , 48 (8), 2017, 964–991 <b>[Singled out as ground-breaking article in Springer Nature, nominated by JIBS]</b> .                            |
| Prange, C. and Schlegelmilch, B.B., "Managing Innovation Dilemmas – The Cube Solution." <u>Business Horizons</u> , 61 (2), 2018, 309-322.   |
| Simbrunner, P. and Schlegelmilch, B.B., "Moral Licensing: A Culture-Moderated Meta-Analysis Management Review Quarterly." <u>Management Review Quarterly</u> , 67 (4), 2017, 201–225.   |
| Simmons, M., Crittenden, V. and Schlegelmilch, B.B., "The Global Reporting Initiative: Do Application Levels Matter." <u>Social Responsibility Journal</u> , DOI 10.1108/SRJ-12-2016-0218.  |
| Makri, K. and Schlegelmilch, B.B., "Time Orientation and Engagement with Social Networking Sites: A Cross-cultural Study in Austria, China and Uruguay." <u>Journal of Business Research</u> , 80 (Nov.), 2017 155-163.   |
| Gineikiene, J., Schlegelmilch, B.B. and Auruskeviciene, V., "Ours" or "Theirs"? Psychological Ownership and Domestic Products Preferences." <u>Journal of Business Research</u> , 72 (March) 2017, 93-103.  |
| Simbrunner, P., Makri, A. and Schlegelmilch, B.B., "Time Orientation: The Role of Culture and its Marketing Applications." <u>Transfer Werbeforschung &amp; Praxis</u> , 63 (1), 2017, 17-21.   |
| Gineikiene, J., Schlegelmilch, B.B. and Ruzeviciute, R., "Our Apples are Healthier than Your Apples: Deciphering the Healthiness Bias for Domestic and Foreign Products." <u>Journal of International Marketing</u> , 24 (2), 2016, 80-99.  |
| Prange, C. and Schlegelmilch, B.B., "Towards a Balanced View of Innovations." <u>Management Decision</u> , 54 (2), 2016, 441 – 454.   |
| Mitchell, V.-W., Schlegelmilch, B.B. and Mone, S.-D., "Why should I attend? The Value of Business Networking Events." <u>Industrial Marketing Management</u> , 52 (1) 2016, 100–108.  |
| Szöcs, I., Schlegelmilch, B.B., Rusch, T. and Shamma, H.M., "Linking Cause Assessment, Corporate Philanthropy, and Corporate Reputation." <u>Journal of the Academy of Marketing Science</u> , 44 (3), 2016, 376-396.   |

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

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| Schlegelmilch, B.B., "Theories in International Marketing: Something Old, Something New, Lots of Things Borrowed – Should we Feel Blue?" <u>Proceedings of the Academy of Marketing Science Annual Conference</u> , Vancouver, Canada, May 29-May 31, 2019.                            |
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| <p>Burton, F.N. and Schlegelmilch, B.B., "Changes in Company Characteristics Associated with Increasing Export Involvement." In: Robinson, T. and Clark-Hill, C. (eds.), <u>Marketing: Past, Present, and Future, Vol. 2, Proceedings: Annual Conference of the Marketing Education Group</u>, Huddersfield, England, July 18-21, 1988.</p>   |
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| <p>Schlegelmilch, B.B. and Ross, A.G., "The Influence of Managerial Characteristics on Different Measures of Export Success." In: Wensley, R., (ed.), <u>Reviewing Effective Research and Good Practice in Marketing, Proceedings, Annual Conference of the Marketing Education Group</u>, Warwick, England, July 7-10, 1987.</p>   |
| <p>Schlegelmilch, B.B. and Diamantopoulos, A., "Innovativeness and Export Performance: An Empirical Analysis." In: Leeflang, P. and Rice, M., (eds.), <u>Contemporary Research in Marketing, Proceedings: Annual Conference of the European Marketing Academy</u>, Toronto, Canada, June 1-3, 1987.</p>   |
| <p>Schlegelmilch, B. B. and Crook, J., "Firm Level Determinants of Export Intensity." <u>Proceedings of the Annual Conference of the Academy of International Business</u>, London, England, November 21-23, 1986.</p>  |
| <p>Diamantopoulos, A. and Schlegelmilch, B.B., "A Comparison of Marketing Operations of Autonomous Subsidiaries: An Empirical Study." <u>Proceedings of the Annual Conference of the Academy of International Business</u>, London, England, November 21-23, 1986.</p>  |
| <p>Schlegelmilch, B.B., "Internal Determinants of Export Behaviour of British and German Firms." <u>Proceedings of the Annual Conference of the European Marketing Academy</u>, Bielefeld, Germany, April 10-12, 1985, pp. 57-71.</p>   |

## **CONFERENCE PRESENTATIONS**

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| Schlegelmilch, B.B. "Competitive Strategies in a Turbulent Business School Environment." <u>Association of MBAs [AMBA] and Business Graduate Association [BGA] Global Conference</u> , Istanbul, Turkey, May 13-15, 2019. <b>(Keynote Speaker)</b> .  |
| Schlegelmilch, B.B. "New Paradigms of Success: Implications for Business Schools." <u>Association of MBAs [AMBA] Asia Pacific Conference for Deans and Directors</u> , 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?" <u>Association of MBAs [AMBA] Latin America Conference for Deans and Directors</u> , Buenos Aires, Argentina, September 3-5, 2018, <b>(Keynote Speaker)</b> .  |
| Schlegelmilch, B.B. "Beyond Accreditation: AMBA's Outreach and Development Trajectory." Panel Discussion. <u>Association of MBAs [AMBA] Global Deans and Directors Conference</u> , Stockholm, Sweden. May 14-16.   |
| Simbrunner, P., Schlegelmilch, B.B. and Stacheneder, V., " <i>Influencing Charitable Behavior through Insights from Behavioral Economics: Implications for the Management of Online Retail Environments in the Fashion Industry.</i> " <u>GAMMA – Global Fashion Management Conference</u> , 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?" <u>CIMaR: Consortium for International Marketing Research 26th Annual Conference</u> , 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." <u>26th Annual CIMaR Conference - Consortium for International Marketing Research</u> , Florence, Italy, 20-23 June, 2017.  |
| Houston, M.J. and Schlegelmilch, B.B., "The Value of Diversity in Management Education: Perspectives from Asia, Europe and the USA." <u>42<sup>nd</sup> Annual European International Business Academy (EIBA) Conference</u> , 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." <u>25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research</u> , Xi'an, China, June 17-20, 2016.                                   |
| Simbrunner, P. and Schlegelmilch, B.B., "Morality in Decision Making: A Meta-Analysis and Meta-Regression." <u>GAMMA - Global Marketing Conference</u> , 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." <u>25<sup>th</sup> Annual CIMaR Conference - Consortium for International Marketing Research</u> , Xi'an, China, June 17-20, 2016.                                |

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| 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." <u>International Conference on Corporate Sustainability and Responsibility</u> , 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, <u>56<sup>th</sup> Academy of International Business Conference</u> , 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, <u>Annual Meeting of the Academy of International Business</u> , Washington, USA, June 30 - July 3, 2012.                                    |
| Schlegelmilch, B. B. and Gruber, V. "Sustainability: A Global Consumer Concern or a Luxury for Developed Nations?" Panel Discussion, Annual Meeting of the <u>54<sup>th</sup> Academy of International Business</u> , Washington, USA, June 30 - July 3, 2012.  |
| Schlegelmilch B.B., "The Ambiguous Gestalt of Global Marketing." Panel Discussion, 41st <u>Annual Conference European Marketing Academy</u> , Lisbon, Portugal, May, 22-25, 2012.   |
| Gruber, V., Schlegelmilch, B.B. and Houston, M. J., "An Examination of Consumers' Inference Formation about Product Sustainability." <u>IAREP</u> , Warsaw, Poland, September 5-8, 2012.  |
| Szöcs, I. and Schlegelmilch, B.B., "Do Consumer and Company Perceptions of Corporate Philanthropy Align." 41 <sup>st</sup> Annual Conference <u>European Marketing Academy</u> (Poster Session), Lisbon, Portugal, May, 22-25, 2012.  |
| Gruber, V. and Schlegelmilch, B.B., "An Examination of Consumers' Inferences about Product Sustainability." <u>37<sup>th</sup> Annual Macromarketing Conference</u> , Berlin, Germany, June 13-16, 2012.  |
| Schlegelmilch, B.B., „Marketing Ethics: Challenges in Turbulent Times." Panel Discussion, <u>AMA Winter Educators' Conference</u> , 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, <u>AMA Winter Educators' Conference</u> , 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." <u>Australian and New Zealand Marketing Academy Conference</u> (ANZMAC), Perth, Australia, November, 28-30, 2011.                                 |
| Schlegelmilch, B.B., "Der MBA im Jahre 2020: Werden wir ihn noch wiedererkennen?" Panel Discussion, <u>Verband der Hochschullehrer für Betriebswirtschaft</u> , Hanover, Germany, November 11, 2011.  |

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| Schlegelmilch, B.B., Ingene, C., Ortinau, D.J. and Parasuraman, P., "Meet the Reviewers." Panel Discussion, <u>Academy of Marketing Science</u> , 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, <u>Academy of Marketing Science</u> , Portland, OR, USA, May 26-29, 2010 and <u>Academy of Marketing Science</u> , Coral Gables, Florida, USA, May 24-27, 2011. |
| Öberseder, M. and Schlegelmilch B.B., "What is CSR? Consumers' Understanding of Corporate Social Responsibility." <u>4<sup>th</sup> International Conference on Corporate Social Responsibility</u> , Berlin, Germany, September 22-24, 2010.   |
| Öberseder, M. and Schlegelmilch, B.B., "Consumers' Perception of Corporate Social Responsibility, <u>Annual Conference European Marketing Academy</u> , 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, <u>Academy of Marketing Science</u> , 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, <u>AMA Winter Educator's Conference</u> , New Orleans, USA, February 19-22, 2010.   |
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| Schlegelmilch, B.B., "Ethics in Corporate Positioning." Corporate Identity / Associations Research Group, <u>5<sup>th</sup> International Conference on Strategically Managing Corporate Reputation and Identity</u> , 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." Panel Session at the <u>27<sup>th</sup> Annual International Conference of the Strategic Management Society</u> , San Diego, USA, Oct. 14-17, 2007.                  |



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| Schlegelmilch, B.B., "The Publication Game: Striving for Relevance and Rigo(u)r." <u>Academy of Marketing Conference</u> – Doctoral Colloquium, Surrey, UK, 2-3. July, 2007 <b>(Keynote Speaker)</b> .  |
| Schlegelmilch, B.B., "Ethical Tensions in International Supply Chains: Converging Interests or Insoluble Contradictions between Producers, Retailers and Consumers." A New Humanism for Europe, <u>European Meeting of University Professors on the Occasion of the 50<sup>th</sup> Anniversary of the Treaty of Rome</u> , Rome, June 21 – 24, 2007. |
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| Mitchell, V. W., Balabanis, G., Schlegelmilch, B.B. and Cornwell, B., "A Cross-Cultural Analysis of Consumer Misbehaviors." <u>Cross Cultural Research Conference</u> , Cancun, Mexico, December 11-14, 2005.   |
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| Moore, S.A. and Schlegelmilch, B.B., "A Proposed Methodology for Examining Inter- and Intra-Organizational Perceptions of Service Quality." <u>7<sup>th</sup> Industrial Marketing and Purchasing Conference</u> , 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." <u>TIMS Marketing Science Conference</u> , University of Delaware, Wilmington, Delaware, March 20-23, 1991.                          |
| Schlegelmilch, B.B. and Diamantopoulos, A., "Internationale Management-Beratung in Großbritannien." <u>Fachtagung der wissenschaftlichen Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaft e.V.</u> , Universität Göttingen, Germany, January 31 - February 1, 1991. |
| Schlegelmilch, B.B. and Diamantopoulos, A., "The Perceived Environmental Impact of Road versus Rail Freight Transport." <u>The Keys to the Future: Railfreight Conference</u> , 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." <u>Third European Conference on Business Ethics</u> , 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." <u>23<sup>rd</sup> Annual Conference of the Marketing Education Group</u> , 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." <u>Annual Conference of the Marketing Science Institute</u> , 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." <u>Second European Conference on Business Ethics</u> , Barcelona, Spain, September 27-29, 1989.   |

## **OTHER**

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| Schlegelmilch, B.B., "Ecological, Ethical and Charitable Concerns: Traces of a Personal Research Odyssey." D.Litt. Thesis, University of Manchester, Manchester Business School, 2006.   |
| Schlegelmilch, B.B. and Medved, K., Review of: "Christian Homburg/ Harley Krohmer: Marketingmanagement; Strategie – Instrumente – Umsetzung - Unternehmensführung." In: <u>Journal für Betriebswirtschaft</u> , March 2003, 114-115. |
| Schlegelmilch, B. B., "From the Editor in Chief: Consumer Behavior and Managerial Relevance". <u>Journal of International Marketing</u> , 10(2), 2002, 1.  |

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| Schlegelmilch, B. B., "From the Editor in Chief: The New Industrial Revolution?". <u>Journal of International Marketing</u> , 11(2), 2002, 1.  |
| Schlegelmilch, B.B. and Penz, E., "Wissensmanagement: Strategische Herausforderung." <u>Wirtschaftsforum der Führungskräfte (WdF) Magazin</u> , October 2001, 10-12.   |
| Schlegelmilch, B.B., "Marketing is Going Digital: Some Changes and Implications for Marketing Management." <u>Handel Österreich-USA</u> , Embassy of the United States of America in Austria, pp. 8-12, 1999.                                      |
| Schlegelmilch, B.B., "Ethik im internationalen Marketing." <u>Transfer - Werbeforschung &amp; Praxis</u> , Werbewissenschaftliche Gesellschaft Wien/Bonn, 5-6, p.13, 1998 (Summary of a Presentation).   |
| Love, A., Schlegelmilch, B.B. and Diamantopoulos, A., "Charity Marketing: An Empirical Analysis of Donor and Volunteering Behaviour in the UK." March 1993, report prepared for the Charities Aid Foundation.                                      |
| Schlegelmilch, B.B., Review of: "Handbook of German Business Management." in <u>Management International Review</u> , Vol. 32 (2), 1992, pp 189-192.   |
| Schlegelmilch, B.B. and Diamantopoulos, A., "The Perceived Environmental Impact of Rail and Road Freight Transport: A Qualitative Analysis." January 1990; report prepared for the British Railways Board.   |
| Schlegelmilch, B.B., "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), 1983. |
| Schlegelmilch, B.B., "Survey of Country Risk Appraisal Techniques for Export Markets." M.Sc. Dissertation, University of Manchester Institute of Science and Technology (UMIST), 1981.   |
| Schlegelmilch, B.B., "Analyse der Rahmenbedingungen deutscher Direktinvestitionen in Großbritannien." Abschlußarbeit, Fachhochschule Köln, 1979.   |

## **RESEARCH SEMINARS**

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  
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  
Universität 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  
Hochschule 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