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Initially educated in Germany, he obtained two doctorates (a Ph.D. in International Marketing and a D.Litt. in Corporate Social Responsibility) from the University of Manchester (UK) and an honorary Ph.D. from Thammasat University (Thailand). Starting at Deutsche Bank and Procter & Gamble in Germany, he continued his career at the University of Edinburgh and the University of California, Berkeley. Appointments as British Rail Chair of Marketing at the University of Wales (UK) and Professor of International Business at Thunderbird School of Global Management (USA) followed.

Bodo serves on several business school advisory boards in Europe and Asia and is member of the Board of Governors of the Academy of Marketing Science. He holds/held visiting appointments, for example at the Universities of Minnesota (USA), Keio (Japan), Leeds (UK), Sun Yat-Sen (China), Cologne (Germany) and the Indian School of Business (India), and has taught in over 30 countries.

Bodo received numerous teaching and research awards as well as Fellowships from the Academy of International Business, the Academy of Marketing Science and the Chartered Institute of Marketing. His research interests span from international marketing strategy to CSR, and his work has been published in a wide range of books and journals, such as the Journal of International Business Studies, Strategic Management Journal, Journal of the Academy of Marketing Science and Journal of World Business. He has also been the first European Editor-in-Chief of the Journal of International Marketing, published by the American Marketing Association.