

## **BODO B. SCHLEGELMILCH**

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Schlegelmilch, B.B. and Tynan, A.C., "Market Segment-Oriented Fund-Raising Strategies: An Empirical Analysis." In: Moutinho, L, Brownlie, D and Livingstone J (eds.), Marketing Audit of the 80's, Vol. 2, Proceedings of the 22nd Annual Conference of the Marketing Education Group, Glasgow Business School, Scotland, July 11-14, 1989, pp. 676-697.

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## **CONFERENCE PRESENTATIONS**

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

Gruber, V. and Schlegelmilch, B.B. "Investor Associations Concerning Sustainability and the Impact of Misperceptions on SRI Decision-Making". Academy of Marketing Science World Marketing Congress, Lima, Peru, August 5 – 8, 2014.

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

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

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

Gruber, V., McGoldrick, P., Schlegelmilch, B.B., "Social and Environmental Dimensions of Coo Image." 42<sup>st</sup> Annual Conference, European Marketing Academy, Istanbul, Turkey, June 4-6, 2013.

Robson, M.J., Katsikeas C.S., Schlegelmilch, B.B., Pramböck, B., "Leveraging Alliance Capabilities: A Study of Alliance Capability Components, Tie Strength, and Performance in International Strategic Alliances." 42<sup>st</sup> Annual Conference, European Marketing Academy, Istanbul, Turkey, June 4-6, 2013.

Robson, J.M., Katsikeas, C.S., Schlegelmilch, B.B., Pramböck, B., "Alliance Capability, Tie Strength, and Performance in International Strategic Alliances." American Marketing Association, Winter Marketing Educators' Conference, Las Vegas, USA, February 15-17, 2013.

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

Schlegelmilch, B. B., Gruber, V. "Sustainability: A Global Consumer Concern or a Luxury for Developed Nations?" Annual Meeting of the Academy of International Business, Washington, USA, June 30 - July 3, 2012.

Haas-Kotzegger, U. and Schlegelmilch, B.B., Conceptualizing Consumer's experiences of Product-harm Crises. 41<sup>st</sup> Annual Conference, European Marketing Academy, Lisbon, Portugal, May, 22-25, 2012.

Schlegelmilch B.B., "The Ambiguous Gestalt of Global Marketing." 41<sup>st</sup> Annual Conference European Marketing Academy, Lisbon, Portugal, May, 22-25, 2012.

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

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

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

Schlegelmilch, B.B., „Marketing Ethics: Challenges in Turbulent Times.“ American Marketing Association, Winter Educators' Conference, St. Petersburg, Florida, February, 17-19, 2012.

Gruber, V., Schlegelmilch, B. B., Houston, M. J. "Consumers' Inferential Evaluations of Sustainability Attributes Based on Incomplete Product Information." Academy of Marketing Science Annual Conference, New Orleans, USA, May 15-19, 2012.

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

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

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

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

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

Schlegelmilch, B.B., Szöcs, I., „Disaggregating Corporate Philanthropy: The Impact of Individual dimensions on Customer-Based Corporate Reputation.“ Academy of Marketing Science World Marketing Congress, Reims, France, July 19-23, 2011.

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

Robson M., Schlegelmilch B.B., Bojkowszky B., "Resource Deployment Stability and Performance in R&D Alliances: A Self-Determination Theory Explanation." American Marketing Association Winter Educators' Conference, Austin, Texas, USA, February 18-20, 2011.

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

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

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

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

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

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

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

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

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

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

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 27<sup>th</sup> Annual International Conference of the Strategic Management Society, San Diego, USA, Oct. 14-17, 2007.

Schlegelmilch, B.B., "Marketing Practice in an Era of Janus Trends." Academy of Marketing Conference, Surrey, UK, 3-6. July, 2007 (**Keynote Speaker**).

Schlegelmilch, B.B., "The Publication Game: Striving for Relevance and Rigo(u)r." Academy of Marketing Conference – Doctoral Colloquium, Surrey, UK, 2-3. July, 2007 (Keynote Speaker).

Schlegelmilch, B.B., "Ethical Tensions in International Supply Chains: Converging Interests or Insoluble Contradictions between Producers, Retailers and Consumers." 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, Rome, June 21 – 24, 2007.

Schlegelmilch, B.B. and Lehrer, M., "Shaping Product Innovation Through Different Internationalization Trajectories." American Marketing Association Winter Educator's Conference, San Diego, USA, February 16-19, 2007.

Schlegelmilch, B.B. and Ambos, B., "Drivers of Regional Headquarters Formation within European Regions." American Marketing Association Winter Educator's Conference, 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." Cross Cultural Research Conference, 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." Annual Meeting of the Kommission Internationales Management, Graz, Austria, February 15-16 2002.

Kreuz, P. and Schlegelmilch, B.B., "The Future of Speech Recognition Technology: A Survey of International Experts." Conference of the International Academy of E-Business, San Francisco, March 7-12, 2001.

Schlegelmilch, B.B., "Competing with New Business Models." Fifth International Conference on Marketing in Russia: World Experience & Russian Practice, Russian Marketing Association, Moscow, 30. November - 1. December 2001 (Key Note Address).

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." Society for the Advancement of Management Conference (SAM), St. Augustine, Florida, March 2000.

Doz, Y. and Schlegelmilch, B.B., "Global Knowledge Management as a Strategic Resource." (Panel Discussion) Annual Meeting of the Academy of International Business, 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, World Marketing Congress on Global Perspectives in Marketing for the 21st Century, 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, World Marketing Congress on Global Perspectives in Marketing for the 21st Century, Qawra, Malta, June 23-26, 1999.

Schlegelmilch, B.B., "Export Performance Research: Integration and Future Outlook." American Marketing Association Winter Marketing Educators' Conference, Austin, Texas, February 21-24, 1998.

Schlegelmilch, B.B., "Ethics in International Marketing: A Cross Border Perspective." Joint American Marketing Academy/Academy of Marketing Conference, Manchester, England, July 7-10, 1997.

Schlegelmilch, B.B., "Ethical Polymorphism: An Analysis of U.S., U.K. and German Managers." Academy of International Business Regional Meeting, Glendale, Arizona, May 26-27, 1995.

Schlegelmilch, B.B., "Ethics and Social Responsibility in the International Marketing Arena." American Marketing Association Faculty Consortium, Hofstra University, Long Island, New York, June 23-26, 1995.

Schlegelmilch, B.B., "Ethical Codes and Frameworks." American Marketing Association Faculty Consortium, Hofstra University, Long Island, New York, June 23-26, 1995.

Schlegelmilch, B.B. and Ram, S., "Technophobia: Measurement and Cross-Cultural Validation." INFORMS International Conference, Singapore, June 25-28, 1995.

Schlegelmilch, B.B., "Business and Marketing Ethics in Europe and the U.S.," Symposium on the Future of Academic Research in Business Ethics: Commemorating UCC's 150th Anniversary, University of Cork, Ireland, June 14-15, 1995.

Schlegelmilch, B.B. "Business and Marketing Ethics in Europe and the U.S.," Annual Meeting of the Society for Business Ethics, Vancouver, Canada, August 3-6, 1995.

Schlegelmilch, B.B. and Trommsdorff, V., "Ethische Unternehmenspositionierung." Jahrestagung der Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft, Fürth, Germany, January 25-27, 1996.

Diamantopoulos, A., Du Preez, J.P. and Schlegelmilch, B.B., "Environmental Considerations in Product Attribute Selection: A Conjoint-based Cross-Cultural Comparison." TIMS Marketing Science Conference, Tucson, Arizona, March 17-19, 1994.

Schlegelmilch, B.B., "A Comparative Study of U.S. and European Managers' Views of Business Ethics." CIBER Workshop on Internationalizing Business Ethics, Bentley College, Center for Business Ethics, Boston, Massachusetts, 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." TIMS Marketing Science Conference, St. Louis, Missouri, 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." TIMS Marketing Science Conference, St. Louis, Missouri, 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." Jahrestagung der Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft, Fürth, Germany, January 22-23, 1993.

Schlegelmilch, B.B., "EC Trade Relationships with Developing Countries." Fourth International Conference on Marketing and Development, 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." The Institute of Management Science/Operations Research Society of America (TIMS/ORSA), 34<sup>th</sup> Joint Annual Meeting, San Francisco, California, November 1-4, 1992.

Robertson, D.C. and Schlegelmilch, B.B., "Corporate Institutionalization of Ethics in the United States and Great Britain." European Business Ethics Network (EBEN) 1992 International Conference, Paris, France, October 14-16, 1992.

Diamantopoulos, A. and Schlegelmilch, B.B., "Problems and Solutions: Some Examples from Cross-National Collaborative Research." American Marketing Association Summer Marketing Educator's Conference, Chicago, Illinois, 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." The Association for Consumer Research, 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." The Institute of Management Science/Operations Research Society of America (TIMS/ORSA), 33<sup>rd</sup> 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." Operations Research Society of America and The Institute of Management Sciences (ORSA/TIMS) 32<sup>nd</sup> Joint Annual Meeting, Anaheim, California, November 3-6, 1991.

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

Schlegelmilch, B.B., Diamantopoulos, A., Allpress, C. and Tse, K., "The Use of Export Marketing Research at Different Planning Levels: Evidence from European Exporters." TIMS Marketing Science Conference, University of Delaware, Wilmington, Delaware, March 20-23, 1991.

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## **RESEARCH SEMINARS**

University of Edinburgh, 2012  
University of Cyprus, 2011  
University of Leeds, 2009  
City University, London 2009  
Indian Institute of Management, Ahmedabad, 2008  
Chulalongkorn University, Bangkok, Thailand, 2006  
Universität Bern, Switzerland, 2005  
University of Edinburgh, 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, 2002  
University of Edinburgh, 2002  
ESADE, Spain, 2002  
Universidad Gabriela Mistral, Chile 2001  
Prince of Songkla University, Phuket, Thailand, 1999 and 2000  
University of Nanchang, China, 2000  
Koc University, Istanbul, 2000  
University of Texas A&M, 2000  
University of Edinburgh, 1998  
Universität Salzburg, 1996, 1998  
Arizona State University West, 1996  
Center for Privatization - Nizhny Novgorod, 1996  
Institute of Management and Business - Nizhny Novgorod, 1996  
Hochschule St. Gallen, 1995  
Tennessee State University, 1994  
Humboldt-Universität zu Berlin, 1994  
Universität Paderborn, 1994  
Wirtschaftsuniversität Wien, 1994

Universität Dortmund, 1994  
Concordia University, Montreal, 1993  
London Business School, 1993  
Johannes-Kepler-Universität Linz, 1993  
London Business School, 1992  
The University of Texas at San Antonio, 1992  
The University of Central Florida, 1992  
Drexel University, 1991  
The Wharton School, University of Pennsylvania, 1991  
The University of Miami, 1991  
The American Graduate School of International Management, 1991  
University of Strathclyde, 1991  
The University of Regensburg, 1991  
The University of Cairo - Institute of Transport, 1990  
Sup. de Co. Le Havre/Caen, 1990  
The University of North Carolina at Wilmington, 1990  
San Francisco State University, 1990  
University of California at Berkeley, 1990  
The Fachhochschule Köln, 1990  
The University of Cologne, 1989  
The University of Bradford, 1988