

**CURRICULUM VITAE**  
**Bodo B. Schlegelmilch**  
**February 2019**

**CURRENT  
POSTS:**

June 1997 – to date:

**Professor & Chair: Institute for International Marketing Management  
Vienna University of Economics and Business (WU Vienna), Austria.**

February 2017 – to date

**Chair: Association of MBAs (AMBA) and Business Graduates Association  
(BGA) London.**

**EDUCATION:**

**Doctor of Letters (D.Litt.)**, April 2007: University of Manchester.

**Doctor of Philosophy (Ph.D.)**, Sept. 1983: University of Manchester.

**Master of Science (M.Sc.)**, March 1981: University of Manchester.

**Dipl. Betriebswirt (B.Sc.)**, Aug. 1979: Cologne University of Applied Science.

**HONORARY  
AWARDS:**

**Doctor of Philosophy (hon.)** (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:**

September 2007 – September 2010:

**Leeds University Business School**, Part Time: Professorial Research Fellow.

September 1993 - May 1997:

**Thunderbird School of Global Management**, Phoenix, Arizona. Professor of International Business (tenured); Head of Marketing Section.

September 1989 - August 1993:

**University of Wales - Swansea**, Professor and 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.

October 1983 - September 1984:

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

October 1981 - June 1983:

**University of Manchester**, Teaching Assistant in Economics.

August 1973 - September 1976:

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

**BOARD  
MEMBERSHIPS**

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

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

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

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

Executive Board, American Chamber of Commerce (1998-to date), Vienna.

**HONORARY  
AND VISITING  
POSITIONS:**

University of Minnesota, Carlson School of Management, Adjunct Professor of

International Business Studies (1999 – to date); Thammasat University, Bangkok,

Visiting Professor (2003 – to date); Distinguished Research Professor, Lingnan

(University) College, Sun Yat-sen University, Guangzhou, China (2016 – 2018);

The University of the South Pacific, Fiji, Adjunct Professor (2019 – to date); Short-

term Visiting Professorships at Universities of Otago, Innsbruck, Miami, Cologne

and the Indian School of Business, 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:** **Oct. 2004 – Sept. 2015: Founding Dean: WU Executive Academy.** Direct report to University President (Rector). Responsible for all Executive Education activities of WU Vienna, including all MBA programs.

**Founding Director (1999 to 2017) of the Vienna Executive MBA (Global):** A joint venture with the Carlson School of the University of Minnesota. By 2017 the only Austrian MBA program ranked in the Financial Times.

**Founding Director (2007 to 2017) of the Executive MBA (Bucharest):** By 2017 the top ranked top MBA program in Romania.

**Founding Director (2008) 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 Indian School of Business (ISB), Keio University, Kellogg School of Management, University of St. Gallen, University of Edinburgh and ESADE.

**RESEARCH:** Focus on Global Marketing Strategy and CSR.

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

**EDITORIAL WORK:** **Editor-in-Chief: *Journal of International Marketing* (2000-2003).**  
**Academic Editor: *European Business Forum* (2004 – 2008).**

**Guest Editorships:** *European Journal of Marketing* (1996), *Journal of Marketing Management* (2000) and *Journal of Business Research* (2014).

**Experience on some 20 Editorial Boards; 13 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*).

**OUTSIDE RECOGNITION:** Among the **Most Prolific Authors of International Marketing Articles** (No. 12; during 1995 and 2015), the **Top Fifteen Contributors to the International Marketing Literature** (Top 20 Journals between 1987-1993) and the **Top Three Contributors** to the *International Marketing Review* between 1992 – 2002. Among the **Top 30 Strongest Researchers** (lifetime achievements) in Business administration, and among the **Top 5 in Marketing** in Germany, Austria and Switzerland in three consecutive analyses (*Handelsblatt*, 2009, 2012 and 2014), Deans' Awards for Outstanding Support of Thammasat Business School (2010) and the Carlson School of Management, University of Minnesota (2017).

**EXTERNAL REFEREE:** Referee for the British Economic and Social Research Council (ESRC), the Leverhulme Trust, the Austrian National Bank (OeNB), the Kuwait Foundation. Overseas Assessor: U.K. Research Evaluation Exercise. Chair and Member of the Academy of International Business Best Paper Award Committee 2007-2010.

**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) and Professor of Marketing, **University Wales, Cardiff** (1989).

### SELECTED PUBLICATIONS

#### BOOKS:

***Global Marketing Strategy – An Executive Digest***, Springer, 2016 (249 pages).  
***The New Role of Regional Management***, Palgrave-Macmillan, 2010 (301 pages; with B. Ambos).  
***Global Marketing Management: A European Perspective***, Financial Times / Prentice Hall, 2001 (610 pages; with W.J. Keegan).

#### JOURNALS:

Asia's Materialists: Reconciling Collectivism and Materialism. ***Journal of International Business Studies***, 48(8), 964-991. (with S. Awanis and C.C. Cui).

Linking Cause Assessment, Corporate Philanthropy, and Corporate Reputation. ***Journal of the Academy of Marketing Science***, 44 (3) 2016, 376-396. (with I. Szöcs, T.Rusch and H.M. Shamma).

Inferential Evaluations of Sustainability Attributes: Exploring How Consumers Imply Product Information. ***Psychology & Marketing***, Vol. 31(6), 2014, 440-450 (with V. Gruber and M.J. Houston).

Ours or Theirs? Psychological Ownership and Domestic Products Preferences." ***Journal of Business Research***, 72(March) 2017, 93-103 (with J. Gineikiene, and V. Auruskeviciene)

Drivers of Export Segmentation Effectiveness and their Impact on Export Performance. ***Journal of International Marketing***, 22(1), 2014, 39-61 (with A. Diamantopoulos, A. Ring and E. Doberer).

The MNC as an Externally Embedded Organization: An Investigation of Embeddedness Overlap in Local Subsidiary Networks. ***Journal of World Business***, 46(4), 2011, 497-505 (with P. Nell and B. Ambos).

The Relationship between Country-Of-Origin Image and Brand Image as Drivers of Purchase Intentions: A Test of Alternative Perspectives. ***International Marketing Review***, 28(59), 2011, 508-524 (with A. Diamantopoulos and D. Palihawadana).

Innovation and Control in the Multinational Firm: A Comparison of Political and Contingency Approaches. ***Strategic Management Journal***, 28 (5), 2007, 473-486 (with B. Ambos).

Drivers of Commitment and its Impact on Performance in Cross-Cultural Buyer-Seller Relationships: The Importer's Perspective. ***Journal of International Business Studies***, 33(4), 2002, 757-783 (with D.A. Skarmeas and C.S. Katsikeas).

The Influence of Country and Industry on Ethical Perceptions of Senior Executives in the U.S. and Europe. ***Journal of International Business Studies***, 26(4), 1995, 859-881 (with D.C. Robertson).

Do Corporate Codes of Ethics Reflect National Character? Evidence from Europe and the United States. ***Journal of International Business Studies***, 21(4), 1990, 519-539. (with C. Langlois).