

CURRICULUM VITAE

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Bodo B. Schlegelmilch



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CURRENT POSTS

June 1997 – to date

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

September 2014 – to date

Trustee and 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, Germany

HONORS

Doctor of Philosophy (hon.), 2011

Thammasat University, Bangkok, Thailand

Significant Contribution to Global Marketing Award (2020)

American Marketing Association (AMA)

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 Recognition and Appreciation of Outstanding
Service to the American Marketing Association and 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) Oct. 2000 – Sep. 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 October 1983 - September 1984 Brand Management, Procter & Gamble, Frankfurt, Germany October 1981 - June 1983 Teaching Assistant in Economics, University of Manchester August 1973 - September 1976 Apprenticeship, thereafter Stock Adviser, Deutsche Bank, Cologne, Germany
VISITING AND AFFILIATE POSITIONS	Aug. 1999 – to date Adjunct Professor, University of Minnesota, Carlson School of Management, Minneapolis, USA

Sept. 2003 – to date

Visiting Professor, Thammasat University, Bangkok, Thailand

Sept. 2013 – to date

**Visiting Professor, Sun Yat-sen University, Lingnan (University) College,
Guangzhou, China**

Jan. 2019 – to date

Adjunct Professor, The University of the South Pacific (USP), Suva, Fiji

Sept. 2016 – Sept. 2018

**Distinguished Research Professor (two sabbaticals)
Sun Yat-sen University, Lingnan (University) College, Guangzhou, China**

Sept, 2007 – Sept. 2010

**Professorial Research Fellow in International Marketing & Management,
University of Leeds Business School, Leeds, U.K.**

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 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. 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 large Multinational Companies in Asia, North America and Europe, as well as for a variety of Business Schools, such as Indian School of Business (ISB), Keio University, Kellogg School of Management, University of St. Gallen, 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 U.S.A. and Vietnam.

**BOARD
MEMBERSHIP**

Chair / Trustee of AMBA & BGA, Association of MBAs & Business Graduates Association (2014 to date)
Advisory Board, Strathclyde University Business School, UK. (2011 to date)
Advisory Board, Thammasat University Business School, Thailand (2012 to date)
Advisory Board, University of Cyprus (2017 to date)
Advisory Board, Corvinus University of Budapest, Hungary, (2020 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, USA:

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

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).

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).

RESEARCH Focus on Global Marketing Strategy and CSR

13 Books (e.g. Global Marketing Strategy: An Executive Digest, Springer)
 140+ Journal Articles (e.g. SMJ, JIBS, JAMS, JWB)
 250+ Academic Conference Presentations (e.g. AMA, AIB, SMS)

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).

RESEACH 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).

More than 10 WU Vienna awards for special research achievements. 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.

**TEACHING
AWARDS**

Best International MBA Course: WU Vienna and University of South Carolina 1998/99 and 1999/2000,

CEMS Course of the Year: Amongst more than 100 courses thought in CEMS (Global Alliance Management Education) institutions in 2006.

OUTREACH

Radio and Television Interviews: For example 3 SAT (Germany Austria / Switzerland), BBC Radio 4 "Financial World Tonight" (UK) Money Channel and Prima TV (Romania), Volga TV (Russia).

Newspaper Reports and Interviews: 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.

**ACCREDITATION
VISITS &
ASSESSMENTS**

Chaired and/or participated in some 20 AMBA accreditation visits, incl. HEC Paris, France, Imperial College Business School, London, Pontificia Universidad Católica Buenos Aires, Argentina, Shanghai Jiaotong University Business School, China, University of St. Gallen, Switzerland.

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)

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

BODO B. SCHLEGELMILCH
Publications

BOOKS

Schlegelmilch, B.B. and Winer R.S. (eds.), <u>The Routledge Companion to Strategic Marketing</u> , Routledge, New York. 2021 (480 pages).
Schlegelmilch, B.B. and Szócs, I. (eds.), <u>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</u> , Springer Nature, Switzerland, 2020 (315 pages).
Schlegelmilch, B.B., <u>Global Marketing Strategy - An Executive Digest</u> , Springer International Publishing, Switzerland, 2016 (249 pages).
Stöttinger, B., Schlegelmilch, B.B. and Zou, S. (eds.), <u>Advances in International Marketing - International Marketing in the Fast Changing World</u> , Vol. 26, Emerald Group Publishing Ltd., 2015 (288 pages).
Rudolph, T., Schlegelmilch, B.B., Bauer, A., Franch, J., Meise, J.N. (eds.), <u>Diversity in European Marketing</u> , Springer Gabler, 2012 (264 pages).
Ambos, B. and Schlegelmilch, B.B., <u>The New Role of Regional Management</u> , Palgrave-Macmillan, 2010 (301 pages).
Keegan W.J., Schlegelmilch B.B. and Stöttinger B., <u>Globales Marketing-Management. Eine europäische Perspektive</u> , München, Oldenbourg Verlag, 2002 (789 pages).
Kreuz, P., Foerster A. and Schlegelmilch, B.B., <u>Customer Relationship Management im Internet: Grundlagen und Werkzeuge für Manager</u> , Norderstedt, Norderstedt Verlag, 2001 (116 pages).
Keegan, W.J. and Schlegelmilch, B.B., <u>Global Marketing Management: A European Perspective</u> , Essex, Financial Times / Prentice Hall, 2001 (610 pages).
Schlegelmilch, B.B., <u>Marketing Ethics: An International Perspective</u> , London: International Thomson Publishing, 1998 (468 pages).
Diamantopoulos, A. and Schlegelmilch B.B., <u>Taking the Fear out of Data Analysis</u> , 1 st Edition, London: The Dryden Press, 1997; 2 nd 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., <u>Die besten Business Schools der USA: Der Weg zum Master of Business Administration (MBA)</u> , Frankfurt: Campus Verlag, 1989 (184 pages).

CONTRIBUTIONS TO BOOKS

Prange, C. and Schlegelmilch, B.B., "Designing a Corporate Innovation Strategy: The Cube Solution." In: Schlegelmilch B.B. and Winer R.S. (eds.), <u>The Routledge Companion to Strategic Marketing</u> , Routledge, New York. 2021.
Szöcs, I and Schlegelmilch, B.B., "The Role of CSR in International Policy Agendas." In: Schlegelmilch. B.B. and Szöcs, I. (eds.), <u>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</u> , Springer Nature, Switzerland, 2020.
Szöcs, I and Schlegelmilch, B.B., "Business Success Revisited: What Constitutes Business Success?" In: Schlegelmilch. B.B. and Szöcs, I. (eds.), <u>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</u> , Springer Nature, Switzerland, 2020.
Szöcs, I and Schlegelmilch, B.B., "Embedding CSR in Corporate Strategies" In: Schlegelmilch. B.B. and Szöcs, I. (eds.), <u>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</u> , Springer Nature, Switzerland, 2020.
Szöcs, I and Schlegelmilch, B.B., "CSR Initiatives?" In: Schlegelmilch. B.B. and Szöcs, I. (eds.), <u>Rethinking Business Responsibility in a Global Context: Challenges to Corporate Social Responsibility, Sustainability and Ethics</u> , Springer Nature, Switzerland, 2020.
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 rd 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].
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 th 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., <u>Nivea and Friends: Beiersdorf's Quest for an Optimal Strategy – Structure Alignment</u> , Case Study (Student and Instructor Version), The Case Center, Case Reference no. 517-0077-1, June 2017.
Schlegelmilch, B.B. and León, S.S., <u>Red Bull Stratos: Mission to the Edge of Space</u> , 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., <u>Donnie GmbH</u> , 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., <u>Charmin and the Knowledge Management Challenge at P & G</u> , a two CD-Rom Case Study (Student and Instructor Version), Community of European Management Schools (CEMS), 2004.
Schlegelmilch, B.B. and El-Chichalki, K., <u>Citibank Argentina</u> , Case Study, University of Western Ontario, Case Series, Part IV, 1998, pp. 960-974.
Schlegelmilch, B.B., Principle Content Developer, <u>Global Marketing</u> , 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

Schlegelmilch, B.B., "Why Business Schools Need Radical Innovations: Drivers and Development Trajectories." Journal of Marketing Education, forthcoming.

Wu, J., Wu, T. and Schlegelmilch, B.B., Seize the Day: How Online Retailers Should Respond to Positive Review." Journal of Interactive Marketing, forthcoming.

Makri, K., Schlegelmilch, B.B., Mai, R., and Dinhof, K., "What we Know About Anti-Consumption: An Attempt to Nail Jelly to the Wall." Psychology & Marketing, 37(2), 2020, 177-215.

Makri, K., Papadas, K.-K. and Schlegelmilch, B.B., "Global Social Networking Sites and Global Identity: A Three-country Study." Journal of Business Research, 2019.
(<https://doi.org/10.1016/j.jbusres.2019.11.065>)

Bunga Bangsa, A and Schlegelmilch, B.B., "Linking Sustainable Product Attributes and Consumer Decision Making: Insights from a Systematic Review." Journal of Cleaner Production, 245, 2020.
(<https://doi.org/10.1016/j.jclepro.2019.118902>)

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, 36(5), 2018, 702-725.

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.

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." Journal of Business Research, 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." AMS Review, 9(1-2), 2019, 61-77.

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 [Singled out as ground-breaking article in Springer Nature, nominated by JIBS].
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 & 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.
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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.

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Diamantopoulos, A. and Schlegelmilch, B.B., "A Comparison of Marketing Operations of Autonomous Subsidiaries: An Empirical Study." Proceedings of the Annual Conference of the Academy of International Business, London, England, November 21-23, 1986.

Schlegelmilch, B.B., "Internal Determinants of Export Behaviour of British and German Firms." Proceedings of the Annual Conference of the European Marketing Academy, Bielefeld, Germany, April 10-12, 1985, pp. 57-71.

CONFERENCE PRESENTATIONS

Schlegelmilch, B.B. "Competitive Strategies in a Turbulent Business School Environment." Association of MBAs [AMBA] and Business Graduate Association [BGA] Global Conference, Istanbul, Turkey, May 13-15, 2019. **(Keynote Speaker)**.

Schlegelmilch, B.B. "New Paradigms of Success: Implications for Business Schools." Association of MBAs [AMBA] Asia Pacific Conference for Deans and Directors, Melbourne, Australia, November 12-14, 2018. **(Keynote Speaker)**.

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, (Keynote Speaker) .
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>42nd 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>25th 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>25th Annual CIMaR Conference - Consortium for International Marketing Research</u> , 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." <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>56th 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>54th 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 st 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>37th 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 (ANZMAC)</u> , 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.
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>4th 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.
Schlegelmilch, B.B., Doz, Y., Prahalad, C.K., Malik, F. and Stern, S., “Peter F. Drucker’s Contribution to Management.” Panel Discussion, <u>Drucker 100 Senior Executive Symposium</u> , Vienna, Austria, November 18, 2009.
Schlegelmilch, B.B., “Writing a PhD Thesis: The Challenges Ahead.” First Biennial Doctoral Consortium at the <u>14th Biennial World Marketing Congress of the Academy of Marketing Science</u> , Oslo, Norway, July 22 – 25, 2009.
Devinney, T.M. and Schlegelmilch, B.B., “Exploring the Limits of Corporate Social Responsibility.” Panel Session at the <u>28th Annual International Conference of the Strategic Management Society</u> , Cologne, Germany, Oct. 12-15, 2008.
Schlegelmilch, B.B., “Ethics in Corporate Positioning.” Corporate Identity / Associations Research Group, <u>5th 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>27th Annual International Conference of the Strategic Management Society</u> , San Diego, USA, Oct. 14-17, 2007.
Schlegelmilch, B.B., “Marketing Practice in an Era of Janus Trends.” <u>Academy of Marketing Conference</u> , Surrey, UK, 3-6. July, 2007 (Keynote Speaker).
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 (Keynote Speaker).

Schlegelmilch, B.B., "Ethical Tensions in International Supply Chains: Converging Interests or Insoluble Contradictions between Producers, Retailers and Consumers." <u>A New Humanism for Europe, European Meeting of University Professors on the Occasion of the 50th Anniversary of the Treaty of Rome</u> , Rome, June 21 – 24, 2007.
Schlegelmilch, B.B. and Lehrer, M., "Shaping Product Innovation Through Different Internationalization Trajectories." <u>AMA Winter Educator's Conference</u> , San Diego, USA, February 16-19, 2007.
Schlegelmilch, B.B. and Ambos, B., "Drivers of Regional Headquarters Formation within European Regions." <u>AMA Winter Educator's Conference</u> , 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." <u>Cross Cultural Research Conference</u> , 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." <u>Annual Meeting of the Kommission Internationales Management</u> , Graz, Austria, February 15-16 2002.
Kreuz, P. and Schlegelmilch, B.B., "The Future of Speech Recognition Technology: A Survey of International Experts." <u>Conference of the International Academy of E-Business</u> , San Francisco, March 7-12, 2001.
Schlegelmilch, B.B., "Competing with New Business Models." <u>Fifth International Conference on Marketing in Russia: World Experience & Russian Practice</u> , Russian Marketing Association, Moscow, 30. November - 1. December 2001 (Keynote Speaker).
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." <u>Society for the Advancement of Management Conference (SAM)</u> , St. Augustine, Florida, March 2000.
Doz, Y. and Schlegelmilch, B.B., "Global Knowledge Management as a Strategic Resource." Panel Discussion, <u>Annual Meeting of the Academy of International Business</u> , 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, <u>World Marketing Congress on Global Perspectives in Marketing for the 21st Century</u> , 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, <u>World Marketing Congress on Global Perspectives in Marketing for the 21st Century</u> , Qawra, Malta, June 23-26, 1999.
Schlegelmilch, B.B., "Export Performance Research: Integration and Future Outlook." <u>AMA Winter Marketing Educators' Conference</u> , Austin, Texas, February 21-24, 1998.
Schlegelmilch, B.B., "Ethics in International Marketing: A Cross Border Perspective." <u>Joint American Marketing Academy/Academy of Marketing Conference</u> , Manchester, England, July 7-10, 1997.
Schlegelmilch, B.B., "Ethical Polymorphism: An Analysis of U.S., U.K. and German Managers." <u>Academy of International Business Regional Meeting</u> , Glendale, Arizona, May 26-27, 1995.
Schlegelmilch, B.B., "Ethics and Social Responsibility in the International Marketing Arena." <u>American Marketing Association Faculty Consortium</u> , Hofstra University, Long Island, New York, June 23-26, 1995.
Schlegelmilch, B.B., "Ethical Codes and Frameworks." <u>American Marketing Association Faculty Consortium</u> , Hofstra University, Long Island, New York, June 23-26, 1995.
Schlegelmilch, B.B. and Ram, S., "Technophobia: Measurement and Cross-Cultural Validation." <u>INFORMS International Conference</u> , Singapore, June 25-28, 1995.
Schlegelmilch, B.B., "Business and Marketing Ethics in Europe and the U.S.," <u>Symposium on the Future of Academic Research in Business Ethics</u> : 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.," <u>Annual Meeting of the Society for Business Ethics</u> , Vancouver, Canada, August 3-6, 1995.
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RESEARCH SEMINARS

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
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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
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Universidad Gabriela Mistral, Chile 2001
University of Nanchang, China, 2000
Koc University, Istanbul, Turkey, 2000
University of Texas A&M, College Station, USA, 2000
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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
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Universität Paderborn, Germany, 1994

Wirtschaftsuniversität Wien, Austria, 1994
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Concordia University, Montreal, Canada, 1993
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Drexel University, USA, 1991
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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