

# New Faculty Appointments 2014





# Welcome to WU!

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**The new Campus WU is the concrete realization of WU's vision for a modern university.**

As a public institution, WU has lived up to its responsibility of building its new campus in an economical, ecological, and socially sustainable manner.

**WU (Vienna University of Economics and Business) has been investing in internationalization for years.**

The University currently has about 27% international students from more than 110 countries, cooperates with 230 partner universities for student and faculty exchange, and has implemented bilingual communication standards.

**As part of its internationalization efforts WU offers a large variety of English taught programs, and has expanded and internationalized its portfolio even further.**

Seven master programs and two PhD programs taught entirely in English have been available since the fall of 2012.

Approximately 23,000 WU students are proof that WU is an attractive choice for studies in business, economics and law. Currently more than one out of every four WU students is from outside of Austria – and the increasing internationalization of the faculty is expected to raise the percentage of international students even further.

**Hiring the best professors is a major strategic step towards increasing WU's competitiveness on the international education market.**

As the newly appointed WU professors introduced in this brochure show, WU has successfully hired faculty members with a strong international background. These six professors all have a great deal of academic and business experience, both in Austria and abroad. We extend a warm welcome to our new colleagues and feel confident that they will find a productive and interesting environment at WU. With their support, WU will be even better prepared to face international competition and to reach our ambitious goals.

# Nadia Abou Nabout

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Professor of Marketing with focus on  
Interactive Marketing & Social Media

Department of Marketing



Nadia Abou Nabout's research is located at the interface of marketing and information systems and focuses on radically new technologies in marketing. Her dissertation, for instance, deals with one of the most fascinating companies of our times, Google, and its revenue model, search engine advertising. Her current research focuses on real-time bidding and programmatic buying, which enable automated trading of advertising impressions via advertising exchanges (similar to financial stock markets). In her work, she aims to help companies make better marketing decisions and builds upon extensive industry collaborations.

Nadia Abou Nabout's research has been published in leading journals of the field (Marketing Science, International Journal of Research in Marketing, Journal of Retailing). Together with Bernd Skiera, she was one of three finalists in the "Gary L. Lilien 2011–12 ISMS-MSI Practice Prize Competition." Her research won several awards and grants (among

others, the Best Paper Award 2012 from the International Journal of Research in Marketing and the EMAC-McKinsey 2013 Marketing Dissertation Award as well as a research grant from the Wharton Customer Analytics Initiative).

Nadia Abou Nabout holds a degree in business administration and economics from the University of Wuppertal (2009). During her studies, she spent an Erasmus year at the University of Birmingham, UK (2007). In 2012, she earned her PhD in marketing from Goethe University Frankfurt and was a visiting researcher at the University of Maryland (2011) and Özyeğin University in Istanbul (2013). After a two year postdoc in Frankfurt, she accepted an offer from Technische Universität München to take on the tenure track assistant professorship in Technology Marketing. She joined WU Wien and the department of marketing in the fall 2014 and is now Professor with focus on Interactive Marketing & Social Media (IMSM).

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# Giuseppe Delmestri

Professor of Change Management

Department of Management



Giuseppe Delmestri's research is aimed at uncovering the "taken for granted" or "denied" aspects of socio-economic life. Armed with institutionally and culturally informed theories of organization and management he investigates processes of change in markets, organizations and individuals. He studies power games and the role of honor in multinational companies, the branding of universities, status shifts of organizations and of market-categories in the film and the spirits industries, coexisting institutional logics in the pharmacy field, the cultural blending of managerial identities, and the role of history in defining background institutions.

His work has been published in the *Journal of International Business Studies*, *Organization Studies*, the *Journal of Management Studies*, *Human Relations*, the *Journal of Strategy and Management*, the *International Journal of Arts Management*, *Research in the Sociology*

of Organizations, and the *International Journal of Human Resource Management*, among others.

He holds a degree in business administration from Bocconi University and a PhD in economic sciences from the University of Mannheim. He has held tenured positions at Bocconi University, Bergamo University, and Johannes Kepler University. He launched the Cinema Laboratory at Bocconi University, re-launched the executive course "Organizzazione & Personale" at SDA Bocconi, founded the Executive training center SdM School of Management at Bergamo University, and launched the "Troika" Joint Master in Global Business at Johannes Kepler University.

Giuseppe Delmestri follows an ideal of a university where research, teaching, and outreach are intertwined. He enjoys developing role-plays and simulations for experiential teaching.

# Markus A. Höllerer

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Professor of Public Management

Department of Management



Markus Höllerer's research interests are in organization theory, in particular from an institutional perspective, and his work spans a variety of empirical phenomena and settings. His current research explores novel institutional and organizational design options for the delivery of public services – i.e., in particular, issues of public governance that emerge at the interface of the public, private, and nonprofit sectors. Other lines of inquiry investigate the relationship between urban strategies and governance configurations, and also the enactment of organizational role identities in the institutional complexity of urban settings. More recent work is concerned with discursive framing, visuality, and multi-modal rhetoric.

Professor Höllerer's academic work has been published in leading scholarly outlets such as the *Academy of Management Journal*, *Public Administration*, the *Journal of Management Studies*,

the *Academy of Management Annals*, and *Research in the Sociology of Organizations*, as well as in books and edited volumes. He has been awarded several prizes, including the 2013 Karen Legge Prize from the *Journal of Management Studies*. Höllerer serves as a referee for a number of renowned international journals, and is currently an editorial board member of *Organization Studies*.

Höllerer holds degrees in business administration as well as in philosophy, and earned his PhD and *venia docendi* from WU. Prior to rejoining his alma mater in August 2014, he spent several years on the faculty of the University of New South Wales Australia Business School in Sydney, where he continues to conduct research as an affiliated senior scholar. Professor Höllerer has also been a visiting scholar at Copenhagen Business School, the University of Alberta, and Stanford University.

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# Almut Köster

Professor of English Business  
Communication

Department of Foreign Language  
Business Communication



Almut Köster's research focuses on spoken business and workplace communication. She has a PhD in Applied Linguistics from the University of Nottingham in England, where she completed her dissertation on naturally-occurring workplace conversations in British and American businesses and organisations. Prior to her appointment to the Chair of English Business Communication at WU, Almut Köster was Senior Lecturer in English Language at the University of Birmingham in England, where she taught English Language and Applied Linguistics and supervised dissertations at all levels.

She has published widely on workplace and business communication, including three single-authored books; her most recent monograph is *Workplace Discourse*, published by Continuum in 2010. She regularly publishes articles in top peer-reviewed international journals

in the field of Applied Linguistics, such as Applied Linguistics and English for Specific Purposes, for which she also serves as reviewer. She has contributed chapters to numerous edited volumes and reviewed books for international academic publishers like Cambridge University Press and Routledge. She has been co-investigator on a number of funded research projects with academics and professionals at UK and international institutions. She regularly presents her research at international conferences, and has frequently been invited as plenary speaker, participant in colloquia and guest lecturer.

Almut Köster also has a keen interest in applying her research to the field of Teaching English for Business Communication, and recently co-authored a major Business English course, *Business Advantage*, published by Cambridge University Press in 2012.

# Phillip C. Nell

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Professor of International Business

Department of Global Business  
and Trade



Professor Nell holds a European Master of Business Sciences (EMBS) and a Diplom-Kaufmann degree from the University of Bamberg and ESC Clermont-Ferrand. He received his doctorate and his habilitation from WU. Before joining academia, Professor Nell gained considerable industry experience as a consultant with Roland Berger Strategy Consultants. He has conducted projects and research in cooperation with companies such as Walter Bau, Gerresheimer, Kone, Puma, Boehringer Ingelheim, ATB, Nike, and T-Systems as well as nonprofit organizations such as Diakonie, giving him extensive insights into practice.

As well as being a Professor of International Management at WU, Phillip Christopher Nell is also affiliated with the Department of Strategic Management and Globalization at Copenhagen Business School, where he was the Academic Director of the prestigious CEMS Master program.

Professor Nell is widely experienced both in degree-course and executive education. Besides Copenhagen and Vienna, he has taught at ESADE Business School in Spain, Università di Padova, Universität Linz, and at VSE in Prague.

His research interests focus on the organization of the multinational corporation, the management of subsidiaries, and the role headquarters play in large and complex organizations. Furthermore, he is interested in the role analytics and data management play in strategic decision making and corporate performance. His research has been published in the Strategic Management Journal, Long Range Planning, the Journal of International Management, the Journal of World Business, and Research Policy among others. He is currently on the editorial board of the Journal of International Business Studies, the most important journal in the field of international business.

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# Alexander Rust

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Professor of International Taxation

Department of Public Law  
and Tax Law



Alexander Rust came to WU as Professor of International Tax Law in June 2014. Before joining the Institute of Austrian and International Tax Law, Alexander Rust held positions as Acting Assistant Professor in the International Tax Program at New York University and as Professor of Tax Law and Director of the Master Program in European and International Tax Law at the University of Luxembourg. He specializes in all areas of tax law, but is also fascinated by constitutional and European law. He is particularly interested in the effects of tax laws on business decisions. Alexander Rust strongly believes in the unity of research and teaching.

He studied in Freiburg, Geneva, Munich, and New York and gained legal practice during his legal clerkship as an assistant judge at the Munich High Court, as a public prosecutor, as a law clerk in the Ministry of Finance, and as a tax advisor.

After the Second State Examination (the German bar exam) he worked as an assistant professor at the University of Munich and as a senior research fellow at the Max Planck Institute Munich. His PhD thesis focused on the fight against tax havens. He is a frequent guest lecturer at universities in and outside Europe.

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# WU in a Nutshell

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- › WU is one of the largest universities for business and economics in Europe
  - › WU is EQUIS accredited (five years)
  - › WU has approx. 23,000 students from more than 110 countries
  - › WU's faculty has a strong international background and WU professors play key roles in the scientific community
  - › WU's academic staff is organized into eleven departments, covering a wide range of academic fields
  - › WU's research competence is bundled into 15 research institutes and 4 competence centers
  - › WU has more than 230 partner universities worldwide
  - › WU is a member of CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management)
  - › WU is a gateway to Central and Eastern Europe and has implemented a CEE Competence Center
  - › WU has excellent contacts to the corporate world, especially with the financial industry
  - › WU is located in Vienna, an extremely attractive city: Mercer ranked Vienna at 1st place for quality of living 2009–2014
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## **INFORMATION AND CONTACT**

WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna

**[wu.ac.at/structure/contact/en](https://wu.ac.at/structure/contact/en)**

**[wu.ac.at/io/en/faculty](https://wu.ac.at/io/en/faculty)**  
**[wu.ac.at/academicstaff/en](https://wu.ac.at/academicstaff/en)**

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WU (Vienna University of Economics and Business)  
Welthandelsplatz 1, 1020 Vienna

Arriving by public transport:  
Subway: U2 stations "Messe-Prater" or "Krieau"  
Bus: 82A, "Südportalstraße" stop

04/2015