

Fabian Bartsch, PhD

Associate Professor of Marketing

MBS School of Business, FR | f.bartsch@mbs-education.com | bartschf@gmail.com

RESEARCH INTERESTS

I am an open-minded team player who investigates topics with actionable insights and meaningful impact. My research interests include the dynamic interplay between international marketing, consumer behavior, and business ethics. I explore how consumers' global and local identities, shaped by frameworks like social identity theory and acculturation theory, influence their relationships with brands and their ethical consumption choices. My work offers insights into timely topics, including the adoption of Artificial Intelligence, co-creation dynamics, social media usage, consumer animosity, and the complexities of sustainable consumption in a globalized world.

ACADEMIC POSITIONS

Position	Institution	Dates
Director, MSc Marketing & Business Development	MBS School of Business, France	2025-present
Associate Professor	MBS School of Business, France	2021-present
Associate Professor	IESEG School of Management, France	2019-2021
Assistant Professor	IESEG School of Management, France	2016-2019
Research and Teaching Assistant	University of Vienna, Austria	2012-2016
Student Tutor	Maastricht University, The Netherlands	2011

EDUCATION

Degree	Institution	Dates
Ph.D. in Management	University of Vienna, Austria	2012-2016
MSc in International Business	Maastricht University, The Netherlands	2010-2012
Master in International Business	Queen's University, Smith School of Business, Canada	2010-2011
BSc in International Business	Maastricht University, The Netherlands	2007-2010

TEACHING EXPERIENCES

Course	Institution	Level	Dates
International Marketing	MBS School of Business	Bachelor	2021-present
Research Perspective in Marketing	MBS School of Business	DBA	2022-present
Research in Marketing & Sales	MBS School of Business	PGE	2025
Data Analytics in Marketing	MBS School of Business	MSC/PGE	2021
Key Topics and Methods in International Marketing	University of Sarajevo	PhD	2021
Marketing Management	IESEG School of Management	Bachelor	2017-2019
Market Research	IESEG School of Management	Bachelor	2017-2019
Market Research Seminar	IESEG School of Management	MSc	2017-2021
B2B Marketing	IESEG School of Management	MSc	2017
Business Game	IESEG School of Management	PGE	2017-2021
Global Brand Management	IESEG School of Management	Bachelor/MSc	2017-2021
International Marketing	IESEG School of Management	MSc/MBA	2018-2021
Marketing Management	University of Vienna	Bachelor	2012-2016
International Marketing Strategy Simulation	University of Vienna	MSc	2012-2016
International Marketing Research Seminar	University of Vienna	MSc	2014
B2B Marketing	University of Applied Science FH Eisenstadt	Bachelor	2013
Human Resource Management	Maastricht University	Bachelor	2011

AWARDS & GRANTS

Award/Grant	Organization/Journal	Year
Youngone Best Conference Paper Award	Global Alliance of Marketing & Management Associations (GAMMA)	2025
Research Excellence Award	AMA Global SIG (for the 2021 JIBS article)	2025
Thesis Excellence Award for MSc Student (Supervised the winning student)	MBS School of Business	2024/25
Thesis Excellence Award for PGE Student (Supervised the winning student)	MBS School of Business	2024/25
Hans B. Thorelli Award (Long-term Impact for the Journal of International Marketing)	Journal of International Marketing	2022
Emerald Literati Award (Outstanding Journal Contribution)	International Marketing Review	2020
Outstanding Reviewer	Global Marketing Conference, Seoul, South Korea	2020
Research Excellence Grant	IESEG School of Management	2019
Outstanding Reviewer Award	International Marketing Review	2018
Best Overall Conference Paper	American Marketing Association Global SIG, Fira, Greece	2018
Susan P. Douglas Award	European Marketing Academy Conference, Groningen, The Netherlands	2017
Member of the Lille Économie Management (LEM)	Funding of research-related expenses	2016-2021
Teaching Qualification	University of Vienna	2012
Problem-Based Learning Certificate	Maastricht University	2011

ADDITIONAL INFORMATION

Software	SPSS, LISREL, STATA, Idiogrid 2.4, Photoshop CS 5, M-plus, R-project, Gemini AI Studio, Claude Code, Python
Languages	German (Mother tongue), English (Fluent), French (B2/C1), Dutch (A1)
Citizenship	German

ACADEMIC SERVICES

Position	Journal/Conference	Dates
Associate Editor	International Marketing Review	2018-present
Editorial Review Board	Journal of International Marketing Journal of the Academy of Marketing Science	
Ad-hoc Reviewer	Journal of International Business Studies Journal of Business Ethics Journal of Business Research International Marketing Review Journal of Brand Management Industrial Marketing Management Journal of Business and Industrial Marketing Psychology Marketing Production Planning & Control Journal of Consumer Behavior European Journal of Marketing European Marketing Academy Conferences European Marketing Academy Regional Conferences Academy of International Business Conferences Academy of Marketing Science World Marketing Congress French-Austrian-German Workshop on Consumer Behavior	
Guest Editorship	International Marketing Review: "Global Consumer Culture: The Evolving Nature of Global and Local Consumption" International Marketing Review: "Global Impact, Local Action: Understanding Consumer Responses to Sustainability in a Globalized World"	2019 2026/2027
Conference Involvement	Member of the AMA Global SIG Award Committee Doctoral Consortium Chair, AMA Global SIG (Nice, France; Sydney, Australia; Verona, Italy) Track chair, Global Marketing Conference (Hong Kong, China; Seoul, South Korea) Track chair, AMA Global Sig (Santiago de Chile, Chile; Chania, Greece; Taormina, Italy; Buenos Aires, Argentina) Faculty member, Doctoral Colloquium, AMA Global Sig (Chania, Greece; Taormina, Italy; Buenos Aires, Argentina) Track chair, Global Fashion Management Conference (Vienna, Austria)	2026 2026, 2025, 2024 2025, 2022, 2020, 2018 2023, 2022, 2021, 2019 2022, 2021, 2019 2017
Memberships	EMAC-European Marketing Academy KSMS-Korean Scholar of Marketing Science AMA-American Marketing Association AMS-Academy of Marketing Science	

PEER-REVIEWED PUBLICATIONS

1. Tran, T. & Bartsch, F. (2025). Consumers' Responses to Moral Transgressions in the Fashion Industry: Comparative Insights from Western Developed and Southeast Asian Emerging Markets. *Journal of Business Ethics*, 196, 773–806.
 - Equal contribution among co-authors.
2. Schnack, A., Bartsch, F., Osburg, V.-S., & Errmann, A. (2024). Sustainable agricultural technologies of the future: Determination of adoption readiness for different consumer groups. *Technological Forecasting and Social Change*, 208, 123697.
 - Equal contribution between Schnack, Bartsch, and Osburg.
3. Osburg, V.-S., Yoganathan, V., Bartsch, F., Diallo, M. F., & Liu, H. (2024). How Sustainable Luxury Influences Product Value Perceptions and Behavioral Intentions: A Comparative Study of Emerging vs. Developed Markets. *Journal of Business Ethics*, 191(4), 713-738.
 - Equal contribution between Osburg, Yoganathan, and Bartsch.
4. Mandler, T., Bartsch, F., Krüger, T., Kim, K. A., & Han, C. M. (2023). Consumer animosity: The mitigating effect of perceived brand globalness. *International Marketing Review*, 40(2), 365-384.
 - Equal contribution between Mandler and Bartsch.
5. Mandler, T., Bartsch, F., & Zeugner-Roth, K. P. (2023). Are brands re-evaluated when consumers learn about brand origin misperceptions? Outcomes, processes, and contingent effects. *Journal of Business Research*, 164, 113941.
 - Equal contribution among co-authors.
6. Grave, J.-F., & Bartsch, F. (2022). #Instafame: Exploring the endorsement effectiveness of influencers compared to celebrities. *International Journal of Advertisim*, 41(4), 591-622.
 - Equal contribution among co-authors.
7. Bartsch, F., Zeugner-Roth, K. P., & Katsikeas, C. S. (2022). Consumer authenticity seeking: Conceptualization, measurement, and contingent effects. *Journal of the Academy of Marketing Science*, 50(2), 296-323.
 - Equal contribution between Bartsch and Zeugner-Roth.
8. Mandler, T., Bartsch, F., & Han, C. M. (2021). Brand credibility and marketplace globalization: The role of perceived brand globalness and localness. *Journal of International Business Studies*, 52(8), 1559-1590.
 - Equal contribution between Mandler and Bartsch.
9. Zeugner-Roth, K. P., & Bartsch, F. (2020). COO in print advertising: Developed versus developing market comparisons. *Journal of Business Research*, 120, 364-378.
 - Equal contribution among co-authors.
10. Bartsch, F., Cleveland, M., Ko, E., & Cadogan, J. W. (2019), Facts, Fantasies, Foundations, Formations, Fights, and Fallouts of Global Consumer Culture: An Introduction to the Special Issue. *International Marketing Review*, 36(4), 514-523.
 - Equal contribution between Bartsch and Cleveland.
11. Cleveland, M., & Bartsch, F. (2019). Epilogue on global consumer culture: Epistemology and ontology. *International Marketing Review*, 36(4), 598-606.
 - Equal contribution between Bartsch and Cleveland.
12. Diamantopoulos, A., Davvetas, V., Bartsch, F., Mandler, T., Arslanagic-Kalajdzic, M., & Eisend, M. (2019). On the Interplay Between Consumer Dispositions and Perceived Brand Globalness: Alternative Theoretical Perspectives and Empirical Assessment. *Journal of International Marketing*, 27(4), 39-57.
 - Equal contribution among co-authors.
13. Hota, M., & Bartsch, F. (2019). Consumer socialization in childhood and adolescence: Impact of psychological development and family structure. *Journal of Business Research*, 105, 11-20.
 - Equal contribution among co-authors.

14. Cleveland, M., & Bartsch, F. (2018). Global consumer culture: Epistemology and ontology. *International Marketing Review*, 36(4), 556-580.
 - Equal contribution among co-authors.
15. Bartsch, F., Diamantopoulos, A., Paparoidamis, N. G., & Chumpitaz, R. (2016). Global brand ownership: The mediating roles of consumer attitudes and brand identification. *Journal of Business Research*, 69(9), 3629-3635.
 - Equal contribution between Bartsch and Diamantopoulos.
16. Bartsch, F., Riefler, P., & Diamantopoulos, A. (2016). A Taxonomy and Review of Positive Consumer Dispositions toward Foreign Countries and Globalization. *Journal of International Marketing*, 24(1), 82-110.
 - Equal contribution among co-authors.

BOOK CHAPTERS

1. Bartsch, F., & Claus, B. (2022). The dark side of brand co-creation: A psychological ownership perspective. In *Research Handbook on Brand Co-Creation* (pp. 218-239). Edward Elgar Publishing.
<https://www.elgaronline.com/view/edcoll/9781839105418/9781839105418.00024.xml>
 - ➔ Equal contribution among co-authors.
2. Bartsch, F., & Zeugner-Roth, K. P. (2021). Country of Origin Cues in Advertising: Theoretical Insights and Practical Implications. In *Marketing Countries, Places, and Place-associated Brands* (pp. 212-227). Edward Elgar Publishing. <https://www.elgaronline.com/view/edcoll/9781839107368/9781839107368.00023.xml>
 - ➔ Equal contribution among co-authors.

CASE STUDIES

1. Boyselle, J. & Bartsch, F. (2025). "Fitting in without Blending in: Royal Canin and the Brand Portfolio of Mars Inc." *Sage Business Case*.
2. Bartsch, F., & Pantoja, F. (2024). "The Perfect Blend? Strategic Licensing Between Starbucks and Nestlé." *Sage Business Case*.
3. Pantoja, F., & Bartsch, F. (2024). "Same same, but different: The Strategic Positioning of Apple Vision Pro and Meta Quest 3." *Sage Business Case*.

NON-ACADEMIC PUBLICATIONS

1. Boyselle, J., Bartsch, F., Grave, J. F. (2022). "#Instafame: Les jeunes font davantage confiance aux influenceurs qu'aux célébrités." *E-Marketing*, July.
2. Osburg, V. S., Bartsch, F. (2024). "Produits de luxe durables: que pensent les consommateurs des marchés émergents?" *L'injodurable*, June.
3. Bartsch, F., Tran, T. T. H. J. (2025). "Mode éthique: les consommateurs sont-ils autant responsables partout dans le monde?" *The Conversation*, October.

ONGOING WORK

- ❖ "Social Media Consumption: Measuring Consumer Susceptibility to Informative and Normative Online Social Influences" (with Stoeckli, S. & Hang S.) - **Under revision, Journal of Business Research**
- ❖ "Tensions in Creative Service Delivery on Global Professional Digital Platforms" (with Toth, Z. & Nemkova, E.) - **Under revision, Journal of International Marketing**

- ❖ "Consequences of Cosmopolitanism: A Meta-Analytical Review" (with Zeugner-Roth, K. & Dimofte, C.) - In preparation for submission to the *Journal of International Business Studies (FT50)*
- ❖ "Artificial Intelligence in Government: How Technological Complexity, Process Type, and National Culture Shape Project Success" (with Osburg, V. S., & Yoganathan, V.) - In preparation for submission to *Management Science (FT50)*
- ❖ "Co-creation: A Psychological Ownership Perspective" (with Claus, B.) - In preparation for submission to the *Journal of the Academy of Marketing Science (FT50)*
- ❖ "How Brand Localness Contributes to Global Brand Equity: An Empirical Investigation of Two Theoretical Pathways" (with Mandler, T.) - In preparation for submission to the *Journal of International Marketing*
- ❖ "Longitudinal Insight into Gender Equality in Movies" (with Delre, S.) - Manuscript preparation for the *Journal of Business Ethics (FT50)*
- ❖ "Behavioral Insights into Consumer Animosity and U.S. politics" (with Pantoja, F.) - In preparation for submission to the *Journal of International Marketing (Insight Paper)*
- ❖ "Perceive brand global and localness: A cosmopolitanism perspective" (with Maar Daniel, Trozek, D., & Kocar, V.) - In preparation for submission to the *Journal of International Marketing*

- ❖ "Determinants of Ethical Decision Making: A Morality Perspective" (with Stathopoulou, A.) - Data collection - target *Journal of Business Ethics (FT50)*
- ❖ "What motivates Shoppertainment?" (with Tran, T.) - Data collection - target *Journal of Retailing*
- ❖ "Understanding Co-creation practices for Video Game Communities" (with Gallin, S.) - Data collection - target *Journal of Interactive Marketing*
- ❖ "Cross-Cultural Insights into Consumer Loyalty" (with Peters K., Tower, A. P., & Lindemann F.) - Data collection – target *Journal of Marketing (FT50)*
- ❖ "Brand Activism (in) consistencies and its consequences" (with Gidakovic, P. & Nemkova, E.) - Data collection.

CONFERENCES & INVITED TALKS

Title	Co-Authors	Event	Year
The End of Youth? Marketing in an Aging, Post-Growth World	Bartsch F.	AIB Research Spotlight Webinar	2025
Consequences of Cosmopolitanism: A Meta-Analytical Review	Bartsch F. & Zeugner-Roth K., & Dimofte C.	GMC Conference, Hong Kong, CN	2025
Consumers' Responses to Moral Transgressions in the Fashion Industry: Comparative Insights from Western Developed and Southeast Asian Emerging Markets	Bartsch F. & Tran T.	TBS Education, France	2025
Artificial Intelligence in Government: How Technological Complexity, Process Type, and National Culture Shape Project Success	Bartsch F., Osburg, V., & Yoganathan V.	University of Technology Sydney, Australia	2025
Publishing in IMR Associate Editor's Perspective	Bartsch F.	Paris School of Business, France	2024
Consumers' Responses to Moral Transgressions in the Fashion Industry: Comparative Insights from Western Developed and Southeast Asian Emerging Markets	Bartsch F.	Paris School of Business, France	2024
The Effect of Cosmopolitanism on Consumer Preferences for Global/Domestic/Foreign Products	Zeugner-Roth K., Dimofte C., & Bartsch F.	ACR (Poster), Paris, France	2024
A Meta-Analytical Review of the Effect of Cosmopolitanism on Consumers' Global/Domestic/ Foreign Product Preference	Zeugner-Roth K., Dimofte C., & Bartsch F.	EMAC, Bucharest, Romania	2024
A Human Touch in a General AI)ted World: Human vs. AI Brand Promotion and Recovery	Pantoja F., Bartsch F., & Bakpayev M.	AMS World Marketing Congress, Bel Ombre, Mauritius	2024
Consumers' Responses to Moral Transgressions in the Fashion Industry: Comparative Insights from Developed and Emerging Markets	Bartsch F. & Tran T.	AMA Global SIG, Santiago de Chile, Chile	2023
Consumer Animosity: The Mitigating Effect of Perceived Brand Globalness	Mandler T., Bartsch F., Krüger T., Kim K. A., & Han M. C.	AMA Global SIG, Chania, Greece	2022
How Brand Localness Contributes to Global Brand Equity: An Empirical Investigation of Two Theoretical Pathways	Bartsch F. & Mandler T.	AMA Global SIG, Taormina, Italy	2021
The Darkside of Online Social Networks: Measuring the Negative Effects of Social Influence in Online Social Networks	Stöckli S., Shen H., & Bartsch F.	ACR (Poster), Paris, France	2020

CONFERENCES & INVITED TALKS (cont.)

Title	Co-Authors	Event	Year
Measuring Susceptibility to Social Influence on Online Social Networks	Stöckli S., Shen H., & Bartsch F.	EMAC, Madrid, Spain	2021
Authenticity in Consumption	Bartsch F.	University of Sheffield, UK	2020
Publishing in IMR - An Associate Editor's Perspective	Bartsch F.	University of Sheffield, UK	2020
Revisiting Brand Origin Misperceptions: A Comprehensive Model with Mediating and Moderating Effects	Bartsch F., Mandler T., & Zeugner-Roth K.	EMAC Regional, Zagreb, Croatia	2020
The Role of COO in Advertising: A Developed World Perspective	Zeugner-Roth K. & Bartsch F.	EMAC, Hamburg, Germany	2019
The Role of COO in Advertising: A Developed World Perspective	Zeugner-Roth K. & Bartsch F.	AMA Global SIG, Buenos Aires, Argentina	2019
Consumer Authenticity Seeking: Conceptualization, Measurement, Antecedents, and Consequences	Bartsch F. & Zeugner-Roth K.	AMA Global SIG, Fira, Greece	2019
The Role of Consumer Nationality and Product Country-Of-Origin For Brand Choice in Countries of Low Product Ethnicity	Zeugner-Roth K., Dimofte C., & Bartsch F.	AMA Global SIG, Fira, Greece	2019
Building Brand Credibility in Post- Globalizing Markets: The Role of Perceived Brand Globalness and Cultural Symbolism	Mandler T., Bartsch F., & Han M. C.	AMA Global SIG, Fira, Greece	2019
Marketplace globalization and shifting brand perceptions: The role of perceived brand globalness and cultural symbolism	Mandler T., Bartsch F., & Han M. C.	Global Marketing Conference, Tokyo, Japan	2018
Global Brand Localness: A Three Country Investigation	Bartsch F. & Mandler T.	AMS World Marketing Congress, Porto, Portugal	2018
The Differential Effect of Global Brand Origin: How Domestic-Global Brands Create Value	Bartsch F., Mandler T., & Kirchhofer M.	EMAC, Groningen, The Netherlands	2017
Hitting the Bull's Eye: Cultural Intelligence and Managers' Accuracy of Psychic Distance Estimations	Mandler T., Bartsch F., & Davvetas V.	AMA Global SIG, Havanna, Cuba	2017
Stuck in the Middle: The Authenticity Seeking Consumer	Bartsch F. & Zeugner-Roth K.	AMA Global SIG, Havanna, Cuba	2017

CONFERENCES & INVITED TALKS (cont.)

Title	Co-Authors	Event	Year
Hitting the Bull's Eye: Cultural Intelligence and Managers' Accuracy of Psychic Distance Estimations	Mandler T., Bartsch F., & Davvetas V	French-Austrian-German Workshop on Consumer Behavior	2017
Uncovering the Perceived Globalness and Localness of Brands: A Repertory Grid Approach	Bartsch F. & Diamantopoulos A.	EMAC Regional, Sarajevo, Bosnia-Herzegovina	2016
The Value of Consumer Dispositions as Moderators in Global Branding Research	Mandler T. & Bartsch F	Global Marketing Conference, Hong Kong, China	2016
Global Brand Ownership: The Mediating Role of Consumer Attitudes and Brand Identification	Bartsch F., Diamantopolous A, Paparoidamis A., & Chumpitaz R.	EMAC Regional, Vienna, Austria	2015
Predicting Global Brand Ownership: An Empirical Investigation of Positive Consumer Dispositions towards Globality	Bartsch F. & Diamantopoulos A.	EMAC, Leuven, Belgium	2015
Consumers' Positive Dispositions towards Globality and Consumption Intentions: A Global Brand Perspective	Bartsch F.	EMAC Regional Doctoral Colloquium	2014

ACADEMIC REFERENCES

Name, Title	Institution, Department	Email
Univ.-Prof. DDr. Adamantios Diamantopoulos	Chaired Professor, University of Vienna	adamantios.diamantopoulos@univie.ac.at
Prof. Claudiu Dimofte	Professor, San Diego State University	cdimofte@sdsu.edu
Prof. John W. Cadogan	Professor, University of Leicester	jwc18@leicester.ac.uk
Prof. Timo Mandler	Professor, NEOMA Business School	timo.mandler@neoma-bs.fr
Prof. Costas Katsikeas	Arnold Ziff Research Chair in Marketing and International Management, Leeds University Business School	C.S.Katsikeas@leeds.ac.uk
Prof. Mario Pandelaere	Associate Professor, Virginia Tech	mpand@vt.edu
Prof. Dr. Mark Cleveland	Dancap Private Equity Professor in Consumer Behavior, The University of Western Ontario	mclevela@uwo.ca
Prof. Peter Magnusson	Professor, The University of Texas Rio Grande Valley	peter.magnusson@utrgv.edu

RESEARCH & RELEVANCE STATEMENT

My research focuses on international marketing, consumer behavior, and business ethics, with a recent emphasis on moral obligations, sustainability, and the impact of globalization. I draw on frameworks from social identity theory, acculturation theory, and moral foundation theory to explore how consumers develop global versus local identities and how these identities shape brand relationships. A key element across my work is the idea that consumers may respond to the homogeneity brought on by globalization by seeking unique or authentic experiences and products.

Methodologically, I use a mixed-methods approach, combining quantitative techniques including regression analysis (JAMS, 2022) and structural equation modeling (e.g., JIBS 2021, IMR 2023) with qualitative methods such as content analysis and semi-structured interviews to explore consumer behavior (JBR, 2019). My research is highly collaborative, involving joint work with scholars from universities across North America, Europe, and Asia.

A central theme of my work is understanding how shifts in globalization, such as rising anti-globalization sentiments, impact consumer relationships with brands (JIBS, 2021). My work on consumers' quest for authenticity offers a critical lens for understanding this phenomenon, revealing that some consumers may view globalization as a threat to their unique identities and, consequently, are drawn to authentic consumption (JAMS, 2022). I also examine how firms can effectively communicate sustainability to global consumers (JBE, 2024) and how consumers' moral foundations influence their choices across diverse markets (JBE, 2025). My conceptual work identifies gaps in segmentation variables and provides a comprehensive overview of consumer relationships with globalization (JIM, 2016; IMR, 2019), while empirical studies offer guidance for managing brands across different markets (JIBS, 2020; JBE, 2024).

Beyond scholarly contributions, my research addresses critical societal issues, informing public policy. For instance, my work offers policymakers scientific guidance on enhancing working conditions and promoting business transparency (JBE, 2025). I also analyze the adverse effects of social media use, such as susceptibility to misinformation, to inform preventive policies and educational actions. Focusing on technological advancements, my research further explores the complexities of artificial intelligence in the public domain. This work examines how factors like a technology's complexity and a country's cultural values influence a project's likelihood of advancing toward full implementation.

My research directly informs my teaching by connecting students with state-of-the-art managerial and branding insights. I introduce them to seminal works and my own research to illustrate how findings translate into strategic recommendations. I also encourage students to participate in this research-practice dialogue, giving them a firsthand look at how academic knowledge enhances business decision-making.

RESEARCH SERVICES

My service to the academic community is a fundamental aspect of my scholarly work, providing a meaningful chance to learn, collaborate, and contribute to the global marketing field. This involvement has improved my expertise, broadened my professional network, and helped me identify future research collaborators.

A significant part of my service involves my roles as an editor and reviewer. Since 2018, I am serving as an *Associate Editor* for the *International Marketing Review*. I am a member of the Editorial Review Boards for the *Journal of International Marketing* and the *Journal of the Academy of Marketing Science*. In these roles, I am committed to supporting high-quality manuscripts and providing constructive feedback to help authors improve their work for publication in top-tier journals.

My commitment also extends to serving as a Guest Editor for special issues. I co-edited a special issue for the *International Marketing Review* in 2019, which explored the evolving nature of global and local consumption. This collaborative effort managed 96 submissions and resulted in 22 published contributions. I am currently preparing to guest-edit a second special issue for the same journal in 2026/27, focusing on sustainability in a globalized world. Additionally, I regularly serve as an ad-hoc reviewer for leading journals, including those on the FT 50 list, such as the *Journal of International Business Studies* and the *Journal of Business Ethics*.

I am also an active and long-standing member of the American Marketing Association (Global SIG). This involvement has provided me with various leadership opportunities, including serving as *Co-chair* of the annual *Doctoral Consortium*, which has allowed me to contribute to vibrant conferences that bring together global marketing scholars from around the world. These roles allow me to guide and mentor junior colleagues and Ph.D. students, which I find particularly rewarding, as I am passionate about helping the next generation of global marketing scholars navigate the research and publication process.

My ongoing involvement in these activities, ranging from editorial boards and guest editorships to conference leadership and mentoring, is not just a duty but also a source of professional growth and a meaningful way to give back to the community.

GENERAL SERVICES

As the Academic Director for the MSc in Marketing & Business Development at MBS, my responsibilities focus on academic leadership. This alternance program is based in Paris, and I oversee its academic management, design, and all recruitment activities. My role involves ensuring the program's design aligns with industry expectations to deliver maximum practical value to students. Another key initiative I designed and implemented is the annual Thesis Excellence Award, a student research competition created to promote high-quality, impactful research selected by each of the school's departments. I also actively participated as a committee member in the school's successful EQUIS re-accreditation process, a comprehensive strategic review to ensure our programs meet the highest international standards. Finally, I led a workgroup focused on student engagement and the implementation of company-based thesis projects for the PGE and MSc programs.

For my department, I also continue to support research and social cohesion by planning the monthly research seminar series and organizing team events. Additionally, I am a member of the departmental recruitment committee, where I screen and pre-select interview candidates for MBS's annual recruitment campaign.

During my tenure at IESEG, I made significant contributions to the school, its Center for Intercultural Engagement, and the Department of Marketing and Sales. For the school, I participated in annual open days and student entrance interviews, where I conducted 45-minute 'character' interviews to assess prospective students' motivation and fit. I also served as a judge and advisor for internal entrepreneurship project defenses, providing feedback on student business plans.

As a founding member of IESEG's cross-departmental Center for Intercultural Engagement (ICIE), I helped create a research cluster for colleagues interested in cross-cultural teaching and research. In this role, I organized the 2018 inaugural two-day research conference, which featured leading scholars and was attended by approximately 25 colleagues. I continued to support the ICIE by inviting guest speakers from my network and assisting with the annual "Intercultural Engagement Week." This cross-disciplinary exchange was invaluable for obtaining informal feedback on my work, contributing to two publications (with Zeugner-Roth, K., and Hota, M., both in JBR 2019).

For the Department of Marketing and Sales (IESEG), I was a member of the recruitment committee, pre-screening around 100 applications annually to assess candidates' fit and motivation. I was also responsible for organizing the monthly brown-bag seminars and, in 2019, managed the selection and promotion of journals for the CNRS ranking. While my current department lacks a formal mentorship process, I regularly provide feedback to younger colleagues, often using our brown-bag seminars as a venue for this support.

TEACHING STATEMENT

My teaching philosophy focuses on equipping students with the essential skills and ethical foundation for their professional careers. This approach is based on my experience teaching a wide range of courses at the bachelor's, master's, Grande École, MBA, DBA, and PhD levels across Europe. At MBS, I serve as the course leader for International Marketing, a role in which I prepare materials for nine subgroups (approximately 500 to 600 students) and oversee three other professors. I also contribute to the DBA program by providing a "state-of-the-art overview" of current marketing research trends in global marketing.

A core principle of my teaching is the integration of academic theory with practical application, which aligns with AACSB learning objectives. I achieve this through a variety of materials, including textbooks, academic articles, (my own) business cases, and simulations. This methodology is rooted in my own experience with Problem-Based Learning at Maastricht University, ensuring that students not only grasp theoretical concepts but also know how to apply them in real-world scenarios. For example, in my strategic courses, a typical three-hour session consists of a theory-based lecture followed by a case study discussion where students apply the theory to a practical business problem. My research also informs my teaching on ethics and social responsibility. I challenge students to evaluate their decisions through an ethical and socially responsible lens, preparing them to become responsible leaders. I am also fortunate to be able to assign my own conceptual articles as readings to help students understand topics such as global consumer culture, market selection, and segmentation.

My teaching experience is broad, covering various academic levels and formats. At the University of Vienna, I designed and taught courses on marketing principles, international marketing strategy, and marketing research seminars. At IESEG School of Management, I taught classes on marketing management, market research, global brand management, and B2B marketing, in addition to managing a school-wide business simulation. At MBS, I teach "Research Perspectives in Marketing" to DBA students, a course designed to provide an overview of current marketing research streams, including my own work. For courses focused on research techniques, such as Market Research and Master's Thesis seminars, I serve as an academic advisor, reviewer, and counselor, providing intensive, one-on-one feedback to students as they develop their projects.

I believe academics must embrace technological advancements to prepare students for the future. I proactively integrate AI technologies, such as Google's Gemini AI Studio and Anthropic's Claude Code, into my courses and thesis supervision. This approach fosters an innovative environment and equips students with skills for a modern, technology-driven workplace, while also setting a realistic example of a typical working environment in most modern businesses. Beyond the classroom, I am committed to a smooth and professional student-professor relationship. This includes a 24-hour response policy and direct communication channels with students using Microsoft Teams Classrooms. I am also committed to an inclusive teaching approach, one that accommodates the diverse needs of students to ensure everyone can succeed. I continuously refine my courses based on student feedback, which I gather through review questions at the start of sessions and feedback rounds at the end. This iterative process enables me to assess student progress and tailor my course content to their individual needs.

Based on my experiences, I am confident in my ability to teach a wide selection of courses related to my research. I particularly enjoy teaching cross-cultural courses, as this aligns well with my research interests and often leads to engaging discussions. I am capable of teaching courses on International Marketing, Brand Management, Market Research, Consumer Behavior, Business Simulations, Marketing Strategy, Cross-Cultural Marketing, and Marketing in Emerging Markets. I can also teach advanced quantitative methods at the PhD level, including structural equation modeling, survey techniques, and scale development. I have designed and taught a variety of courses, including Marketing Management, Global Brand Management, B2B Marketing, and International Marketing Strategy Simulation. I am open to exploring new directions in my teaching.

MEDIA AND PRESS COVERAGE

Title/Description	Outlet	Date
Interview: "Research of the Month"	IESEG Marketing & Sales Department Newsletter	12/2020
Video report: "Building Credible Brands in (Post-) Globalizing Markets" (on our JIBS article)	Fondation nationale pour l'enseignement de la gestion des entreprises (FNEGE)	04.06.2020
Interview: "Why George Clooney may not be the perfect pitchman for every market" (on a JIBS article)	Discover IESEG	14.05.2020
Interview: "Gleiche Produkte, unterschiedliche Namen" (on brand name pronunciation)	ORF (News Agency Austria)	28.03.2016

ACADEMIC SUPERVISION

Across all academic positions, I have supervised Bachelor's, Master's, Entrepreneurship projects, and DBA Theses. Since 2012, I have successfully supervised approximately 50 dissertations and projects.