



CURRICULUM VITAE

Hartmut H. Holzmüller

EDUCATION

Dozent for Business Administration (Habilitation, third academic degree), University of Economics and Business Administration, Vienna 1995
Title of the monography: „Conceptual and Methodological Problems in Cross-cultural Management and Marketing Research“(in German)

Student at the Department of Psychology, University of Vienna, Alma Mater Rudolphina, 6/1982 to 9/1990

Doctor of Social and Economic Science (Business Administration), University of Economics and Business Administration, Vienna, 1982
Dissertation: „International Media-Spillover - An Influencing Factor in Marketing Consumer Goods in Europe“(in German)

Magister of Social and Economic Sciences (Master's Degree), University of Economics and Business Administration, Vienna, 1978
Master Thesis: „International Joint Ventures“(in German)

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Association of German Business Administration Teacher's, since 1983
European Marketing Academy, since 1984
Association for Cross-Cultural Psychology, 1988 -1998
American Marketing Association, since 1991
Academy of International Business, since 1992
Consortium for International Marketing Research, since 1992 (founding member)
European International Business Academy, since 1997
Association of Consumer Research, since 2000

ACADEMIC EMPLOYMENT

Assistant Professor, Department of World Trade, Vienna University of Economics and Business Administration, 1979-1981

Assistant Professor, Department of Marketing, Vienna University of Economics and Business Administration, 1982-1990

Research Scholar, Baruch College, City University of New York, New York, N.Y., 6/1984 - 9/1984

Tenured Associate Professor, Department of Marketing, Vienna University of Economics and Business Administration, 1/1991 - 2/1998

Visiting Professor, International Business Program Area, Darla Moore School of Management, University of South Carolina, Columbia, S.C., 1/1992 - 7/1992

Temporal Substitution of a Chaired Professor in International Management at the University of Hohenheim, Stuttgart, Germany, 11/1994 - 4/1995

Visiting Associate Professor, School of Business and Economics, Boise State University, Idaho, 8/1996 - 7/1997

Chaired Professor of Marketing, Department of Marketing, University of Dortmund, since 3/1998

Visiting Professor, Department of Marketing, WU - University of Economics and Business Administration, Vienna, Austria 3/1999 – 7/1999

Pofesseur invité, IECS Strasbourg, Université Robert Schuman, Strasbourg, France, 4/2000

Visiting Professor, Department of Business Administration, University of Vienna, Austria, 10/2000 – 2/2001

Pofesseur invité, Université Nancy II, Nancy, France, 7/2002

Visiting Professor, Department of Strategic Management, WU - University of Economics and Business Administration, Vienna, Austria 5/2014 – 6/2014

International Visiting Research Fellow, University of Newcastle, Australia, 9/2015

Coinjoint Professor, University of Newcastle, Australia, from 5/2016.

PROFESSIONAL

Internships at Volkswagenwerk AG, Germany (6/1982 - 8/1982),
INFO - Research International, Vienna (6/1985 - 9/1985) and BASF AG, Germany
(9/1987)

State-Licensed Business Consultant (Austria), 1988 – 2003.

Consultant to Austrian, German and international companies/organizations in profit
and non-profit marketing (e.g. McDonalds, T-mobile, Haniel, Stromag, BVB 09,
Dortmund Airport)

Co-Founder and Co-Owner of Institut für Marketingberatung Dortmund GmbH
(Institute for Marketing Consulting Dortmund Ltd.), since 2010.

Member of the acting board of RIF – Institut für Forschung und Transfer e.V (Institute
for Applied Research and Transfer, Assoc.), since 2011.

PUBLICATIONS

Mainly in German language, 5 books and more than 80 contributions to journals and
books.

Main topics:

- International Media-Overspill
- Internationalization and Small-Sized Economies
- Methodological Problems in Cross-Cultural Consumer
Behavior Research
- Crisis Management
- Export Decision-Making
- Psychometric Measurement in Marketing and Management
Research
- Industrial Marketing
- Market Research in for Industrial Goods
- Qualitative Market Research
- Cross-Cultural Competencies of Sales Personnel

REVIEWER ACTIVITIES

Editorial Board:

- Journal of International Marketing
- Journal of Euro-Marketing

Occasional Reviewer

- Management International Review
- Annals of Tourism Research
- Journal of Business Research
- Marketing – Zeitschrift für Forschung und Praxis

Conferences:

- European Marketing Academy Conferences

- Academy of Marketing Science Conferences
- Annual Conferences of CIMaR
- European International Business Academy Conferences
- Academy of International Business Conferences

COURSES TAUGHT AT UNIVERSITIES

At WU - Wirtschaftsuniversität Wien:

- Introduction to Marketing (German)
- Marketing-Mix Planning (German)
- Consumer Behavior (German)
- Applied Research in Consumer Behavior (German)
- International Marketing Management (German and English)
- Ecology-oriented Marketing (German)
- Marketing in Developing Countries (German)

At Universität Wien (Magna Mater Rudolphina):

- Marketing and Market Research (German)
- Psychological Aspects of Marketing (German)

At University of South Carolina:

- International Marketing (BAMD 702) in the MIBS Program (2 courses)

In the International MBA joint program of the University of South Carolina and Wirtschaftsuniversität Wien:

- International Marketing (English)

At Universität Stuttgart-Hohenheim:

- Basics in International Management (German)
- Cross-cultural Management (German)
- Strategic Management in International Corporations (German)
- International Marketing (German)

At Boise State University:

- MK 430 / MK 430G International Marketing (English)
- IB 320 Managing in a Global Economy (English)
- MK 301 Principles of Marketing (English)

At University of Dortmund:

- Marketing I - Strategy, Sectors, Consumers (German)
- Marketing II - Instruments and Segments (German)
- Marketing III - Marketing Processes (German)
- Concepts and Cases in International Marketing (English)
- Cross-cultural Management and Competence (English, German)
- Marketing Research (German)
- Marketing Planning (German)
- Marketing Engineering (German, English)
- Seminar Series "Learning by Consulting" (German)

At Fudan University, Shanghai, China:

- Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research

At Hanken, Swedish School of Economics, Helsinki, Finland:

- Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research

At University of Vaasa, School of Business, Vaasa, Finland:

- Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research

Guest Lectures at academic institutions (selected):

- Universität Graz, Austria
- Universität Osnabrück, Germany
- National University, Singapore
- Baruch College, City University of New York, NY
- Universität Ingolstadt, Germany
- Michigan State University, MI
- Universität Bochum, Germany
- Universität Frankfurt, Germany
- University of Kiev, Ukraine
- University of South Carolina, Columbia, SC
- Université Robert Schuman, Strasbourg, France
- University of Nijmegen, The Netherlands
- Universität Paderborn, Germany
- Universität Essen, Germany
- Dublin City University, Ireland
- Universität Düsseldorf, Germany
- University of Maastricht, The Netherlands
- DAAD-MBA, Minsk, Belarus
- Viadrina University/ Collegium Polonicum, Poland
- Donauuniversität Krems, Österreich
- University of Newcastle, Ourimba Campus, Australia
- University of Newcastle, Sydney Campus, Australia (in cooperation with the German-Australian Chamber of Industry and Commerce)
- University of the Basque Country, Bilbao, Spain
- Marmara University, Istanbul, Turkey
- Johannes Kepler University Linz, Austria

COURSES TAUGHT IN EXECUTIVE EDUCATION

At McDonald's Central Europe, Vienna, Austria

- Principles of Marketing and Sales Management (German)

At MBA-Program "Management in Central and Eastern Europe", Viadrina University, Frankfurt (Oder)

- Global Marketing from a B2B-Perspective (English)

At Schenker AG, Essen, Germany

- E-Commerce and Online-Marketing (German)

At Postgraduate Management MBA-Program, WU Executive Academy, Vienna
Austria

- International Marketing Management (Concepts and Cases) (German)
- Cross-cultural Management Skills (German)

At RWE IT GmbH, Dortmund, Germany

- Customer Relationship Management (English)
- Customer Satisfaction Management (English)

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