

Prof. Dr. Hartmut H. Holzmüller

Date of Birth March 9, 1955
Citizenship: Austrian

Education

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

06/1982 – 09/1990 **University of Vienna, Alma Mater Rudolfina**
Student at the Department of Psychology

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

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

Membership In Professional Organizations

1997 – today European International Business Academy
1992 – today Consortium for International Marketing Research (founding member)

1992 – 2015 Academy of International Business
1991 – today American Marketing Association
1988 – 1998 Association for Cross-Cultural Psychology
1984 – today European Marketing Academy
1983 – today Association of German Business Administration Teacher’s

Academic Employment

05/2016 – 11/2020 **University of Newcastle, Australia**
Coinjoint Professor

09/2015 **University of Newcastle, Australia**
International Visiting Research Fellow

05/2014 – 06/2014	WU - University of Economics and Business Administration, Vienna Visiting Professor, Department of Strategic Management
07/2002	Université Nancy II, Nancy Professeur invité
10/2000 – 02/2001	University of Vienna Visiting Professor, Department of Business Administration
04/2000	Université Robert Schuman, Strasbourg Professeur invité, IECS Strasbourg
03/1999 – 07/1999	University of Economics and Business Administration, Vienna Visiting Professor, Department of Marketing, WU
03/1998	University of Dortmund Chaired Professor of Marketing, Department of Marketing
08/1996 – 07/1997	Boise State University, Idaho Visiting Associate Professor, School of Business and Economics
11/1994 – 04/1995	University of Hohenheim, Stuttgart Temporal Substitution of a Chaired Professor in International Management
01/1992 – 07/1992	University of South Carolina, Columbia Visiting Professor, International Business Program Area, Darla Moore School of Management
01/1991 – 02/1998	University of Economics and Business Administration, Vienna Tenured Associate Professor, Department of Marketing
06/1984 – 09/1984	City University of New York, New York, N.Y. Research Scholar, Baruch College
1982 – 1990	University of Economics and Business Administration, Vienna Assistant Professor, Department of Marketing
1979 – 1981	University of Economics and Business Administration, Vienna Assistant Professor, Department of World Trade

Professional

2018 – today	F&T LaSiSe gem. GmbH (Forschungs- und Technologiezentrum Ladungssicherung Selm) Chairman of the board of directors
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2011 – today	RIF – Institut für Forschung und Transfer e.V (Institute for Applied Research and Transfer, Assoc.) Member of the acting board
2010 – today	Institut für Marketingberatung Dortmund GmbH Co-Founder and Co-Owner Austrian, German and international companies/organizations in profit and non-profit marketing (e.g. McDonalds, T-mobile, Haniel, Stromag, BVB 09, Dortmund Airport) Consultant
1988 - 2003	Austria State-Licensed Business Consultant
09/1987	BASF AF, Germany Internship
06/1985 – 09/1985	INFO – Research International, Vienna Internship
06/1982 – 08/1982	Volkswagenwerk AG, Germany Internship

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

Courses Taught At Universities

University of Business and Economics, Vienna	<ul style="list-style-type: none"> ▪ 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)
University of Vienna (Magna Mater Rudolphina)	<ul style="list-style-type: none"> ▪ Marketing and Market Research (German) ▪ Psychological Aspects of Marketing (German)
University of South Carolina	<ul style="list-style-type: none"> ▪ International Marketing (BAMD 702) in the MIBS Program (2 courses) (English)
International MBA joint programm of the University of South Carolina and Wirtschaftsuniversität Wien	<ul style="list-style-type: none"> ▪ International Marketing (English)
Universität Stuttgart-Hohenheim	<ul style="list-style-type: none"> ▪ Basics in International Management (German) ▪ Cross-cultural Management (German) ▪ Strategic Management in International Corporations (German)
Boise State University	<ul style="list-style-type: none"> ▪ MK 430 / MK 430G International Marketing (English) ▪ IB 320 Managing in a Global Economy (English) ▪ MK 301 Principles of Marketing (English)
University of Dortmund	<ul style="list-style-type: none"> ▪ 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)
Fudan University, Shanghai, China	<ul style="list-style-type: none"> ▪ Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research
Hanken, Swedish School of Economics, Helsinki, Finland	<ul style="list-style-type: none"> ▪ Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research
University of Vaasa, School of Business, Vaasa, Finland	<ul style="list-style-type: none"> ▪ Doctoral Seminar on Methods and Methodologies in Cross-Cultural Management Research
Alpen-Adria University Klagenfurt, Austria	<ul style="list-style-type: none"> ▪ Basics of marketing (English)
Guest Lectures at academic institutions (selected)	<ul style="list-style-type: none"> ▪ 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

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| McDonald's Central Europe, Vienna | ▪ Principles of Marketing and Sales Management (German) |
| MBA-Program "Management in Central and Eastern Europe", Viadrina University, Frankfurt (Oder) | ▪ Global Marketing from a B2B-Perspective (English) |
| Schenker AG, Essen | ▪ E-Commerce and Online-Marketing (German) |
| Postgraduate Management MBA-Program, WU Executive Academy, Vienna | <ul style="list-style-type: none"> ▪ International Marketing Management (Concepts and Cases) (German) ▪ Cross-cultural Management Skills (German) |
| At RWE IT GmbH, Dortmund | <ul style="list-style-type: none"> ▪ Customer Relationship Management (English) ▪ Customer Satisfaction Management (English) |