

CURRICULUM VITAE

Dr. Pervez N. Ghauri **Professor and Chair of Strategy & International Business**

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Ph.D., awarded at the Department of Business Studies, UPPSALA UNIVERSITY, Uppsala, Sweden (Specializing in Marketing and International Business), 1984.

Supervisors: Professor Jan Johanson
Professor Finn Wiedersheim-Paul.

Examiner: Professor Jan-Erik Vahlne

Certificate in International Relations, awarded at the Department of Peace and Conflict Research, UPPSALA UNIVERSITY, Uppsala, Sweden, 1980.

Supervisor: Professor Peter Wallensteen.

Master of Business Studies (Final year of 'Ekonomexamen', equivalent to a Master), Department of Business Studies, UPPSALA UNIVERSITY, Uppsala, Sweden, 1979.

Bachelor of Commerce (Honours), Hailey College of Commerce, THE UNIVERSITY OF PUNJAB, Lahore, Pakistan.

Languages

English, Swedish, Urdu, Punjabi, Norwegian, Hindi and Dutch (working knowledge).

Academic Positions

Chaired Professor of Strategy and International Business, **BIRMINGHAM BUSINESS SCHOOL, University of Birmingham**, United Kingdom, June 2015 – Present. From September 2015 to March 2018, I was Director of PhD Programme. This role entailed, management, education and policy issues for all (150) PhD students and supervisors in the school. We reorganized the programme and introduced several new policy issues.

Chaired Professor Strategy and International Business and Director for Post Graduate Programmes, Department of Management, **KING'S COLLEGE LONDON**, United Kingdom, 2008 – 2015. During this period, I developed and launched a new MSc (International Marketing) and reorganized and repositioned MSc in International Management. Both programmes attracted more than 2500 applications each.

Member Executive Board, Department of Management, **KING'S COLLEGE LONDON**, UK, July 2008 - 2010.

Chaired Professor for International Business, **MANCHESTER BUSINESS SCHOOL**, 2001 – 2008. At joining the MBS, I was given the responsibility to start an International Business Group and a Master programme in IB/IM. In 2007, IB subject area in Manchester Business School was rated No. 5 in the world, 2nd in Europe and 1st in the UK by the Financial Times.

Founding Director of Centre for International Business Research (CIBR), **MANCHESTER BUSINESS SCHOOL**, the University of Manchester, UK, 2003 - 2008. We developed this Centre to encourage research and interaction with professionals and managers and held regular seminars with UKTI and local Chamber of Commerce.

Dean, Faculty of Management & Organization, **UNIVERSITY OF GRONINGEN**, Netherlands, 1997 – 2000. My main task was the management of the faculty and staff development to enhance the research profile and the ranking of the faculty. Also, helped in the preparation of the faculty's case for EQUIS accreditation.

Chaired Professor and Director for Postgraduate Programmes for Marketing and International Business, Faculty of Management & Organization, **UNIVERSITY OF GRONINGEN**, Netherlands, 1993 – 1997. I developed and launched two Master programmes (MSc International Business and MSc in International Financial Management) in collaboration with Uppsala University and University of Florida, Gainesville, USA.

Appointed Member of Central Scientific Committee, **UNIVERSITY OF GRONINGEN**, Netherlands, 1997-2000.

Coordinator and Academic Supervisor for MHO Programme (Development Aid Project finance by the Ministry of Foreign Affairs, Netherlands), “Revitalizing the College of Business and Economics of the **UNIVERSITY OF ASMARA**, Eritrea”, 1995 - 2001. Under this role, we prepared the bid for a multi-million-dollar financing from the Dutch government for a 15-years programme to assist University of Asmara to develop a business school. This included curriculum development, programme development, staff training and liaison with the government. We were awarded the project in open bidding process and ran it successfully for 15 years (three rounds of 5 year each).

Associate Professor and Associate Dean, **OSLO BUSINESS SCHOOL**, Oslo, Norway, 1989 – 1993 (Merged with Norwegian School of Management - BI in 1993). My main

responsibility was to develop MBA and Executive MBA programmes. Under this role, I had responsibilities including curriculum development, staff development and development of post-graduate programmes including budgetary responsibilities.

Assistant Professor and Coordinator for Master Programmes, Department of Business Studies, **UPPSALA UNIVERSITY**, Uppsala, Sweden, 1985 - 1988.

Academic Positions (Advisory)

External Assessor for Professorship in International Business, University of Sussex, May 2019.

External assessor for Professorship in International Business, Trinity College, Dublin, Ireland, January 2018.

External Assessor for the Professorship in International Business, Dublin City University, Ireland, March 2017.

External Assessor for the professorship in International Business, UNIVERSITY OF EXETER, UK, June 2016.

External Assessor for Professorship in Marketing, UPPSALA UNIVERSITY, Sweden, August/September 2013.

Academic advisor to the faculty, AMERICAN UNIVERSITY OF BEIRUT, Lebanon, May 2013. The main purpose was to mentor junior faculty for their career development and publication strategies.

External assessor for Professorship in International Business, LAPPEENRANTA UNIVERSITY, Finland, March 2014.

Panel Member to evaluate School of Business, LAPPEENRANTA UNIVERSITY, Finland, 2012 – 2013.

Advisor to the Faculty Board, UNIVERSITY OF VAASA, Finland, 2011 - 2019.

External Assessor for Professorship in International Business (IB), ROYAL HOLLOWAY, University of London, UK, April, 2010.

External Assessor for Professorship in International Business (IB), HELSINKI SCHOOL OF ECONOMICS, Finland, September 2009.

External Assessor for professorship in IB, UNIVERSITY OF KENT, UK, June 2009.

Member Strategy Response Group, Groups remit was to implement the merger between UMIST and MANCHESTER BUSINESS SCHOOL, the University of Manchester, UK, 2004 - 2005.

Regular Reviewer for ESRC grants applications for Marketing and international business, since 2003.

Reviewer for grants applications for Canadian Social Sciences Research Council, since 2006.

Member Academic Board for Postgraduate Studies, UMIST, UK, September 2002 – August 2004.

Member of an International Panel to review and evaluate International Business Programme of College of Business, UNIVERSITY OF AUCKLAND, New Zealand, November 2001.

Appointed Member, Central Scientific Committee, UNIVERSITY OF GRONINGEN, the Netherlands, July 1997 – July 2000.

Member Advisory Board, Centre for International Business (CIBUL), UNIVERSITY OF LEEDS, UK, since 1995 - 2008.

Member Advisory Board, Centre for Development Studies, UNIVERSITY OF GRONINGEN, Netherlands, 1998 - 2001.

Academic Advisor for Curriculum Development in International Business, OPEN UNIVERSITY, Milton Keynes, United Kingdom, 1994 - 1996.

Academic Advisor for Curriculum Development in Marketing and International Business, SCANDINAVIAN INTERNATIONAL MANAGEMENT INSTITUTE (SIMI), Copenhagen, Denmark, 1993 - 1995.

External Assessor for the Professorship in International Business, UNIVERSITY OF STRATHCLYDE, UK, July 2004.

External Assessor for Professorship in International Business, LOUGHBOROUGH UNIVERSITY, UK, May 2004.

External Examiner for MBA and Executive MBA programmes, University of Leeds, UK, 2002 – 2005.

External Assessor for Professorship in International Business, COPENHAGEN BUSINESS SCHOOL, Denmark, October 1998.

Academic Advisor for curriculum development for the MBA programme and teachers training for case teaching, LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS), Lahore, Pakistan. (At present one of the best Universities in Pakistan), May – September 1986.

Awards and Honours

Doctor of Economics and Management (Honorary) awarded by University of Vaasa, Finland (“In recognition of outstanding research and publications in the field of Marketing and International Business”), September 2018.

Doctor of Economics (Honorary) awarded by Turku School of Economics and Management, Turku, Finland (“In recognition of the contributions made in the field of international business and dissemination of knowledge through International Business Review”), 2005.

Elected **Fellow**, Academy of International Business (AIB-Worldwide), since 2015.

Elected **Vice President**, Academy of International Business (AIB - Worldwide) for the years 2008-2010.

Board Member, European International Business Academy (**EIBA**), since 2003.

Elected **EIBA Fellow**, since June 2008.

Board Member, Academy of International Business (**AIB UK&I**), 2005 - 2008.

Best European Dissertation of the Year Award given to the supervisor and the student by European Federation for Management Development (**EFMD**), for the best dissertation of the year: The impact of service quality on customer retention, by Karin Venetis, 1998.

Outstanding Paper Award (2006), by Emerald Literati Network for the paper, ‘Analyzing textual data in international marketing research’, published in *Qualitative Market Research: An International Journal*, 2005.

Best paper award at the British Academy of Management (**BAM**) annual conference, (with Naresh Pandit and Gary Cook), University of Oxford, 2005. Several other best paper awards in AIB, EIBA and CIMAR conferences over the years.

Research Grants and Funding

CURRENT

ESRC/FAPESP, UK & Brazil, Creating competitive advantage by serving marginalized communities and inclusive development in Latin America, (with G. Carniero and A. Giroud), under application, awaiting decision. Total funding £790,000.00.

Riksbankens Jubileumsfond, Sweden, Creating Competitive Position through Ethical Behaviour: Swedish Firms in Emerging Markets, (with Ulf Elg, Lund University and Sara Hanell from Stockholm School of Economics, Sweden), Total funding SEK: 7.4

million (around £740,000:-) awarded in September 2018. Three years project starting January 2019.

ESRC-GCRF funding for the project, “Digital Technology-based New Business Model for Inclusive Development”, with X. Fu, Oxford University (Total value £ 766,000), awarded in September 2018, three years project.

PREVIOUS

European Commission FP-7 (CP_FP), a collaborative research grant for the project, “A framework model on MNEs impact on global development challenges” (with Lappeenranta University, Oxford University, Brunel University, UNU-MERIT and Turku University), (Total project € 2.3 million). Three Years project 2015 – 2018.

Ragnar Söderberg’s Research Foundation, for the project: The role and benefits of marketing collaboration for international firms. (With Ulf Elg, Lund University, Sweden), 2013-2016. Amount: 3 200 000 SEK (£ 320000).

Economic and Social Sciences Research Council (ESRC) UK, research grant for the project; An Investigation into Factors Influencing Market Driving Strategies, (with Fatima Wang, King’s College London), (£ 357000) three years’ project February 2012 - 2015.

Soderbergs Research Foundation, Stockholm, Sweden, Research grant for the project: Creating Brand Value and Market Orientation on Emerging Markets: The Role of Business and Socio-Political Relationships, (with Ulf Elg, Lund University, Sweden), four year project (SEK 4,250,000: - (£ 400000)), September 2011 – December 2016.

Economic and Social Research Council, (ESRC) UK, Research grant for the project; Multinational Enterprise Acquisitions and Linkages in Emerging Markets, (with Mo Yamin and Marcela Miozzo) three-year project (£ 177000), January 2005-July 2008.

Handelsbankens Research Council (Sweden), Research grant for the project; The Impact of Market Orientation on Entry Strategies of Retailing Firms, (with Ulf Elg, Lund University, Sweden), four-year project (SEK 3,900,000: - (£ 390000)), January 2003-January 2008.

British Council - NWO research grant to study Internationalization of British and Dutch SMEs, (with Simon Harris), (£ 15000), 1996.

Norwegian Foreign Office (UD), research grant to study Market Potentials for the Norwegian Business and Industries in the Baltic States (NOK 150000), 1992.

Export Council of Norway (EKK), Research Grant to study Export Behaviour of Smaller Norwegian Firms, Oslo, Norway (NOK 250000), 1989, 1990 and 1991.

Export Association of Sweden, Research Grant to study Export Behaviour of Smaller Swedish Firms, Stockholm, Sweden (SEK 75000), 1983.

Humanities and Social Science Research Council of Sweden, Research Scholarship, Stockholm, Sweden (SEK 150000), 1983.

Upplandsbankens Research fund (SEK 75000), 1981 and 1982.

Handelsbankens Research Council grants to attend international conferences (SEK 175000), 1981, 1983, 1985, 1986, 1987 and 1988.

Marketing Technique Centre, Research Scholarship of Stockholm School of Economics, Sweden (SEK 72000), 1982.

Faculty for Social Sciences Doctoral Research Award, University of Uppsala, Uppsala, Sweden (SEK 275000), 1981 - 1984.

Ongoing Research Projects

Creating Competitive Position through Ethical Behaviour: Swedish Firms in Emerging Markets, (with Ulf Elg, Lund University and Sara Melen from Stockholm School of Economics, Sweden), funded by Riksbankens Jubileumsfond, Sweden.

Developing Digital Technology-based New Business Model for Inclusive Development (with Xiaolan Fu, Oxford University) funded by ESRC-GCRF, September 2018 – present.

International Business Negotiations: Negotiation Zones and Negotiation Space for BREXIT Negotiations (Ursula Ott, Nottingham Business School UK), 2016 - present.

MNE micro-foundations and sustainable competitive advantage in emerging markets, (with Ulf Elg, Lund University Sweden), funded by Soderbergs Research Foundation.

Editorial Experience

Founding Editor, *International Business Review*, (six issues per year, now in volume 27, ISI journal with impact factor 3.93, five-year impact 4.373 Citescore 7.6. Official Journal of European International Business Academy (EIBA), Elsevier, Oxford, United Kingdom, since 1992, (ABS 3).

Consulting Editor, *Journal of International Business Studies*, January 2017 - present. (ABS 4*).

Editor (Europe), *Journal of World Business*, 2007 - 2014, (ABS 4).

Guest Editor, Risk Mitigation and Management Strategies of Multinational Enterprises, *Journal of World Business*, in process expected to be published in 2019, (ABS 4).

Guest Editor, *Management International Review*, Internationalization of Services Firms, in process, to be published in 2018, (ABS 3).

Guest Editor for a special issue on CSR and International Marketing, *International Marketing Review*, published in 2014, (ABS 3).

Guest Editor for a special issue on New Challenges to Multinational Enterprises, *Management International Review*, published in 2012 (ABS 3).

Guest Editor for a special issue on Multinational Enterprises and Economic Development, *Journal of World Business*, 2009 Issue 6 (ABS 4).

Editor, *International Business and Management Series*, Elsevier, Oxford, United Kingdom, (1-2 volumes per year, now in volume 30), since 1996.

Member Editorial Board, *European Journal of Marketing*, MCB University Press, UK, since 1994.

Member Editorial Board, *International Journal of Management Review*, Elsevier science Ltd., UK, since 2008.

Member Editorial Board, *Journal of Conflict Management*, Emerald, UK, since 2009.

Reviewer on regular basis for *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of Marketing*, *Journal of Business Research*, *British Journal of Management*, *Journal of World Business*, *International Marketing Review*, *Management International Review* and *Long Range Planning*.

Visiting Positions

Visiting Professor, International University of Japan (IUI), Japan, April 16 – 21, 2019.

Visiting Professor, University of South Australia (UniSA), Australia, April 2017 – September 2018 (two visits per year to mentor PhD students and junior staff).

Visiting Professor, UNIVERSITY OF PAVIA, Italy, November 16—19, since 2016, Member PhD Board.

Visiting Professor, UNIVERSITY OF NAPOLI, Italy, October 14 – 21, 2018.

Visiting Professor, UPPSALA UNIVERSITY, Sweden, to mentor/advise academic staff in their publication efforts, three years starting January 2016 – June 2019, (mostly through emails and one visit per year).

Visiting Professor for Post-graduate studies, financed by British-Spanish Academy of Sciences, COMPLUTENSE UNIVERSITY, Madrid, Spain for the academic year 2014 – 2015 (three visits to support postgraduate studies).

Visiting Professor, POZNAN UNIVERSITY OF ECONOMICS, Poznan, Poland, May 2014.

Visiting Professor, YONSEI UNIVERSITY, Seoul, South Korea, July – August 2013.

Visiting Professor, PONTIFICAL CATHOLIC UNIVERSITY (PUC), Rio de Janeiro, Brazil, November 13 – December 3, 2011.

Visiting Professor, DONGBEI UNIVERSITY, Dalian, China, October 28 – November 6, 2011.

Visiting Professor, UNIVERSITY OF LYON 3, France, January 4 – 10, 2010.

Visiting Professor ESCP – EUROPE, Paris, France, September 2009.

Visiting Professor of International Business, (one week per semester) Institute for International Economics and Business, LUND UNIVERSITY, Sweden, 2000 - 2016 (assist in PhD supervision, development of master programmes and fund capture).

Visiting Professor, Faculty of Economics, UNIVERSITY OF VALENCIA, Valencia, May 12 -15, 2008 and June 14 – 20, 2009.

Visiting Professor, ESCP – EUROPE, Berlin, Germany, May 10 -16, 2009.

Visiting Professor, Advisor to the Faculty of Business & Economics, UNIVERSITY OF VAASA, Vaasa, Finland, since 2007 one week per year.

Visiting Professor, UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS (UIBE), Beijing, China, April 5 – 15, 2004.

Visiting Professor of International Business, PEOPLE UNIVERSITY OF CHINA, Beijing, China, November 4 – 11, 2005.

Visiting Professor, UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS, Beijing, China, May 1 – 9, 2005.

Visiting Professor for International Business, AMERICAN COLLEGE OF GREECE, Athens, May 10 – 20, 2004.

Visiting Professor for International Marketing, IECS, ROBERT SCHUMAN UNIVERSITY, Strasbourg, France, October, 2004.

Visiting Professor of International Business, The Eli Broad School of Business, MICHIGAN STATE UNIVERSITY, U.S.A. (Sabbatical leave), August 2000 – May 2001.

Visiting Professor of Marketing, School of Management, LANCASTER UNIVERSITY, United Kingdom, November 2000 – April 2001.

Visiting Professor of Business to Business Marketing (Part-time - 20%), Faculty of Economics and Business Administration, MAASTRICHT UNIVERSITY, the Netherlands, January 1991 - 1995 (worked with problem-based learning and as Advisor to Ph.D. candidates).

Visiting Professor of International Business, SCANDINAVIAN INTERNATIONAL MANAGEMENT INSTITUTE (SIMI), Copenhagen, Denmark, 1993 - 1995 (two weeks per year).

Visiting Professor of International Business, IECS Strasbourg, ROBERT SCHUMAN UNIVERSITY, Strasbourg, France, August 1994, October 1997 and March 2004.

Visiting Professor of International Business, HEINRICH HEINE UNIVERSITY, Düsseldorf, Germany, October 1994, November 1997 and February 1998.

Visiting Professor of International Business, COPENHAGEN BUSINESS SCHOOL, Copenhagen, Denmark, 1995 and 1996 (seminars for post-graduate students).

Invited Keynote Speaker

Keynote speaker, 4th Oxford SINO-UK Innovation and Development Forum, on Emerging Technologies and Inclusive Development, Oxford University, UK, 11 November 2019.

Keynote speaker, The Changing landscape of International Business, for AIB-CEE annual conference, University of Kaunas, Lithuania, September 26 – 28, 2019.

Invited panel member for the Panel on Internationalization of Service SMEs, Annual EIBA conference, Poznan University of Economics and Business, Poland, December 12 – 16, 2018.

Keynote speaker, Is Globalization under Threat? Conference on Nordic Countries and Emerging Markets, Stockholm University, Sweden, October 24 – 26, 2018.

Keynote speaker, Internationalization through social Entrepreneurship, Annual International Business conference, Aalborg University, May 27-31, 2018, Aalborg, Denmark.

Keynote speaker, New developments in International Business and Strategy, Annual ANPAD (Brazilian Academy of Management) conference, October 1- 4, 2017, Sao Paulo, Brazil.

Faculty for Paper Development Workshop (PDW), Workshop on SME Internationalisation, St. Edmunds College/Hall, Oxford, September 14 – 15, 2017.

Keynote Speaker, Faculty for Doctoral Consortium and Executive Board Member, Vaasa Conference, Biannual conference, Vaasa, Finland, August 23 – 25, 2017.

Keynote Speaker for the Entrepreneurship Panel and Meet the Editor's session, Academy of International Business (AIB), Annual conference, Dubai, July 3 – 6, 2017.

Keynote Speaker, Consortium for International Marketing Research (CIMAR), Annual conference, University of Florence, Italy, June 21 – 23, 2017.

Keynote Speaker, Internationalization through Social Entrepreneurship: Centre for International Business and Management (CIBM) annual conference, STOCKHOLM UNIVERSITY, Sweden, May 8-9, 2017.

Keynote Speaker, International Workshop on Interdisciplinary Research in Social Sciences, JEAN-MOULIN UNIVERSITY LYON III, France., February 3 – 5, 2016.

Keynote speaker and Chair, EIBA-FELLOWS Plenary session for EIBA conference, PONTIFICIA UNIVERSIDADE CATOLICA (PUC), Rio de Janeiro, Brazil, December 1 – 3, 2015.

Keynote speaker, International Conference on Transnational Corporations in China, UNIVERSITY OF CHONGQING, Chongqing, China, July 5 – 9, 2014.

Keynote Speaker, British Academy of Management (BAM) workshop on 'Inter-firm collaborations and power relationships', University of Bedfordshire, Luton, UK, April 11, 2013.

Keynote speaker, European Trade Promotion Office (ETPO) 52nd conference on European Union's trade with Emerging Markets, Luxembourg, April 28 – 29, 2011.

Keynote speaker, Academy of International Business (UKI), annual conference, UNIVERSITY OF EDINBURGH, Edinburgh, April 14 – 16, 2011.

Keynote Speaker, Conference on 4th International biennale on commercial negotiations, AVANCIA-NEGOCIA LES GRANDE ECOLE DU COMMERCE, Paris, 17 – 18 November 2010.

Keynote speaker, Conference on new challenges to Multinational Enterprises, UNIVERSITY OF LYON 3, France, January 5 - 6, 2010.

Keynote speaker, Conference on Multinational Enterprises and Emerging Countries, (AIB – SOUTH KOREA CHAPTER), Inje University, Busan, South Korea, November 12 – 14, 2009.

Keynote Speaker, Consortium for International Marketing Research, UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS, Beijing China, October 14 – 16, 2009.

Keynote Speaker on Globalization and Emerging Markets, ATLAS, ESCP – EUROPE, Paris, France, September 17 – 19, 2009.

Keynote Speaker, Conference on International Human resource Management, UNIVERSITY OF TURKU, Turku Finland, August 27 – 29, 2008.

Keynote Speaker, Conference on Globalization and Asian Firms, UNIVERSITY INDONESIA, JAKARTA, INDONESIA, August 10 - 15, 2007.

Keynote speaker, Biannual Conference on International Business and Management, UNIVERSITY OF VAASA, FINLAND, August 20 - 22, 2007 & 2009.

Keynote speaker, Emergence of Chinese and Indian Multinationals, BRUNEL UNIVERSITY, UK, April 2007.

Keynote Speaker, Globalization and Korea: How should we compete for multinational investments? Conference arranged by KOREAN TRADE AND INVESTMENT OFFICE (KOTRA) and KOREAN ACADEMY OF INTERNATIONAL BUSINESS, Seoul, Korea November 1, 2006.

Keynote speaker, Governments and Multinational Enterprises in the Age of Globalization, conference arranged by KOREAN ACADEMY OF INTERNATIONAL BUSINESS, Pusan, Korea, November 3, 2006.

Keynote Speaker, Globalization and its impact on Emerging Markets, Conference for AUSTRALIAN BUSINESS AND BEHAVIOURAL SCIENCES ASSOCIATION (ABBSA), Adelaide Australia, September 28 – 30, 2006.

Keynote speaker, Globalization and its impact on international business: A research agenda, conference for ASSOCIATION FOR ECONOMIC SCIENCES SPAIN (ACEDE), Valencia Spain, September 11 – 12, 2006.

Keynote Speaker, Conference on European Integration and European research, UNIVERSITY OF LUND, SWEDEN, Molle, May 16 – 17th, 2006.

Keynote Speaker, Conference on Multinationals, Technology and Development, UNIVERSITY OF SCIENCE AND TECHNOLOGY, Catania Italy, November 22, 2005.

Keynote speaker, Conference on regional Economics and Industrial Clusters, UNIVERSITY OF PORTO, Porto Portugal, September 15, 2005.

Keynote Speaker, Conference on Competition for Foreign Direct Investment in Europe, UNIVERSITY OF LUND, SWEDEN, Molle, May 10 – 13, 2004.

Corporate/Consulting Experience

Training Subsidiary Managers of BP in ‘Cross-cultural Communication and Negotiations’, 4 - 6 batches per year, 2007 – 2013.

Consultant on Tobacco Advertising Cases, SHOOK, HARDY & BACON, LLP, London, UK, April 2000 - 2013.

Consultant to attract Foreign Investment, Netherlands Foreign Investment Agency, MINISTRY OF ECONOMIC AFFAIRS, The Netherlands, 1994 - 1995.

Consultant to NORWEGIAN EXPORT COUNCIL, assisted in evaluation of smaller firms for export subsidies, Oslo, Norway, 1991 – 1993.

Consultant for Sales-force Training and Teachers Training, EUROSAS (Professional Training Centre of AIRBUS INDUSTRIES'), Blagnac, France, June 1992 - January 1994.

Consultant, International Trade Centre (ITC), UNCTAD/GATT, Geneva, Switzerland, 1993 - 2014.

Media Appearances

ITV News, Live from Studio on TATA’s takeover of Land Rover and Jaguar brands, April 11, 2008.

Sky News, on takeover of Manchester City Football Club by Former Prime Minister of Thailand, July 29, 2007.

Debate article in Financial Times (FDI), “Nothing to Fear: Western anxieties about Chinese economic strength are overblown”, April/May, 2007, p88.

BBC Radio 4, on international trade and food industry, February 17, 2007.

BBC News, Northwest news at 6:00 pm and 10:00 pm, on sale of Liverpool Football Club, January 31, 2007.

ITV, Granada news at lunch (Live from studio) and main news at 7:30 pm, on sponsorship deal negotiations by Manchester United Football club, April 6, 2006.

Sky News, on acquisition of Pilkington Glass by a Japanese firm, February 28, 2006.

Debate article in the Enquirer, on “UK Firms in Foreign Hands”, June 8-14, 2006.

Several media appearances in Norway as I developed the first English speaking MBA and Executive MBA programmes targeting foreign students, during the period 1990 – 1993.

Academic Courses Taught

EXECUTIVE EDUCATION

International Business Negotiations (Also to organizations such as; Airbus Industries, Ericsson and BP)

Entry Strategies into Foreign Markets (Also in China to Chinese Managers and Policy makers)

Doing Business in Emerging Markets (Also to members of UK Trade & Investment office)

The Impact of Globalization on Company Strategies (Also to Chinese Managers)

Courses to BP on International Communication and Negotiations, 2007 – 2013 (five years contract 4 - 6 times a year).

Several courses such as; International Marketing, International Business Strategies, International Business Negotiations and Cross-cultural Communication to MBAs, postgraduate and undergraduate levels.

Have supervised 20+ Ph.D. dissertations to completion in Sweden, Netherlands and United Kingdom (plus 2 in UNISA, Australia). Most of the graduated students are now Associate / Assistant Professors in good schools in UK, Europe, Taiwan, Malaysia, Lebanon and Indonesia.

Have served as external examiner for scores of Ph.D. dissertations in the United Kingdom (SOAS, University of London, Lancaster University, University of Glasgow, Manchester Business School, University of Leeds, University of London University of Glasgow and University of Kent, UK), Sweden (Uppsala University and Royal Institute of Technology), Norway (Norwegian School of Management and University of Agdar), Spain (Autonomous University Barcelona and University of Valencia), Germany (ESCP – Europe, Berlin), Finland (University of Vaasa and University of Turku) and The Netherlands (University of Groningen and Maastricht University).

Have supervised and examined more than 100 Master dissertations in Sweden, Norway, Netherlands and United Kingdom.

External examiner for MSc (International Management), School of Business, UNIVERSITY OF EDINBURGH, September 2009 - 2011.

External examiner for MBA and MSc (Management) for Leeds University Business School, LEEDS UNIVERSITY, UK, 2002 – 2005.

Publications

Citation indices

	All	Since 2016
Citations	24810	9609
h-index	61	42
i10- index	173	115
Downloads on Research Gate:	more than 40000 in 2020	

(Google Scholar Citations, February 23, 2021)

Books

International Marketing, 5th edition, (with Philip Cateora), London: McGraw-Hill, (publication July 2021).

Doing Business in Emerging Markets, 3rd edition, (with T. Cavusgil and L-A., Liu), London: Sage (publication April 2021).

International Business Negotiations: Theory and Practice, (with Ursula Ott and Hussain Rammal), Cheltenham: Edward Elgar, 2020.

Research Methods in Business Studies, 5th edition, (with Kjell Gronhaug and Roger Strange), Cambridge: Cambridge University press, 2020.

Multinational Enterprises and Terrorism, (with Naveed Elahi), Bingley, Emerald, 2020.

Multinational Enterprises and Sustainable Development, (Edited with Fu, Xiaolan. and Vataanen, Juha), London: Emerald, 2018.

International Business Strategy: Theory and Practice, (with Peter Buckley), London: Routledge, London: Routledge, 2015.

Handbook of Research on International Entrepreneurship Strategy: Improving SME Performance Globally, (with V. Manek Kirpalani), Cheltenham: Edward Elgar, 2015.

Evaluating Companies for Mergers & Acquisitions, (with Ibne Hassan), Bingley: Emerald, 2014.

International Marketing, (with Philip. Cateora), 4th edition, London: McGraw-Hill, 2014.

Doing Business in Emerging Markets, (with Tamer Cavusgil and Ayse Akcal), 2nd edition, London: Sage, 2013.

Business, Society and Politics: Multinationals in Emerging Markets, (edited with Amjad Hadjikhani and Ulf Elg), Bingley: Emerald, 2012.

International Marketing, 3rd edition, (with Philip Cateora), London: McGraw-Hill, 2010, (Reprinted in India for Indian market, 2011).

Research Methods in Business Studies, 4th edition, (with Kjell Gronhaug), London: FT-Pearson, 2010 (Translated into Chinese, Hungarian and Estonian as well as an Indian edition).

New Challenges to International Marketing, (edited with Rudolf Sinkovics), in the series, *Advances in International marketing*, Volume 20, Bingley: Emerald, 2009.

Globalization, (with Sarah Powell), London: DK, Essential Manager Series, A booklet for managers, FT-Pearson, 2008 (Translated in German).

International Marketing, 2nd edition, (with Philip Cateora), London: McGraw-Hill, 2006.

Managing Opportunity Development in Business Networks, (edited with Amjad Hadjikhani and Jan Johanson), Basingstock: Palgrave, 2005.

Research Methods in Business Studies: A Practical Guide, 3rd edition, (with Kjell Gronhaug), London: FT-Prentice Hall, 2005 (translated in to Chinese).

Global Firms and Emerging Markets in the Age of Anxiety, (edited with Benjamin Prasad), New York: Praeger, 2004, (Translated into Chinese).

European Union and the Race for Inward FDI in Europe, (edited with Lars Oxelheim), Oxford: Elsevier, 2004.

International Business Negotiations, 2nd Edition, (with Jean-Claude Usunier), Oxford: Elsevier, 2003.

Research Methods in Business Studies: A Practical Guide, second edition, (with Kjell Gronhaug), London: FT-Prentice Hall, 2002 (Translated in Chinese, Portuguese and Estonian languages).

Doing Business with Emerging Markets: Entry and Negotiations Strategies, (with Tamer Cavusgil and Milind Agarwal), Thousands Oak: Sage, 2002.

International Mergers and Acquisitions: A Reader, (edited with Peter Buckley), London: Thomson, 2002.

Project Marketing: Beyond Competitive Bidding, (with Bernard Cova & Robert Salle), London: John Wiley, 2002.

International Marketing, , (with Philip Cateora), London: McGraw-Hill, 2000.

The Global Challenge for Multinational Enterprises: Managing Increasing Inter-Dependence, (edited with Peter Buckley), Amsterdam: Elsevier, 1999.

Advances in International Marketing: From Mass Marketing to Relationships and Networks, (editor), Connecticut: JAI Press, 1999.

The Internationalization of the Firm: A Reader, 2nd Edition, (edited with Peter Buckley), London: Thomson, 1999.

International Business Negotiations, (edited with Jean-Claude Usunier), London: Elsevier, 1996, reprinted in 1999 (reviewed in JIBS, 30/2, 1999).

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Professional Memberships and Conferences

Co-Chair for ACADEMY OF INTERNATIONAL BUSINESS (UK&I), 45th annual conference, University of Birmingham, UK, April 12-14, 2018.

Co-Chair for EUROPEAN INTERNATIONAL BUSINESS ACADEMY (EIBA), annual conference in University of Sussex, Brighton, UK, December 7 – 10, 2012.

Track Chair, International Trade and Investment, EUROPEAN INTERNATIONAL BUSINESS ACADEMY (EIBA), annual conference in Bucharest, Romania, December 8 – 10, 2011.

Track Chair; Teaching International Business, EUROPEAN INTERNATIONAL BUSINESS ACADEMY (EIBA), Porto, December 10 – 12, 2010.

Conference Chair for ACADEMY OF INTERNATIONAL BUSINESS –UK (AIB-UK), annual conference, April 6 – 8, 2006.

Track Chair for International Business, BRITISH ACADEMY OF MANAGEMENT, UK, since 2004.

Track Chair for Business to Business Marketing, ACADEMY OF MARKETING SCIENCE, 2005.

Co-chair and Organizer the 8th BI-annual ACADEMY OF MARKETING SCIENCE - World Marketing Congress, in University of Petronian Malaysia, Kuala Lumpur, Malaysia, June 23-27, 1997.

Conference Participation with Presentations

For the last twenty plus years I have always attended the following conferences every year: **AIB, EIBA and AIB-UK**. I have occasionally attended **AMA, AOM, IMP, AMS, BAM and CIMAR** conferences. I often attend these conferences as Keynote speaker, member of different panels or presenter. I have organized most of these conferences as Conference Chair over the years, at least once. In addition, I am invited as Keynote speaker to a couple of other conferences every year.

London, February 05, 2021.