

## CV (in brief)

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## Research profile in brief

My research focuses on international business (IB) strategy with an emphasis on cross-cultural management and makes contributions to the design of quantitative empirical research in IB.

With my research, I have visibly and continuously contributed to the theoretical and empirical understanding of cross-cultural values, competencies, and their associations with IB outcomes, such as international entrepreneurial activity, job, team, and firm performance. Examples are recommendations on aligning theoretical and empirical cross-cultural competence constructs (International Business Review, 2023), findings on the nomological network of cultural intelligence and work outcomes (Journal of World Business, 2021), and the development of a cultural archetype approach illustrated in the context of entrepreneurial intention (Journal of International Management, 2016). I have made likewise pronounced contributions to the best practices when designing empirical studies, and using or triangulating research methods for theory testing and theorizing in IB. An example is the manuscript on necessity logic in IB research (Journal of World Business, 2022).

I have accomplished a strong recognition in the IB research community and am recognized as one of the leading experts in structural equation modeling and necessary condition analysis. This is visible in citation metrics (>2.500 citations; h-index: 20, in Google Scholar), invitations to panel discussions on cross-cultural topics and methods workshops held at leading conferences organized by the Academies of Management (AoM) and International Business (AIB) (e.g., in 2019, 2021, 2022 and 2023). In addition to the above leading IB journals (e.g., Journal of World Business), my publications have appeared in leading strategy and business journals, such as Long Range Planning, and Journal of Business Research. I am the editor in chief at the European Journal of Inter-national Management, a listed editorial review board member at the Journal of International Business Studies and the Journal of International Management and regularly guest edit special issues. Lastly, I am the elected national representative Denmark for the European Academy of Management (EURAM). My current research agenda is based on the above accomplishments and organized around three interrelated themes. First, I research into the successful management of today's multicultural (co-located) workforces characterized by migration, and the successful integration of migrants from rich, emerging, and poor markets to organizations and societies. Second, I research into the determinants of success in multicultural geographically dispersed teams that collaborate using digital technologies (global virtual teams). Third, I am the Danish country investigator of the GLOBE 2020 project, and research into cultural values, and global leadership preferences/ styles. My re-search on methods forms a fourth ongoing research stream with a more generic IB focus.

My role as a researcher includes the exchange of knowledge with business practitioners and the integration of research findings into educational concepts. I regularly collaborate with SMEs and MNEs on the above topics, publish research findings in outlets targeting business practitioners, and present findings at business practice events. Furthermore, I have published textbooks and further contemporary educational materials (e.g., case studies, a video-based massive open online course) that enable great learning experiences among students. My research has and is profiting from third-party funding from various sources (e.g., funding acquired from the German Research Foundation; 2017-2022, from the EURAM; 2023-2024) The acquisition of future funding that is related to my research from governments, foundations, and business practice is an integral part of my work.

## Academic positions in brief

2017- present: University of Southern Denmark, Odense (Denmark)  
Associate Professor, Department of Business and Management

2014-2016: Nordakademie Graduate School, Elmshorn (Germany)  
Professor of International Management and Marketing (Germany)

2011-2014: Hamburg University of Technology, Hamburg (Germany)  
Postdoc at the Institute of HRM and Organization (Prof. Ringle)

-and: 2013-2014: INSEAD, Paris (France), Research fellow at the Strategic Management faculty (Prof. Midgley)

-and: 2011-2014: University of Manchester, Manchester (UK), Research and teaching co-operation on methodologies in international management (Prof. Sinkovics)

-and: 2011-2012: University of Newcastle, Newcastle (Australia), Research co-operation on strategic implications for alliance performance (Prof. Gudergan)

2005-2009: Hamburg University, Hamburg (Germany)  
PhD student, Industrial Management Institute (Prof. Hansmann)  
-and: 2009: Stellenbosch University, Stellenbosch (South Africa), Research co-operation on internationalization and performance at the Department of Business Management (Prof. Boshoff)  
-and 2008: Osaka City University, Osaka (Japan), Research co-operation on German stakes in German-Japanese joint ventures in Japan, Graduate School of Business (Prof. Inaba)  
-and 2006: Indiana University, Bloomington (USA), Research co-operation on intra-regional sales and firm performance, The Kelley School of Business (Prof. Rugman)

### **Business experience in brief**

2009-2010: GfK SE, Hamburg/Nuremberg (Germany)  
Research Consultant  
2004-2005: Gelszus Marktforschung GmbH, Hamburg (Germany)  
Project Manager  
2002-2004: Hamburg Institute of Economics, Hamburg (Germany)  
Project Assistant  
1998-2002: Ipsos Deutschland GmbH, Hamburg and Ipsos France SA, Paris (Germany/France)  
Junior Project Manager

### **Education/degrees in brief**

2015: State doctorate (habilitation thesis): Determinants of Success in International and Strategic Management, Hamburg University of Technology (Germany)  
2010: PhD: Internationalisation and Firm Performance: An Empirical Analysis of German Manufacturing Firms, Hamburg University (Germany)  
2003: University degree in business administration at Hamburg University,  
Diploma in Business Administration  
1998: Foreign language correspondence clerk at Hamburg Foreign Language School  
Languages: English, French, Spanish  
1996: Abitur, Hamburg