

Nicole Franziska Richter is a Professor of International Business at the University of Southern Denmark. She is the program director of the International Business and Management/Marketing programs and is among the board of directors for the Intercultural Competence Platform at SDU. Prior to this, she was a Professor of International Management and Marketing at Nordakademie Graduate School in Germany and the director of the Marketing & Sales Master program. Her research focus is on international and strategic management with special emphasis on cross-cultural aspects. She received her PhD (on Internationalization and Firm Performance) from University of Hamburg (in 2009) and was awarded with the 'Wolfgang-Ritter'-Award for excellent research (in 2013). She received her habilitation (state doctorate) (on Determinants of Success in International Business) from TU Hamburg (in 2015). She has been engaging in various research and teaching projects at different international Universities and Business Schools for the last decades - among them institutions in Stellenbosch (South Africa), Osaka (Japan), Indiana (USA), Fontainebleau (France), Manchester (UK), and Newcastle (Australia). Her list of publications covers more than 30 publications in the field of international and strategic management, mostly in peer-reviewed academic journals. She has gathered rich expertise in international marketing research as she has been working as a consultant in the marketing research industry (at GfK SE, Gelszus Marktforschung GmbH, Ipsos Deutschland GmbH & Ipsos France SA) for several years. Her current teaching portfolio at SDU covers: International Business Management, Applied Market Strategy, Research Methods in International Business, Globalization and Entrepreneurship (further information on the teaching portfolio are provided below).

Principles of teaching

Fairness is achieved by means of objectivity, transparency, and giving voice in evaluating and grading. Objective evaluation criteria are formulated and discussed with students prior to projects, exams etc. Review procedures involve – if feasible – a second reviewer. Meetings are arranged that enable views into exam(s) and papers.

Teaching is focused on techniques of **co-operative learning** and follows a general co-operative approach to student and teacher relationships. Case studies & problem-based learning sessions are integrated into the regular sessions.

Teaching should enable **knowledge transfers** into all directions: a) from business practice to teaching (e.g. via guest lectures, firm visits), b) from teaching to business practices (e.g. projects done for business partners), c) from research to teaching (e.g. involving current research projects into lectures and seminars), and d) from teaching to research (e.g. publishing manuscripts in co-operation with students).

Formal education in teaching methods

Teaching post education, finished the profile on: Development of curricula (University of Hamburg, 2007-2009).

Teaching methods, tests and exams

a) To provide knowledge, classical full frontal presentations, video presentations of or interviews with experts in certain fields, student presentations of given literature, and e-learning tools are used.

b) To sharpen skills, problem-based learning or case oriented learning sessions, discussions of practical problems which students or the lecturer bring to the session are used.

c) Tests and exams are adapted to course formats and comprise in addition to classical formats: reports as used in business practice and their (video) presentation, thesis projects that have the form of journal-like articles.

Portfolio of lectures, workshops and seminars (teaching experience)

International Management / Business

Specific Courses on: Intercultural Competencies

Strategic (and General) Management

(International) (B2B) Marketing (& Sales)

Market(ing) Research Statistics & Decision Making / Applied Statistics

Specific Courses on: PLS Structural Equation Modeling

Time & Project Management

ERP Systems and SAP Laboratories

Teaching materials

Visit my youtube channel for an overview of e-learning materials:

<https://www.youtube.com/channel/UCZYoRfFqcPcVKM6SkG4575g/featured>

Case studies written are published in www.thecasecentre.org