

I M M

**INSTITUTE FOR INTERNATIONAL
MARKETING MANAGEMENT**



Content

Mission Statement.....	3
Research at IMM	4
Teaching at IMM.....	7
Industry Cooperation and Corporate Partners.....	10
IMM Business Club.....	13
IMM Team Members.....	14
Contact Details.....	16

Some Highlights

IMM Projects with Corporate Partners	Recent Publications in Top Journals
<ul style="list-style-type: none"> • IMM offers companies a variety of opportunities for cooperation • This can be in form of joint projects, company presentations, workshops and master or bachelor theses. More details on → Page 10 	<ul style="list-style-type: none"> • IMM faculty is well established in the international scientific community • An overview of recent publications in leading journals of the field can be found on → Page 5

New Teaching Program at IMM

- The IMM institute has adapted its teaching program to the Bachelor/ Master structure
- More information on the M.Sc. in Marketing and the IMM Bachelor → Page 7



MISSION STATEMENT

The Institute for International Marketing Management (IMM) focuses on creating and sharing knowledge in the field of international marketing management. To this end, we strive to publish our research in highly respected journals read by leading scholars and senior executives, and seek to use innovative teaching approaches that involve case studies, simulations and real-life cases. We are intent on maintaining strict academic standards in all our activities without sacrificing practical relevance.

This brochure intends to give an overview about our main activities and achievements. It features selected examples from our publication portfolio and research projects and reports about the international activities of our faculty. Our teaching program and our research is the backbone of our success and, as such, continuously upgraded. International guest professors regularly visit the institute to complement the program. Naturally, corporate engagement is a key element of our activities. We have set up long-term relationships with numerous firms, which sponsor thematic and recruitment events within our student and alumni “IMM Business Club” and collaborate on research projects in the format of seminars and master/bachelor theses as well as consulting projects.

We hope you enjoy reading this brochure and we look forward to welcoming you at our institute!



© Petra Spiola

o.Univ.Prof. Bodo B. Schlegelmilch
Ph.D., D.Litt., Ph.D. (hon.)

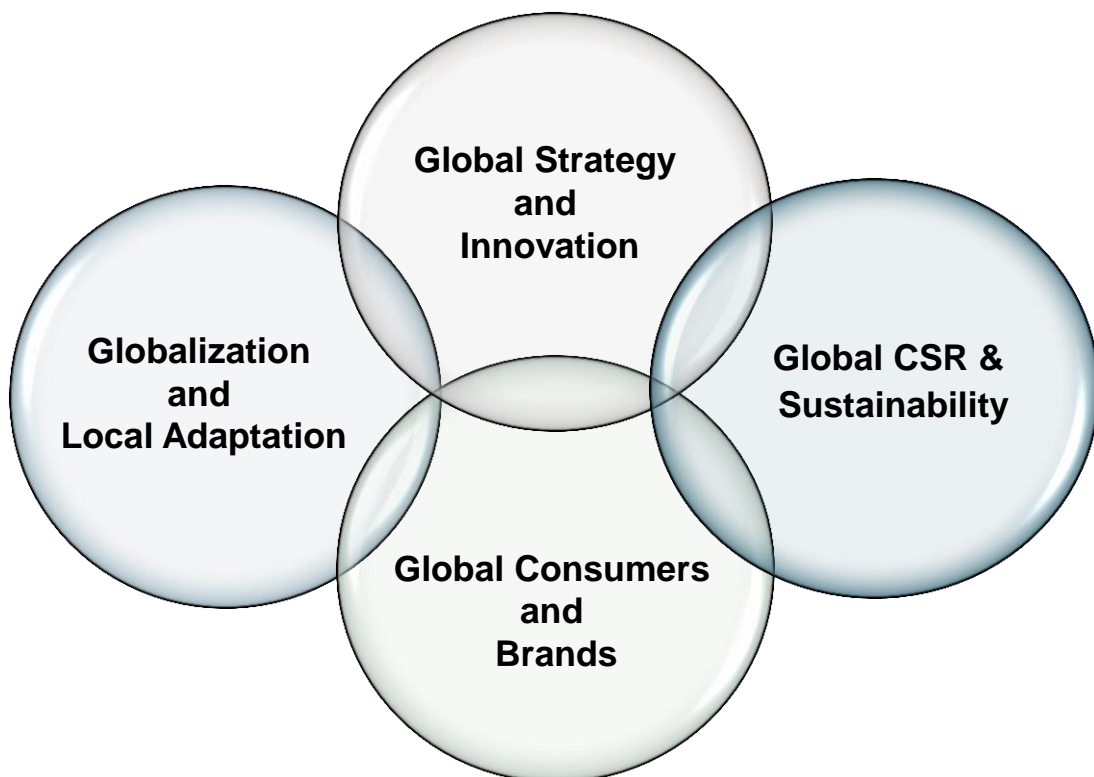


RESEARCH at IMM

In its research, IMM attempts to bridge academic rigor and practical relevance.

- We **publish both in top academic journals** (e.g. Strategic Management Journal, Journal of International Business Studies) as well as in **journals addressing senior executives** (e.g. Journal of World Business)
- Members of the institute have served or are still serving on a wide **variety of editorial boards** (e.g. Journal of Marketing, Journal of International Marketing)
- Furthermore, they have won **research awards** and have been invited to provide **expert opinions** in a number of high level research evaluations.

The IMM research activities focus on four interdependent areas



MORE INFORMATION? → www.wu.ac.at/imm



IMM IN THE INTERNATIONAL RESEARCH COMMUNITY Selected publications in international top journals

Penz, E., Kirchler, E. 2012. Sex Role Specialization in a Transforming Market: Empirical Evidence from Vietnamese Middleclass Households. *Journal of Macromarketing* 32 (1): 56-68.



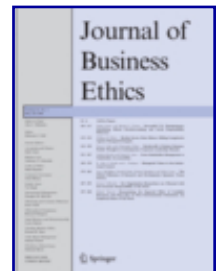
Schlegelmilch, B. B. 2011. Commentary on “Developing Successful Theories in Marketing: Insights from Resource-Advantage Theory”. *Academy of Marketing Science Review* 1 (2): 85-89.



Penz, E., Stöttinger, B. 2012. A Comparison of the Emotional and Motivational Aspects in the Purchase of Luxury Products versus Counterfeits. *Journal of Brand Management* 19 (7): 581-594.



Öberseder, M., Schlegelmilch, B. B., Gruber, V. 2011. “Why Don’t Consumers Care about CSR?” – A Qualitative Study Exploring the Role of CSR in Consumption Decisions. *Journal of Business Ethics* 104 (4): 449-460.



Diamantopoulos, A., Schlegelmilch, B. B., Paliyawadana, D. 2011. The Relationship between Country-Of-Origin Image and Brand Image As Drivers Of Purchase Intentions: A Test of Alternative Perspectives. *International Marketing Review* 28 (5): 508-524.



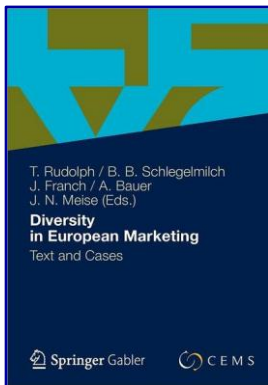
Stöttinger, B., Penz, E. 2011. The Value of Regional Brands in Europe: How Consumers in Five European Countries perceive and evaluate European Brands. *Marketing Journal of Research and Management (Marketing JRM)* 33 (1): 68-80.



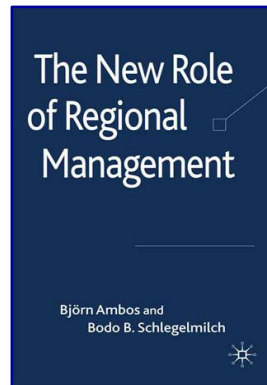


PUBLICATIONS

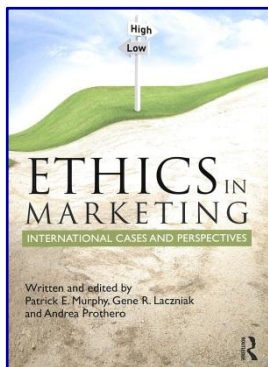
Selected Text and Reference Books



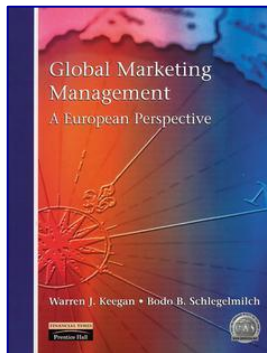
Rudolf, T.,
Schlegelmilch, B.B.,
Bauer, A., Franch, J.,
Meise, Jan N. Diversity
in European Marketing
Text and Cases.
2012. Springer Gabler
Verlag



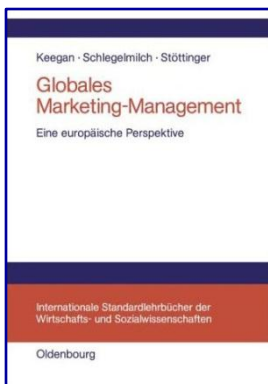
Ambos, B.,
Schlegelmilch, B. B.,
The New Role of
Regional
Management.
Basingstoke:
2010. Palgrave
Macmillan



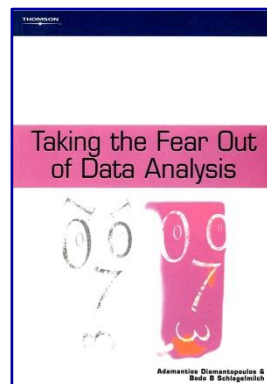
Stöttinger, B. "Tracking
down counterfeiters on
Ebay – whose
responsibility is it? In :
Murphey, Patrick E.,
Laczniak, Gene R.,
Prothero, A. Ethics in
Marketing: International
Cases and
Perspectives.
2012. Routledge



Keegan, W.J.,
Schlegelmilch, B. B.
Global Marketing
Management – A
European Perspective.
2001. Financial
Times/Prentice Hall,
London



Keegan, W.J.,
Schlegelmilch, B.B.,
Stöttinger, B. Globales
Marketing
Management.
2002. Oldenbourg
Verlag, Hamburg



Diamantopoulos, A.,
Schlegelmilch, B. B.
Taking the Fear Out
of Data Analysis.
2008. Thomson

MORE INFORMATION? → www.wu.ac.at/imm



TEACHING at IMM

In all our activities, we try to maintain **academic rigor** without sacrificing **practical relevance**. This is also true for our **innovative teaching approach** that involves case studies, simulations and real-life studies with corporate partners.

IMM stands for committed, **state-of-the art teaching**. You will find a demanding yet caring faculty, supported by **numerous external professors** from the US and other countries.

The IMM Institute teaches within two main programs:

- 1) the MSc in Marketing
- 2) the WU Bachelor Specialization in International Marketing Management
- 3) the WU Ph.D. Program in Economics & Business Administration



→Key Facts on the MSc Marketing

Marketing is essential to success in any business or non-profit organization, due to its focus on both the customer and the company's objectives. This master program recognizes the dynamic and technologically innovative nature of contemporary marketing activities. It combines cutting-edge theory and practical applications to provide graduates with the know-how and skills for creating, communicating and delivering value to customers through customized products and services in a globalized economy.

Our program is ...

- an internationally oriented, two-year full-time education with an exclusive focus on marketing,
- a rich choice of marketing electives,
- an innovative blend of conceptual, experiential, and project-based teaching formats offered by a research-minded faculty with close links to corporate partners.

... your benefits:

- you strengthen your already solid analytical and creative skills,
- acquire additional hard skills in marketing research, business analytics, and decision making,
- learn how to employ these skills to solve practical marketing problems, and
- translate your knowhow into concrete operational marketing programs.



MORE INFORMATION? →

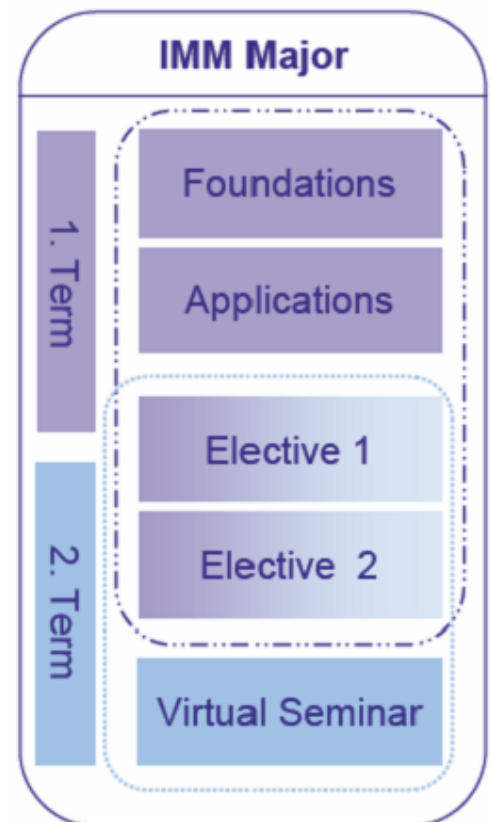
www.wu.ac.at/programs/en/master/marketing



TEACHING at IMM

→ Key Facts on the WU Bachelor Specialization in International Marketing Management

- All students need to pass the **entry test** at the beginning of the term
- To graduate students have to pass **5 courses** which sum up to 10 contact hours (SWS) or **20 ECTS**
- In the first IMM semester, students **start** with the lecture “**Foundations in International Marketing Management**”
- The lecture will be accompanied by “**Applications**” in which the students will be able to **apply concepts and tools in small groups**
- In addition, students can start with **elective courses**
- Two electives need to be chosen from our **wide range of lectures** as for example
 - Global Branding,
 - Global Consumer Behavior,
 - Global Marketing Research,
 - Marketing in Emerging Markets.



- In the **2nd IMM semester**, students sign up for the **Virtual Seminar** where they will have to apply their IMM knowledge in a real and international context.
- All **students who study one semester abroad** can and should still participate in the Virtual Seminar in the same semester.

MORE INFORMATION? → www.wu.ac.at/imm



Ph.D. DISSERTATIONS, MASTER AND BACHELOR THESES

Some examples of Ph.D. theses supervised by IMM faculty

- Gruber V., Sustainable consumption decisions – an examination of consumer cognition and behavior
- Khan, M., Discovering in-group reactions to out-group focused endorsements
- Haas-Kotzegger, U., Consumer response to product-harm crises
- Graf, M., The antecedents and consequences of sourcing decisions on customer relationship management services
- Pramböck, B, An integrated model of firm-specific and relation-specific drivers of alliance performance

Some examples of MASTER theses supervised by IMM faculty

- Bader A., Channel integration in the automotive market of Singapore – illustrated with the case of Audi and Volkswagen
- Kraetschmer, M., Tiefenthaler, M. The competitive landscape for wood polymer composite products – key players and their strategies within the European market
- Brezanska, J. Market selection and market analysis for virtual marketplaces in CEE
- Klech, F. Market entry and penetration strategies in the Russian pharmaceutical market
- Javidara, M. Consumers' attitudes and perspectives towards the counterfeiting phenomenon in a special product category - sporting goods and equipment industry - the case of Iran
- Klement, Online gaming and virtual communities in China and Germany
- Nagyunyomi-Senyi, P., Corporate philanthropy in Austria and Hungary: an intercultural study of consumer associations

Some examples of BACHELOR theses supervised by IMM faculty

- Hofer, C., Kepplinger, A.: Almdudler in the U.S. (Case Study)
- Uferer, C., Counterfeits and Piracy – international legal, economic and consumer-related aspects
- Colo, D., The attitudes and perspectives of consumers towards counterfeited sports goods in BEH
- Gabriel, Ch., Donnie GmbH – Current Marketing Strategies in Austria and CEE Markets (Case Study)
- Hochgatterer V., The market entry of ENGEL Austria GmbH in China (Case Study)



INDUSTRY COOPERATION & CORPORATE PARTNERS

IMM offers companies a variety of opportunities for cooperation

1) Master and bachelor theses

Master and bachelor theses are assigned by the IMM faculty to students who are close to finishing their studies and have excellent academic records. Master theses containing commercially sensitive or confidential information can be kept private for up to five years.



2) International marketing projects

Market research projects often need a lot of resources. IMM is able to offer an advantageous solution to this problem. Led by skilled faculty, students close to finishing their studies and eager to apply their skills to practical problems work in groups to solve your market research problems. The research teams often include experienced students from the geographic area under investigation.

3) Corporate presentations embedded in our lectures

To connect theory and practice in our lectures, we regularly invite managers and practitioners to share their experiences with our students.



4) Corporate seminars and workshops

Members of IMM are regularly offering various corporate seminars and workshops. These activities are organized through the WU Executive Academy.

Cooperation with the IMM institute provides many benefits:

+ Access to state-of-the-art international experience

IMM faculty is experienced in successfully conducting projects

+ Contacts around the world

We are able to conduct international projects around the globe. Assisted by our network of corporate and academic contacts, we are able to draw upon suitable support from partners if necessary.

+ Operative support by our students

We involve students in our projects. Students are offered involvement in external projects as a reward for exceptional study results.

+ Efficient project work

Having students to support the project enables cost-efficient market research projects.

+ Screening potential employees

Integrating students into the project offers the chance to assess potential future employees before making a long term commitment.



INTERNATIONAL MARKETING PROJECTS

Recent Partners

International marketing projects are a **considerable part of the IMM curriculum**. They offer our students the opportunity to apply their acquired knowledge to a practical project carried out **on behalf of an international company**. Among our seminar partners are Boston Consulting Group, Accenture, Umdasch, Henkel and Roland Berger Strategy Consultants. Usually, students work in teams according to the corporate partners' needs.

International marketing projects are of **strategic and international** character, enabling the students to work on questions such as international market entry, market processes and international product development.

“Real Life”

- Students work in different work groups on specific project-modules
- Results are presented to the corporate partner

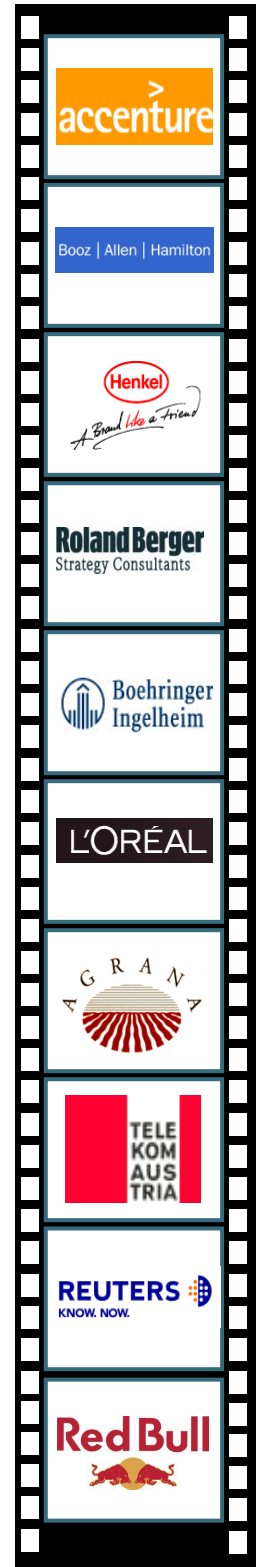
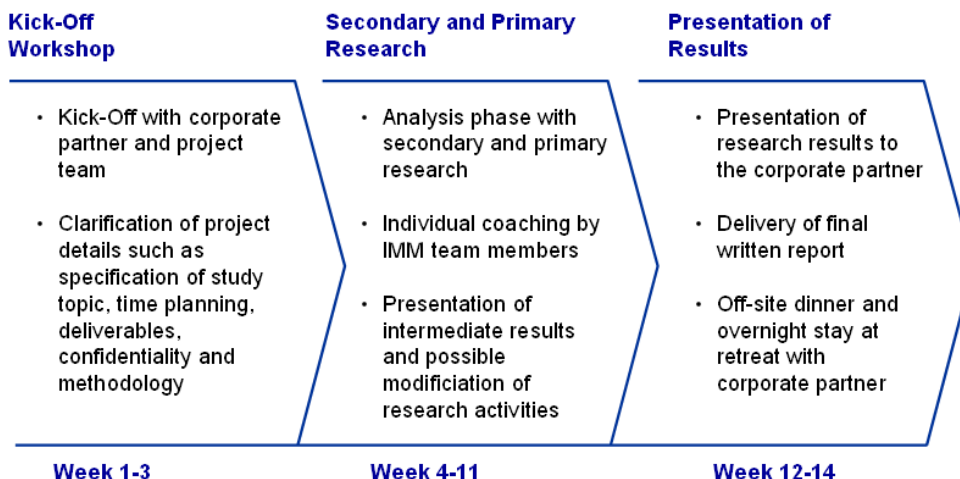
“In-Depth”

- Extensive qualitative and quantitative market research is carried out (e.g. questionnaires, expert interviews, analysis of business reports)
- The results are summarized in project presentations and written reports

“Value-Adding”

- Corporate partners profit from the high motivation and the manpower working on research and analysis
- A number of contact opportunities to potential employees arise during the course of the seminar

Typical Course of a Seminar





REFERENCES

Selected comments from our corporate partners

“Henkel and the Institute for Marketing Management (IMM) have been collaborating on various projects for years. We are always impressed by the high quality of IMM-students and have employed numerous graduates of the Institute in our organization.”

**Günter Thumser,
 Executive Vice President**



“For more than a decade I have cooperated with IMM and especially with its head – Prof. Dr. Bodo Schlegelmilch – in various aspects, including studies of high confidentiality and importance. Without exception, I experienced the Institute’s work as highly professional on time, and producing valuable results. It will be a pleasure for me to work with them also in the years to come.”

DI DDr. Manfred Reichl

“Red Bull Media has been collaborating with the Institute for International Marketing Management (IMM) on a number of business projects. Each time, I have been impressed by the high professional standards of the Institute and their ability to bridge theory and practice.”

**Alexander Koppel,
 Chief Commercial Officer
 Red Bull Media House**



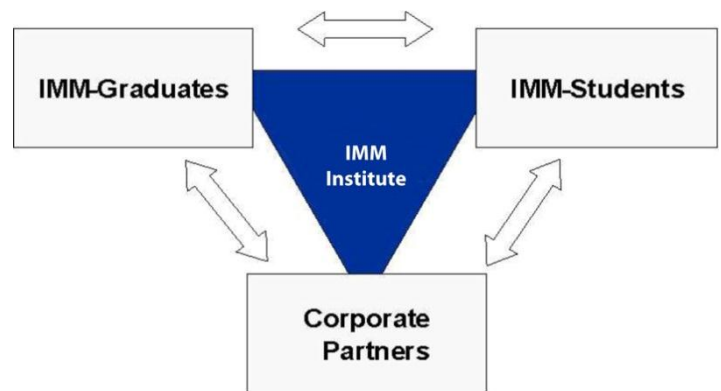
- Accelate
- Accenture
- Agrana Fruit
- American Chamber of Commerce in Vienna
- Amway
- ARC Seibersdorf research
- ASFINAG
- Austria Tabak
- Baxter Immuno
- Böhler Thyssen
- Boehringer Ingelheim
- Booz Allen Hamilton
- Büro für Internationale Forschungs- und Technologiekoooperation (BIT)
- Bureau Van Dijk Electronic Publishing
- compuware
- Connect
- Cynobia
- Datatrak
- Degussa
- Electrovac
- Eli Lilly
- Erste Bank
- Europapier Bohemia
- Europapier Sonevix
- European Telecom
- fatfoogoo
- Franz Blaha Sitz- und Büromöbel
- Frequentis
- Haas Waffelmaschinen
- Henkel CEE
- Hilti Österreich
- Horváth & Partner
- Hutchison 3G
- Johnson & Johnson Medical
- KTM Motorcycle
- Lifescan Inc.
- L’Oréal
- Max.mobil
- McKinsey
- Mobilkom
- Museum für Angewandte Kunst (MAK)
- Oracle
- Palfinger
- Philips Österreich
- Procter & Gamble
- Raiffeisenlandesbank NÖ-Wien
- Raiffeisen Rechenzentrum
- Reckitt & Coleman
- Red Bull
- Reuters
- Rotes Kreuz Niederösterreich
- Roland Berger Strategy Consultants
- Der Standard
- SAP
- Skoumal & Fischnaller Software
- Smart Information Systems
- Stinnes
- Telekom Austria
- Triumph International
- Umdasch Ladenbaugruppe
- Unilever
- Unisys Österreich
- VerkaufsberaterInnencolleg
- VB Leasing International
- Veterinärmedizinische Universität
- Wirtschaftskammer Österreich



IMM Business Club

The IMM Business Club is the **student and alumni association** of the Institute for International Marketing Management (IMM).

It serves as a networking platform for current IMM-Students, IMM-Graduates and Corporate Partners. Currently, the IMM Business Club has more than 450 members and is growing steadily.



The aims of the IMM Business Club are

- nurturing the **dialogue between academic theory and business practice**,
- developing an **experience and knowledge pool**,
- and providing a **networking platform**.

To achieve these goals, we offer a **wide range of events and information services**.



MORE INFORMATION? → www.wu.ac.at/imm



IMM TEAM – Professors



o.Univ.-Prof. Bodo B. Schlegelmilch, M.Sc., Ph.D., D.Litt.

- Bodo B Schlegelmilch founded the Institute for International Marketing Management in 1997 and is also Founding Dean of the WU Executive Academy.
- Prior to joining WU Vienna, he held tenured professorships in the US and the UK and worked for Deutsche Bank and Procter & Gamble. He studied Business Administration in Cologne, holds an M.Sc. degree and two doctorates (Ph.D. and D.Litt.) from Manchester Business School and an honorary Ph.D. from Thammasat University in Bangkok.
- Bodo B. Schlegelmilch won various teaching and research awards and taught in executive education programs on six continents. He has been recognized as one of the leading authors in international marketing and his research appeared, for example, in the *Strategic Management Journal*, *Journal of International Business Studies*, *Journal of Business Ethics* and *Journal of World Business*. Bodo B. Schlegelmilch has been the first ever European Editor-in-Chief of the *Journal of International Marketing* and has served on editorial boards of several leading academic journals, including the *Journal of Marketing*, *Journal of International Business Studies* and *International Journal of Research in Marketing*,



Prof. Dr. Elfriede Penz

- Holds a Doctor degree in psychology (University of Vienna), European PhD on Social Representations and Communications and an MAS as cultural manager (University of Music and Performing Arts, Vienna).
- She teaches International Marketing and Consumer Behavior/Psychology at WU Vienna and abroad (UK, Spain Slovenia, Czech Republic and Ukraine).
- Dr. Penz acquired EU funds (FP7) for a 2-year project (2008 - 2010) on counterfeiting and intellectual property rights. She received a Best Poster Award (EIBA 2008), Best Paper Award (AIB-UK 2006), Outstanding Paper in Marketing (Emerald LiteratiNetwork 2005) and the *Erste Bank Preis* (2004).
- Her research interests include consumer behavior and methodological issues in international marketing and management. She published in refereed international journals such as *Journal of Economic Psychology*, *Psychology & Marketing*, *International Marketing Review*, *Management International Review* or *Journal of Consumer Behavior*.



Prof. Dr. Barbara Stöttinger

- Associate Professor at IMM and Academic Director of the Professional MBA Marketing & Sales.
- Prior to WU Vienna, she gained industrial experience as a product group manager and in consulting. Dr. Stöttinger has extensive experience as lecturer and executive educator in Austria (WU Professional MBA programs) and abroad, i.e. in North America (e.g. Texas A&M, University of Victoria), Europe (e.g. Aston Business School, ESSCA Bordeaux, University of Ljubljana, VSE Prague, GSOM St. Petersburg) and Asia (e.g. Vietnam, Thailand).
- Her research interests are global pricing strategies of SMEs and special topics in international consumer behavior (Euroconsumer, counterfeiting). She published in leading journals such as *Journal of International Marketing*, *Management International Review*, *Marketing ZFP*, *Psychology & Marketing*, *Journal of Consumer Behavior*, *Marketing Education Review*, *International Business Review* or *International Marketing Review*. She has co-authored a textbook on Global Marketing Management.



IMM TEAM – Research and Teaching Assistants



Zablocki Agnieszka holds a Master degree (Mag.) in Psychology with specialisation in Economic Psychology from the University of Vienna, Austria. She gained professional experience as project assistant in Human Resources and International Marketing Management as well as at the ITSV in Customer Relationship Management.



Ilona Szöcs holds a Master degree in commerce and a Master of Science degree in international business. She studied in Slovakia, Hungary and the USA, and gained professional experience in management consulting as well as in international marketing. Before joining IMM, she worked at Free University of Bolzano-Bozen in Italy as a Teaching Assistant.



Päivi Karhu holds a double Master degree (CBU) in Business and Administration as well as Management with the specialization in International Technology and Innovation from the Graduate School of Management in Russia and Lappeenranta University of Technology / School of Business in Finland. She joined IMM in June 2010.



Verena Gruber holds a Doctor degree from the Vienna University of Economics and Business (2012), specialization in International Marketing Management and Tourism and Leisure Studies, exchanges at ULACIT, San Jose, Costa Rica (2006) and London School of Economics, U.K..



CONTACT

Secretariat



Pamela Svaton
☎ +43-1-31336-4146
Fax +43-1-31336-793
pamela.svaton
@wu.ac.at

Hanife Ülkü
☎ +43-1-31336-5103
Fax +43-1-31336-793
hanife.uelkue
@wu.ac.at

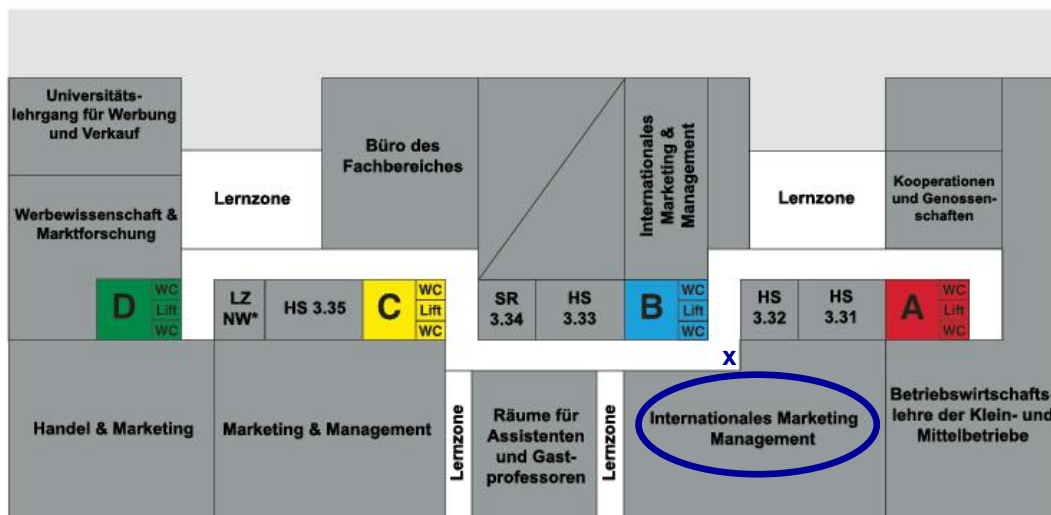


Address

Institute for International Marketing Management
WU Wien
Augasse 2-6
1090 Vienna – Austria

☎ +43/1/313 36/5103
Fax +43/1/313 36/793
✉ imm@wu.ac.at
Web <http://www.wu.ac.at/imm>

Directions: Building UZA 1; Section B, 3rd Floor



* In diesen Lernzonen sind Netzwerkanlüsse vorhanden.

© 2012 Institute for International Marketing Management; WU Wien

Photos

Photos on pages 5, 6, 7, 8, 9, 13, 14, 15, 16 © Institute for International Marketing Management; WU Wien
Photo on page 11 and logos from respective company sources and press offices ©
All other photos © Petra Spiola / Institute for International Marketing Management; WU Wien