

Curriculum Vitae

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1. WORK EXPERIENCE

Work Experience – Academic

2013-current

CALIFORNIA LUTHERAN UNIVERSITY – SCHOOL OF MANAGEMENT Dean and Professor

California Lutheran University is a selective comprehensive institution offering undergraduate and graduate degrees in the liberal arts and sciences and in professional fields. The mission of the University is to educate leaders for a global society who are strong in character and judgment, confident in their identity and vocation, and committed to service and justice. The School of Management at CLU has been an instrumental contributor to the university's mission through its undergraduate and graduate business programs. Through its institutes such as the Center for Economic Research and Forecasting, the California Institute of Finance or the Center for Leadership and Values, the School of Management provides cutting edge programs and research. Main responsibilities and achievements include:

- Improvements of internal and external communication
 - Rebuilding data management
 - Internal weekly email news blast
 - Email blasts to major stakeholders outside of the School
 - Social media initiatives on various platforms (Facebook, LinkedIn, Twitter, GooglePlus)
 - Event series for various target groups (Entrepreneur Speaker Series, Molecules and Markets, ReConnections, Leadership Essentials)
- Development of program portfolio and program curricula for both undergraduate and graduate programs
 - New content areas including Entrepreneurship, Sustainable Business, Sports Management, Music Business
 - Redesign of Master of Business Administration programs
 - Redesign of Master of Science in Information Systems & Technology and Master of Science in Computer Science programs
 - Introduction of Entrepreneurship Minor
 - Harmonization of learning management systems
 - Started new venture competition
- Establish and maintain relationships with stakeholders outside of the university, including corporations, non-profit organizations, and the general community.
 - Establishment of 101Entrepreneur Community
 - Establishment of various event series
 - Cooperation Agreement with Port of Hueneme
 - Led work Group on Entrepreneurship and Innovation for Workforce Investment Board
- Build alumni outreach and donor relations program, including fundraising
 - Re-constituted School of Management Advisory Council and added new members of the regional corporate community
 - Established Dean's Executive Council with C-level executives of companies that are leaders in their industry (e.g. Yamaha of America, PrattWhitneyRocketdyne, Trader Joe's, Sage Publications, City of Hope, and others)
 - Created quarterly alumni newsletter
 - Designed and implemented Dinner with the Dean event series
 - Started alumni event abroad series in Austria, China, Taiwan, and Thailand.
- Improvements and expansion of physical infrastructure.
 - Creation of combined incubation / co-working / classroom / faculty office facility for student, alumni and community use
 - Remodel of existing facilities
- Re-Orientation of international recruitment strategy.
 - Exploration of new and emerging markets
 - Implemented market penetration strategy for established markets
- Upgrading of faculty base and increase in scholarly output
 - Attracted global academic leader in the field of New Venture Creation / Entrepreneurship
 - Added serial entrepreneur as clinical faculty
 - Hired globally recognized expert in the field of Talent Management
 - Hired other essential faculty members
- Technology Initiatives
 - Creation and implementation of central syllabus creation tool
 - Initiated GoogleGlass beta tester group

Curriculum Vitae – Dr. Gerhard Apfelthaler

- Change management towards culture of achievement, accountability and excellence.
 - Designed and implemented faculty performance management system
 - Advisory Council Awards for Outstanding Achievements in Teaching, Scholarship, Service, and Student Research.
 - Redesigned organizational structure revised job description and increased accountability

CALIFORNIA LUTHERAN UNIVERSITY – SCHOOL OF MANAGEMENT

Professor in International Business (Tenured) and Associate Dean for Graduate Programs

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- Oversight of all graduate programs at School of Management
- Budgeting for graduate programs
- Successful implementation and growth of Online MBA program (2009-to 2013)
- Successful design, implementation and growth of offshore MBA program in Europe (2010-to date)
- Increase of graduate enrolment by 23 % in three years (2009-2012)
- Successful implementation of international recruitment strategy
- Development of new emphasis tracks in MBA program (Sustainable Business)
- Various initiatives to improve quality of programs and to enhance brand image
- Development and implementation of event outreach program [Re]Connections
- Outstanding teaching evaluations
- Steady track record in scholarly output
- Chair of Graduate and Professional Education Committee (2009-2012)
- Selected Partner for Kauffman Foundation FasTrac for Veterans Initiative (2013)

7/2005

SINGAPORE MANAGEMENT UNIVERSITY

Lee Kong Chien School of Business
Visiting Fellow

Singapore Management University (SMU) is one of the leading providers of cutting-edge education and research in the area of Business and Management throughout South-East Asia. Main activities as visiting fellow included the delivery of classes and extra-curricular lectures.

2002-2004

ROCHESTER INSTITUTE OF TECHNOLOGY

Center for International Business
Rochester, NY / USA
Affiliated Fellow

Located in immediate proximity to a world-renowned photonics and imaging cluster with the headquarters of Kodak Eastman, Xerox and Bausch & Lomb, the Rochester Institute of Technology is one of the leading educational institutions of the United States. The fellowship primarily covered international business research activities on the topic of export propensity of industrial clusters.

9/2002

VICTORIA UNIVERSITY

Europe-Australia Institute
Melbourne / Australia
Visiting Fellow

Victoria University is one of Australia's leading universities with undergraduate and graduate programs in many areas and countries, especially in the Asia-Pacific region. The short-term fellowship at Victoria University primarily included the delivery of a research seminar on the topic of culture as competitive advantage.

2001-2009 **FH JOANNEUM (FH Joanneum University of Applied Sciences)**
Graz / Austria
Chair, Department of International Management and Area Coordinator for all Business Programs

FH Joanneum is a university offering study programs on the graduate level. Position involves full academic responsibility for the graduate program in International Management and includes general academic and organizational responsibility. Responsibilities included the complete design of necessary structures and procedures at this program, as well as budgeting, controlling and public relations. In addition, position included general responsibility for the establishment of international links to universities abroad, negotiation of cooperation agreements, coordination and implementation of joint-study and research programs as well as coordination of participation in European Union-funded international study, research and cooperation initiatives. Position also included teaching and research, mainly in the areas of international market entry strategies, and cross-cultural management. Some major accomplishments include:

- Setting up international exchange programs with more than 50 universities worldwide.
- Design and delivery of successful international “Global Business Program”.
- Design and delivery of new academic programs on both undergraduate and graduate level.
- Design and implementation of several large scale funded research programs, including the following, EuropeAid (EU-ASEAN, EU-India, EU-ALFA), Leonardo and FP7. Total amount of acquired funding over 8 years approximately 3 mio EUR.
- Design and implementation of several executive training programs.
- Successful transformation of degree programs in alignment with the European Bologna declaration.
- Recruitment of International Full- and Part-time Faculty Members.

2001–2008 **CALIFORNIA LUTHERAN UNIVERSITY SCHOOL OF BUSINESS**
Thousand Oaks, CA / USA
International Consultant

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- Design and implementation of international recruitment strategy.
- Establishment of network contacts throughout Europe and Asia.
- Representation at international recruitment events.

1997-2000 **FHS KUFSTEIN-TIROL (Kufstein University of Applied Sciences)**
Kufstein / Austria
Dean, International Business Studies

FHS Kufstein-Tirol is a regional university offering study programs on both the undergraduate and graduate level. The position involved the following activities and achievements:

- Complete planning and implementation of new university, including hiring, process and structural design, administration, controlling and public relations.
- Full academic and managerial responsibility for the graduate program in International Business Studies.
- Establishment of fully functioning international links to foreign universities abroad, negotiation of cooperation agreements, and coordination of joint-study and research programs as well as coordination of participation in European Union international study, research and cooperation initiatives. Within 2 years, 34 such international cooperation agreements were signed.
- Teaching and research, mainly in the areas of international market entry strategies, human resources and cross-cultural management.

- 10/1992 – 10/1993 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
ZENTRUM FUER BERUFSPLANUNG (Career Center)
Vienna/Austria
Editor
- The Career Center of the Vienna University of Economics and Business Administration provides a number of services to students and graduates of that university, ranging from career counseling, internships, thesis research projects to job placement. In this capacity the Career Center also edits the „ZBP Aktuell“, a monthly career magazine for students, graduates, faculty and companies associated with the Vienna University of Economics and Business Administration. Position started as a project on a complete content and design relaunch of the magazine and finally evolved into the position of an editor.
- 1990-1992 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
ZENTRUM FUER AUSLANDSSTUDIEN (Study Abroad Center)
Vienna/Austria
Head, International post-graduate study program of the Community of European Business Schools (CEMS)
- The Study Abroad Center at the Vienna University of Economics is the central service unit of that university for international study (exchange) and research programs. Position included the implementation, coordination and administration of the post-graduate study program of the CEMS (Community of European Management Schools). The CEMS is an alliance of leading management schools in Europe (consisting of one leading school per country, including schools like HEC Paris/France, Universita Bocconi Milano/Italy, London School of Economics/UK, Stockholm School of Economics/Sweden, ESADE Barcelone/Spain, etc.), offering a post-graduate program leading to the “Master of European Management” degree. The Vienna University of Economics and Business Administration/Austria has been accepted as a member in 1990. From then on position included the implementation of the CEMS-program at the Vienna University of Economics and Business Administration as well as the representation of its interests vis-à-vis the CEMS governing body and the other participating schools. Included international negotiation responsibilities.
- 1989-1990 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
KOMMISSION FUER INTERNATIONALE KONTAKTE (COMMITTEE OF INTERNATIONAL RELATIONS)
Vienna/Austria
Administrator of international teaching and research programs
- In the early stages of internationalization at the Vienna University of Economics and Business Administration, the Committee of International Relations was the driving force and administrative unit behind the university's internationalization efforts. Responsibilities included general administration and management of study exchange programs for incoming and outgoing students, negotiation of cooperation agreements, preparation of European Union funding proposals, as well as the preparation for setting up the Study Abroad Center of the Vienna University of Economics, an independent unit with full administrative and academic responsibility for all of the university's international programs.

Work Experience – Non-Academic

- 2013-current **OAK THERAPEUTICS**
Oxnard, California (USA)
Founding Shareholder
- 2011-current **CURE PHARMACEUTICAL**
Oxnard, California (USA)
Founding Shareholder and Executive Advisor
- CURE Pharmaceutical is a technology-driven for-profit start-up enterprise with a mission in global health. Focused on the development of new delivery methods for pharmaceuticals and nutraceuticals, CURE Pharmaceutical is taking up the challenge to deliver health, wealth and dignity to underserved populations around the world through innovation in pharmaceutical technology and cutting edge business models. Main contributions to date include:
- Business model development
 - Start-up and launch of company
 - First round financing
 - Development and commercialization of new products
 - Preparation of hybrid value chain initiatives in Ghana and Afghanistan

2002–current

AT CONSULT

New York – Vienna - Singapore
Partner

AT Consult is consulting partnership with offices in Austria and the US as well as affiliations around the globe. AT Consult provides consulting services in the area of international market entry strategies and cross-cultural management to clients worldwide. Main achievements include

- Successful start-up of consulting practice in Vienna, Austria.
- Establishment of world wide, integrated consulting network with partners in the United States, Singapore, China, India, Vietnam and Iran.
- Strategic development service portfolio.
- Successful acquisition of client-base with continuous sales growth.
- Client-specific projects, mainly in the area of international market research, international business development as well as government export policy.

2001

AUSTRIAN EMBASSY BANGKOK

Bangkok / Thailand
Interim Commercial Counsellor to Thailand

The Austrian Embassy Bangkok Commercial Attaché's position is integrated into the Austrian Federal Economic Chamber's network of approximately 100 offices around the world. In this capacity, the Commercial Counsellor's Office in Bangkok is the official representation of Austrian businesses and the Austrian Economy in Thailand with a jurisdiction over Thailand, Vietnam, Cambodia, Laos and Myanmar. Main duties are to assist Austrian companies in their efforts to export to the these countries, set up local operations, enter into strategic alliances with local partners, etc. by offering a wide range of services including strategic market entry plans, market studies, trade shows, matchmaking, regulatory compliance, government affairs, tax advising, legal advising, contract services, mediation etc.

2000–2001

AUSTRIAN EMBASSY SINGAPORE

Singapore
Commercial Attaché

The Austrian Embassy Singapore's Commercial Attaché's position is integrated into the Austrian Federal Economic Chamber's network of approximately 100 offices around the world. As such the position included official representation of Austrian businesses and the Austrian Economy in Singapore. Main duties are to assist Austrian companies in their efforts to export to the Singapore, set up local operations, enter into strategic alliances with Singaporean partners, etc. by offering a wide range of services including strategic market entry plans, market studies, trade shows, matchmaking, regulatory compliance, government affairs, tax advising, legal advising, contract services, mediation etc. Duties / activities included:

- Market entry consulting to Austrian and Singaporean companies
- Conducting industry-specific market research
- Business lead generation and matchmaking assistance
- Negotiation of double taxation treaty between Austria and Singapore
- General networking and business diplomacy
- General consular representation
- General management responsibilities

1994–1997

AUSTRIAN TRADE COMMISSION LOS ANGELES

Los Angeles/USA
Deputy Austrian Trade Commissioner to the United States

Being part of the Austrian Federal Economic Chamber's network of approximately 100 offices around the world, the Austrian Trade Commission Los Angeles is the official representation of Austrian businesses and the Austrian Economy on the West Coast (covering 13 states) of the United States. The Austrian Trade Commission mainly assists Austrian companies in their efforts to export to the United States, set up local operations, enter into strategic alliances with US partners, etc. by offering a wide range of services including market studies, trade shows, matchmaking, regulatory compliance, government affairs, tax advising, legal advising, contract services, mediation etc. Duties / activities included:

- Market entry consulting to Austrian and Singaporean companies
- Conducting industry-specific market research
- Business lead generation and matchmaking assistance
- Organization of trade missions and participation at various trade shows
- General business networking and business diplomacy
- General management responsibilities

1993-1994

AUSTRIAN FEDERAL ECONOMIC CHAMBER

Vienna/Austria

Liaison Officer / Trainee, Department of International Trade

The Austrian Federal Economic Chamber is Austria's largest single business organization. With membership being mandatory to each company in Austria, the Austrian Federal Economic Chamber is a powerful representative body of Austrian businesses. Within that organization, the Department of International Trade is the head office for a network of approximately 80 offices around the world, coordinating foreign trade and internationalization promotion, funding and services for Austrian companies. Position in the Asia, North America, and Eastern Europe Desks of the Department of International Trade included liaison services between Austrian companies, Austrian Trade Commissions abroad, foreign diplomatic and commercial representations in Austria, and foreign companies abroad. Duties / activities included:

- Organization of trade missions and participation at various trade shows in various regions and countries
- First-stop shop consulting for Austrian exporting company

1993

WIENER HILFSWERK (WHW)

Vienna/Austria

Project Coordinator (Implementation of a Controlling System)

The Wiener Hilfswerk is a non-profit-organization offering private community and healthcare-services, such as meals on wheels, homecare, legal and psychological advisory services, etc. Position mainly included the implementation of a system of strategic and operational controlling, ranging from a thorough analysis of organizational culture and commercial indicators to the creation and implementation of actual controlling procedures and tools. Duties / activities included:

- Optimization of Meals on Wheels delivery routes
- Development of general business / managerial controlling system
- Institutional statistics and reporting

1992-1994

ALPHA PLAN

Vienna/Austria

Head of Program

The Alpha-Plan was a regional economic development initiative for the transitional economies of Eastern Europe under the auspices of the Austrian Minister of Youth, Family and the Environment. The position included overall management responsibility for the planning and implementation of the project, which concentrated on one specific target region in Hungary. The project mainly focused on the development of the regional economy, as well as the support in community and healthcare areas and was successfully completed in September 1994. Duties / activities included:

- Development and implementation of regional economic development initiative
- Networking with local and regional stakeholders
- Project identification and negotiation with decision-makers in Hungary and Poland

Work Experience - Consulting

(Selection, since 2006)

2013

- Global Partnership for Afghanistan (GPFA): Development and implementation of train-the-trainer program for food safety and hygiene.

2012

- Intelscan, Iceland: European Market Entry Consulting

2011

- Ferk & Partner, Germany and Slovenia: Development of a Model for Global Business Development Consulting

2010

- Atlantic Leather, Iceland: European Market Entry Consulting
- Export Promotion Agency of Afghanistan, Afghanistan / Deutsche Gesellschaft fuer Internationale Zusammenarbeit, Germany: Development of Guidebooks for International Business Development and Doing Business with Afghanistan
- ResCare, Inc, United States: Competition Analysis and Entry Strategy Development for Provider of Social Services

2009

- Sruli Recht Design, Iceland: European Market Entry Consulting
- Zizala Lichtsysteme, Austria: Joint Venture Strategy India
- Federal Austrian Economic Chamber, Austria: Development and Management of Public Funding Programs for the International Commercialization of Technological Innovations

- 2008
 - SeekDa!, Austria: Software Development Outsourcing India
 - MoriSeiki, Japan and Austria: Location Analysis Central and Eastern Europe
 - Federal Austrian Ministry of Economics and Labor, Austria: International Market Entry for Tech Companies – Industry Study
 - Federal Austrian Economic Chamber, Austria: Development and Management of Public Funding Programs for the International Commercialization of Technological Innovations
- 2007
 - Sluka Fine Confectionary, Austria: Market Entry Consulting United States
 - Federal Austrian Economic Chamber, Austria: Development and Management of Public Funding Programs for the International Commercialization of Technological Innovations
- 2006
 - Frauenthal Holding, Austria and Germany: International Market Research and International Market Entry Strategy Consulting Automotive Supply Market (Trucks, Buses, Trailers) India
 - Frauenthal Holding, Austria and Germany: International Market Research Update and International Strategy Consulting Automotive Supply Market (Trucks, Buses, Trailers) China
 - Concert Agency Lindner, Austria: Market Research and Market Entry Strategy United Arab Emirates
 - Federal Austrian Economic Chamber, Austria: Development and Management of Public Funding Programs for the International Commercialization of Technological Innovations

2. EDUCATION

Formal Education

- 1997 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
Vienna/Austria
Doctorate in Social and Economic Sciences.
Thesis on “Cross Cultural Management as Social Interaction“ (in German)
- 1997 **UNIVERSITY OF CALIFORNIA AT LOS ANGELES (UCLA) Anderson Graduate School of Management**
Ph. D. Course in Comparative Management
- 1992 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
Vienna/Austria
Joint Master’s Degree in Business Administration and Chinese Studies
Thesis “The Study Abroad Center at the Vienna University of Economics & Business Administration in the context of the globalization of business and its implications on management education“ (in German)
- 1989 **TAIWAN NATIONAL NORMAL UNIVERSITY**
Taipeh/Taiwan
Program in modern and classical Chinese language and literature
- 1985 -1992 **UNIVERSITY OF VIENNA Department of Chinese Studies**
Vienna/Austria
Program in Sinology
- 1985–1992 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
Vienna/Austria
Graduate Program in Business Administration

Awards, Certifications, Continuing Ed

- 2013 **COJOURNEO**
Startup-Communities – Build an Entrepreneurial Ecosystem in Your City
Online Seminar Series with Techstars Founder, Serial Entrepreneur and Investor Brad Feld
- 2012 **CALIFORNIA LUTHERAN UNIVERSITY HEWLETT FACULTY DEVELOPMENT MINI GRANT**
Thousand Oaks, CA / United States
Grant for cross-cultural study on leadership behaviour in graduate students
- 2011 **CALIFORNIA STATE ASSEMBLY**
Sacramento, CA / United States
Export Excellence Award
For Successful Global Marketing and Recruitment of International Students

- 2010 **CALIFORNIA LUTHERAN UNIVERSITY HEWLETT FACULTY DEVELOPMENT GRANT**
Thousand Oaks, CA / United States
Grant for the development of a cartoon-based business case study.
- 2010 **CALIFORNIA LUTHERAN UNIVERSITY**
Thousand Oaks, CA / United States
Tenure
- 2005 **INCITE / QUALITAETSAKADEMIE DES FACHVERBANDES DER UNTERNEHMENSBERATER**
Vienna, Austria
Accreditation as Internationalization Consultant
- 2003 **AUSTRIAN ASSOCIATION OF UNIVERSITIES OF APPLIED SCIENCES / STATE OF STYRIA**
Title of “Professor (FH)” awarded for outstanding contributions in teaching and research
- 1998 **WIRTSCHAFTSUNIVERSITÄT WIEN (Vienna University of Economics and Business Administration)**
Vienna/Austria
STEPHAN KOREN AWARD for outstanding scientific achievements, awarded by the Board of Professors

3. TEACHING, TRAININGS & PRESENTATIONS

Teaching

Classes taught at undergraduate and graduate levels at a number of universities in Austria, Colombia, Iceland, Singapore, and the United States:

- International Business
- International Market Entry Strategies
- International Marketing
- Cross-cultural Competence
- Cross-cultural Management
- Cross-cultural Marketing and Sales
- Doing Business in Europe / Business and Markets in Europe
- International Human Resource Management
- Project-based classes on International Business Development

In addition, supervision of a wide variety of doctoral, master and bachelor theses from the above areas. Teaching evaluations are available upon request.

Executive Trainings and Seminars

(Selection)

2010	• Cross-Cultural Coaching / Training Singapore, Baxter BioScience, Neuchatel, Switzerland
2009	• Cross-Cultural Coaching / Training Singapore, Baxter BioScience, Thousand Oaks, USA • Cross-Cultural Coaching / Training Singapore, Baxter BioScience, Vienna, Austria • International Business Development, Internationalization Center Styria, Graz, Austria
2006	• Cross-Cultural Coaching / Training Singapore, Lufthansa, Hamburg, Germany • International Market Entry Strategies, Federal Austrian Economic Chamber, Foreign Trade Department, Vienna, Austria. • Cross-cultural Management, Federal Austrian Economic Chamber, Foreign Trade Department, Vienna, Austria.
2004	• International Market Entry Strategies, Federal Austrian Economic Chamber, Foreign Trade Department, Vienna, Austria. • Cross-cultural Management, Federal Austrian Economic Chamber, Foreign Trade Department, Vienna, Austria.
2003	• Cross-Cultural Coaching / Training Singapore, Volkswagen AG, Kassel, Germany
2000	• Cross-Cultural Coaching / Training USA, Rohde & Schwarz, Munich, Germany • Cross-Cultural Coaching / Training USA, Merck AG, Darmstadt, Germany • Cross-Cultural Coaching / Training USA, Continental AG, Hannover, Germany

	• Cross-Cultural Coaching / Training USA, Audi AG, Ingolstadt, Germany
1999	• Cross-Cultural Coaching / Training USA, Volkswagen AG, Ingolstadt, Germany
1998	• Cross-Cultural Coaching / Training USA, Continental AG, Hannover, Germany
	• Cross-Cultural Coaching / Training USA, Nycomed Amersham, Munich, Germany
	• Cross-Cultural Coaching / Training USA, Audi AG, Ingolstadt, Germany
1997	• Cross-Cultural Coaching / Training Austria, General Electric Financial, New York, USA
1997	• Cross-Cultural Coaching / Training USA, Amgen, Thousand Oaks, USA
1996	• Cross-Cultural Coaching / Training Austria, Baxter, Irvine, USA

Conference Presentations and Invited Lectures

2015	August	Innovative Approaches to Teaching International Management and International Business ACADEMY OF MANAGEMENT ANNUAL MEETING Vancouver, Canada
2015	January	Deans of Innovation ASSOCIATION FOR CORPORATE GROWTH Westlake Village, USA
2014	November	Bridging the Gap between Higher Education, Labor Market Imperatives, and Government Policy (co-authored with H. Domicone and V. Vaiman). 10 th QS ASIA-PACIFIC PROFESSIONAL LEADERS IN EDUCATION CONFERENCE Taipeh, Taiwan
2014	October	The Future of Finance and Business Education CFO (CHIEF FINANCIAL OFFICER) EXECUTIVE SUMMIT Los Angeles, CA, USA
2014	January	Integrating Sustainability into the Business Curriculum: Focus on Building Competitive Advantage (co-authored with V. Makarova) 10 th INTERNATIONAL CONFERENCE ON ENVIRONMENTAL, CULTURAL, ECONOMIC AND SOCIAL SUSTAINABILITY 2014 Split, Croatia
2014	January	International Entrepreneurship: The Intersection of Global Entrepreneurship, Humanities and the Arts (co-authored with Gartner, William and Domicone, Harry) UNITED STATES ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP (USASBE) 2014 CONFERENCE Fort Worth, Texas
2013	June	Managerial Cognition, the Global Mindset and Change (co-authored with M. J. Shane) 13 th INTERNATIONAL CONFERENCE ON KNOWLEDGE CULTURE AND CHANGE IN ORGANIZATIONS 2013 Vancouver, Canada
2013	June	AACSB Bridge Program for Professionals – Deans' Panel UNIVERSITY OF SOUTHERN CALIFORNIA (USC) Los Angeles, California, USA
2012	August	Research and Teaching Collaborations with Colleagues in Underrepresented Nations Professional Development Workshop ACADEMY OF MANAGEMENT Annual Meeting 2012 Boston, USA
	March	It's a jungle out there. On Managerial Cognition, Change, and Learning during Internationalization. ASSOCIATION OF GLOBAL MANAGEMENT STUDIES Harvard Faculty Club, Harvard University, Boston, USA
2011	November	What Competencies Matter for Business Graduates' Early Career Success? An Industry-Driven Approach for Examining the Alignment of Undergraduate Business Education with Industry Requirements. (co-authored with Azevedo, A. & Hurst, D.) APPLIED BUSINESS AND ENTREPRENEURSHIP ASSOCIATION INTERNATIONAL Annual Conference 2011. Hawaii, USA
	August	Comics, Cartoons and Graphic Novels in Management Education Professional Development Workshop ACADEMY OF MANAGEMENT Annual Meeting 2011 San Antonio, USA
	August	Emerging Markets: Economic Imperatives and Societal Needs European Journal of International Management Scholar – Practitioner Forum ACADEMY OF MANAGEMENT Annual Meeting 2011 San Antonio, USA
	July	Competency Development in Business Graduates: An Industry-Driven Approach for Examining the Alignment of Undergraduate Business Education within Industry Requirements (co-authored with Ana Azevedo and Deborah Hurst) ADMINISTRATIVE SCIENCES ASSOCIATION OF CANADA Annual Conference 2011 Montreal, Canada

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	May	Abdul Sattar Edhi: The Making of a Transformational Leader. SDSB-AJMC International Case Conference 2011 Suleman Dawood School of Business, Lahore University of Management Sciences Lahore, Pakistan
2010	December	Change through Internationalization: a Subjective Managerial Perspective (co-authored with Joerg Hruby) EUROPEAN INTERNATIONAL BUSINESS ACADEMY 36 TH ANNUAL CONFERENCE Porto, Portugal
	December	Determinants of Export Success in International New Ventures (co-authored with Joerg Hruby) EUROPEAN INTERNATIONAL BUSINESS ACADEMY 36 TH ANNUAL CONFERENCE Porto, Portugal
	August	Supporting Management Education through E-media and New Collaborative Technologies Professional Development Workshop conducted at the ACADEMY OF MANAGEMENT Annual Meeting Montreal, Canada
	August	National Health Care and International Competitiveness: Economics, Culture, and Strategic Choice European Journal of International Management Scholar – Practitioner Forum at the ACADEMY OF MANAGEMENT Annual Meeting Montreal, Canada
	April	Looking into the Faces of a Billion Chinese: Promise or Threat for US – Mexican Cooperation in Higher Education (Paper accepted, but not presented) Consortium for North American Higher Education Collaboration (CONAHEC) 13th North American Higher Education Conference Houston, Texas
2009	August	Learning and Teaching in Different Cultures Professional Development Workshop conducted at the ACADEMY OF MANAGEMENT Annual Meeting Chicago, USA
	June	Strategic Export Planning EXPORT-KOMPETENZWERKSTATT Vienna, Austria
	April	Global Entrepreneurship Monitor - Bericht 2007 zur Lage des Unternehmertums in Österreich („Global Entrepreneurship Monitor – 2007 Report on the State of Entrepreneurship in Austria) 3. FORSCHUNGSFORUM DER OESTERREICHISCHEN FACHHOCHSCHULEN Villach, Austria
2008	December	Cross-cultural Differences in Comics and Cartoons SIETAR (Society for Intercultural Education, Training and Research) Culture Talk Vienna, Austria
	August	Interactive Teaching Methods for International Management – Professional Development Workshop conducted at the ACADEMY OF MANAGEMENT Annual Meeting Anaheim, USA
	July	An Alternative to Received Cross-Cultural Categorizations: Using the Group-Grid Model in Cross-Cultural Management Research THIRD INTERNATIONAL CONFERENCE ON INTERDISCIPLINARY SOCIAL SCIENCES Monash University Center Prato, Italy
	July	Entrepreneurs and Exporters: Evidence from High-Tech Start-Ups in a Small, Open Economy SMU EDGE (Enterprise Development Growth and Expansion) CONFERENCE 2008 Singapore
		Teaching and Researching Culture Through Comics and Cartoons 4 th INTERNATIONAL CONFERENCE ON INTER-CULTURAL COMMUNICATION COMPETENCE Wichita, USA
2007	October	Strategic Export Planning EXPORT-KOMPETENZWERKSTATT Vienna, Austria
	October	Strategic International Market Entry HOCHSCHULFORUM DER PHW (PRIVATE HOCHSCHULE WIRTSCHAFT) / KALEIDOS Zurich, Switzerland
	August	Interactive Teaching Methods for International Management – Professional Development Workshop conducted at the ACADEMY OF MANAGEMENT Annual Meeting Philadelphia, USA
	June	Internationale Markteintritte („How to Enter International Markets“) START-UP CENTER WEST Graz / Austria
	June	Teaching Chinese Students – Didactics Caught between Tradition and Modernity Expert Conference on “China’s Changing Values and its Impact on Society, Culture and Economy – an East-West Perspective” FUDAN UNIVERSITY Shanghai, China

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	April	Risiken und Risikomanagement im Auslandsgeschäft ("Risk and Risk Management in International Business") STEIRISCHE BETEILIGUNGSFINANZIERUNGSGMBH (StBFG) Graz, Austria
	April	Das Lernverhalten von Studierenden in unterschiedlichen Kulturen (Study Behaviour of Students in Diverse Cultures). Paper co-authored with Christa Mueller, Martin Neubauer and Thomas Schmalzer. 1st AUSTRIAN RESEARCH CONFERENCE OF UNIVERSITIES OF APPLIED SCIENCES
2006	December	Maximizing Learning Outcomes by Understanding Learning Styles MINISTRY OF HIGHER EDUCATION & OMAN ACCREDITATION COUNCIL Muscat, Oman
	November	Leadership and Intercultural Communication Competencies UNIVERSIDAD EXTERNADO DE COLOMBIA, FACULTAD DE ADMINISTRACION DE EMPRESAS, LEADERSHIP CENTRE Bogota, Colombia
	October	Europe. Learning. India. Report on a EU-funded Survey of Approaches to Learning and Studying in Austria, Germany and India. 3rd INTERNATIONAL CONFERENCE ON INTER-CULTURAL COMMUNICATION COMPETENCE Ahmedaba, India
	September	A Cross Cultural Comparison of Attitudes Towards Learning and Teaching Across Asian and European Countries Paper co-authored with Christa Mueller, Martin Neubauer and Thomas Schmalzer INTERNATIONAL FEDERATION OF SCHOLARLY ASSOCIATIONS IN MANAGEMENT ANNUAL CONFERENCE Berlin, Germany
	August	Interactive Teaching Methods for International Management – Professional Development Workshop conducted at the ACADEMY OF MANAGEMENT Annual Meeting Atlanta, USA
	June	Global business – global students? A cross-national comparison of learning and studying behaviour of students in higher education. Paper co-authored with Harry Domicone and Charles Vance. (Paper accepted, but not presented) COLLEGE TEACHING AND LEARNING CONFERENCE Siena, Italy
	April	Learning and Studying Behaviour of Iranian Students in Higher Education. Paper co-authored with Abbas Afrazeh 2 ND INTERNATIONAL CONFERENCE ON INTER-CULTURAL COMMUNICATION COMPETENCE Graz, Austria
	January	The Changing Entrepreneurial Landscape in a Global Context: Improving the Efficacy of Entrepreneurship Education through Better Understanding of Divergent Pedagogical Practices and Learning Styles of Students in Asia, Western Europe, and the United States Paper co-authored with Harry Domicone, Allison Headrick, Roger Oldenkamp and Lance Edwards US ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP Indian Wells, CA, USA
2005	December	Cross-cultural Differences in Learning and Education. Stereotypes, Myths and Realities. Paper co-authored with Katrin Hansen, Stephan Keuchel, Martin Neubauer, Ong Siow Heng, Nirundon Tapachai and Thomas Schmalzer. BICABR BEIJING INTERNATIONAL CONFERENCE ON APPLIED BUSINESS RESEARCH Beijing / China
	November	The Four Foundations of Human Resource Competence in Knowledge Based Organizations. Paper co-authored with Abbas Afrazeh and Heinz Bartsch 4TH INTERNATIONAL INDUSTRIAL ENGINEERING CONFERENCE Tehran, Iran
	October	Cross-cultural Learning Styles. Results of a Four Country Comparative Study in German-speaking and Asian Countries. Paper co-authored with Katrin Hansen, Stephan Keuchel, Martin Neubauer, Ong Siow Heng, Nirundon Tapachai and Thomas Schmalzer. 1 ST INTERNATIONAL CONFERENCE ON INTERCULTURAL COMMUNICATION COMPETENCE Singapore
	August	Comparative Approaches in Teaching International Management / Internationalizing the Curriculum. PDW co-organized with Julia Gluesing at the 2005 ACADEMY OF MANAGEMENT ANNUAL MEETING Honolulu, HI, USA
	July	Cross-cultural Learning Styles in Higher Education Paper co-authored with Ong Siow-Heng, Katrin Hansen, Stephan Keuchel, Martin Neubauer and Nirundon Tapachai 12TH INTERNATIONAL CONFERENCE ON LEARNING Granada, Spain
	June	Die Todsünden der Internationalen Geschäftstätigkeit ("The Deadly Sins of International Business") STEIRISCHER EXPORTTAG (1ST EXPORT DAY) Graz, Austria

Curriculum Vitae – Dr. Gerhard Apfelthaler

	January	Entrepreneurship in a diverse world: The role of Risk Propensity in Austrian Business Start-ups Paper co-authored with Harry A. Domicone US ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP Indian Wells, CA, USA
2004	December	Good Practice in the Vocational Training of North Korean Learners, Paper co-authored with Martin Neubauer and Thomas Schmalzer BICABR BANGKOK INTERNATIONAL CONFERENCE ON APPLIED BUSINESS RESEARCH Bangkok / Thailand
	September	Designing Case Studies for Blended and Distance Learning - An Example from International Business Co-authored with Ana Azevedo and Thomas Schmalzer MAPEC (MULTIMEDIA APPLICATIONS IN EDUCATION) Graz / Austria
	June	Das Einmaleins des Internationalen Markteintritts (How to Enter International Markets) START-UP CENTER WEST Graz / Austria
	May	Die Todsünden des Internationalen Marketings (The Deadly Sins of International Marketing) CAMPUS 02 Graz / Austria
2003	November	Meeting the Labor Market Needs of Bosnia and Herzegovina: Redefining Education and Training CONFERENCE ON „DOING BUSINESS IN BOSNIA-HERZEGOVINA / DEVELOPMENT AND COHESION IN SOUTH-EASTERN EUROPE Sarajevo / Bosnia-Herzegovina
	November	Markteintritt USA – Kontaktabahnung und Häufige Fehler („Entering the US-Market“) ICON 2003 – WIRTSCHAFTSUNIVERSITÄT WIEN Vienna (Austria)
	July	Investigating the Process of Designing and Implementing a Survey-based Organization Study paper co-authored with Ana Azevedo and Xenophon Koufteros CONFERENCE ON APPLIED PROCESS THOUGHT AND ORGANISATION STUDIES St. Andrews / Scotland
2002	December	Global Corporate Culture as Competitive Advantage: The Case of the Automotive Industry KASETSART UNIVERSITY Bangkok / Thailand
	November	The Use of Cross-cultural Differences for Competitive Advantage, Faculty Research Seminar and Student Seminar MONTCLAIR STATE UNIVERSITY Montclair, NJ / USA
	October	Die Anforderungen an die Ausbildung im Sekundarbereich aus der Sicht der Fachhochschule („Educational Demands of Universities of Applied Sciences“) INSTITUT FUER BILDUNGSRECHT UND BILDUNGSPOLITIK / LUDWIG BOLTZMANN FORSCHUNGSSTELLE FUER BILDUNGS- UND WISSENSCHAFTSRECHT Graz / Austria
	September	Global Corporate Culture as Competitive Advantage VICTORIA UNIVERSITY, Europe-Australia Institute Melbourne / Australia
	July	Antecedents and Efficacious Conditions for Strategic Innovation: An Exploratory Study for Theory and Practice paper co-authored with Harry Domicone, California Lutheran University and Dick Montanari, California State University San Marcos GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS Paris / France
	April	Critical Success Factors of (Austrian) Foreign Direct Investment in the USA UNIVERSITY OF NEW MEXICO Albuquerque / USA
	April	New Truths and Old Insights of Strategic Innovation: A Theoretical Model and Exploratory Study for Practical Applications paper co-authored with Harry Domicone, California Lutheran University and Dick Montanari, California State University San Marcos WESTERN DECISION SCIENCES INSTITUTE ANNUAL MEETING Las Vegas /USA
2001	July	Decision-Making in the New Millenium: Efficacious Inquiry into the Foundations of Received Logic of Cross-cultural Management“ paper co-authored with Harry Domicone, California Lutheran University ASIA-PACIFIC DECISION SCIENCES INSTITUTE CONFERENCE National University of Singapore Singapore

Curriculum Vitae – Dr. Gerhard Apfelthaler

2000	August	Global Culture as Competitive Advantage? Corporate Learning from Germany and Japan in Alabama and Austria paper co-authored with Muller, H. & Rehder, R. / University of New Mexico ACADEMY OF MANAGEMENT ANNUAL MEETING 2000 Toronto / Canada
1999	October	A Quest for Global Culture: DaimlerChrysler and its German –Japanese-US (and – soon to come – Austrian) M-class production paper co-authored with Muller, H. & Rehder, R. / University of New Mexico STRATEGIC MANAGEMENT SOCIETY ANNUAL CONFERENCE 1999 Berlin / Germany
	June	What do international managers really do? INTERNATIONAL ASSOCIATION FOR BUSINESS AND SOCIETY (IABS) ANNUAL CONFERENCE Paris / France
	June	A German-Japanese-US-Manufacturing System for the 21st century INTERNATIONAL ASSOCIATION FOR BUSINESS AND SOCIETY (IABS) ANNUAL CONFERENCE Paris / France
	May	Is there a world-wide-web? E-commerce as a new paradigm for distribution and market entry IRISH MARKETING TEACHERS ASSOCIATION ANNUAL CONFERENCE Institute of Technology Tallaght / Ireland
	February	Drawing the wrong borderlines: the concept of culture in a pluralistic management world LA TROBE UNIVERSITY Melbourne / Australia
1998	October	A very specific look on economic integration: does culture matter in Europe? SUP DE CO MONTPELLIER CONFERENCE ON ECONOMIC INTEGRATION Montpellier / France
	October	Internet vs. Interkulturalität („Internet across cultures“) CARL DUISBERG CENTREN Annual Conference 1998
	October	Cross-cultural management – hope or hype? paper co-authored with Karmasin, M. / Vienna University of Economics and Business Administration ACADEMY OF INTERNATIONAL BUSINESS (AIB) ANNUAL CONFERENCE 1998 Vienna, Austria
	August	Do you manage globally or does culture matter at all? paper co-authored with Matthias Karmasin ACADEMY OF MANAGEMENT (AOM) ANNUAL MEETING 1998 San Diego, CA, USA
	June	Culture – good thing, bad thing, big thing, small thing AIDEA – ITALIAN ACADEMY OF MANAGEMENT Lugano, Switzerland
	May	USA Businesswise MANAGEMENTCLUB WIEN Vienna, Austria
	May	Marketing und Vertrieb in den USA – Recht und Praxis („Marketing and Distribution in the USA from a legal and a practical point of view“) CREDITANSTALT BANKVEREIN & COUNCIL OF AMERICAN STATES IN EUROPE (CASE) Vienna, Austria
	March	What do international managers really do? (paper accepted, but not presented) INTERNATIONAL ASSOCIATION FOR BUSINESS AND SOCIETY Hawaii/USA
1997	November	Cultural Theory and Cross-Cultural Management INSTITUT FUER DEN DONAURAUM UND MITTELEUROPA (IDF) Eisenstadt, Austria
	March	Managing across cultures. A new challenge for teaching and research INTERNATIONAL ASSOCIATION FOR BUSINESS & SOCIETY (IABS) ANNUAL CONFERENCE 1997 Destin, FL, USA
1995	April	Export to Austria - why and how? NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS ANNUAL CONFERENCE Los Angeles, USA
1994	April	Austria as a Gateway to Eastern Europe LOYOLA MARYMOUNT UNIVERSITY Los Angeles, USA
1993	July	Integrated models of independent health and social care OESTERREICHISCHE VOLKSPARTEI - Austrian People's Party Symposium on Health Care and Social Security Vienna, Austria
	April	The local dimension of International Management AIESEC Symposium on Cross Cultural Management Vienna, Austria

	March	Introducing a new model of holistic regional development MEETING OF THE MINISTERS OF ENVIRONMENT OF THE CENTRAL AND EASTERN EUROPEAN NATIONS Vienna, Austria
1992	November	The importance of cultural differences in European Management COMMUNITY OF EUROPEAN MANAGEMENT SCHOOLS (CEMS) Salzburg/Austria
	June	International Education in Austria: Going European? Going International? EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT (efmd) Annual Conference Vienna/Austria

4. SCHOLARSHIP

Copies and samples of scholarly work are available upon request.

Publications: Books

- 1 Apfelthaler, G. & D. Kujawa (forthcoming). The Deadly Sins of International Business. How to avoid the most common mistakes even large companies commit in international markets. New York : Palgrave MacMillan.
- 2 Apfelthaler, G. ; Manikutty, S. & S. Keuchel (eds., forthcoming). Cross-cultural Learning Styles. New Delhi :MacMillan
- 3 Apfelthaler, G.; Fuchs, M. (2009) Management Internationaler Geschäftstätigkeit. („Managing International Business“), 2nd Edition, Wien-Berlin-New York:Springer
- 4 Apfelthaler, G.; Buchtela, G.; Kiendl-Wendner, D. & P. Takacs (2008). Patentschutz in wichtigen Exportmärkten. („Patent Protection in Major Export Markets“). Wien: Facultas.
- 5 Schmalzer, T.; Apfelthaler, G.; Hansen, K. & R. Singh (2007). Intercultural Communication Competence. Implications for Learning and Teaching in a Globalized World. New Delhi: MacMillan India.
- 6 Apfelthaler, G. ; Hansen, K. ; Ong, S. H., Tapachai, N. (eds., 2006). Intercultural Communication Competencies in Higher Education and Management. London-New York-Singapore : Marshall Cavendish Academic.
- 7 Apfelthaler, G.; Kausl, H. & Emsenhuber, A. (forthcoming, 2006) USA Businesswise. Exporte, Lizenzvergabe und Firmengründung in den USA („USA Businesswise. Exports, Licensing and Incorporation in the USA“) Wien:Linde Verlag.
- 8 Apfelthaler, G. et. al. (2003). Das Recht der USA für Unternehmens- und Niederlassungsgründer. („Principles of US Law for Start-ups and Subsidiaries) Wien:Verlag Österreich.
- 9 Apfelthaler, G. & Fuchs, M. (2002). Management Internationaler Geschäftstätigkeit. („Managing International Business“) Wien-Berlin-New York: Springer.
- 10 Apfelthaler, G. (1999). Interkulturelles Management. („Cross-Cultural Management“) Köln-München-Wien:Manz Verlag/Fortis. 2nd printing.
- 11 Apfelthaler, G. (1999). Internationale Markteintrittsstrategien. („International Market Entry Strategies“) Köln-München-Wien:Manz Verlag/Fortis.
- 12 Apfelthaler, G. (1998). Interkulturelles Management als Soziales Handeln. („Cross-cultural Management as Social Action“) Wien:Service Fachverlag.
- 13 Apfelthaler, G. & Kausl, H. (1997). USA Businesswise. Ein praktischer Wegweiser fuer Exporte und Firmengruendungen in den Vereinigten Staaten von Amerika. („USA Businesswise – A step-by-step guide for exporting to and incorporating in the United States“) Wien:Linde Verlag.
- 14 Schragl, A. (ed.); Apfelthaler, G. et. al. (1995). Achtung, Kultur! Ein praktischer Wegweiser für internationale Geschäftsreisen. („Beware, culture! A practical guide for international business-travellers“) Wien:Wirtschaftskammer Österreich.

Publications: Special Editorships

- 1 Apfelthaler, G., Gartner, W. B. & Kammel, A. (2016). Entrepreneurship: Cross-national and Cross-cultural Perspectives, European Journal of International Management. (forthcoming)
- 2 Apfelthaler, G. (2015). Standardization versus adaptation of business practices in Europe – Twenty years of a Single European Market. Introduction to the Special Section, European Journal of International Management Vol. 9, No. 3.
- 3 Apfelthaler, G. & Vaiman, V. (2012). Service Industries Journal, Vol. 32, Issue 10, Special Issue on the Internationalization of Professional Service Firms, pp. 1589-1592.
- 4 Apfelthaler, G. & Nayir, Z. (2009). European Journal of International Management, Vol. 3, Issue 3. Special Issue on Exports, Export Performance and Export Promotion European

Publications: Contributions in Books

- 1 Apfelthaler, G. (2014). Besonderheiten im internationalen Absatz. In W. Pepels (Ed). Vertriebsleiterhandbuch – Direktvertrieb und Spezialabsatz als Wettbewerbsvorteile nutzen. 3. Auflage, Duesseldorf: Symposion, 307-327.
- 2 Apfelthaler, G. (2013). Marktsegmentierung im internationalen Bereich ("International Market Segmentation"). In W. Pepels (Ed.), Marktsegmentierung – Methoden zur erfolgreichen Marktsegmentbearbeitung. 3. Auflage, Duesseldorf: Symposion, 267-281.
- 3 Apfelthaler, G. (forthcoming). International Market Entry Strategies. In C. Wankel (Ed.), Management Through Collaboration. Teaming in a Networked World. Routledge.
- 4 Apfelthaler, G. (2012). Cross-cultural Learning Styles. In N. Seel (Ed.), Encyclopedia of the Sciences of Learning, Springer: 853-855.
- 5 Apfelthaler, G. (2010). The World is Creative. A Short Guide to International Business Development for the Creative Industries. In R. Punkenhofer (Ed.), A Way Beyond Creative Industries. Vienna:Folio, 336-343.
- 6 Apfelthaler, G.; Hansen, K.; Keuchel, S.; Mueller C.; Neubauer, M.; Ong, S.H. & Tapachai, N. (2010). Cross-cultural Differences in Learning and Education: Stereotypes, Myths and Realities. In: D. Palfreyman & D. L. McBride (Eds.), Learning and Teaching Across Cultures in Higher Education. New York and London: Palgrave MacMillan (1st paperback edition), 15-35.
- 7 Apfelthaler, G. (2009). BERI-Index. In C. Wankel (Ed.), Encyclopedia of Business in Today's World, Vol. 1 (pp. 136-138). Los Angeles / London: Sage.
- 8 Apfelthaler, G. (2009). Export Assistance Program. In C. Wankel (Ed.), Encyclopedia of Business in Today's World, Vol. 2 (pp. 639-640). Los Angeles / London: Sage.
- 9 Apfelthaler, G.; Neubauer, M. & C. Müller (2007). Das Lernverhalten von Studierenden in unterschiedlichen Kulturen. In: Koubek, A.; Möstl, F.; Pöllinger, M.; Prisching, M. & P. Reininghaus, Bene Meritus. Festschrift für Peter Schachner-Blazizek zum 65. Geburtstag. Graz: Leykam, 351-368.
- 10 Apfelthaler, G.; Neubauer, M. & C. Müller (2007). Das Lernverhalten von Studierenden in unterschiedlichen Kulturen. In: Koubek, A.; Möstl, F.; Pöllinger, M.; Prisching, M. & P. Reininghaus, Bene Meritus. Festschrift für Peter Schachner-Blazizek zum 65. Geburtstag. Graz: Leykam, 351-368.
- 11 Apfelthaler, G.; Hansen, K.; Keuchel, S.; Mueller C.; Neubauer, M.; Ong, S.H. & Tapachai, N. (2007). Cross-cultural Differences in Learning and Education: Stereotypes, Myths and Realities. In: D. Palfreyman & D. L. McBride (Eds.), Learning and Teaching Across Cultures in Higher Education. New York and London: Palgrave MacMillan, 15-35.
- 12 Apfelthaler, G.: Interkulturelle Kompetenzen in der Tourismusindustrie: Anpassen oder authentisch bleiben? In: Management Center Innsbruck (Hrsg.), Tourismus Manager Austria 2007, S. 463-466.
- 13 Apfelthaler, G. (2006). Of Small Firms and Big Leaps. In: Schmalzer, T. and Smolarski, J., Internationalisation of Small to Medium-sized Enterprises. Education and Consulting, Success Factors in a Globalised Europe. Aldebaran Publishing, 7-8.
- 14 Apfelthaler, G., Hansen, K., Keuchel, S., Mueller, C., Neubauer, M., Ong, S. H. and Tapachai, N. (2006). Asians and Europeans – Similar and Yet Different: A Comparison of Students' Attitudes towards Learning and Studying across Four Continents. In: Apfelthaler, G. ; Hansen, K. ; Ong, S. H., Tapachai, N., Intercultural Communication Competencies in Higher Education and Management. London-New York-Singapore : Marshall Cavendish Academic, 11-35.
- 15 Apfelthaler, G. (2006). People Types, Tiger Stripes, Learning Style Hypes. In: Apfelthaler, G. ; Hansen, K. ; Ong, S. H., Tapachai, N., Intercultural Communication Competencies in Higher Education and Management. London-New York-Singapore : Marshall Cavendish Academic, 1-10.
- 16 Apfelthaler, G., Erten, C. (2005). Cultural Determinants of Management in Eastern Europe. In: Tschandl, M. and Azucena Perez Alonso (eds) (2005), The Challenge of EU Enlargement, Graz:Leykam Verlag, 65-79.
- 17 Apfelthaler, G. (2005). Vorwort zur Publikation Franken, S., Erfolg in Osteuropa. Chancen und Risiken für deutsche Unternehmen, Berlin: VDM Verlag Dr. Müller.
- 18 Apfelthaler, G. (2003). Die Anforderungen an die Ausbildung im Sekundarbereich aus der Sicht der Fachhochschule. In: Prisching, W.; Lenz, W.; Hauser, W., Das Verhältnis zwischen Schule und Hochschule. Die Erwartungen des Postsekundarbereiches an die Qualität der Schulbildung, Wien:Verlag Österreich, 199-214.
- 19 Apfelthaler, G. (2002). Cultural Factors of Market Entry into Singapore. In: Erten-Buch, C., Pirker, R., Wirtschaftsmacht Süd-Ost-Asien. Länderspezifische Erfolgsfaktoren für wirtschaftliches Handeln (South-East Asia. Country-specific Success Factors for Business), Wirtschaftsverlag, 165-186.
- 20 Apfelthaler, G. (2001). Medienmanagement als Internationales Management (International Dimensions of Media Management). In: Karmasin, M. & Winter, C., Grundlagen des Medienmanagements, München:Fink/UTB.
- 21 Apfelthaler, G. (2000). A Very Specific Look at Economic Integration: Does Culture Matter in Europe? In: Jourdan, D., Contemporary Developments in: Integracion Economica Y Desarrollo Empresarial: Europa Y America Latina, Paris:Editions Eska, 263 – 279.
- 22 Apfelthaler, G. & Karmasin, M. 1996. Interkulturelles Management im Klein- und Mittelbetrieb: Interkulturelle Kompetenz als institutionelles und individuelles Problem (Intercultural Management in Small- and Medium-Sized Enterprises: Cross-cultural Competence as an Institutional and Individual Problem), In J. Mugler & M. Nitsche, (Eds.), Versicherung, Risiko und Internationalisierung. Herausforderungen für Unternehmensführung und Politik, 465 – 482.

Publications: Journal Articles

- 1 Apfelthaler, G. & Game, R. (2016). Attitude and its Role in SME Internationalization. Why do Firms Commit to Advanced Foreign Market Entry Modes, European Journal of International Management, Vol. 10, No. 2, 221-248.
- 2 Apfelthaler, G. (2015). Standardisation versus adaptation of business practices in Europe: 20 years of the Single European Market and two decades of (scarce) research', European Journal of International Management, Vol. 9, No. 3, 283–287.
- 3 Apfelthaler, G. & Vaiman, V. (2013). International business and international management: roads behind, roads ahead, Global Business Perspectives, 1(1), 29-38.

- 4 Apfelthaler, G. & Vaiman, V. (2012). Challenges and Opportunities of Internationalization in Professional Service Industries. Guest Editorial, *The Service Industries Journal*, 1-4.
- 5 Azevedo, A., Apfelthaler, G. & Hurst, Deborah (2012). Competency Development in Business Graduates: An Industry-driven Approach for Examining the Alignment of Undergraduate Business Education with Industry Requirements, *International Journal of Management Education*, 10(1), 12-28.
- 6 Apfelthaler, G., Shane, M. J. & Hruby, J. (2012). It's a Jungle Out There. On Managerial Cognition, Change, and Learning during Internationalization, *International Journal of Global Management Studies*, Vol. 3(2), 22-54.
- 7 Durmusoglu, S., Apfelthaler, G., Alvarez, R., Mughan, T., & Nayir, D. Z., (2012). The Role of Export Promotion Service Use on Small and Medium-Sized Enterprise Goal Achievement: A Multidimensional View of Export Performance, *Industrial Marketing Management*, 41, 680-691.
- 8 Apfelthaler, G. & Nayir, Z. (2009). Editorial. Special Issue on Exports, Export Performance and Export Promotion, in: *European Journal of International Management*, Vol. 3, Issue 3, 261-265.
- 9 Apfelthaler, G. & Domicone, H. (2008). Drawing the wrong borderlines. The concept of culture in a pluralist (management) world, in: *Problems and Perspectives in Management*, 6 (2), 44-58.
- 10 Apfelthaler, G.; Hansen, K.; Keuchel, S.; Neubauer, M.; Ong, S. H.; Tapachai, N. & C. Mueller (2006). Cross-cultural Learning Styles in Higher Education, in: *International Journal of Learning*, Volume 12, 2005/2006,
- 11 Apfelthaler, G.; Domicone, H.; Montanari, J. & P. G. L. Kidoniatis (2005). Causal Antecedents and Nascent Conditions for Strategic Innovation: A Theoretical Model for Practical Investigation, in: *Cosmo Themata – Global Aspects Review*, Vol. 2, No. 2, 7-16.
- 12 Apfelthaler, G. & Tafner, G. (2003) Halb volle und halb leer Gläser: Forderungen der Fachhochschule an die Ausbildung im Sekundarbereich, in: *Erziehung und Unterricht*, 153. Jahrgang, No. 5, 6, pp. 585-591
- 13 Apfelthaler, G.; Domicone, H. A. & Montanari, J. R. (2002) Antecedents and Efficacious Conditions for Strategic Innovation: An Exploratory Study for Theory and Practice, in: *Journal of Business and Economics (JBE)*, Vol. 2 (Fall 2002), No. 1, pp.162-166
- 14 Apfelthaler, G.; Muller, H. J. & Rehder, R. (2002). Corporate Global Culture as Competitive Advantage: Learning from Germany and Japan in Alabama and Austria, in: *Journal of World Business*, Vol. 37, No. 2 (Summer 2002)., pp. 108-118
- 15 Apfelthaler, G. & Kigner, B. 2000. Erfolgsfaktoren Österreichischer Direktinvestitionen in den USA (Critical Success Factors of Austrian Foreign Direct Investment in the USA), In: *Journal fuer Betriebswirtschaft (JfB)* No. 3, pp. 119-131
- 16 Apfelthaler, G. 2000. Why small and medium sized enterprises invest abroad: The case of four Austrian companies with United States operations. In: *Journal of Small Business Management*, Vol. 38, No. 3 (July), pp. 92 – 98.
- 17 Apfelthaler, G. & Karmasin, M. 1997. The value of disagreement. The question of metanorms, metaculture and metatheory in cross cultural interaction. In: *Journal fuer Betriebswirtschaft (JfB)* No. 3/97, pp. 124-135
- 18 Apfelthaler, G. & Karmasin, M. 1994. Die lokale Dimension des Internationalen Managements (The Local Dimension of International Management), in *Journal für Betriebswirtschaft (jfb)* No. 3/4 (June), pp. 149-162

Publications: Conference Papers / Proceedings

- 1 Apfelthaler, G., Shane, M. J. & Hruby, J. (2012). It's a Jungle Out There. On Managerial Cognition, Change, and Learning during Internationalization, *Proceedings of the 2012 International Conference of the Association of Global Management Studies*, Harvard Faculty Club, Cambridge, Massachusetts, USA, March 5-6, 2012, USA, 2.
- 2 Apfelthaler, G.; Azevedo, A. & Hurst, D. (2011). Competency Development in Business Graduates: An Industry-Driven Approach for Examining the Alignment of Undergraduate Business Education within Industry Requirements, *Proceedings of the Administrative Sciences Association of Canada Annual Conference 2011*, Montreal, Canada, 2011.
- 3 Apfelthaler, G.; Domicone, H. & Oldenkamp, R. (2005). Entrepreneurship in a diverse world: The role of Risk Propensity in Austrian Business Start-ups. *Proceedings of the US Association of Small Business and Entrepreneurship Annual conference*, Indian Wells, 2005.
- 4 Apfelthaler, G. (2005). People Types, Tiger Stripes, Learning Style Hypes. *Proceedings of the 1st International Conference on Intercultural Communication Competence*, Singapore, 2005.
- 5 Bruce, R. A., Domicone, H. A. & Apfelthaler, G. 2001. Decision Making in the New Millennium: Efficacious Inquiry into the Foundations of Received Logic of Cross-Cultural Management. *Proceedings of the Asian Pacific Decisions Sciences Institute Conference*, Singapore, July, 2001.
- 6 Apfelthaler, G. & Karmasin, M. 1999. The Nature of International Work: A Research Proposal for a Replication of Mintzberg in the Age of Globalization, In Donna J. Wood & Duane Windsor, eds., *Proceedings of the Tenth Annual Meeting of the International Association for Business and Society*, pp. 272-282.
- 7 Apfelthaler, G.; Muller, H. & Rehder, R. 1999. A German - Japanese - U.S. Manufacturing System for the 21st Century, In Donna J. Wood & Duane Windsor, eds., *Proceedings of the Tenth Annual Meeting of the International Association for Business and Society*, pp. 295-298.
- 8 Apfelthaler, G. & Karmasin, M. 1997. Managing across cultures. A new challenge for teaching and research. In J. Weber & K. Rehbein, eds., *Proceedings of the Eighth Meeting of the International Association for Business and Society (IABS)*, pp.
- 9 Apfelthaler, G. 1992. Going European? Going International?, in *European Foundation for Management Development (eds.)*, *Annual Conference 1992 Summary Documentation*

Publications: Case Studies

- 1 Apfelthaler, G. & Pelle, S. (2014). Candy for Africa. Perfetti Van Melle Enters the African Confectionary Market. *The Case Centre Case No. 314-104-1*.
- 2 Apfelthaler, G. & Pelle, S. (2014). Teaching note for Candy for Africa. Perfetti Van Melle Enters the African Confectionary Market. *The Case Centre Case No. 314-104-8*.

- 3 Apfelthaler, G. & Grabner, J. (2012). Sodacious Enters Germany. A Cartoon-based Case Study in International Business Expansion. ECCH (European Case Clearing House) Case No. 512-007-1.
- 4 Apfelthaler, G. & Grabner, J. (2010). Teaching Note for Sodacious Goes Enters Germany. A Cartoon-based Case Study in International Business Expansion. ECCH (European Case Clearing House) Case No. 512-007-8.
- 5 Apfelthaler, G. & Grabner, J. (2010). Sodacious Goes International. A Cartoon-based Case Study in International Business Expansion. ECCH (European Case Clearing House) Case No. 510-063-1.
- 6 Apfelthaler, G. & Grabner, J. (2010). Teaching Note for Sodacious Goes International. A Cartoon-based Case Study in International Business Expansion. ECCH (European Case Clearing House) Case No. 510-063-8.
- 7 Apfelthaler, G., Azevedo, A. & Kujawa, D. (2010). Auer Waffeln (A). An Austrian Company's Tale of Growth, Globalization and Decline. ECCH (European Case Clearing House) Case No. 510-075-1
- 8 Apfelthaler, G., Azevedo, A., Kujawa, D. & J. Hruby (2010). Teaching Note for Auer Waffeln (A). An Austrian Company's Tale of Growth, Globalization and Decline. ECCH (European Case Clearing House) Case No. 510-075-8
- 9 Apfelthaler, G., Kujawa, D. & Hruby, J. (2012). Styria Media Group AG in Croatia. An Austrian Media Conglomerate Competes in Croatia and Beyond. ECCH (European Case Clearing House) Case No. 512-090-1.
- 10 Apfelthaler, G., Kujawa, D. & Hruby, J. (2012). Teaching Note for Styria Media Group AG in Croatia. An Austrian Media Conglomerate Competes in Croatia and Beyond. ECCH (European Case Clearing House) Case No. 512-090-8.
- 11 Apfelthaler, G. & Afghan, N. (forthcoming). Abdul Satthar Edhi. The Making of a Transformational Leader.

Publications: Other

- 1 Apfelthaler, G. (2016). Tap the potential of international trade, Pacific Coast Business Times, May 13, 2016
- 2 Apfelthaler, G. (2016). Don't write off the millennials; they have a lot to offer, Los Angeles Daily News, March 28, 2016
- 3 Apfelthaler, G. (2015). How to hire for company culture fit, Pacific Coast Business Times, October 16, 2015.
- 4 Apfelthaler, G. et. al. (2008). Global Entrepreneurship Monitor. Bericht 2007 zur Lage des Unternehmertums in Österreich.
- 5 Apfelthaler, G. & Vuong, M. (2008). Going International für Technology Start-ups. Wien : Wirtschaftskammer Österreich.
- 6 Apfelthaler, G. & Vuong, M. (2008). Going Interculturall für Technology Start-ups. Wien : Wirtschaftskammer Österreich.

Funded Research Projects

(Selection)

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|-----------|--|
| 2008-2009 | EUROPEAN UNION
Vienna (Austria), Brussels (Belgium), Washington (USA)
Transatlantic IPR Collaboration. An Explorative Analysis of Counterfeiting, Piracy and IP Enforcement with Special Emphasis on Policy Approaches in the EU and the USA. |
| 2007-2008 | GLOBAL ENTREPRENEURSHIP MONITOR (GEM)
London (UK) / Boston (USA)
Global assessment and review of entrepreneurial activity and entrepreneurial perceptions.
Study in collaboration with London Business School (UK) and Babson College (USA). |
| 2006 | AUSTRIA WIRTSCHAFTSSERVICE
Vienna (Austria)
Study on Challenges and Pitfalls of Foreign Direct Investment by Austrian companies in Emerging Markets |
| 2005-2007 | EUROPEAN UNION
Brussels (Belgium)
Cross-cultural Learning Styles, EU-India (ECCP)
International Research Project (Austria, Germany, India) |
| 2005-2007 | EUROPEAN UNION
Brussels (Belgium)
Cross-cultural Learning Styles, EU-Latin America (ALFA)
International Research Project (Argentina, Austria, Colombia, France, Germany, Mexico, Peru) |
| 2005-2006 | GLOBAL ENTREPRENEURSHIP MONITOR (GEM)
London (UK) / Boston (USA)
Global assessment and review of entrepreneurial activity and entrepreneurial perceptions.
Study in collaboration with London Business School (UK) and Babson College (USA). |

- 2004-2006 **EUROPEAN UNION**
Brussels (Belgium)
Internationalization Consulting
EU-funded (International Research Project (Austria-Czech Republic-France-Hungary-Italy-Poland-Sweden))
- 2004-2006 **EUROPEAN UNION**
Brussels (Belgium)
Cross-cultural Learning Styles, EU-ASEAN (AUNP)
EU-funded (International Research Project (Austria, Germany, Singapore, Thailand))
- 2003-2004 **FUTURE FUND OF THE GOVERNMENT STATE OF STYRIA (“Zukunftsfonds”)**
Graz, Austria
CasElearning: Development of Case-based eLearning Module on International Marketing
- 1999-2000 **FFF - FORSCHUNGSFOERDERUNGSFONDS (Austrian National Research Fund)**
Vienna, Austria
Know How Network Export and Internationalization (Development of Web-based Distance Learning and Project Management Application in Exporting and Internationalization)

Memberships in Professional Academic Associations

- 1 Academy of Management
- 2 Academy of International Business
- 3 Strategic Management Society
- 4 Verband der Hochschullehrer für Betriebswirtschaft

Other Professional Activities

- 1 Member of the Advisory Board of the South Asian Business Review (since 2009)
- 2 Member, Oman Academic Accreditation Authority (since 2007, participated in several quality audits)
- 3 Co-Founder and Associate Editor, European Journal of International Management (2007-current)
- 4 Visiting Fellow, Universidad Externado de Colombia (November 2006)
- 5 Visiting Professor, Thunderbird University – Tec de Monterrey (ITESM) Global MBA Program (July 2006)
- 6 Advisory Committee Member, Colorado Technical University, Chicago, IL/USA (2005)
- 7 Visiting Fellow, Singapore Management University Singapore (7/2005)
- 8 Visiting Professor, California Lutheran University, Graduate School of Business, Thousand Oaks, CA/USA (January 2004, July 2004, January 2005, January 2006, September 2006, January 2007, September 2007)
- 9 Adjunct Faculty Member, IMBA-Program, University of South Carolina Moore School of Business and Wirtschaftsuniversität Wien, Vienna / Austria (2004-2007)
- 10 Affiliated Fellow, Rochester Institute of Technology, Center for International Business, Rochester, NY/USA (2002-2006)
- 11 Visiting Fellow, Europe-Australia Institute, Victoria University, Melbourne/Australia (September 2002)
- 12 Chair, Membership Involvement Committee, International Management Division, Academy of Management (2003-2007)
- 13 Regional Representative (Northern Europe), International Management Division, Academy of Management (2002-2003)
- 14 Society for Intercultural Education Training and Research (SIETAR) Austria, Board Member
- 15 Reviewer for the Academy of Management Annual Meeting (2002-current)
- 16 Reviewer for the Asia Academy of Management (2002)
- 17 External Thesis Advisor, Victoria University of Technology, Melbourne/Australia
- 18 External Thesis Advisor, Management Center Innsbruck, Innsbruck, Austria
- 19 External Thesis Advisor, Campus02, Graz/Austria
- 20 Development of an Undergraduate Program in Management and Law, FHS KUFSTEIN, Kufstein, Austria
- 21 Development of an Undergraduate Program in Banking and Insurance, FH JOANNEUM, Graz, Austria
- 22 Development of an Undergraduate Program in Retail Management, FH JOANNEUM, Graz, Austria
- 23 Development of an Undergraduate Program in Human Resource Management, FH JOANNEUM, Graz, Austria
- 22 Development of an Undergraduate Program in International Management, FH JOANNEUM, Graz, Austria
- 23 Development of a Graduate Program in International Management, FH JOANNEUM, Graz, Austria
- 24 Member, International Review Panel, Journal of Case Research (JCR)
- 25 Alternate Designate Board Member, Economic Development Collaborative Ventura County, California, USA (2009-2013)
- 26 California Lutheran University, Fulbright Campus Coordinating Committee (2010-current)
- 27 California Lutheran University, Chair, Graduate and Professional Education Committee (2009-2012)
- 28 California Lutheran University, Member, President’s Diversity Council (2010-2014)
- 29 California Lutheran University, Member, Strategic Planning Committee (2010 to 2012)
- 30 California Lutheran University, Integrated Marketing Committee (2010-current)
- 31 California Lutheran University, Social Media Committee
- 32 Member of the Editorial Board of the Emerging Business and Markets Review (2010-current)

Curriculum Vitae – Dr. Gerhard Apfelthaler

- 33 DBA Supervisor at Athabasca University, Canada (2012-2013)
- 34 California Lutheran University, Educational Effectiveness Committee (2012 -2013)
- 35 Reviewer, Emerald Emerging Markets Case Studies (2013-current)
- 36 Reviewer, Scientometrics (2013-current)
- 37 Board Member, Economic Development Collaborative Ventura County, California, USA (2013-current)
- 38 Board Member, World Affairs Council, California Central Coast Chapter
- 39 Member, Los Angeles Venture Association (LAVA) (2013-current)
- 40 Member, North American Small Business International Trade Educators (NASBITE) (2012-current)
- 41 Member, Advisory Board, Journal of Learning and Teaching in Higher Education: Gulf Perspectives
- 42 Workforce Investment Board of Ventura County, Board Member, 02/04/2014- 02/04/2017
- 43 Member, Teaching Committee, International Management Division, Academy of Management, 09/2014-current
- 44 Search committee member for the Dean of the Graduate School of Education, California Lutheran University
- 45 External Reviewer, MBA Program, School of Business, University of Redlands