

CEEMAN Teacher of the Year 2021

Dietmar Sternad

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Dietmar Sternad is Professor of International Management and the Program Director of the International Business Management program at Carinthia University of Applied Sciences/FH Kärnten (Austria). He teaches several management and leadership-related subjects in bachelor's, master's and executive education programs.



Dietmar holds degrees from universities from Austria and the UK, as well an MBA degree from IEDC Bled School of Management, is an alumnus of the IMTA (CEEMAN) and GloColl (Harvard Business School) management teachers' programs, and received several national and international awards for creating case-based teaching materials (e.g. from the Academy of Management, oikos, Emerald and CEEMAN) and for teaching excellence (e.g. the Austrian State Prize for Teaching Excellence "Ars docendi").

He has published scientific articles in the fields of SME internationalization, long-term orientation in management, and management teaching methods in several international academic journals. His case studies are available, for example, in the Ivey Publishing Case Collection, Emerald Emerging Markets Case Collection, the case platform of Harvard Business Publishing and The Case Centre. His innovative online simulation IB.sim (International Business Simulation) has been used in universities in Europe and the US.

Dietmar also (co-)authored a range of management books, e.g. *Digging Deeper: How Purpose-Driven Enterprises Create Real Value* (with J. J. Kennelly and F. Bradley) or *Effective Management: Developing Yourself, Others and Organizations* (Macmillan International Higher Education, 2020). He recently also founded his own publishing house econcise with a mission to publish concise, approachable and affordable textbooks. Dietmar's first econcise textbook, *Developing Coaching Skills* (published in 2021) became an international bestseller.

Prior to joining academia, Dietmar was Managing Director and Publisher of one of Austria's leading trade book publishing group and the CEO of Slovenia's highest-circulation daily newspaper.