



Arnold Schuh

Dr. Arnold Schuh is Director of the Competence Center for Central and Eastern Europe (CEE) and Assistant Professor at the Vienna University of Economics and Business (WU). As Director of the Competence Center for CEE he is responsible for two CEE Study Programs (JOSZEF, The Master Class Central and Eastern Europe) and the CEE Student CercleWU, a platform for activities related to CEE business and management. Until June 2007 he worked at the Department of Marketing at WU. He received his Magister in Business Administration (1982) and his Doctorate in Economic and Social Sciences (1986) from the WU. He is also Adjunct Associate Professor of International Business Studies at the Carlson School of Management, University of Minnesota, USA.

He has taught courses in Global/European Marketing, Strategies and Management for CEE, Doing Business in CEE and Strategic Management at the WU and other universities in the USA, Germany, Poland, Russia and Finland. He has also been lecturer in the joint IMBA program (International Master of Business Administration) and in the VEMBA-program (Vienna Executive Master of Business Administration) offered by WU Wien in cooperation with the University of South Carolina and the University of Minnesota, USA. He was visiting professor and lecturer (1990) at the College of Business and Economics, University of Kentucky, in Lexington, Kentucky, USA, and visiting international business scholar (1995) at the International Business Department of the University of South Carolina in Columbia, South Carolina, USA. From 1998 to 2001 Arnold Schuh was Academic Coordinator of PRIME (Programme for International Managers in Europe) at WU, a joint venture of six European business schools in the executive education area. He was Vice-Director of the WU-MBA-programs (1999-2002). From 2002-2008 he was Academic Director of the International MBA Program (IMBA) at the WU Wien. In 2007, he was appointed Director of the Competence Center for CEE at WU.

His primary research areas are marketing and strategic management in CEE and Europe. Current research and publications focus on the responses of foreign multinational companies operating in CEE to the recent economic and financial crisis, marketing strategies for CEE, and internationalization and competitive strategies of local firms in CEE. In addition to his academic work, Arnold Schuh has served as a consultant and management trainer to a number of companies including Rank Xerox, Philips-Whirlpool, Philips Medical Systems, Skandia, Schloss Schönbrunn, Castrol Austria, RHI, Bosch Austria, Boehringer Ingelheim, Commerzbank, Bank Austria Creditanstalt, EVN and Austrian Post AG.