

**Ulrike MAYRHOFER, Professor of Business Administration**

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| <p><b>IAE Nice Graduate School of Management</b><br/> <b>GRM (Groupe de Recherche en Management)</b><br/> <b>Université Côte d'Azur</b></p> <p><b>Campus Saint Jean d'Angély</b><br/> <b>5, rue du 22ème B.C.A.</b><br/> <b>06300 Nice - France</b><br/> <b>ulrike.mayrhofer@univ-cotedazur.fr</b></p> |  |
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*Ulrike Mayrhofer is Professor of Business Administration at IAE Nice Graduate School of Management, Program Director of the Master “Recherche et Conseil en Management”, and Director of the GRM-lab (Groupe de Recherche en Management), Université Côte d'Azur. Her teaching and research interests concern international and intercultural management, corporate strategy and marketing. Ulrike Mayrhofer has published numerous books, book chapters and articles in scientific and professional journals. Author of teaching case-studies, she has won several times the « Top Author » and « Top Case Study » Prizes of the CCMP (Centrale de Cas et de Médias Pédagogiques – French Case Clearing House). She is Associated Editor of Management International, Senior Editor of European Journal of International Management, and Honorary President of Atlas AFMI (Association Francophone de Management International).*

**Education:**

- 2004-2005: **National Examination for Full Professorship in Business Administration** (Concours National d'Agrégation de l'Enseignement Supérieur en Sciences de Gestion), French Ministry of Higher Education and Research, Paris
- 01/2000: **PhD in Business Administration** (*Doctorat ès Sciences de Gestion*), Thesis: “Interfirm Linkages, A New Strategic Logic? The Answers of French and German Companies in the 90s”, University of Strasbourg
- 1994-95: **Postgraduate Diploma in Business Administration** (*Diplôme d'Etudes Approfondies en Sciences de Gestion*), specialization in international business, University of Strasbourg
- 1990-94: **Diploma of EM Strasbourg Business School**, specialization in sales/marketing, University of Strasbourg
- 1992-93: European exchange program Erasmus, Facoltà di Economia e Commercio, Università degli Studi di Firenze (Italy)
- 1989-90: Preparatory class for competitive entrance to the French “Grandes Ecoles de Commerce” (Classe préparatoire/H.E.C.), Lycée Français de Vienne (Austria)
- 06/1989: Baccalaureat, Neusprachliches Gymnasium, Linz (Austria)

### **Languages and IT Skills:**

German: Native  
French: Fluent  
English: Fluent: Certificate of Proficiency in English, University of Cambridge;  
Diploma in Business English, Franco-British Chamber of Commerce  
Italian: Fluent

Conversant with Windows, Word, Excel, Access, Powerpoint, SPSS

### **Teaching, Research and Administrative Experience:**

Since 09/2018: Full Professor of Business Administration, IAE Nice Graduate School of Management, Université Côte d'Azur

09/2007-08/2018: Full Professor of Business Administration, IAE Lyon School of Management, Université Jean Moulin Lyon 3

09/2005-08/2007: Full Professor of Business Administration, Faculté des Affaires Internationales, Université du Havre

09/2000-08/2005: Associate Professor of Business Administration, EM Strasbourg Business School, University of Strasbourg

09/1998-08/2000: Assistant Professor of Business Administration, EM Strasbourg Business School, University of Strasbourg

11/1995-08/1998: Research Assistant and Lecturer of Business Administration, EM Strasbourg Business School, University of Strasbourg

### **Visiting Professorships:**

- Australia: Monash University, Melbourne
- Canada: HEC Montréal
- China: Tongji University, Shanghai
- Czech Republic: VŠE – Université d'Economie de Prague
- Germany: ESCP Europe – Wirtschaftshochschule Berlin; Universität Erlangen-Nürnberg
- Italy: Università degli Studi di Torino ; Università degli Studi di Pavia; Luiss Business School, Università Guido Carli, Rome
- United States: UNC Charlotte – University of North Carolina at Charlotte; Western Kentucky University

### **A. Teaching Experience (bachelor's, master's and doctoral programs, in English and French):**

International Business  
Intercultural Management  
Business Organisation and Behaviour  
Strategic Management  
Cooperation, Mergers-Acquisitions and Networks  
International Marketing  
Strategic and Operational Marketing  
Research Methodologies

## **B. Research Activities:**

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| Research fields: | Internationalisation and location strategies<br>Performance of cooperative alliances, mergers & acquisitions<br>Management of multinational companies         |
| Membership:      | AIB (Academy of International Business)<br>Atlas AFMI (Association Francophone de Management International)<br>EIBA (European International Business Academy) |

## **C. Administrative Responsibilities:**

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| Since 2022: | Program Director of the Master “Recherche et Conseil en Management”                                                                                                                                                             |
| Since 2021: | Director of the GRM-lab (Groupe de Recherche en Management), Université Côte d’Azur                                                                                                                                             |
| 2018-2021:  | Program Director of Executive MBA, IAE Nice Graduate School of Management, Université Côte d’Azur                                                                                                                               |
| 2018-2020:  | Responsible of International Relations, IAE Nice Graduate School of Management, Université Côte d’Azur<br>Co-responsible of “Digital Marketing & International Business” research team, Groupe de Recherche en Management (GRM) |
| 2016-2018:  | Vice-Dean for Corporate Relations, IAE Lyon, Université Jean Moulin Lyon 3                                                                                                                                                      |
| 2015-2018:  | Program Director of International MBA (Executive MBA), IAE Lyon, Université Jean Moulin Lyon 3                                                                                                                                  |
| 2009-2018:  | Responsible of “International Business” research team, Magellan Research Centre, IAE Lyon, Université Jean Moulin Lyon 3                                                                                                        |
| 2014-2017:  | President of Atlas AFMI – Association Francophone de Management International (French association of international business)                                                                                                    |
| 2011-2015:  | Director of Magellan Research Centre of IAE Lyon, Université Jean Moulin Lyon 3                                                                                                                                                 |
| 2009-2015:  | Vice-Dean for Research, IAE Lyon, Université Jean Moulin Lyon 3 (responsible for research activities of business school)                                                                                                        |
| 2008-2014:  | Vice-President of Atlas/AFMI - Association Francophone de Management International (French association of international business)                                                                                               |
| 2008-2015:  | Member of the Board of the Doctoral School Economics and Business Administration (ED 486) (which federates research teams from Universités Lyon 1, Lyon 2, Lyon 3, St Etienne, ENS LSH)                                         |
| 2008-2012:  | Coordinator for Université Jean Moulin Lyon 3 at the Doctoral School of Economics and Business Administration                                                                                                                   |
| 2007-2011:  | Member of the National University Council (C.N.U., Conseil National des Universités), Business Administration, French Ministry of Higher Education and Research                                                                 |
| 2006-2007:  | Co-responsible of Master “Research and Consulting in Business Administration”, Universités de Caen, du Havre et de Rouen                                                                                                        |

- 2005-2007: Responsible of “International Business” research team of CERENE (Centre d’Etude et de Recherche en Economie et Gestion Logistique), Université du Havre
- 2000-2005: Head of Marketing Department, EM Strasbourg Business School, University of Strasbourg
- 2000-2005: Program Director of Master “Marketing Management” (Executive Program), EM Strasbourg Business School, University of Strasbourg

#### **Evaluation of Articles for Journals and Conferences:**

1. Associate Editor of *Management International*.
2. Senior Editor of *European Journal of International Management*
3. Member of Editorial Board: *Business Management Review*, *Career Development International*, *Décisions Marketing*, *Economies et Sociétés - Série « Systèmes agroalimentaires »*, *Finance Contrôle Stratégie*, *Forum Scientiae Oeconomia*, *Gestion 2000*, *International Business Review*, *M@n@gement*, *Management & Avenir*, *Management International*, *Revue de l’Entrepreneuriat*, *Revue des Cas en Gestion*, *Revue des Sciences de Gestion*, *Revue Française de Gestion*.
4. Reviewer for AIB (*Academy of International Business*), AOM (*Academy of Management*), AFM (*Association Française du Marketing*), AIMS (*Association Internationale de Management Stratégique*), Atlas AFMI (*Association Francophone de Management International*), EIBA (*European International Business Academy*), EMAC (*European Marketing Academy*).

#### **PhD and Habilitation Thesis Supervision and Committees:**

1. Supervision of 4 PhD Theses (ongoing).
2. Supervision of 13 PhD Theses (defended).
3. Supervision of 9 Habilitation Theses (defended).
4. Member of 120 PhD Thesis Committees (in France, Finland, Germany, Italy, Spain, Sweden and Tunisia).
5. Member of 35 Habilitation Thesis Committees.

#### **Case-Studies:**

1. 60 published case-studies in international business, marketing and strategy, mostly developed in close collaboration with multinationals (e.g. Adidas, Allianz, Audi, Club Med, Danone, Disneyland Resort Paris, Esprit, Hilton, Levi Strauss, Lustucru, McCafé, Peugeot, Stellantis, Swarovski, Swatch, W – Starwood, Zara), SMEs (ATOM, Feyel, Heimbürger, Mixel Agitateurs, SLAT) and start-ups (Neolid, PocketConfidant AI, Reverse Magnet).
2. 20 awards as the best author or for the best case-study, French Case-Study Clearing House (CCMP - Centrale de Cas et de Médias Pédagogiques, Chambre de Commerce et d’Industrie de Paris).

#### **List of 10 Most Significant Publications:**

##### **Books:**

1. *Constructive intercultural management. Integrating cultural differences successfully*, Cheltenham, Edward Elgar, 2021, 230 p. (with C. Barmeyer & M. Bausch).
2. *Key success factors of SME internationalisation : A cross-country perspective* (coordination of collective book with the contributions of C. Axinn, A. Baba, L. Campos, A. D’Angelo, N. Dominguez, U. Elg, S. Freeman, P. Ghauri, B. Hagen, K. M. Hofer, O. Kuivalainen, R. Lacoursiere, J. Lindqvist, A. Majocchi, U. Mayrhofer, N. Nummela, J. Pla-Barber, C. Prange, M. Ruokonen, S. Saarenketo, S. Schmid, M. C. Sestu, J. St-Pierre, G. Suder, L. Torkkeli, S. Veilleux, C. Villar García, Y. Zhao, A. Zucchella), London, Emerald, 2018, 250 p. (with N. Dominguez).

### Articles Published in Refereed Journals:

1. Intangible resources and cross-border acquisition decisions : the impact of reputation and the moderating effect of experiential knowledge, *Journal of Business Research*, 131, 2021, 297-310 (with L. Chalençon, A. Colovic & O. Lamotte)
2. How does distance affect market entry mode choice? Evidence from French companies, *European Management Journal*, 38(1), 2020, 135-145 (with E. Moalla)
3. Informal information flows in organizations: The role of the Italian coffee break, *International Business Review*, 28(4), 2019, 796-801 (with C. Barmeyer & K. Würfl).
4. Do cross-border mergers-acquisitions in mature and emerging markets create similar value ?, *Journal of Organizational Change Management*, Vol. 31, N° 4, 2018, 944-958 (with L. Chalençon).
5. Establishment modes and network relationships of foreign subsidiaries, *International Business Review*, Vol. 27, N° 6, 2018, 1250-1258 (with A. Valentino & M. Caroli).
6. Firm size, business experience and export intensity in SMEs: A longitudinal approach to complex relationships, *International Business Review*, Vol. 14, N° 4, 2005, pp. 719-738 (with A. Majocchi & E. Bacchiocchi).
7. Identifying and explaining epochs of internationalization: A case study, *European Management Review*, Vol. 2, N° 3, 2005, pp. 212-223 (with S. Eckert).
8. International market entry: Does the home country affect entry mode decisions? , *Journal of International Marketing*, Vol. 12, N° 4, 2004, pp. 71-96.