

Curriculum Vitae

MARIN ALEXANDROV MARINOV

Professor of International Business, Aalborg University, Denmark

Major Qualifications:

BSc, University of Technology, Sofia, Bulgaria
MSc, University of Technology, Sofia, Bulgaria
PhD, Bulgarian Academy of Sciences

Additional Qualifications:

1990 - 1992	Faculty Development Program, University of Delaware, USA;
1992 - 1993	Faculty Development Programme in International Marketing and International Business, London School of Economics and Political Sciences, United Kingdom;
1997	Conducting Japanese Business, University of Southern California, USA.

Languages:

Bulgarian (native),
English (fluent),
Russian (fluent),
French (very good),
Portuguese (good),
Swedish (basic),
Spanish (fair).

Positions at publishing houses

Member of the Editorial Boards of Emerald, Palgrave Macmillan and Sage Publication.

Former Positions:

Professor of International Business and Management, University of Gloucestershire, United Kingdom.
Professor of International Business, University of Colorado at Colorado Springs, USA.
Professor of Management, University of Technology, Sofia, Bulgaria.
Associate Professor of Management, University of Technology, Sofia, Bulgaria.
Senior Assistant Professor of Management, University of Technology, Sofia, Bulgaria.
Teaching and Research Associate, University of Technology, Sofia, Bulgaria..
Designer and Researcher, Engineering Institute, Bulgaria.

NB In addition to the above listed positions I have had *short-term visiting full professorial positions* involving course delivery and collaborative research at:

University of Southern Denmark
 University of Witten-Herdecke, Germany
 The International Graduate Management School (IESE),
 University of Navarra, Barcelona, Spain.
 The Roffey Park Management Institute, United Kingdom.
 Reims School of Management, France.
 Henan Technical University, China
 University of Umeå, Sweden.

Teaching Responsibilities:

International Marketing Strategy
 Cultural Issues in International Marketing
 Global Business Strategy
 International Business
 Strategic Management
 Cross-Cultural Management
 Management Theory
 International Marketing
 Management Decision Making
 Global Issues in Management
 General Management
 Marketing in Emerging Markets
 Doing Business in Emerging Markets

Academic Leadership, Publications Leadership and Managerial Experience:

- 1.) *Series Editor of Books on Internationalization in Emerging Markets Springer-Palgrave Macmillan.***
- 2.) *On the Editorial Board of Organization Studies, Sage Publication.***
- 3.) *On the Editorial Board of the Journal of Islamic Marketing, Emerald Publishing.***
- 4.) *On the Editorial Board of Advances of International Marketing, AMA, USA.***
- 5.) *Book proposal reviewer for Palgrave Macmillan, John Wiley & Sons, Routledge, Sage Publications, Ashgate and Pearson Education.***

Research Student Supervision and Evaluation:

1988 – 1997	Supervision and successful completion of <i>twelve</i> doctoral students in general management, production/operations management in Bulgaria and Tunisia, production system design and efficiency in the Georgian Republic of the USSR, foreign direct investment and technology transfer in Tanzania, small business development in Cyprus, production system design and efficiency in Pakistan, etc.
-------------	--

1997 – 2005	Supervision and successful completion of <i>eight</i> doctoral students: six co-supervisions among which the dissertation on small business development by Jeffrey Johnson who won the award at the European International Business Academy Conference in Jerusalem, Israel, December 1998.
1999 – present	Supervision and successful completion of <i>eight</i> PhD/DBA students. Opponent of doctoral dissertations at Vaasa University, Finland. Opponent of doctoral dissertations at the University of Umeå, Sweden. External examiner of doctoral students in the United Kingdom, the USA and the United Arab Emirates.

Research Projects Income Generation:

Since 1992 I have developed a successful record in generating research funding from various international bodies, including, the European Commission; governmental agencies, such as JETRO in Japan, as well as other research grant providing institutions such as the British Council.

1990 -1993: European Commission ACE Grant:
Comparative Study of Marketing in Hungary, Poland and Bulgaria, Participation of six European institutions.
I was Co-ordinator of the Eastern European partners in the project.

1992-1993: British Foreign Office Grant, British Council Grant:
Comparison of Market Characteristics in Western and Central & Eastern European Countries, This was an individual grant for research in Eastern and Western Europe.

1993-1994: US Department of Trade Grant:
Comparative Study of US and Bulgarian Managers. I developed this project in collaboration with the Coalition Bulgaria-University of Delaware, USA. US and Bulgarian business executives were involved in the research. I was the coordinator of the research team.

1994-1995: University of Maryland, USA Research Grant:
Study of Transaction Costs in Bulgarian Companies. Participation of two US and two Bulgarian institutions. My role in the project was Head of the Bulgarian research team.

1995-1996: British Council Research Grant:
European Integration and its Impact on Marketing in Central and Eastern Europe. This was an individual research grant.

1995-1996: British Council Grant:
Comparative Research on Marketing in Transitional and Market Economies. This was a second individual grant for the continuation of the previous project.

1993-1995: European Commission ACE Grant:
The Effect of Privatisation and Foreign Direct Investment on the Marketing of Enterprises in Central and Eastern Europe, Participation of six European institutions. I was the co-ordinator of the Eastern European research team.

1995-1996: European Commission ACE Grant:
Lessons from British Privatised Companies for Management and Marketing Development of Private Enterprises in Central and Eastern Europe. A grant for individual research project that was a continuation of the project entitled Privatisation Process Effects on Marketing. Research was undertaken in the UK in five months.

1995-1996: European Commission ACE Grant:
Business Policy and Business Strategy Changes in British Privatised Companies.
An individual research grant given for the continuation of the previous two individual research projects.

1998-1999: Japanese Research Foundations:
Japanese Multinational Corporations in Central and Eastern Europe.
International joint research project involving Hiroshima University, Japan; Budapest University of Economic Sciences, Hungary; University of Pardubice, the Czech Republic and University of Warsaw, Poland. I the coordinator of the research team.

2000-2002: European Commission Grant:
The Role of Internationalization of Business on the Accession of Central and Eastern European Countries into the European Union.
International joint research project with the participation of the University of Pardubice, the Czech Republic and University of Poznan, Poland. I was project leader.

2005-ongoing: ***Attitudes to advertising in transition economies.***
Research project in cooperation with colleagues from University of Strathclyde and University of Kent.

2008-ongoing: ***Internationalization of firms from emerging economies.***
Individual research project.

2012-2016: **TEMPUS grant – Enhancing University Autonomy in Moldova** – I head the national team.

Generated Funding for Faculty and Curricula Development:

1998: ***Roffey Park Management Institute Grant, London School of Economics and Political Sciences Grant.***

2002-2004: European Commission TEMPUS Grant:

European International Faculty Development Programme.

This grant was crucial for my inclusion as an expert in management, marketing and international business master programme development at IESE, Spain.

2006-2007: European Commission TEMPUS Grant:

MBA Curricula Development. This grant

was given to me to participate in a European team to develop the MBA curricula of the Maastricht School of Management, Holland.

Academic Society Membership:

Academy of International Business

Academy of Marketing Science

Academy of Management - Marketing & Entrepreneurship Special Interest Group, USA

Association for Japanese Business Studies

European Academy of Management (Founding Member)

European International Business Academy

European Marketing Academy

International Consortium of Small Business

International Council for Central & Eastern European Studies

International Management Development Association

Marketing Education Group, UK

Midwest Business Administration Association, USA

Union of Bulgarian Scientists

Professional Standing:

External Panel Member at the Accreditation Board of the Bulgarian Academy of Sciences for the Validation of MSc Management/Marketing programmes in all Bulgarian universities.

External Examiner, MSc Management all Bulgarian universities; Budapest University of Economics and Business Administration, Hungary; University of Bucharest, Romania; University of Economics and Business Studies, Athens, Greece.

Selected citations as indicators of professional standing:

Journal of International Business Studies, 1996, vol. 27, no. 4
Journal of International Business Studies, 2000, vol. 31, no. 1
Journal of International Business Studies, 2009, vol. 40, no. 9
European Journal of Marketing, 2007, vol. 41, no. 3/4
European Journal of Marketing, 2003, vol. 37, no. 1/2
European Journal of Marketing, 2001, vol. 35 no: 1/2
European Journal of Marketing, 2000, vol.34, no. 9/10
European Journal of Marketing, 1995, vol. 29, no. 2
International Marketing Review, 2010, vol. 27, no. 5
International Marketing Review, 2005, vol. 22, no. 3
Journal of Small Business and Enterprise Development, 2002, vol.9, no. 2
Journal of Marketing Practice, 1995, vol. 1, no.2
Marketing Intelligence and Planning, 2000, vol. 18, no.5
The Academy of Management Executive, 2000, vol.14, no.4

Sole and Joint Research Projects

Research in Production/Operations Management

Comparative Study of Marketing in Hungary, Poland and Bulgaria (International joint research project, regional area co-ordinator)

Market Entry Strategies of Greek Companies into the Bulgarian Market (International joint research project, head of project team)

Transaction Costs in Bulgarian Companies (International joint research project, regional area co-ordinator)

Cross-Cultural Study on Managerial Behaviour and Communications in Bulgaria and USA (International joint research project, head of project team)

Privatisation Effects on Marketing (Individual research project)

The Effect of Privatisation and FDI on the Marketing of Enterprises in Central and Eastern Europe (International joint research project, regional area co-ordinator)

Lessons from Privatised British Companies for the Post-Privatisation Management and Marketing Development of Private Enterprises in Central and Eastern Europe, University of Birmingham, the UK (Individual research project)

Business Policy and Business Strategy Changes in Privatised British Companies (Individual research project)

Management and Relationship Issues in Scandinavian Companies (Individual research project)

Japanese Multinational Corporations in Central and Eastern Europe (International joint research project)

The Role of Internationalisation of Businesses for the Accession of Central and Eastern European Countries into the European Union (International joint research project. I was project leader.)

Attitudes to advertising in transition economies.
Research project in cooperation with colleagues from University of Strathclyde and University of Kent.

Consulting for:

1995 – present	Bulgarian Agency for Foreign Investment - Sofia, Bulgaria
1992-1996	Property Agency - Budapest, Hungary
1992-1996	Polish Ministry of Privatisation - Warsaw, Poland
1990 – present	Newly privatised and newly created companies in Bulgaria, Hungary, Poland, and Slovenia.
1992-1997	Western firms investing and doing business in and with Central and Eastern Europe, and the Commonwealth of Independent States.
2005 – present	Institute of Export, United Kingdom.

Publications:

Books

Finding Solutions to the Challenges of Internationalisation (2016) Aalborg University Publishing.

Experiences of Emerging Economy Firms (2015) Palgrave Macmillan.

Successes and Challenges of Emerging Economy Multinationals (2014), Palgrave Macmillan.

Corporate Foresight and Strategic Decisions (2013) Palgrave Macmillan.

Emerging Economies and Firms in the Global Crisis (2013) Palgrave Macmillan.

Impacts of Emerging Economies and Firms on International Business (2012) Palgrave Macmillan.

Internationalization of Emerging Economies and Firms (2011) Palgrave Macmillan,

The Changing Nature of Business in Transition Economies (2011) Palgrave Macmillan.

International Business European Edition (2009) (Textbook), John Wiley & Sons.

Marketing in the Emerging Markets of Islamic Countries (2007) Palgrave Macmillan.

Marketing in the Emerging Markets of Latin America (2005) Palgrave Macmillan.

Marketing in the Emerging Markets of Central and Eastern Europe: The Balkans (2005) Palgrave Macmillan.

Foreign Direct Investment in Central and Eastern Europe (2003), Ashgate Publishing.

Internationalisation in Central and Eastern Europe (2002) Ashgate Publishing.

Investigation in the Structural Improvement of Production Systems, (1985), Sofia: Nauka.

Chapters in Books

‘Paradoxes of international marketing in developing countries’ (2011) in E. Millot et N. Tournois (eds) *The Paradoxes of Globalisation*, pp. 119-131, ISBN 9780230278684.

‘Les paradoxes éthiques du marketing international dans les pays en développement’ (2009) in E. Millot et N. Tournois (eds) *Les Paradoxes de la globalisation des marches*, pp. 137-153 (in French), ISBN 978271769353.

‘Marketing in the FYR of Macedonia’ (2005) in M. Marinov *Marketing in the Emerging Markets of Central and Eastern Europe: The Balkans* Palgrave Macmillan, pp. 116-128, ISBN 1403947503.

‘Introduction: Marketing in the Balkan Region’ (2005) in M. Marinov *Marketing in the Emerging Markets of Central and Eastern Europe: The Balkans* Palgrave Macmillan, pp. 1-15, ISBN 1403947503.

‘Marketing in Bulgaria’ (2005), in M. Marinov *Marketing in the Emerging Markets of Central and Eastern Europe: The Balkans* Palgrave Macmillan, pp. 64-92, ISBN 1403947503.

‘The Brewing Markets in Central and Eastern Europe in the Period 1990-2003’ (2005), in K. Liuhto and Z. Vincze (eds) *Wider Europe*, Turku: Essa Print Oy, pp. 433-456, ISBN 9515642817.

‘The Development of Marketing in Lifton Hydra Team’ (2003) in G. Tesar, S. Anderson and T. Bramorski ***Strategic Technology Management: Building Bridges between Sciences, Engineering and Business Management***, World Scientific Publications, ISBN 1860943977.

‘Foreign Direct Investment by Japanese Companies in Central and Eastern Europe’(2003), in S. Marinova and M. Marinov ***Foreign Direct Investment in Central and Eastern Europe***, Aldershot: Ashgate Publishing, pp. 156–183, ISBN 0754630269.

‘Motives of Foreign Investors in Investing in Central and Eastern Europe’ (2003), in M. Marinov and S. Marinova ***Foreign Direct Investment in Central and Eastern Europe***, Aldershot: Ashgate Publishing, pp. 206 – 232, ISBN 0754630269.

‘Foreign Direct Investment in Central and Eastern Europe: An Overview’ (2003), in S. Marinova and M. Marinov ***Foreign Direct Investment in Central and Eastern Europe***, Aldershot: Ashgate Publishing, pp. 1-18, ISBN 0754630269.

‘Trust in International Business Operations’ (2002), in J. Larimo ***New Developments in International Business***, University of Vaasa Publishing House, pp. 265-283, ISBN 7438236815.

‘Global Marketing in Central and Eastern Europe’ (2002), in J. Larimo ***New Developments in International Business***, University of Vaasa Publishing House, pp. 186-198, ISBN 7438236815.

‘The Process of Internationalization’ (2002) in Marinov M. ***Internationalization in Central and Eastern Europe***, pp. 1-16, ISBN 0754618579.

‘Internationalization of MNCs in Eastern Europe: The Case of Interbrew’ (2002) ***Internationalization in Central and Eastern Europe***, in Marinov, M., pp. 186-219, ISBN 0754618579.

‘Changes Caused by Privatisation and Foreign Direct Investment in Central Eastern Europe’ (2001) in Liuhto, K. ***Ten Years of Economic Transformation***, Vol. 2, Lappeenranta: Lappeenranta University of Technology Press, pp. 460-475, ISBN 9634014238.

‘Foreign Direct Investment Motives and Marketing Strategies in Central and Eastern Europe’ (1999), in L Masters and G. Iyer ***Marketing Challenges in Transition Economies of Europe, Baltic States and Commonwealth of Independent States***, Haworth Press, Philadelphia, pp. 25-57, ISBN 0789009617.

‘The Impact of Privatisation and FDI on the Changes of Enterprises in Transition’ (1999) in M. Burble *et al.* ***Enterprise in Transition***, DAAAM International Publications, Vienna, pp. 75-87, ISBN 9536025133.

‘Privatization and Company Restructuring in Eastern Europe’ (1998) in V. Samonis ***Enterprise Restructuring and Foreign Investment in the Transforming East: The Impact of Privatization***, The Haworth Press Inc., pp. 29-46, ISBN 089005336.

‘Entrepreneurship in the Turbulent Environment of Eastern Europe’ (1997), in S. Sharma ***Restructuring Eastern Europe: The Microeconomics of the Transition Process***, Edward Elgar Publishing Co., London, pp. 42-57, ISBN 1858985765.

‘Privatisation and Company Restructuring in Eastern Europe’ (1997) in L. Montanheiro ***The Challenges of Public and Private Sector Ownership***, PAVIC Publications, Sheffield, pp. 58-97, ISBN 0812025143.

‘Privatisation and Foreign Direct Investment in Company Restructuring’ (1997) in M. Burble *et al.* ***Enterprise in Transition***, DAAAM International Publications, Vienna, pp. 175-196, ISBN 9536024144.

‘Comparison of Changes in Marketing in Privatised British Companies’ (1996), in M. S. S. El-Namaki and S. F. Foster ***The Challenges of Corporate Restructuring in the 1990’s - Issues and Experiences in Restructuring: A Casebook***, MSM Publications, Maastricht, pp. 123-138, ISBN 9070995093.

‘Privatisation and Changes in Company Management and Marketing: Lessons from the Western World’ (1996), in L. Montanheiro ***Public and Private Sector Partnerships: Working for Change***, PAVIC Publications, Sheffield, pp. 359-374, ISBN 0826031113.

Papers under Review

Marinova, S., Marinov, M. and Child, J. OFDI institutional system development in China and Russia.

Marinova, S. and Marinov, M. Institutional and business entrepreneurship in China

Petrovici, D. Marinova, S. and Marinov, M. Perceived Advertising Intrusiveness and Ad Avoidance in China

Papers in Refereed Journals

Internationalization of Family Firms for Central and Eastern Europe, ***European Business Review*** (in print).

Institutional Field for Outward Foreign Direct Investment: A Theoretical Extension?. ***Advances in International Management***, Vol. 25, (2015): 233-261.

Impact of Customer Relationships on Brand Equity in Chinese Retail Banking, ***Journal of Euromarketing***, (2014), Vol. 21, No. 1: 37-52.

‘Evolution of Firm- and Country Specific Advantages and Disadvantages in the Process of Chinese Firm Internationalization’, (2012), ***Advances in International Management***, Vol. 24, 235-270.

‘Buyer-Supplier Relationships in the Latin American Automotive Industry’ (2010) ***Akademija MM***, 36-58.

‘Customer Relationships and Brand Equity in China’s Banking Services’, (2009) *Revista FACES*, July/September, Vol. 7, no. 3, ISSN: 1517-8900.

‘Consumer attitudes to advertising in Bulgaria and Romania’ (2008) *Journal of Euro-Marketing*, Vol.17, Issue 2, pp. 81-93, ISSN: 1049-6483.

‘Personal uses and perceived social and economic effects of advertising in Bulgaria and Romania’ *International Marketing Review*, (2007), Vol. 24, Issue 5, pp. 539-562, ISBN 1-84544-819-7.

‘Determinants and Antecedents of General Attitudes toward Advertising: A Study of Two EU Accession Countries’ *European Journal of Marketing*, (2007), Vol. 41, Issue 3/4, pp. 307-326, ISSN 0309-0566.

‘The Central and Eastern European brewing industry since 1990’ (2006) *British Food Journal*, Vol. 108, No. 5, pp. 371-384, ISSN: 0007-070X

‘Exchange and Embeddedness in the Creation of Business Relationships in Central and Eastern Europe’ (2005) *Production, Organization and Personnel*, Vol. 22, No. 1, pp.387-407, ISSN 1430-3450.

‘The Internationalization of Japanese Multinational Corporations in Central and Eastern Europe’ (2004) *Journal of East-West Business*, Vol.9, Nos. 3&4, pp. 27-52, ISSN: 1066-9868.

‘Marketing Related Motives, Promises and Actions of Host Companies, Host Government, and Foreign Investors in the Process of Foreign Direct Investment Privatization in Central and Eastern Europe’, (2004) *Journal of East-West Business* Vol. 10, No.1, pp. 7-41, ISSN: 1066-9868.

‘Japanese Multinational Companies in the Transition Economies of Central and Eastern Europe’ (2002) *The Hiroshima Economic Review*, vol. 26, nos. 1&2, pp. 9-25 (in Japanese), ISSN 7391-8525.

‘Marketing Implications of Communist Ideological Legacy in Culture in the Context of Central and Eastern Europe: A Comparison of Bulgaria, Romania and Ukraine’ (2001), *Journal of Euro-Marketing*, vol. 11, no.1, pp. 7-35, ISSN: 1049-6483.

‘Foreign Direct Investment in the Emerging Markets of Central and Eastern Europe: Motives and Marketing Strategies’ (2001) *Advances in International Marketing*, volume 10, pp. 29-52, ISSN: 0762-306696.

‘Privatisation in Central and Eastern Europe and Its Ethical Aspects’ (2001) *Production, Organization and Personnel*, vol. 13, pp. 153-165, ISSN 1430-3450.

‘Foreign Investor Strategy Development in the Central and Eastern European Context’ (1999) *Thunderbird International Business Review*, vol. 41, no 1, pp. 107-130, ISSN 1096-4762.

‘Investor Strategy Development and Adaptation: The Case of Interbrew’ (1998) *European Management Journal*, Special Issue on Central and Eastern Europe, Vol. 16, No. 4, pp. 400-410, ISSN: 0263-2373.

‘Privatization and Company Restructuring in Eastern Europe’ (1998) *Journal of East-West Business*, Vol. 4, No.1 & 2, pp. 29-46, ISSN: 1066-9868.

‘The Attainment of Privatisation Objectives in Two Bulgarian Industries’ (1997) *Journal for East European Management Studies*, Vol. 2, No. 3, pp. 288-304, ISSN 1680-2743.

‘Changes of Ownership in Eastern European Countries: The Post-Privatization Effect in the Bulgarian Construction and Brewing Industries’ (1997) *Midwest Review of International Business Research*, Volume 11, pp. 134-147, ISSN 7327-1656.

‘Manager’s Characteristics: Results from an Exploratory Comparison of Young Managers in Bulgaria and USA and Their Implications for Management Education in Bulgaria’ (1997) *Journal for East European Management Studies*, Vol. 2, No. 1, pp. 22-35, ISSN 1680-2743.

‘Privatisation and Foreign Direct Investment in Bulgaria: Present Characteristics and Future Trends’ (1997) *Communist Economies and Economic Transformation*, Vol. 9, No. 1, pp. 101-116, ISSN 1351-4393.

‘Characteristics and Conditions of Entrepreneurship in Eastern Europe’ (1996), *Journal for East European Management Studies*, Vol. 1, No. 4, pp. 7-24, ISSN 1680-2743.

‘Marketing Planning in Central and Eastern Europe’ (1996), Special Edition of the *Journal of Marketing Management* on *Marketing Planning and Marketing Strategy*, 12, pp. 69-82, ISSN 0267-257X.

‘Marketing Organisation in Hungarian and Polish Firms’ (1995) *Journal of Marketing Practice*, Vol. 12, pp. 59-82, ISSN 1355-2538.

‘Business and Entrepreneurship in Bulgaria’ (1994) *European Forum for Management Development*, vol. 6, no. 2.

‘Marketing Strategies in Central Europe: Profiling the Best Performers’ (1994) *Aula: Society and Economy*, vol. XVI, no. 3, pp. 78-98, ISSN 6432-1576.

‘Marketing Strategies of Bulgarian Companies in the Period of Transition’ (1994). *Aula: Society and Economy*, vol. XVI, no. 3, pp. 99-109, ISSN 6432-1576.

‘Marketing Approaches in Bulgaria’ (1993), *European Journal of Marketing*, Special Issue on *Marketing in Central and Eastern Europe*, vol. 27, nos. 11/12, pp. 35-46, ISSN 0309-0566.

‘Trends and Problems in Production Systems Development’ (1991) *Annals of the CIRP*, Vol. 40, No. 1, 1991, ISSN 1726-0604.

‘Indices for Structural Analysis of Production Systems’ (1986) *Scientific Journal of the Technical University of Sofia*, Vol. 40, No. 2, Sofia, Bulgaria, pp. 181-190.

‘Dynamic Structural Characteristics of Production Systems’ (1986) *Scientific Journal of the Technical University of Sofia*, Vol. 40, No. 2, Sofia, Bulgaria, pp. 191-199.

‘Investigation on the Possibilities for Enlargement of the Scope of Line Layout Application’ (1985) *Bulgarian National Scientific Journal ‘Mashinostroene’*, Vol. 34, No. 12, Sofia, Bulgaria, pp. 533-555, ISSN: 0025-455X.

NB Also more than 250 papers, keynote speeches and addresses at global and regional academic conferences.