

## CURRICULUM VITAE

*SVETLA TRIFONOVA MARINOVA*

### EDUCATION

- PhD in International Business, Copenhagen Business School, Denmark.
- MBA, Warwick Business School, University of Warwick, United Kingdom.
- MSc in Economics, University of Economics, Varna, Bulgaria.

### *Additional Courses*

- Coalition University of Delaware (USA) - Bulgaria, Economics and Management.
- Roffey Park Management Institute, UK, Management Development, Trainer of Management Trainers.

**Languages:** English, Bulgarian, Russian, French.

### PROFESSIONAL EXPERIENCE

#### **Current Employment:**

Aalborg University, Denmark

- *Associate Professor of International Business*

#### **Other Current Activities:**

- PhD and DBA supervisor University of Gloucestershire, UK
- Partner at the Center for the Study of Emerging Market and Russian Multinational Enterprises, Graduate School of Management, St Petersburg State University, Russia.

#### **Previous employment:**

- Senior Lecturer, University of Birmingham, UK; Director MSc International Business.
- Senior Lecturer, University of Gloucestershire, UK.
- Docent, University of Groningen, the Netherlands.
- Research Fellow, Copenhagen Business School, Denmark.
- Associate Professor in Marketing, International University, Sofia, Bulgaria.
- Research Fellow, Centre for Qualification Enhancement of Tourism Managers, Burgas, Bulgaria.

### RESEARCH STANDING:

- ***Google Scholar Citations as of 22/07/2016***
- [https://scholar.google.com/citations?user=CXz\\_gNMAAAAJ&hl=en](https://scholar.google.com/citations?user=CXz_gNMAAAAJ&hl=en)
- ***Research Gate as of 22/07/2016***
- [https://www.researchgate.net/profile/Svetla\\_Marinova](https://www.researchgate.net/profile/Svetla_Marinova)

- **Associate Editor:** Journal of Euromarketing
- **On the Editorial Board of:** International Journal of Export Marketing
- **On the Editorial Review Board:** Management International Review
- **On the Editorial Review Board:** International Journal of Emerging Markets

**Journal Special Issue Guest Editor/Co-editor:**

- *Journal of Euromarketing (Guest Editor):* Special Issue on Branding as a Competitive Lever in Europe, Spring 2014.
- *European Journal of Marketing (Co-guest Editor):* Special Issue on Marketing Challenges in the Enlarged European Union (with Stan Paliwoda), 2007
- *International Marketing Review (Co-guest Editor):* Special Issue on Ethics and International Marketing (with Isabelle Szmigin and Marylyn Carrigan), 2005

**DOCTORAL SUPERVISION EXPERIENCE:**

***Successful Completions of PhD Students***

*Aalborg University, Denmark: 1*

*University of Birmingham, UK – 9.*

*University of Gloucestershire, UK – 2.*

**Current Supervision of PhD students:**

*Aalborg University, Denmark – 2.*

*University of Gloucestershire, UK – 8.*

**DOCTORAL EXAMINATION EXPERIENCE:**

***External Examiner:*** United Kingdom  
                                     Northern Ireland – 1  
                                     Scotland – 2  
                                     England - 4  
                                     Sweden: 1  
                                     USA: 1

***External Examiner/Opponent:*** Finland 5

***Aalborg University,*** Denmark 4

*Chair of Doctoral Examination Committee:*

Andrea Iacob

Mohamad Bakhtiar Rana

Jimmi Kristiansen

Daojuan Wang

**ADMINISTRATIVE EXPERIENCE**

2007-2010 – University of Birmingham, UK

- Director MSc International Business, Birmingham University, UK

- 2009 –organized AMBA accreditation process for the MSc IB: full accreditation granted..
- EQUIS accreditation committee member: full accreditation awarded.
- Doctoral Committee - member
- Marketing Committee - member
- Evaluator of PhD applications for the Marketing Department
- Welfare Tutor

2012-2015 – Aalborg University, Denmark

- Coordinator MSc International Business Economics
- Coordinator MSc International Marketing
- Coordinator BSc Economics and Business Administration (EBA) (English)

***Member of Accreditation Committees:***

2002 – 2007

- Estonian Academy of Sciences, International Accreditation Committee for Business Schools

***Member of International Research Evaluation Committee***

- University of Cork, Ireland.

**LIST OF PUBLICATIONS**

***Papers in Progress:***

- Lattemann, C, Alon, I., Spiragelli, F. and Marinova, S. Explaining the Globalization of Chinese MNEs – A Dynamic Embedded Multilevel Framework, *Thunderbird International Business Review* – Conditionally Accept, Final Revisions.
- Child, J., Hsieh, L., Karmowska, J., Marinova, S., Puthusserry, P. and Tsai, T. Cross-industry Differences in the Business Models of Export Active SMEs, *Journal of World Business* - Second Revision
- Petrovici, D., Marinova, S. and Marinov, M. Ad Avoidance and Intrusiveness in China and Brazil, in Marinov, M. (Ed) *Handbook of Marketing in Emerging Markets*, Edward Elgar (2017) - Accepted for Publication.
- Kumar, S.R. and Marinova, S. Value Branding in Emerging Markets as a Social Dimension-The Indian Context, in Marinov, M. (Ed) *Handbook of Marketing in Emerging Markets*, Edward Elgar (2017) Accepted for Publication.
- Marinova, S., Eduardsen, J., Child, J. Hsieh, L., Karmowska, J., Narooz, R., Puthusserry, P. and Zhang, L. Contextual Embeddedness of Risk Perception and Risk Coping Strategies in Internationalizing SMEs, *in writing stage*.
- Hsieh, L., Elbanna, S., Narooz, R., Puthusserry, P., Karmowska, J., Marinova, S. and Zhang, L. Procedural Rationality in the Decision-Making of Internationalizing SMEs. *Presented as a competitive paper at AIB 2016, New Orleans, USA.*

***BOOKS:***

***Textbook***

Czinkota, M., Ronkainen, I., Moffett, M., Marinova, S. and Marinov, M. (2009) *International Business*. First European Edition, John Wiley and Sons.

### **Monograph**

Portaleoni, C. G., Marinova, S., ul-Haq, R. and Marinov, M. (2013) *Corporate Foresight and Decision Making: The Case of a European Bank*. London and New York: Palgrave Macmillan.

### **Edited books**

Marinova, S., Larimo, J. and Nummela, N. (Eds) (2016) *Value Creation in IB: An SME Perspective*, London: Palgrave Macmillan.

Marinova, S., Larimo, J. and Nummela, N. (Eds) (2016) *Value Creation in IB: An MNE Perspective*, London: Palgrave Macmillan.

Marinova, S. (2014) (Ed.) *Institutional Impacts on Firm Internationalization*. London and New York: Palgrave Macmillan.

Marinov, M. and Marinova, S. (Eds) (2013) *Successes and Challenges of Emerging Market Multinationals*. London and New York: Palgrave Macmillan.

Marinov, M. and Marinova, S. (Eds) (2012) *Emerging Economies and Firms in the Global Crisis*. London and New York: Palgrave Macmillan.

Marinov, M. and Marinova, S. (Eds) (2012) *Impacts of Emerging Economies and Firms on International Business*. London and New York: Palgrave Macmillan.

Marinov, M. and Marinova, S. (Eds) (2011) *Internationalization of Emerging Economies and Firms*. London and New York Palgrave Macmillan.

Marinov, M. and Marinova, S. (Eds) (2011) *The Changing Nature of Doing Business in Transition Economies*. London and New York: Palgrave Macmillan.

Marinova, S. and M. Marinov (Eds) (2003) *Foreign Direct Investment in Central and Eastern Europe*, Aldershot: Ashgate Publishing.

### **Book chapters**

Marinova, S. and Marinov, M. (2016) Value Creation in an SME from a Traditional Industry: It All Adds up, in Marinova, S., Larimo, J. and Nummela, N. (Eds.) *Value Creation in IB: An SME Perspective*, London: Palgrave Macmillan.

Marinova, S., Larimo, J. and Nummela, N. (2016, forthcoming) Meanings and Interpretations of Value and Value Creation, in Marinova, S., Larimo, J. and Nummela, N. (Eds.) (2016) *Value Creation in IB: An MNE Perspective*, London: Palgrave Macmillan.

Marinova, S. and Marinov, M. (2015) Sustaining a Business: From Partnership to Acquisition, in Larimo, J., Nummela, N. and Mainela, T. (Eds.) *Handbook on International Alliance and Network Research*, Cheltenham, UK: Edward Elgar: 356 – 395.

Marinova, S. (2014) Institutions and International Business, in Marinova S. (Ed.) *Institutional Impacts on Firm Internationalization*, Palgrave Macmillan: 1-11.

Marinova, S., Child, J. and Marinov, M. (2014) The Role of Home Governments in Outward Foreign Direct Investment, In S. Marinova (Ed.) *Institutional Impacts on Firm Internationalization*, Palgrave Macmillan: 173 - 189.

Czinkota, M., Marinova, S., Samli, A. C. and Jiang, Z. (2014) Key Determinants of Retail Internationalization: Do Institutions Matter. In S. Marinova (Ed.) *Institutional Impacts on Firm Internationalization*. Palgrave Macmillan: 264 - 285.

- Masango, S. and Marinova, S. (2013) Early Rapidly Internationalizing Small Firms from South Africa. In Marinov, M. and Marinova, S. (Eds.) *Successes and Challenges of Emerging Economy Multinationals*. Palgrave Macmillan: 158 - 183.
- Marinov, M. and Marinova, S. (2013) Emerging Economy Multinationals: Successes and Challenges, In Marinov, M. and Marinova, S. (Eds.) *Successes and Challenges of Emerging Economy Multinationals*. Palgrave Macmillan: 1-11.
- Masango, S. and Marinova, S. (2012) Development of International Entrepreneurial Opportunities by South African Early Rapidly Internationalizing Small Firms. In Marinov, M. and Marinova, S. (Eds) *Impacts of Emerging Economies and Firms on International Business*, London and New York: Palgrave Macmillan: 302-316.
- Marinov, M. and Marinova, S. (2012) International Business and Emerging Economies. In Marinov, M. and Marinova, S. (Eds) *Impacts of Emerging Economies and Firms on International Business*, Basingstoke, UK: Palgrave Macmillan: 1-12.
- Marinov, M. and Marinova, S. (2012) The Global Crisis and the World: The Cases of Emerging and Developed Economies, in Marinov, M. and Marinova, S. (Eds) *Emerging Economies and Firms in the Global Crisis*. Basingstoke: Palgrave Macmillan: 1-13.
- Marinov, M. and Marinova, S. (2011) Internationalization of Emerging Economies and Firms in Marinov, M. and Marinova, S. (Eds.) *Internationalization of Emerging Economies and Firms*. Palgrave Macmillan: 1-14.
- Marinova, S. and Marinov, M. (2011) New Challengers in a Global Game: Reflections on the Internationalisation of Emerging Economies and Firms, in Marinov, M. and Marinova, S. (Eds.) *Internationalization of Emerging Economies and Firms*. Palgrave Macmillan: 367-380.
- Marinov, M. and Marinova, S. (2011) Introduction, in Marinov, M. and Marinova, S. (Eds) In *The Changing Nature of Doing Business in Transition Economies*. Palgrave Macmillan: 1-8.
- Larimo, J., Marinov, M. and Marinova, S. (2011) The Brewing Industry in CEE: Growth and Development, in *The Changing Nature of Doing Business in Transition Economies*. Palgrave Macmillan: 87-103.
- Marinova S. et Marinov, M. (2009) Les paradoxes éthiques du marketing international dans les pays en développement' Chapitre 7 dans E. Millot (Ed.) *Les Paradox du Globalisation*: 137-158. (in French).
- Marinov, M. and Marinova, S. (2005) Marketing in Bulgaria, in Marinov, M. (Ed) *Marketing in the Emerging Markets of Central and Eastern Europe: The Balkans*. Basingstoke: Palgrave Macmillan: 64-92.
- Marinov, M., Marinova, S. and Morita, K. (2003) Foreign Direct Investment by Japanese Companies in Central and Eastern Europe, in Marinova, S. and Marinov, M. (Eds) *Foreign Direct Investment in Central and Eastern Europe*, Aldershot: Ashgate: 156 – 183.
- Marinova, S. and Marinov. M. (2003) Motives of Foreign Investors in Investing in Central and Eastern Europe, in Marinova, S. and M. Marinov (Eds) *Foreign Direct Investment in Central and Eastern Europe*, Aldershot: Ashgate Publishing: 206 – 232.
- Marinov, M. and Marinova, S. (2003) Foreign Direct Investment in Central and Eastern Europe: An Overview, in Marinova, S. and M. Marinov (Eds) *Foreign Direct Investment in Central and Eastern Europe*, Aldershot: Ashgate Publishing: 1-18.
- Marinov, M. and Marinova, S. (2002) Internationalization of MNCs in Eastern Europe: The Case of Interbrew, in Marinov, M. (Ed) *Internationalization in Central and Eastern Europe*: 186-219.

- Marinov, M. and Marinova, S. (1999) Foreign Direct Investment Motives and Marketing Strategies in Central and Eastern Europe, in G. Iyer and L. Masters (Eds.) *Marketing Challenges in Transition Economies of Europe, Baltic States and Commonwealth of Independent States*, International Business Press, New York: 25-56..
- Marinov, M. and Marinova, S. (1998) Privatization and Foreign Direct Investment in Company Restructuring, in V. Samonis (Ed.) *Enterprise Restructuring and Foreign Investment in the Transforming East: The Impact of Privatization*, Haworth Press: 29-46.
- Marinov, M., Marinova, S. and Larimo, J. (2005) The Brewing Markets in Central and Eastern Europe in the Period 1990-2003, in Liuhto, K. and Vincze, Z. (Eds) *Wider Europe*. Essa Print Oy: 433-456.
- Marinova, S. and Marinov, M. (2002) Trust in International Business Operations, in Larimo, J. (Ed) *New Developments in International Business*, University of Vaasa Publishing House: 265-283.
- Marinov, M. and Marinova, S. (2002) Global Marketing in Central and Eastern Europe, in Larimo, J. (Ed) *New Developments in International Business*, University of Vaasa Publishing House: 186-198.
- Marinov, M. and Marinova, S. (2002) Changes Caused by Privatisation and Foreign Direct Investment in Central Eastern Europe, in Liuhto, K. (Ed) *Ten Years of Economic Transformation*, Vol. 2, Lappeenranta: Lappeenranta University of Technology Press: 460-475.

#### **JOURNAL ARTICLES:**

- Marinova, S. and Marinov, M. (2017) Inducing the Internationalisation of Family Manufacturing Firms from a Transition Context, *European Business Review*, 29(2)
- Eduardsen, J. and Marinova, S. (2016) Decision-Makers' Risk Perception in the Internationalisation of Small and Medium-Sized Firms, *International Journal of Export Marketing*, 1(1): 4-26.
- Child, J. and Marinova, S. (2014) The Role of Contextual Combination in the Internationalization of Chinese Firms, *Management and Organization Review*, 10(3): 347-371.
- Child, J. and Marinova, S. (2014) Reflections on the Commentaries, *Management and Organization Review*, 10(3): 405-409.
- Masango, S. and Marinova, S. (2014) Knowledge-Based Network Ties in Early Rapidly Internationalising Small Firms: A Missing Link. *International Entrepreneurship Management Journal*, 10(3): 471-486.
- Marinova, S. (2014) Editorial: Branding as a Competitive Lever, *Journal of Euromarketing*, 23(1-2): 1-4.
- Marinova, S., Cui, J. Shiu, E. and Marinov, M. (2012) Impact of Customer Relationships on Brand Equity in Chinese Retail Banking, *Journal of Euromarketing*, 21(1): 37-52.
- Marinova, S., Child, J. and Marinov, M. (2012) Institutional Field for Outward Foreign Direct Investment: A Theoretical Extension? *Advances in International Management*, 25: 233-261.
- Turcan, R., Marinova, S. and Rana, M.B. (2012) Empirical Studies on Legitimation Strategies: A Case for International Business Research Extension, *Advances in International Management*, 25: 425-470.

- Marinova, S., Child, J. and Marinov. M. (2011) Evolution of Firm- and Country-Specific Advantages and Disadvantages in the Process of Chinese Firm Internationalization, *Advances of International Management*, 24: 233-269.
- Marinova, S., Marinov, M., Souki, G. and Filho, C. (2010) Buyer-Supplier Relationships in Latin American Automotive Industry, *Academija MM*, 32(3): 325-363.
- Marinova, S., Cui, J. and Marinov, M. (2008) Customer Relationships and Brand Equity in China's Banking Services, *Revista FACES*, July/September, 7(3): 25-37.
- Marinov, M., Petrovici, D. and S. Marinova (2008) Consumer attitudes to Advertising in Bulgaria and Romania, *Journal of Euromarketing*, 17(2): 81-93.
- Petrovici, D., Marinova, S., Marinov, M. and N. Lee (2007) Personal uses and perceived social and economic effects of advertising in Bulgaria and Romania, *International Marketing Review*, 24(5): 539 – 562.
- Paliwoda, S. and Marinova, S. (2007) The marketing challenges within the enlarged single European Market, *European Journal of Marketing*, 41(3 /4): 233-244.
- Larimo, J., Marinov, M. and S. Marinova (2006) The Central and Eastern European brewing industry since 1990, *British Food Journal*, 108(5): 371-384.
- Carrigan, M., Marinova, S. and I. Szmigin (2005) Ethics and International Marketing Research Background and Challenges: Research background and challenges, *International Marketing Review*, 22(5): 481-493.
- Marinov, M. and Marinova, S. (2005) Exchange and Embeddedness in the Creation of Business Relationships in Central and Eastern Europe, *Arbeit, Organisation und Personal im Transformationsprozess*, 22(1): 387-407.
- Marinov, M., Marinova, S. and K. Morita (2004) Internationalization of Japanese Multinational Corporations in Central and Eastern Europe, *Journal of East-West Business*, 9(3-4): 27-52.
- Marinova, S., Marinov, M. and A. Yaprak (2004) 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, *Journal of East-West Business*, 10(1): 7-41.
- Marinov, M. and S. Marinova (2001) Foreign Direct Investment in the Emerging Markets of Central and Eastern Europe: Motives and Marketing Strategies, *Advances in International Marketing*, 10: 29-52.
- Marinov M. and S. Marinova (2001) Privatization in Central and Eastern Europe and Its Ethical Aspects, *Production, Organization and Personnel*, 13: 153-165.
- Marinov, M., Marinova, S., Manrai, A. and L. Manrai (2001) Marketing Implications of Communist Ideological Legacy in Culture in the Context of Central and Eastern Europe: A Comparison of Bulgaria, Romania and Ukraine, *Journal of Euromarketing*, 11(1): 7-35.
- Marinova, S. (2001) In Search of Theoretical Approaches for Explaining International Relationship Development in Transition Investment Contexts, *Journal of International Business Studies*, Literature Review Archives, 2: 1-43, (online publication).
- Marinov, M. and Marinova, S. (1999) Foreign Direct Investment Motives and Marketing Strategies in Central and Eastern, *Journal of East-West Business*, 5(1/2): 29-56.
- Marinov, M and Marinova, S. (1999) Foreign Investor Strategy Development in the Central and Eastern European Context, *Thunderbird International Business Review*, 41(1): 107-130.
- Marinov, M. and Marinova, S. (1998) Investor Strategy Development and Adaptation: The Case of Interbrew' (1998) *European Management Journal*, Special Issue on CIS and Central & Eastern Europe, 16(4): 400-410.

- Marinov, M. and Marinova, S. (1998) Privatization and Foreign Direct Investment in Company Restructuring (1998) *Journal of East-West Business*, Special Issue on Central and Eastern European Restructuring, 4(1/2): 29-42.
- Hooley, G., Beracs, J., Cox, T., Fahy, J. and Marinova, S. (1998) International Joint Ventures and Greenfield Investment: A Comparative Study of Approaches, Strategies and Performance in Hungary, *Research in Marketing*, 14: 87-122.
- Marinov, M., Marinova, S. and Watts, G. (1998) Privatization and Company Restructuring in Eastern Europe, *Journal of East-West Business*, 4(1/2): 29-46.
- Aaby, N.-E., Marinov, M. and Marinova, S. (1997) Managers' Characteristics: Results from an Exploratory Comparison of Young Managers in Bulgaria and USA and their Implications for Management Education in Bulgaria *Journal for East European Management Studies*, 2(1): 22-35.
- Marinov, M. and Marinova, S. (1997) Privatisation and Foreign Direct Investment in Bulgaria: Present Characteristics and Future Trends *Communist Economies and Economic Transformation*, 9(1): 101-116.
- Cox, A., Marinov, M. and Marinova, S. (1997) The Attainment of Privatisation Objectives in Two Bulgarian Industries, *Journal for East European Management Studies*, 2(3): 288-305.
- Marinov, M., Cox, A., Hooley, G. and Marinova, S. (1997) Changes of Ownership in Eastern European Countries: The Post-Privatization Effect in the Bulgarian Construction and Brewing Industries, *Midwest Review of International Business Research*, 11: 134-147.
- Marinov, M. and Marinova, S. (1996) Characteristics and Conditions for Entrepreneurship in Central and Eastern Europe, *Journal for East European Management Studies*, 1(4): 7-24.
- Trifonova, S. (1989) Some Theoretical Aspects of the Definition, Content and Specifics of Business Tourism, *Journal Izvestija na VINS*, No. 2, (in Bulgarian).

### ***Selected conference papers***

- Eduardsen, J. and Marinova, S. (2015) Coping with Risk in the Internationalization of SMEs, in Kaynak, E. and Harkar, T. (Eds) *Regional and International Competitiveness: Defining National and Governmental Drivers of Productivity, Efficiency, Growth and Profitability*. World Business Congress, International Management Development Association.
- Marinova, S., Asfour, N.I. and Marinov, M. (2013) Consumer Attitudes towards Advertising in Jordan, in Kaynak, E. and Harkar, T. *Flexibility, innovation and adding value as drivers of global competitiveness: Private and public sector challenges*. Vol. XXII. International Management Development Association: 259-266.
- Marinova, S. and Marinov, M. (2015) Value Creation in the Internationalisation of an SME from a Traditional Industry, Presented at 13th Vaasa Conference on International Business, Vaasa, Finland, 26-28 August.
- Marinova, S. and Marinov, M. (2015) A Multinational Firm in a Big Emerging Economy: The Role of Internal and External Relationships. Paper presented at GSOM Emerging Markets Conference-2015: Business and Government Perspectives, St Petersburg, Russian Federation, 15-17 October.
- Eduardsen, J. and Marinova, S. (2015) How risky is internationalization? A qualitative study among Danish SMEs, Paper presented at EGOS Colloquium, ALBA Graduate Business School, Athens, Greece, 2-4 June.
- Rana, M.B., Marinova, S. and Sørensen, O. (2014) Legitimacy Strategy in Institutional Multiplicities: Has Institutionalism Forgotten Institutional Void and Civil Society in



- International Business? European International Business Academy Conference, Uppsala University, Sweden: 11-13 December.
- Turcan, R.V. and Marinova, S. (2012) When is too little not too late? Evidence from de-internationalizations of small high-technology firms. EURAM, Social Innovation for Competitiveness, Organizational Performance and Human Excellence. University of Rotterdam, Erasmus University.
- Khan, Z., Marinova, S and Ramirez, P. (2011) Inter-organizational Linkages, Technology Transfer and Exploitative Innovations in the Automotive Industry of Pakistan, *AIB*, 24-28 June.
- Petrovici, D., Ford, J., Marinova, S. and Marinov, M. (2011) Advertising Avoidance Strategies in Emerging Economies: Exploring Gender Differences, *ICORIA*, Berlin, 24-25 June.
- Marinova, S., Cui, J. Marinov, M. and Shiu, E. (2008) Brand Equity in Chinese Banking, *CIMaR Conference in International Business and Marketing*, Rio de Janeiro, Brazil, 22-26 June, 2008.
- Marinov, M. and Marinova, S. (2005) Marketing Strategies of Foreign Companies in the Beer Markets of Central and Eastern Europe, *6<sup>th</sup> World Congress of ICCEES*, Berlin, Germany, July, 25-30, 2005.
- Petrovici, D., Marinov, M. and Marinova, S. (2005) Determinants of Attitudes to Advertising in Two CEE Accessions Countries, *IMDA Congress*, Granada, Spain, 14-18 July.
- Marinov, M. and Marinova, S. (2005) Characteristics of Marketing in CEE (2005) *International Conference on Business, Economics and Management in Emerging Markets*, Cesme, Turkey, June 12-16.
- Marinov, M. and Marinova, S. (2004) Internationalization of Companies from Emerging Markets, *30<sup>th</sup> European International Business Academy Conference*, Ljubljana, Slovenia, December 5-8, 2004.
- Marinov, M. and Marinova, S. (2004) Business and Marketing Strategies of the Beer Brewing Companies in Central and Eastern Europe and the Development of the Brewing Market in the Region, *Conference on Business and Marketing Strategies in Central and Eastern Europe*, Vienna, Austria, 2-4 December 2004.
- Marinov, M. Morita, K. and Marinova, S. (2002) Japanese Investment Strategies in Central and Eastern Europe, *Multicultural Marketing Conference*, Valencia, Spain, 25-28, June, 2002.
- Marinov, M. and Marinova, S. (2001) Privatization and Corruption in Central and Eastern Europe, *International Conference on Transition Economies*, Portoroz, Slovenia, June 23-26.
- Marinov, M. and Marinova, S. (2001) Global Marketing in Central and Eastern Europe, *Academy of Marketing Science*, San Diego, USA, May 29- June 2.
- Marinov, M. and Marinova, S. (2001) Cultural Dimensions of Management in Transition, *Chemnitz East Forum on Management in Transition*, Chemnitz, Germany, March 21-23.
- Marinova, S. and Marinov, M. (2000) The Role of Motives, Promises and Actions in the Relationship between Investors, Host Governments and Host Companies in Central and Eastern Europe, *AIB*, Phoenix, Arizona, USA, 17-21 November 2000.
- Marinov, M. and Marinova, S. (2000) The Impact of Privatization on Marketing in Eastern Europe, *VI World Congress of the International Council for CEES*, Tampere, Finland, July 29- August 3.
- Marinov, M., Marinova, S., Manrai, A. and Manrai, L. (2000) The Impact of Communist Legacy on Culture and Consumer Behavior in Central and Eastern Europe' Midwest Academy of International Business Conference, Chicago, March 1-3, Proceedings – *Midwest Review of International Business*, volume 14, pp. 56-71.

- Marinov, M. and Marinova, S. (1999) The Role of Exchange and Embeddedness in the Development of Business Relationships: Theoretical Considerations and Empirical Evidence from Central and Eastern Europe, *25th Annual European International Business Academy Conference*, Manchester School of Management, Manchester, United Kingdom, 12 - 14, December.
- Marinov, M. and Marinova, S. (1999) The Impact of Foreign Direct Investment on the Transition Process in Central and Eastern Europe *7th Annual Conference on Marketing Strategies for Central and Eastern Europe*, Vienna, Austria, December 1–3.
- Marinov, M. and Marinova, S. (1999) MNCs Internationalization in the Context of Central and Eastern Europe: The Experience of Interbrew, *7th Annual Conference on Marketing Strategies for Central and Eastern Europe*, Vienna, Austria, December 1 – 3, pp. 63-85.
- Marinov, M. and Marinova, S. (1999) Management Implications in the Transition Economies of Central and Eastern Europe, *International Conference on Management of Technological Change*, Iasi, Technical University of Iasi, Romania, October 22-24, pp. 125-137.
- Marinov, M. and Marinova, S. (1999) Comparative Evaluation of the Impact of Foreign and Domestic Privatization on Business Environment in Central and Eastern Europe and Bulgaria, *5th International Workshop on International Business*, University of Vaasa, Finland, August 22-24, pp. 93-116.
- Marinov, M. and Marinova, S. (1999) Marketing and Strategies in the Process of FDI in CEE, *Ninth Biennial World Marketing Congress*, University of Malta, Malta, June 23-26, 1999, pp. 178 - 182.
- Marinov, M. and Marinova, S. (1999) Transition Changes Caused by Privatization in Central and Eastern Europe, *Third International Conference of Enterprise in Transition*, University of Split, Split, Croatia, May 27-29, pp. 98 - 100.
- Marinov, M. and Marinova, S. (1999) Ethical Analysis of the Parties Relationships in the Foreign Direct Investment Process in Central and Eastern Europe, *Fourth Chemnitz East Forum on Central and Eastern Europe*, Chemnitz University of Technology, Germany, March 3-5, 1pp. 64-82.
- Marinov, M. and Marinova, S. (1998) The Impact of Transitional Changes in Business Environment, Marketing and Ownership Structure on Strategies of Companies in Central and Eastern Europe, *European International Business Academy Conference on International Business Strategy*, Jerusalem, Israel, December 13-15.
- Marinov, M. and Marinova, S. (1998) Privatization and Foreign Direct Investment in Central and Eastern European Transition, *Third International Conference on Management in Transition*, University of Targovishte, Romania, October 23-24, pp. 68-85.).
- Marinov, M. and Marinova, S. (1998) The Euro and Its Implications in the International Marketplace, *International Conference on Vienna, the Bridge to Eastern and Western Europe*, United States Business and International Program, Vienna, Austria, October 4-7, pp. 19-33.
- Marinov, M. and Marinova, S. (1997) Acquisitions in Central and Eastern Europe - Learning through Experience: The Interbrew Case' (1997) *European International Business Academy Conference*, December 14-16, University of Hohenheim, Stuttgart, Germany.
- Marinova, S. (1997) Host and Investor Marketing Related Motives, Promises and Actions in Explaining the Success and Failure of Privatisation through Foreign Direct Investment in Bulgaria, *Proceedings of the 26th Conference of the European Marketing Academy*, 20-25 May 1997, University of Warwick, Coventry, UK, pp. 824-843.
- Marinov, M. and Marinova, S. (1997) Changes of Ownership in Eastern European Countries: The Post-Privatization Effect in the Bulgarian Construction and Brewing Industries'

- (1997) *Proceedings of Academy of International Business Midwest USA Chapter Annual Conference*, 12-14 March, Chicago, USA, pp. 144-158.
- Marinov, M. and Marinova, S. (1996) Characteristics and Conditions for Entrepreneurship in Central and Eastern Europe, *Conference on Central and Eastern Europe: Towards the New Millennium*, Brunel University, UK, 17 - 18 June 1996, pp. 184-194.
- Marinov, M. and Marinova, S. (1994) Comparative Study of Marketing in Bulgarian State - Owned, State - Private and Private Companies, *24th European Small Business Seminar*, Vol. 1, 21 - 23 September, Bled, Slovenia, pp. 51 - 65.
- Marinov, M. and Marinova, S. (1994) Specifics of Marketing Strategies in Bulgaria, Hungary, Poland and the UK, *24th European Small Business Seminar*, Vol. 2, 21 - 23 September, Bled, Slovenia, pp. 697 - 713.
- Marinov, M. and Marinova, S. (1993) Marketing Mix Characteristics of Bulgarian Companies in the Period of Transition, *Proceedings of the International Conference Logistics in the Changing World*, 12-13 May 1993, Sofia, Bulgaria.
- Marinova, S. (1993) Marketing Strategies of Bulgarian Tourist Companies in Transition' *Sixth World Marketing Congress*, 15-19 July, Istanbul, Turkey.

### ***Some Working Papers***

- Marinova, S. (1998) Parties Interaction in the Foreign Direct Investment Process in Central and Eastern Europe: A Case Study, Working Paper 03/1998 Published by Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) Investor Motives and Strategy Adaptation: The Case of Interbrew, Working Paper 19-1997, Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) The Impact of Communist Ideological Legacy on Culture in Central and East European Countries: Marketing Implications, Working Paper Series 16-1997, Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) Efficiency Benefits from Privatization in Eastern Europe' Working Paper Series 20-1997, Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) Changes Caused by Privatization and Foreign Direct Investment in Central and Eastern European Transition' Working Paper Series 18-1997, Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) Globalization in Central and Eastern Europe and Its Management Implications, Working Paper Series 15-1997, Copenhagen Business School.
- Marinov, M. and Marinova, S. (1997) Foreign Direct Investment in Emerging Markets of Central and Eastern Europe: Motives and Marketing Strategies, Working Paper Series 17-1997, Copenhagen Business School.

### ***Some Unpublished Presentations at Panel Sessions and Symposia:***

- Keynote speech at the 13<sup>th</sup> Vaasa Conference 2015, August 26-28: Internationalisation and Business Models of CEE SMEs.
- Keynote speech at the Founding conference of AIB-CEE, Budapest, Hungary, 2014, Knowledge-based Network Ties and Internationalisation of SMEs from Emerging Economies, Budapest, October.

Panelist at the Panel Session ‘Challenges of Big Emerging Markets’ (2001) *The 10<sup>th</sup> Biennial World Marketing Congress*. Cardiff, Wales, United Kingdom June 28 - July 2, 2001.

Contributor (2001) to the Symposium on ‘Features, Needs and Trends of Management Research in Central and Eastern Europe: How Should the Problems Be Analyzed?’ (2001) *Foundation Conference of the European Academy of Management*, IESE, Barcelona, Spain, April 18-21, 2001.

Panelist (2000) At the Special Session on Globalization in the Context of Central and Eastern Europe, *VI World Congress of the International Council for Central and Eastern European Studies*, Tampere, Finland, July 29- August 3, 2000.

Panelist (2000) At the Special Session on Implication from the Globalization Processes in Transition Economies, *Midwest Academy of International Business Conference*, Chicago, March 1-3, 2000.

Contributor (1999) to the Special Session Marketing Experience of MNCs in Central and Eastern Europe, *The Ninth Biennial World Marketing Congress*, University of Malta, Malta, June 23-26, 1999.

Panelist (1998) At the Special Session on Internationalization in CEE, *International Conference on Globalization, The International Firm, and Emerging Economies*, Celal

## **RESEARCH PROJECTS:**

### ***Joint Projects***

- SINET (Small Business Internationalization Network) – 2012 – ongoing.
- Brazilian Danish Internationalization, Sustainability and Innovation Research Network (BDISIRN) 2012-2013.
- Attitudes towards Advertising in Bulgaria, Romania, Brazil and China, 2006 –2010.
- Japanese Companies in Central and Eastern Europe, 2004 - 2006. JETRO, Japan.
- Competitiveness of Companies in Transition Countries, 2000 – 2001, EU funding.
- Effects of Privatization and FDI on Marketing in Central and Eastern Europe, 1995 – 1997, ACE EU.
- Cross - Cultural Study on Managerial Behaviour and Communications in Bulgaria and USA, 1995, US Department of Education.
- Market Entry Strategies of Greek Companies in Bulgaria, 1994. Greek Government Funding.
- Comparative Study of Marketing in Hungary, Poland and Bulgaria, 1992 – 1993, ACE EU.

### ***Sole Projects***

- Internationalization of firms from Central and Eastern Europe, 2015 – 2016 ongoing – Department of Business and Management, Aalborg University.
- Relationships between Foreign Investors, Host Companies and Host Governments in the FDI Process, 2000 – 2002, EU individual grant.
- Relationships in the FDI Privatization Process in Central and Eastern Europe, 1996 - 1999. EU Commission.
- Visiting Research Fellow in Marketing, Aston Business School, Aston University, UK, 1993, TEPUS EU.

## **PROFESSIONAL MEMBERSHIP**

- Academy of International Business
- European International Business Academy
- European Marketing Academy
- Management Development Association

## **CONSULTING ASSIGNMENTS**

- Indian Education Consultancy, India
- FUMEC, Brazil
- Chinese Commercial Bank on building customer relationships, China
- Advantage West Midlands
- Central and Eastern European companies in the process of privatization and restructuring
- Western European and North American companies investing in Central and Eastern Europe
- Estonian Ministry of Education, Estonian Higher Education Accreditation Centre

## **TEACHING AND SUPERVISION**

### **Doctoral Courses:**

#### **PhD courses delivered for the University of Gloucestershire:**

Designing and writing a Literature Review: Approaches, Stages, Structure and Critical Aspects

Qualitative Research: Data Collection and Analysis

Case study research: Multiple and Single Case Design.

### **UG and Master Level Courses:**

<b>University</b>	<b>Year</b>	<b>Courses Taught</b>
Aalborg University	2010/2016 (BSc, MSc)	International Business International Business in a Theoretical and Practical Perspective Research Methods Export Marketing Supervision of Internship Projects Supervision of Semester Projects Supervision of UG Theses Supervision of Master's Theses
Birmingham Business School	2000/2001 (BSc, MSc and MBA)	Marketing Strategy and Planning International Business Global Marketing Contemporary Issues in Marketing

		Marketing Strategy Strategic Marketing Management Supervision of UG Theses Supervision of Master's Theses
Gloucestershire Business School	2000/2001 (BSc, MSc and MBA)	Global Issues in Management Strategic Management International Business Transnational Management Supervision of UG Theses Supervision of Master's Theses
University of Groningen	1999/2000	International Marketing Research in International Business International Business Negotiations
Copenhagen Business School	1997/1999	International Business Strategy International Business in Emerging Markets
Vienna University of Economics	July 1998	International Business Strategy
International University, Sofia	1992/94	Marketing Management Fundamentals of Marketing Marketing of Tourism Economics of Tourism
Institute of Tourism, Bourgas	1988/92	Economics of Tourism Marketing of Tourism Management of Tourism

### **Teaching Philosophy**

My attitude to teaching is based on two fundamental building blocks, namely the need for building 'bridges' between theory and practice and what I call 'inspired' learning. Neither of these can be achieved without passion and enthusiasm for the subject matter taught, without constant student centred innovation, without a strong nurturing student-faculty interaction. While I should recognise that technical innovation has had a substantial impact on our teaching, I prefer to use technology as a means for communication rather than as a form of innovation in teaching. Hence, it is the methods I use and the constant enhancement of techniques for personal involvement that are the real focus of my teaching innovation. The Problem Based Learning (PBL) approach at Aalborg University has undoubtedly the power to provoke student enquiry into unsolved theoretical and practical matters. Use of real-life companies, contextual factors, cross-cultural differences, challenging propositions and unconventional questions give my students and me greatest pleasure.

I certainly develop course outlines, written notes on some issues that students can find difficult, case studies and a selection of readings for each module. Moreover, there are specific explanations on module assessment with marking criteria made clear at the start of the module. When using a sequence of presentations, I usually use a session of non-assessed presentations when I give feedback, ask the rest of the class to give feedback and mark the presentation. Such an approach provides better guidance on expectations. Similarly, an analysis of various exam answers from past exam papers creates a positive attitude towards the assessment process. This is particularly important if we wish students to learn more from the sessions in the classroom and from independent reading.

I use various complementary types of assessment encompassing coursework of diverse nature and written/oral exams. It is important to recognise that there are cultural differences influencing the learning process. National approaches to learning and teaching vary; therefore, the use of a variety of assessment methods can create a nurturing environment in which students can demonstrate their learning abilities and strengths.

The focus of my teaching is on active, student-centred, inquiry-based learning applying teaching methods to address the variety of individual learning styles – visual, aural, verbal, physical, logical, social and solitary, and the cultural and system differences in teaching and learning in a cross-cultural class environment. I encourage students to develop a holistic framework to analyse international business and marketing issues. Such an approach nurtures students' ability to apply that understanding beyond the scope of any academic course.