Curriculum Vitae

MARIN ALEXANDROV MARINOV

Current Position: Professor of International Business, Aalborg University Business School, Aalborg University, Denmark

Major Qualifications:

- BSc in Mechanical Engineering, Technical University, Sofia, Bulgaria
- MSc in Industrial Engineering, Technical University, Sofia, Bulgaria
- PhD in Production/Operation Management, Bulgarian Academy of Sciences

Additional Qualifications:

- Faculty Development Program, University of Delaware, the USA
- Faculty Development Programme in International Marketing and International Business, London School of Economics and Political Sciences, the United Kingdom
- Faculty Development Programme in Management Education, Roffey Park Management Institute, the United Kingdom
- Conducting Japanese Business, University of Southern California, the USA

Languages:

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

Positions at publishing houses

- Member of the Editorial Boards of Emerald, Palgrave Macmillan Springer, Routledge at Taylor & Francis, and Sage Publication.
- Book Series Editor at Palgrave Macmillan Springer – Palgrave Studies of Internationalization in Emerging Markets (https://link.springer.com/series/15456/books?page=1),
- Routledge at Taylor & Francis - Routledge Frontiers in the Development of International Business, Management and Marketing (https://www.routledge.com/Routledge-Frontiers-in-the-Development-of-International-Business-Management/book-series/RFDIBMM).
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Former Positions:

- Professor of International Business and Management, University of Gloucestershire, the United Kingdom.

- Professor of International Business, University of Colorado at Colorado Springs, the USA.
- Associate Professor of Management, Technical University, Sofia, Bulgaria.
- Senior Assistant Professor of Management, Technical University, Sofia, Bulgaria.
- Teaching and Research Associate, Technical University, 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 numerous universities in Europe (e.g., Copenhagen Business School, University of Uppsala, University of Witten-Herdecke, University of Dusseldorf, American University of Paris, etc.); North America (e.g., University of Colorado); Asia (University of Shanghai, Fudan University, etc.); Africa (e.g., University of Dar es Salaam)

Teaching – Courses Delivery in:

- International Marketing
- International Marketing Strategy
- Cultural Issues in International Marketing
- Global Business Strategy
- International Business
- International Business Strategy
- Strategic Management
- Cross-Cultural Management
- Marketing in Emerging Markets
- Doing Business in Emerging Markets

Academic Leadership, Publications Leadership and Managerial Experience:

1.) ***Book Series Editor of Palgrave Studies on Internationalization in Emerging Markets - Palgrave Macmillan Springer***

2.) ***Book Series Editor of Routledge Frontiers in the Development of International Business, Management and Marketing***

3.) ***Editorial Board Member of numerous academic journals.***

4.) ***Book proposal reviewer for Palgrave Macmillan Springer, John Wiley & Sons, Routledge, Sage Publications and Pearson Education.***

Research Student Supervision and Evaluation:

- Supervision and successful completion of ***fourteen*** doctoral students in general management, production/operations management in Bulgaria and Tunisia, production system design and efficiency Georgia, foreign direct investment and technology transfer in Tanzania, small business development in Cyprus, production system design and efficiency in Pakistan, etc. Co-supervisions among which the dissertation on small business development by Jeffrey Johnson who won the first award for best PhD proposal at the European

International Business Academy Conference in Jerusalem, Israel in December 1998.

- Opponent of ***five*** doctoral dissertations at universities in Finland.

- Opponent of ***two*** doctoral dissertations at universities in Sweden.

- External examiner of ***seven*** doctoral students at universities in the United Kingdom, the USA, and the United Arab Emirates.

- Chair of ***five*** doctoral evaluation committees at universities in Denmark.

Research Projects Income Generation:

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 many other research grants providing institutions such as the British Council, see important examples below:

- Three-year grant: European Commission ACE Grant: ***Comparative Study of Marketing in Hungary, Poland and Bulgaria***, Participation of six European universities from Bulgaria, Hungary, Poland, Greece, Ireland and the United Kingdom**.** I was the Co-ordinator of the Eastern European partners in the project.

- Two-year grant: 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 conducted in Eastern and Western Europe.

- Three-year grant: US Department of Trade Grant: ***Comparative Study of US and Bulgarian Managers***. I developed the project in collaboration with the Coalition Bulgaria-University of Delaware, the USA. US and Bulgarian business executives were involved in the research. I was the co-ordinator of the research team.

- Three-year grant: University of Maryland, the 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.

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

- Three-year grant: 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.

- Three-year grant: EC grant: ***The Effect of Privatisation and Foreign Direct Investment on the Marketing of Enterprises in Central and Eastern Europe***, Participation of six European universities from Bulgaria, Hungary, Poland, Slovenia, Ireland and the United Kingdom**.** I was the co-ordinator of the Eastern European research team.

- Three-year grant: 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 was the co-ordinator of the research team.

- Three-year EC 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 the project leader.

- Ongoing research projects: ***Attitudes to advertising in transition economies***. Research project in cooperation with colleagues from University of Strathclyde and University of Kent the United Kingdom; ***Internationalization of firms from emerging economies.***

- Three research grants funded by the Danish Ministry of Higher Education and Science on ***Firm Internationalisation and Innovation*** with Brazilian universities, ***Strategic Alliances*** with Georgia Tech and Ohio State University, the USA, ***Virtual Teams across National Boarders*** with Israeli scholars. I have been the project lead of the three projects.

Generated Funding for Faculty and Curricula Development:

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

- European Commission TEMPUS Grant: ***European International Faculty Development Programme*** with IESE, Spain

- European Commission Grant: ***MBA Curricula Development*** with the Maastricht School of Management, the Netherlands.

Academic Society Membership:

- Academy of International Business
- Academy of Marketing Science
- Academy of Management - Marketing & Entrepreneurship Special Interest Group, the 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
- Institute of Export, the UK
- Marketing Education Group, the UK
- Midwest Business Administration Association, the 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

Publications:

Books

Virtual Teams across National Borders (2024) Routledge – Taylor & Francis.

Reconfiguration of Business Models and Ecosystems: Decoupling and Resilience (2023) Routledge – Taylor & Francis, With Svetla Marinova.

Business Models and Firm Internationalisation (2022) Routledge – Taylor & Francis, With Cristian Nielsen and Svetla Marinova.

COVID-19 and International Business: Change of Era (2021) Routledge – Taylor & Francis, With Svetla Marinova.

Value in Marketing: Retrospective and Perspective Stance (2020) Routledge.

International Business and Emerging Economies: Universal Issues and Chinese Perspective Volume I (2020) Palgrave Macmillan Springer. With Svetla Marinova, Jorma Larimo and Tiina Leposky.

International Business and Emerging Economies: European and African Perspectives Volume II (2020) Palgrave Macmillan Springer. With Svetla Marinova, Jorma Larimo and Tiina Leposky.

Research Handbook of Marketing in Emerging Economies (2017) Edward Elgar.

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

Experiences of Emerging Economy Firms (2015) Palgrave Macmillan.

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

Corporate Foresight and Strategic Decisions (2013) Palgrave Macmillan. With Claudio Gomez Portaleni, Svetla Marinova and Rehan ul-Haq.

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

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

Internationalization of Emerging Economies and Firms (2011) Palgrave Macmillan, With Svetla Marinova.

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

International Business European Edition (2009) (Textbook), John Wiley & Sons. With Michael Czinkota, Ilkka Ronkainen, Michael Moffet and Svetla Marinova.

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. With Svetla Marinova.

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

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

Selected Papers in Refereed Journals

'An Enquiry into MNEs' CSR Practices: Literature Assessment, Managerial Implications, and Academic Perspectives' ***Management International Review,*** 64 (5), 759-809, Co-authored with LC Leonidou, ST Marinova, JS Eduardsen, and PP Eteokleous

'Analysis of the relationship between economic growth and growth of foreign trade in Libya during the period 1980-2015' (2022). ***Journal of Total Science,*** 5(8): 3-12. Co-authored with Naser Tawiri.

'Contemporary Denmark: A Brief Outlook' (2022). ***Baltic Rim Economics***, 3. 44-45.

'Denmark and COVID-19' (2021). ***BSR Policy Briefing Series***, 5: 1-9.

'Development of Entrepreneurial Orientation of Export Manufacturers from Emerging Economies', ***International Entrepreneurship and Management Journal***, (2020). 16: 667–689, Co-authored with Deusdedit Rwehumbiza.

'Intra-Regional Diversification and Revenue of Export Manufacturers', ***European Journal of International Management***, (2020), 14(6): 1024-1046. Co-authored with Deusdedit Rwehumbiza.

'Characteristics and Conditions of Entrepreneurship in Eastern Europe' (2018), ***Journal for East European Management Studies,*** 22(4). Co-authored with Svetla Marinova.

'Inducing the Internationalisation of Family Manufacturing Firms from a Transition Context'**,** ***European Business Review*****, (**2017), 29(2): 181-204. Co-authored with Svetla Marinova.

'Institutional Field for Outward Foreign Direct Investment': A Theoretical Extension? ***Advances in International Management***, (2015), 25: 233-261. Co-authored with Svetla Marinova and John Child.

'Impact of Customer Relationships on Brand Equity in Chinese Retail Banking', ***Journal of Euromarketing***, (2014), 21(1): 37-52. Co-authored with Svetla Marinova, Jinghuan Cui and Erik Schiu.

'Evolution of Firm- and Country Specific Advantages and Disadvantages in the Process of Chinese Firm Internationalization', (2013), ***Advances in International Management***, 24: 235-270. Co-authored with Svetla Marinova and John Child.

'Buyer-Suppler Relationships in the Latin American Automotive Industry' (2012) ***Akademija MM,*** Vol. 20, No. 4, 36-58. Co-authored with Svetla Marinova, Gustavo Suki and S. Filho.

'Customer Relationships and Brand Equity in China's Banking Services', (2010) ***Revista FACES***, July/September, Vol. 7, no. 3, ISSN: 1517-8900. Co-authored with Svetla Marinova, Jinghuan Cui.

'Consumer attitudes to advertising in Bulgaria and Romania' (2008) ***Journal of Euro-Marketing***, 17(2): 81-93. Co-authored with Svetla Marinova and Dan Petrovici.

'Personal uses and perceived social and economic effects of advertising in Bulgaria and Romania' ***International Marketing Review***, (2007), 24(5): 539-562. Co-authored with Svetla Marinova, Dan Petrovici and Nick Lee.

'Determinants and Antecedents of General Attitudes toward Advertising: A Study of Two EU Accession Countries' ***European Journal of Marketing***, (2007), 41(3/4): 307-326, Co-authored with Dan Petrovici.

'The Central and Eastern European brewing industry since 1990' (2006) ***British Food Journal***, 108(5): 371-384. Co-authored with Jorma Larimo and Svetla Marinova.

'Exchange and Embeddedness in the Creation of Business Relationships in Central and Eastern Europe' (2005) ***Production, Organization and Personnel***, 22: 387-407.

'The Internationalization of Japanese Multinational Corporations in Central and Eastern Europe' (2004) ***Journal of East-West Business,*** 9, 3&4: 27-52, Co- authored with Ken Morita and Svetla Marinova.

'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*** 10(1): 7-41, Co-authored with Svetla Marinova.

'Japanese Multinational Companies in the Transition Economies of Central and Eastern Europe' (2002) ***The Hiroshima Economic Review,*** 26(1&2): 9-25 (**in Japanese**), Co-authored with Ken Morita.

'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. Co-authored with Svetla Marinova, Lalita Manrai and Ajai Manrai.

'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,. Co-authored with Svetla Marinova.

'Privatisation in Central and Eastern Europe and Its Ethical Aspects' (2001) ***Production, Organization and Personnel,*** 13: 153-165, Co-authored with Svetla Marinova.

'Foreign Investor Strategy Development in the Central and Eastern European Context' (1999) ***Thunderbird International Business Review,*** 41(1): 107-130, Co-authored with Svetla Marinova.

'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, Co-authored with Svetla Marinova.

'Privatization and Company Restructuring in Eastern Europe' (1998) ***Journal of East-West Business***, Vol. 4, No.1 & 2, pp. 29-46, Co-authored with Svetla Marinova.

'The Attainment of Privatisation Objectives in Two Bulgarian Industries' (1997) ***Journal for East European Management Studies,*** Vol. 2, No. 3, pp. 288-304, Co-authored with Anthony Cox, Svetla Marinova and Graham Hooley.

'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, Co-authored with Anthony Cox, Svetla Marinova and Graham Hooley.

'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, Co-authored by Nils-Erik Aaby and Svetla Marinova.

'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, Co-authored with Svetla Marinova.

'Characteristics and Conditions of Entrepreneurship in Eastern Europe' (1996), ***Journal for East European Management Studies,*** Vol. 1, No. 4, pp. 7-24, Co-authored with Svetla Marinova.

'Marketing Planning in Central and Eastern Europe' (1996), Special Edition of the ***Journal of Marketing Management*** on *Marketing Planning and Marketing Strategy*, 12: 69-82. Co-authored with Graham Hooley, Anthony Cox, Joseph Beracs & K. Fonfara.

'Marketing Organisation in Hungarian and Polish Firms' (1995) ***Journal of Marketing Practice,*** Vol. 12, pp. 59-82. Co-authored with Graham Hooley, Anthony Cox, Joseph Beracs and K. Fonfara.

'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.

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

‘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,. Co-authored with Anthony Cox, G. Avlonitis and T. Kouremenous.

‘Trends and Problems in Production Systems Development’ (1991) ***Annals of the CIRP,*** Vol. 40, No. 1, 34-48.