

# Academic Vita

Björn Schmeisser

## Personal information

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## Research interests

- Global Strategy: strategy and organization of multinational corporations, particularly in the context of recent geopolitical tensions and sustainable development imperatives
- Corporate Strategy: boundaries of the firm; antecedents and performance consequences of diversification decisions

## Current positions

2022 - Associate Professor for Strategy and Organization  
Department of Strategy and Management  
NHH Norwegian School of Economics

2018 - Assistant Professor  
Institute for International Business, Department of Global Business and Trade  
WU Vienna University of Economics and Business

## Higher education

2018 Doctoral degree in Social and Economic Sciences (Dr. rer.soc.oec)  
Dissertation: “*International configuration of value chain networks: a global strategy perspective*”  
(Committee members: Jan Hendrik Fisch, Reinhard Moser, Phillip Nell, Jonas Puck)  
WU Vienna University of Economics and Business (Austria)

2010 M.Sc. in Business Engineering – Technical Field of Studies: Mechanical Engineering  
(Dipl.-Wirtsch.-Ing.)  
Technical University (TU) Darmstadt (Germany)

2007-2008 International student exchange program (two semesters)  
Tongji University Shanghai (PR China)

## Academic publications

2020 Phasing the operation mode of foreign subsidiaries: Reaping the benefits of multinationality through internal capital markets. *Journal of International Business Studies*, 51(8), 1223-1255, with J. H. Fisch (ABS: 4\*)

2019 Upgrading local operations for global arbitrage. *Long Range Planning*, 52(4), 101845, with J. H. Fisch (ABS: 3)

- 2017 The influence of competition on international sourcing strategies in the service sector. *International Business Review*, 26(2), 279-287, with W. Gleich and M. Zschoche (ABS: 3)
- 2013 A systematic review of literature on offshoring of value chain activities. *Journal of International Management*, 19(4), 390-406. (ABS: 3)

### Working papers

- 1 Insourcing managerial services to augment dynamic capabilities for new market entry (with J. H. Fisch, K. Brindlmayer, and S. Gudergan) – *under review*
- 2 Resource redeployment in multi-business firms: the role of upfront investments in redeployment flexibility (with H. Pühr) – *under review*
- 3 Pulling the plug or rerouting the connection – do MNEs maintain auxiliary subsidiaries to sustain international business under economic sanctions? (with J. H. Fisch and J. Graneros)
- 4 Advancing the implications of the SDGs for IB: a co-evolutionary perspective (with J. Doh, T. Lindner, and C. Miska)
- 5 Internationalization of knowledge-intensive services (with J. H. Fisch, L. Lipcz, and A. Schotter)
- 6 Combining perspectives of SCM and IB to address the literature's void of ad-hoc strategic change in times of supply chain disruptions (with L. Novoszel, T. Wakolbinger, and J. H. Fisch)

### Awards

- 2022 *Best Paper Award* by the German Academic Association of Business Research (VHB) (section “International Management”)
- 2020 *Award for Outstanding Research Achievements* (WU Vienna publication award)
- 2019 *Academy of Management International Theme Committee & Emerald Best International Dissertation Award* (finalist)
- 2019 *Stephan Koren Award 2019* (WU Vienna dissertation award)
- 2017 *Award for Outstanding Research Achievements* (WU Vienna publication award)

### Teaching experience

- 2024 – International Management (Module)  
*Executive MBA in Seafood Management, NHH Norwegian School of Economics*
- 2023 – Global value chains and geopolitics  
*Executive MBA in Strategic Management, NHH*
- 2023 – STR463: Strategy and Technology (7.5 ECTS)  
*Master program in Economics and Business Administration, NHH*
- 2023 Academic Writing (4 ECTS)  
*PhD Program, WU Vienna*
- 2022 – CEMS401: Global Strategy (7.5 ECTS; in 2022 and 2023 co-teaching with T. Saebi)  
*CEMS Master program in International Management, NHH*

2022 – 2023	STR402A: Methodology for Master Thesis (7.5 ECTS; in 2022 co-teaching with T. Egeland) <i>Master program in Economics and Business Administration, NHH</i>
2022	Crafting and testing theoretical models in empirical management studies (4 ECTS) <i>PhD program, WU Vienna</i>
2021 – 2022	Strategic Management (one-week intensive course) <i>Summer School, Audencia Ecole Supérieur de Commerce, Nantes</i>
2021	Master Thesis Coaching (co-teaching with J. H. Fisch) <i>CEMS Master program in International Management, WU Vienna</i>
2019 – 2024	Common Body of Knowledge: Business Administration (4 ECTS) <i>PhD program, WU Vienna</i>
2019	International Innovation Management (4 ECTS) <i>CEMS Master program in International Management, WU Vienna</i>
2019	Internationalization Strategies (4 ECTS) <i>Bachelor program in Business, Economics and Social Sciences (SBWL IB)</i>
2019 – 2021	Global Strategic Management (7.5 ECTS) <i>CEMS Master program in International Management, WU Vienna</i>
2018	Einführung in die Organisationslehre; Einführung in das Strategische Management (both in German) <i>Bachelor program in Economics, Law, and Social Sciences, University of Erfurt</i>
2015 – 2021	International Business Strategy (4 ECTS) <i>Bachelor program in Business, Economics and Social Sciences (SBWL IB), WU Vienna</i>
2015	International Coordination (4 ECTS, co-teaching with J.H. Fisch) <i>CEMS Master program in International Management, WU Vienna</i>
2015	Internationalisierungsprozess (4 ECTS, in German) <i>Master program in Export- und Internationalisierungsmanagement, WU Vienna</i>
2014 – 2015	International Business: Applications (4 ECTS) <i>Bachelor program in Business, Economics and Social Sciences (SBWL IB), WU Vienna</i>

### Supervision

2023 –	CEMS Business Projects: 2 (corporate partners: Yara International ASA, Equinor ASA)
2022 –	PhD theses: 2 (WU Vienna, ongoing)
2014 –	Master theses: 20+ (WU Vienna and NHH Norwegian School of Economics)
2011 –	Bachelor theses: 90+ (University of Mannheim and WU Vienna)

### Service and outreach activities

2024 –	Leader of the Strategy Group Department for Strategy and Management NHH Norwegian School of Economics
2024 –	Placement Officer (together with T. Egeland) Department for Strategy and Management NHH Norwegian School of Economics
2023 –	ENGAGE.EU – The European University Engaged in Societal Change Local lead Work Package 6 “Engaged in Society”

- 2023 Design and delivery of a practitioner-oriented course on “Managing societal transition and developing sustainable business models” (with T. Saebi) as part of the ENGAGE.EU work-integrated learning program, in collaboration with Université Toulouse 1 Capitole (France)
- 2023 Chair of PhD Evaluation Committee (Kristin Ringvold, PhD)
- 2022 – 2023 ENGAGE.EU – The European University Engaged in Societal Change  
Task lead 4.8 “Set up ENGAGE.EU dual learning programmes for practitioners”
- 2019 – 2022 Member of the Commission Finance, Infrastructure, and Digitalization and Deputy Representative for Scientific Staff to the Senate Administration of WU Vienna
- 2014 Co-organizer and program chair of the German Academic Association of Business Research’s section International Management (VHB WK INT) annual meeting in Vienna, 10.-12.04.2014 (approx. 60 participants)
- 2014 – Referee activities for *Journal of International Management*; *Management International Review*; *International Business Review*

### Academic memberships and affiliations

- 2023 – Founding member of *Nordic AI BEST*, a consortium of researchers, educators, and administrators from leading universities in Scandinavia to promote and advance the use of artificial intelligence in business, economics, and social science education (funded by Nordplus, Grant No. NPHE-2023/10475)
- 2022 – Member of *DIG*, Norway’s leading research center on digital transformation and innovation for sustainable growth at NHH Norwegian School of Economics
- 2014 – Member of the *Academy of Management*; *Academy of International Business*; *European International Business Academy*; *Strategic Management Society*
- 2013 – Accredited guest researcher at the Research Data and Service Center (RDSC) of Deutsche Bundesbank, Frankfurt/Main (Germany)