

# Curriculum Vitae

## Professor Dr. Karin Reinhard

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### PERSONAL DETAILS

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Surname: Reinhard Forename: Karin  
Title: Professor Dr. E-Mail Address: [reinhard@dhbw-ravensburg.de](mailto:reinhard@dhbw-ravensburg.de)  
Telephone: +49 751 18999 2780 Nationality: German  
Current Position: Head of Department, International Business  
Professional Address: Baden Wuerttemberg Cooperative State University Ravensburg  
Marktstrasse 28  
88212 Ravensburg

### PROFESSIONAL PROFILE

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Academic professional in the fields of international business, marketing- and Internet management and media economics. Over twenty years' experience as a tutor, teacher and lecturer in institutions of higher education, in both the public and private sector. Areas of research include comparative cooperative education, social marketing and social media marketing. High degree of professional competency, holding a Doctorate of philosophy, awarded by the University of Technology in Dresden, Germany.

### KEY SKILLS

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- Strong verbal and written communications skills, demonstrated in the fields of research and lecturing
- Confident relationship building at all levels – prospective students, undergraduates, master students, departmental colleagues, university leadership, global partner institutions and industry partners
- Fluency in the English language – both verbal and written, daily professional use
- Effective and dedicated approach to quality management in work-integrated learning programmes within higher education

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### PROFESSIONAL & ACADEMIC QUALIFICATIONS

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- 10/1997 – 02/2001**     **University of Technology, Dresden, Germany**
- Doctorate of philosophy (Dr. phil). Doctoral thesis on industry sponsorship (a comparison between Germany and the United States) at the Faculty of Comparative Education, University of Technology, Dresden
- 09/1987 – 08/1989**     **State Seminary for Teacher Training (professional schools), Karlsruhe, Germany**
- Degree gained as: Graduate civil servant for a higher education teaching post in professional schools in business administration and economics
- 10/1982 – 08/1987**     **University of Mannheim, Germany**
- Master in Business Administration and Post-Graduate Degree in Educational Science
- Core areas of study: marketing, business administration, educational science, economics
- 09/1979 – 09/1982**     **Commercial High School, Ravensburg, Germany**
- Higher education entrance qualification
- 09/1978 – 08/1979**     **Bernards High School, Bernardsville, New Jersey, USA**
- High School Diploma

### MEMBERSHIPS & OFFICES IN PROFESSIONAL INSTITUTIONS

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- 10/2008 – present     Member of the Board of Governors and Academic Senate at the Baden Wuerttemberg Cooperative State University Ravensburg
- 11/2006 – present     Member of the Academy of International Business
- 09/1999 – present     International Society of Business Education (ISBE)
- 09/1999 – present     Member of the ISBE
- 09/2000 – 08/2008     Chair of the German Chapter of the ISBE
- 10/1999 – 08/2008     Member of the Community Colleges for International Development (CCID)
- 11/2004 – present     Rotary International
- 01/2009 – present     Member of the Rotary eClub One (first Rotary Club on the Internet)
- 11/2004 – 01/2009     Member of the Rotary Club Ravensburg-Weingarten

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### SUMMARY OF PROFESSIONAL EXPERIENCE

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**07/2003 – present      Baden-Wuerttemberg Cooperative State University Ravensburg, Germany**

02/2006 – present      Head of Department, International Business

09/2005 – present      Responsibility for international relationships – academic queries

07/2003 – present      Professor of Marketing, Internet Management and Media Economics

03/2011 – 09/2015      Head of Programme, Master of International Business

**01/2016 – present      Cape Peninsula University of Technology, Cape Town, South Africa**

01/2016 – present      Adjunct professor, Faculty of Business and Management Sciences,  
Marketing Department

**10/2000 – 06/2003      Bavarian State Chancellery, Munich, Germany**

03/2002 – 06/2003      Deputy Head of Division for the Information and Communications  
Technology Policy Section

10/2000 – 02/2002      Information and Communications Technology Policy Officer

- Developed and marketed the Bavarian virtual marketplace
- Created a virtual training portal for the Bavarian campus
- Assessed business models in the areas of e-business, e-learning and e-government
- Co-ordinated a multimedia quality initiative with the German multimedia association
- Supervised the media agency of the Bavarian state government

**09/1998 – 09/2000      Vocational School for the Media Profession, Munich, Germany**

Senior Teacher, lecturing Media Marketing, Electronic Marketing, Media Production, Information Management

**02/1996 – 09/2000      Freelance provision of seminars in Marketing, Procurement Management & Sales**

**09/1995 – 08/1998      Friedrich-List-Schule, Business School, Ulm, Germany**

Teacher, lecturing Marketing, Information Management & English

**09/1993 – 09/1995      State Academy for Teacher Training, Esslingen, Germany**

Organisation and leadership of teacher training events in the area of marketing

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- 09/1991 – 08/1995**     **Hugo-Eckener-Schule, Business School, Friedrichshafen, Germany**  
Teacher, lecturing Marketing, Industry Management, Economics, Information Management & Statistics  
  
Member of the curriculum and examinations commission of the professional school for business administration
- 09/1990 – 08/1991**     **Friedrich-List-Schule, Business School, Ulm, Germany**  
Teaching appointment in the subject areas of marketing, business administration and economics
- 09/1987 – 08/1990**     **Julius-Springer-Schule, Business School, Heidelberg, Germany**  
Probationary Teacher with particular responsibility as teacher liaison on the subject of marketing
- 09/1986 – 08/1987**     **University of Mannheim, Germany**  
Tutor in the subject area of marketing

### INTERNATIONAL GUEST PROFESSORSHIPS

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Adjunct professorship at the Cape Peninsula University of Technology, Cape Town, South Africa, appointed in January 2016

Central Queensland University, Queensland, Australia

Durban University of Technology, Durban, South Africa

Goa University, Goa, India

Johnson & Wales University, Providence, United States of America

Mersin Üniversitesi, Mersin, Turkey

Polytechnic of Namibia, Windhoek, Namibia

Portadown College, Portadown, Northern Ireland

Santa Rosa Junior College, California, United States of America

Symbiosis International University, Pune, India

Università degli Studi di Napoli Federico II, Napoli, Italy

Universitat de les Illes Balears, Palma, Mallorca, Spain

Université de Poitiers, Angoulême, France

University of Johannesburg, Johannesburg, South Africa

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University of Limerick, Limerick, Ireland

University of Napier, Edinburgh, Scotland

University of the Sunshine Coast, Queensland, Australia

### PUBLICATIONS

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Reinhard, K. / Wynder, M. / Kim, W-S. (2018), A trinational comparative cooperative education study, developing best practice for cooperative and work-integrated education, in Germany, Australia and South Korea. Manuscript submitted for publication.

Reinhard, K. / Gerloff, A. (2018), Internationalizing cooperative and work-integrated education: Implementing the German DHBW model in Thailand and China. Manuscript submitted for publication.

Gerloff, A. / Reinhard, K. (2018), Development of an international expansion strategy: Key challenges for a university offering work-integrated dual study programs. Manuscript submitted for publication.

Reinhard, K. / Pogrzeba, A. (2016), Comparative cooperative education: Evaluating Thai models on work-integrated learning, using the German DHBW model as a benchmark, in: *Asia Pacific Journal of Cooperative Education*, 17(3), 227-247

Reinhard, K. / Townsend, R. / Pop, C. / Pogrzeba, A. (2016), A comparative study of cooperative education and work-integrated learning in Germany, South Africa, and Namibia, in: *Asia Pacific Journal of Cooperative Education*, 17(3), 249-263

Sharma, B. / Reinhard, K. (2016), An empirical investigation of the influence of alcohol policy and gender on university students' drinking behavior, in: *Journal of New Business Ideas & Trends*, 14 (1), 1-13

Reinhard, K. / Bulut, D. (2014), Social Media in a Dictionary Format: Online Community of eksisozluk.com, in: *International Academy of Business Disciplines, Quarterly Review of Business Disciplines*, 1(3), 241-253

Raciti, M. / O'Hara, R. / Sharma, B. / Reinhard, K. / Davies, F. (2013), Examining price promotions, venue and place of residence as predictor on alcohol consumption, in: *Journal of Social Marketing*, 3 (1), 8-27

Reinhard, K. / Schirmer, J. (2013), Improving German-U.S.-American Business Co-Operation by Analyzing the Gap in Managers' Person Perception, in: *International Academy of Business Disciplines, Business Research Yearbook*, 20 (2), 467-474

Reinhard, K. / Satow, L. (2013), Virtual Communities: How Gender, Self-confidence, Motivation and Social Involvement impact on Avatar Choice, in: *International Academy of Business Disciplines, Business Research Yearbook*, 20 (2), 499 – 506

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- Sharma, B. / Raciti, M. / O`Hara, R. / Reinhard, K. / Davies, F. (2013), University students' perceived susceptibility to alcohol retail sales promotions, in: *Journal of Consumer Marketing*, 30/3, 283-294
- Wynder, M. / Wellner, K. / Reinhard, K. (2013), Rhetoric or Reality? Do Accounting Education and Experience Increase Weighting on Environmental Performance in a Balanced Scorecard?, in: *Accounting Education* 08/2013, 22(4)
- Reinhard, K. / Fadil, P. / Macha, V. (2012), Analyzing the role of perception in Chinese-German business co-operations, in: *Journal of International Business Disciplines*, 7 (2), 11-27
- Reinhard, K. / Satow, L. / Fadil, P. (2012), Assessing the ability of virtual Communities of Practice as a social marketing tool, in: *International Journal of Interdisciplinary Research*, 1(1), 35-45
- Reinhard, K. / Fadil, P. / Satow, L. (2012), Assessing the power of social media marketing: A cooperative educational learning experience, in: *Asia Pacific Journal of Cooperative Education*, 13 (1), 39 - 53
- Reinhard, K. / Singh, S. (2011), An archetype of WIL- in Information Technology at Baden-Württemberg Cooperative State University Ravensburg, Germany. In: *Work-Integrated Learning in Engineering and Technology: New Approaches and Practices*. P. Keleher, A. Patil and R.E. Harreveld (Eds), IGI Global, pp. 245-255
- Harker, D. / Sharma, B. / Harker, M. / Reinhard, K. (2010), Leaving Home and the Influence on the Food Choice Behaviour of Young German Adults, in: *Journal of Business Research*, 2010, volume 63, pp.111-115
- Sharma, B. /Harker, M. / Harker, D. / Reinhard, K. (2009), Living independently and the impact on young adult eating behaviour in Germany, in: *British Food Journal*, 2009, volume 111, number 5, pp. 436- 451
- Reinhard, K. / Osburg, T. / Townsend, R. (2008), The sponsoring by industry of Universities of Cooperative Education: Case study in Germany, in: *Asia Pacific Journal of Cooperative Education*, 2008, 9(1), 1-13
- Reinhard, K. / Güntzel, J. / Townsend, R. (2008), Virtual communities from the perspective of transaction costs, *International Business and Economics Discussion Papers*, No. 3, <http://www.dhbw-ravensburg.de/index.php?id=1857>
- Reinhard, K. / Sisco, L. (2007), Learning to see what`s invisible: The value of international faculty exchange, in: *Business Communication Quarterly*, volume 70, number 3, September 2007
- Reinhard, K. / Satow, L. / Sisco, L. (2007), Internationalizing cooperative education: An introduction to the Berufsakademie Ravensburg's work integrated partnership with the multinational company SAP Incorporation, in: *Asia Pacific Journal of Cooperative Education*, 2007, 8(2), 109-119
- Güntzel, J. / Reinhard, K. (2007), Transaktionskostenökonomik und Internationalisierung von Unternehmen, in: *WiSt- Wirtschaftswissenschaftliches Studium*, 2007, 36. Jg., Heft 6, 284-288
- Reinhard, K. (2006), The role of business and industry in supporting education: Case studies from the United States and Germany, in *Educational Sponsorship – an option for IT-educational funding*, in: *Journal for Global Business Education*, 2006, volume 6, 43-50

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Reinhard, K. (2006), Berufsakademie in Germany: Can this work-integrated learning program serve as an effective model in higher education institutions in western and eastern countries?, in: Asia Pacific Journal of Cooperative Education, 2006, 7(1), 16-21

Reinhard, K. / Osburg, T. (2006), Entwicklung einer Marketing-Konzeption für universitäres Fundraising. In: Managementhandbuch Bildungssponsoring, Hrsg. Bagusat, A. / Hermanns, H., Berlin, 301- 313

Reinhard, K. / Waterkamp, D. (2006), Verfahren des Bildungssponsorings. In: Management-Handbuch Bildungssponsoring, Hrsg. Bagusat, A. / Hermanns, A., Berlin, 111- 126

Reinhard, K. / Rauchfuß, F. (2004), Cross-Media Publishing & Management – Erfolgreich (re-) agieren auf veränderte Anforderungen an die Medienbranche. In: Aktuelle Strategien von Medienunternehmen, Hrsg. Ottler, S. / Radke, P., München, 161- 174

Reinhard, K. (2004), Verfahren des Bildungssponsorings – Ein Vergleich zwischen Deutschland und den USA, Weingarten

### RESEARCH EXPERIENCE

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Active in the research fields of social marketing and social media marketing.

Explores the various aspects of person perception and its impact on management decision-making, through the use of cross-border comparative studies.

In association with colleagues from Australia and Wales, explored the severe problems of binge drinking and obesity in young adults.

Collaborated with a colleague from the United States on a corporate social responsibility project for the INTEL Corporation.

Promotes the idea of stopping smoking via the website Stop-Simply; a site launched by a German associate.

Co-established another on-line community of practice, PSYCHOMEDA, assisting people suffering from burn-out syndrome.

Academic leadership on publications in the fields of quality management and strategy, for publication companies.

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### INTERNATIONAL CONFERENCES

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- 2018**                      **World Association for Cooperative Education (WACE) international research symposium, Stuttgart, Germany**
- Presentation – A trinational comparative cooperative education study, developing best practice for cooperative and work-integrated education, in Germany, Australia and South Korea.
  - Presentation – Internationalizing cooperative and work-integrated education: implementing the German DHBW model in Thailand and China.
  - Presentation – Development of an international expansion strategy: Key challenges for a university offering work-integrated dual study programs.
- 2016**                      **International Conference on Tourism**
- Co-Chair for Food & Wine Tourism
  - Presentation: A methodological blueprint for measuring the unconscious dimension of a destination brand: A three region exemplar approach
- 2015**                      **World Association for Cooperative Education (WACE) World Conference, Kyoto, Japan**
- Presentation: A Comparative Study of Cooperative Education and Work-Integrated Learning in Germany, South Africa, and Namibia
- 2015**                      **Co-organiser of Conference with the Thai ministry of higher education (Office of Higher Education Commission) on the theme of Cooperative Education in Higher Education in Thailand**
- Keynote Speaker: Evaluating Thai models on work-integrated learning, using the German DHBW model as a benchmark
- 2012 – present**                      **International Academy of Business Disciplines (IABD) Conference**
- Co-chair for the social media track (2012 – present)
  - Director of conference promotion (2013 – present)
  - Presentation: The Role of Virtual Communities in Affecting Behavioral Change (2012)
  - Presentation: Improving Chinese–German Business Co-Operation by Analyzing the Gap in Management Perception (2012)
  - Presentation: Virtual Communities – How Gender, Self-confidence, Motivation and Social Involvement Impact on Avatar Choice (2013)
  - Presentation: Social Media in a Dictionary Format: Online Community of eksisozluk.com (2014)



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**2005 – present**      **Head of Organization, Ravensburger Industry Conference at the DHBW Ravensburg – themes have included,**

- Attracting young talent to business and industry
- Logistics
- Finance after the crisis
- Sustainability
- Internationalization
- Founding and expansion of companies
- Risk management
- Industry 4.0

**2001 – 2005**      **Appointed moderator at the following conferences:**

- Marketing Club Munich (2002)
- Munich Media Marketing Days (2002 – 2004)
- Bavaria Online International Congress (2001 – 2005)

**1998 – present**      **Participation at international conferences on the themes of:**

- Social marketing
- Comparisons in educational science
- E-learning
- Management of higher education

### **Membership on judging panels:**

- 02 / 2008 – present      The INKA award of Tanner Denkfabrik AG, Germany – panel evaluates technical product catalogues, in both print and on-line format, according to the criteria of functionality, design, etc.
- 10/2006 – 10/2008      The Newway-award of the University of Vorarlberg, Austria - panel determines the most innovative bachelor or master thesis for each academic year.
- 02/2006 – 02/2008      The Spotlight-award of the International TV-Spot- and Advertising Film Festival, Germany – panel awards individuals, firms and institutions for their outstanding contribution to the media industry.
- 01/2001 – 10/2003      The Bavarian International Online Award - panel distinguishes companies, who create new uses for information- und communications technology.

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### CONSULTING & ADVISORY APPOINTMENTS

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- 03/2010 – present      Member of the advisory board of PSYCHOMEDA (see research experience)
- 01/2009 – present      Member of the advisory board of “Vergissmeinnicht”, an advertising agency in Überlingen, Germany
- 01/2003 – 12/2005      Member of an advisory board at the State Seminary for Teacher Training (professional schools), Karlsruhe, Germany. Designed a part-time programme of study in teacher training, for individuals with prior professional experience in other fields of employment.
- 10/2000 – 06/2003      Member of the Internet advisory board of the Bavarian state government. Chairmanship of the “Experts Forum”, promoting the role of women in IT and media companies. Member of the management group organising the Bavaria On-line Convention

### LANGUAGE SKILLS

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- German:              mother tongue
- English:             fluent (written and spoken)
- Spanish:             advanced (written and spoken)
- French:               advanced (written and spoken)

### HOBBIES

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- Golf:                 Licenced to instruct junior golfers by the German golfing association