

Curriculum Vitae

Prof. Dr. Udo Klaiber

Bodan-Werft 5
D-88079 Kressbronn
Germany



Born on November 28, 1963 in Tuttlingen, Germany

Summary of Professional Experience

Head of Department of International Business at the Baden-Wuerttemberg Cooperative State University Ravensburg, Germany (since **2011**)

Education Consultant for GTZ GmbH (German Organization for International Cooperation), Eschborn, Germany. Focus on Ecuador (**2004-2007**)

Marketing Consultant for Kimberly-Clark in Columbia, Ecuador, and Peru (**2004**)

Marketing Consultant for CICC (Cámara de Industria y Comercio Colombo-Alemana = Colombian-German Chamber of Industry and Commerce), Bogotá, Columbia (**2000-2007**)

Education Consultant for GTZ GmbH (German Organization for International Cooperation), Eschborn, Germany. Focus on Columbia (**1999-2006**)

General Manager of the Alumni Association at the Baden-Wuerttemberg Cooperative State University Ravensburg, Germany (**1999-2005**)

Full-time Professor for International Marketing at the Baden-Wuerttemberg Cooperative State University Ravensburg, Germany (since **1998**)

Freelance Consultant for Marketing, Market Research and Organization. Projects mainly in South-East-Asian Countries (**1994-1998**)

Project Manager at iMW Prof. Strothmann, institute for marketing and advertising research, Hamburg, Germany (**1990-1994**)

Research Fellow at the VDI/VDE-IT Institute for Innovation and Technology, Berlin, Germany (**1988-1989**)

Professional and Academic Qualifications

Doctoral Thesis: Kooperationsmanagement im Investitionsgütermarketing – Ein netzwerkorientierter Ansatz zur Gestaltung der Zusammenarbeit im Investitionsgütermarketing (Managing Cooperations as a Basis for Marketing Success in Markets for Capital Goods), Freie Universität Berlin, Germany (1996)

Diploma in Business Administration (equivalent of Master's Studies) at the Freie Universität Berlin, Germany. Spezialisierung in Marketing, Organisation and Management (1984-1989)

Language School (Ecole France Langue) in Paris, France (1984)

Language School (Inlingua) in Barcelona, Spain (1983/84)

Abitur (equivalent of A-levels or baccalaureate) at the Wirtschaftsgymnasium (college of economics) in Überlingen at the Lake of Constance, Germany (1983)

Research Cooperation and Guest Professorships

CPUT Cape Peninsula University of Technology, Capetown, South Africa

DUT Durban University of Technology, Durban, South Africa

ESB Hochschule Reutlingen, Germany

Hochschule für Technik und Wirtschaft, Berlin, Germany

Hochschule Ravensburg – Weingarten, Germany

Hochschule Schweiz, Brig, Switzerland

Institut Supérieur de Commerce, Paris, France

Istanbul University, Istanbul, Turkey

Johnson & Wales University, Providence, USA

Mersin University, Mersin, Turkey

Sejong University, Seoul, Korea

SSPU Shanghai Second Polytechnic University, Shanghai, China

Universidad Empresarial Bogotá, Armenia, Bucaramanga, Columbia

Goa University, Goa, India

Recent Publications

Brand images automotive industry 2016, DHBW Ravensburg 2016

E-Business Developments and Skills Requirements in the Retail Sector, in: Corporate Ownership and Control Journal, Vol. 12, No. 4, July 2015

Skills Requirements in the Retail Sector, Research Report CPUT 2014

An empirical analysis of China's OFDI influential factors and mode, in: International Business and Economics Discussion Papers, No. 11, July 2014

Estudio sobre el Marketing Viral y las Redes Sociales en las empresas alemanas del estado de Baden-Württemberg, in: Revista Aletheia, Vol. 2, No. 1, May 2012

Erfolgspotenziale durch innovative Kommunikationsformen im B2B Bereich, in: Baaken, T., U. Höft, T. Kesting (Hrsg), Marketing für Innovationen, Harland Lichtenberg 2010

Comportamiento del nuevo consumidor, in: El Papel, Vol. 7, No. 28, Oktober 2008

Member of 'Kyritzer Kreis', Association of Marketing Experts, 'AfM', Arbeitsgemeinschaft für Marketing

Language Skills

German – Mother tongue
English – Fluent (written and spoken)
Spanish – Fluent (written and spoken)
Italian – Advanced (written and spoken)
French – Advanced (written and spoken)

Students consulted recently

Simon Fuchs, Mara Jo Urban, Ines Zandona, Thomas Rothmund all from Hochschule-Ravensburg Weingarten

Ravensburg, March 14, 2017

