

Wolfgang Messner

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Education

PhD in Economics and Social Sciences	2004
University of Kassel, Germany	
Dissertation: "Towards a Strategy, Process- and System-Architecture for Customer Relationship Management in Retail Banking"	
Advisors: R. Stöttner, J. Link	
MBA in Financial Management, with distinction	1998
University of Wales, UK; Allfinanz Akademie & Open University Hagen, Germany	
BSc & MSc in Informatics & Economics, first class	1995
Technical University Munich, Germany	
Università per Stranieri di Perugia, Italy – MAECI scholarship, Italian Language & Economy	1993
University of Newcastle upon Tyne, UK – Erasmus scholarship, Computing Science	1992

Academic Positions

Darla Moore School of Business, University of South Carolina, USA	since 2016
Clinical Associate Professor, Sonoco International Business Department	
Teaching Global Competitive Analysis, Managing Cross-cultural Teams, The Business Case of Services Offshoring, and Doing Business in India in the #1 ranked (as per U.S. News & World Report) under- and postgraduate international business program	
MYRA School of Business, Mysore, India	2013 – 2016
Professor of International Management	
Teaching Customer Service Management, International Business & Management, and Making the Compelling Business Case in the PGDM and GPX (MBA) programs	

Other Academic Associations

WHU – Otto Beisheim School of Management, Germany	2012 – 2015
Adjunct Faculty (Intercultural Communication & Leadership; full and part-time MBA). Faculty Director for the India Module of the Leadership Excellence Program offered in cooperation with IDG and Hewlett Packard	
Indian Institute of Management Indore, India	2015
Visiting Faculty OB&HR (Management Consulting Frameworks, EPGP MBA; International Business & Management, PGDM MBA; Mumbai and Indore campus)	

- Indian Institute of Management Kozhikode, India** 2014 – 2015
Visiting Faculty OB&HR (Management Consulting Frameworks, EPGP MBA; Change Management and Creative Team Management, MDP; Kochi and Kozhikode campus)
- Julius Maximilian University Würzburg, Germany** 2013 – 2015
Visiting Faculty Indology (Doing Business in India, Product and Service Innovation for India)
- Royal Docks Business School, University of East London, UK** 2012
Adjunct faculty HPL (Customer Service Operations & Excellence, UG, module lead; Strategic Management, UG, seminars; Offshoring, MBA)
- Indian Institute of Management Bangalore, India** 2005 – 2010
Visiting Faculty Marketing (Customer Relationship Management, PGSEM MBA; Doing Business with Westerners, AMP; Marketing Round-Table, IMR; various guest sessions)

Professional Experience

- GloBus Research, UK & India** 2011 – 2017
Founder & Director. Training, consulting, interim management to help resolve international business and leadership challenges. Clients include Capgemini, Elektrobit, Ericsson, Hilti, KHS, Infosys, Ingersoll-Rand, McKinsey, Microsoft, REPower/Suzlon, Sartorius, Siemens, and Torex in Belgium, Germany, India, Switzerland, and UK.
- Capgemini, Germany & India** 2006 – 2011
Principal & Director. Head of Offshore Service Delivery with revenue accountability for Germany, Austria, and Switzerland. Management consulting on offshore provider relationship governance and consolidation of customer service centers. 2.5 year expat assignment to India
- BMW Group/Sofflab (now NTT Data), Germany** 2003 – 2005
Senior Management Consultant. Consulted Germany's leading political party on citizen relationship management ahead of the 2005 general elections. Provided business advice to an international chemical company on managing the request-2-order process with a CRM system
- The Information Management Group IMG, Germany & Switzerland** 1999-2002
Consulting Manager BU Financial Services. Led a team of business consultants in Germany. Various business change projects in global and medium-sized financial services institutions across Germany and Switzerland
- Deutsche Bank, Germany & Deutsche Software, India** 1995 – 1999
Assistant Vice President. Redesigned and roll-out of core banking modules (commitment fees, global credit limits). Program Manager for EMU development. Piloted inclusion of offshore resources into core banking software development. 1 year expat assignment to India
- Student internships at **OptoTech, Germany** and **GSF German Research Center for Environmental Health, Germany** 1990 – 1994

Advanced Training

- Faculty Development in International Business (FDIB), University of South Carolina, Columbia, SC, USA 2018
- Kannada – Language & Culture, University of Würzburg, Bangalore, India 2013
- Kannada – Language & Culture, University of Würzburg, Germany 2012
- Collaborative Coaching, The Coaches Institute, France 2008
- Negotiation Skills, Scotwork, France 2006
- Power Base Selling, Holden International, France 2006
- Strategic Marketing Management, Harvard Business School, Boston, MA, USA 2005
- Certified Financial Consultant (A.F.A.), Allfinanz Akademie Hamburg, Germany 1998

Languages

English and German; Italian at basic conversational level

Research Interests

Managing cross-cultural teams with a focus on services offshoring to India. Cross-cultural differences in consumer behavior, especially value for money and word-of-mouth marketing in the airline services industry. Doing business in emerging markets, particularly India

Teaching Topics

- International Business and Management; Intercultural Competencies for Working in International Teams (postgraduate level, executive education)
- Management Consulting Frameworks (undergraduate and postgraduate level)
- Financial Acumen; Making the Compelling Business Case; Investment Decisions (postgraduate level, executive education)
- Customer Relationship Management; Customer Service Management (undergraduate and postgraduate level)
- Doing Business in India & Emerging Markets; Reverse Innovation (undergraduate level, executive education)
- Services Sourcing; Outsourcing; Offshoring (postgraduate level, executive education)
- Strategic Management (undergraduate level)

Refereed Publications

- Messner, W. (2017). The Role of Gender in Building Organizational Commitment in India's Services Sourcing Industry. *IIMB Management Review*, 29(3), 188-202. [ABDC-Rank: **B**]
- Messner, W. (2017). Does Value for Money Create Advocates? A Study in the International Airline Services Industry. *Journal of Global Marketing*, 30(5), 309-321. [ABDC-Rank: **C**]
- Messner, W. (2017). Market Research in India: Does the Choice of Language Cause Questionnaire Contamination? *Journal of Indian Business Research*, 9(2), 149-168. [ABDC-Rank: **C**]

- Messner, W. (2016). Cross-Cultural Measurement of Transaction-Specific Customer Satisfaction in the Services Industry. *Journal of Customer Behaviour*, 15(4), 369-393. [ABDC-Rank: **C**]
- Messner, W. (2016). The Misconstruction of Hofstede's Uncertainty Avoidance Dimension: The Fallacy of Ecological Operation without Construct Validity at Individual Level. *Journal of Global Marketing*, 29(5), 298-313. [ABDC-Rank: **C**]
- Messner, W. (2016). The Impact of an Aircraft's Service Environment on Perceptions of In-flight Food Quality. *Journal of Air Transport Management*, 53, 123-130. [ABDC-Rank: **B**].
- Messner, W. (2016). The Contribution of Subjective Measures to the Quantification of Social Progress: Evidence from Europe and Israel. *International Journal of Sociology and Social Policy*, 36(3/4). [ABDC-Rank: **B**].
- Messner, W., & Schäfer, N. (2015). Methodological Issues in Group-referenced Measurement of Indian Culture. *South Asian Journal of Global Business Research*, 4(2), 226-250. [ABDC-Rank: **C**]
- Messner, W. (2015). Measuring Existent Intercultural Effectiveness in Global Teams. *International Journal of Managing Projects in Business*, 8(1), 107-132. [ABDC-Rank: **C**]
- Messner, W. (2013). Effect of Organizational Culture on Employee Commitment in the Indian IT Services Sourcing Industry. *Journal of Indian Business Research*, 5(2), 76-100. [ABDC-Rank: **C**]
- Messner, W. (2008, Dec). Enhancing Marketing Performance through Inbound Customer Marketing. (A. G. Mulky, Ed.) *IIMB Management Review*, 430-432. [ABDC-Rank: **B**]

Non-Refereed Publications in Practitioner Magazines

- Messner, W., Wilson, K. C., & Yoon, H. J. (2018). A Short Guide on Doing Business in South Korea. *Business Expert Press*.
- Messner, W., Shainesh, G., & Zalesky, N. (2017). Succeeding in India. *Business Expert Press*.
- Leipprand, T., Kreutter, P., & Messner, W. (2015, Nov/Dec). Führung im Zeitalter Digitaler Verwerfungen. *CIO Magazin*, 46-48.
- Messner, W. (2014, Mar/Apr). Understanding the Impact of Culture on Offshore IT Service Delivery. Research in India Shows the Importance of the People Factor. *PULSE Magazine/IAOP*.
- Messner, W. (2014, Mar/Apr). Using Business Cases to Champion new Ideas and Advocate Business Growth. *The European Business Review*.
- Messner, W. (2013, Oct). Zeit-Mentalität. Wenn Kulturen sich begegnen. *Die Bank*, 49-53.
- Messner, W. (2012, Mar). Auf dem Weg zur globalen Optimierung. Outsourcing und Offshoring. *Die Bank*, 38-43.
- Messner, W. (2011, Sep). Management einer globalen Workforce. *Die Bank*, 80-85.
- Messner, W. (2007). Justifying Information System Value – Development of a Method for Measuring Customer Advisory System Effectiveness. *Business Information Review*, 24(2), 126-134.
- Messner, W., & Shainesh, G. (2006, Sep). Retailmarkt Indien - Paradies für Auslandsbanken. *Die Bank*.
- Messner, W. (2005, May). Dialog-Marketing - die Bedeutung des Timing in der Kundenansprache. *Die Bank*.
- Messner, W. (2005, Mar). CRM-Investitionen - wann sind sie rentabel? *Die Bank*.
- Messner, W. (2005). Customer Relationship Management Technology – a Commodity or Distinguishing Factor? *Business Information Review*, 22(4), 252-263.

- Messner, W. (2004). The Beauty and Importance of Quality Customer Information. *The Marketing Review*, 4(3), 279-290. [ABDC-Rank: C]
- Messner, W. (2004, Apr). Kundenmanagement: Bricht das Wertschöpfungsnetzwerk der Autobanken auf. *Die Bank*.
- Messner, W. (2004). Ein Modell zur Steuerung des Wertbeitrags von Kundensegmenten. *Banking and Information Technology*, 4, 45-52.
- Messner, W. (2004). Entwicklung einer Architektur für das Management kundenorientierter Prozesse bei Banken. *WVW Wirtschaftspraxis, Verwaltungspraxis, Wirtschaftswissenschaften*, 1, 62-68.
- Messner, W. (2003, Jun). Creating Value for Multinational Customers through Cash Management. *Treasury Management International. Special Report: A Treasurer's Guide to Corporate Treasury in Germany*.
- Messner, W. (2003, Mar). Handlungsfelder bei der Etablierung von Financial Planning als Dienstleistungsangebot. *Banking and Information Technology*, 1, 25-30.
- Messner, W. (2001, Dec). The Practice of Cash Pooling. *Banking and Information Technology*, 4, 25-29.
- Messner, W. (2001, Jun). Die Mischung macht's. *eBanker, Handelsblatt-Verlag*.
- Messner, W., & Vehling, C. (2001, Jan). Electronic Banking – die Strategie muss stimmen. *eBanker, Handelsblatt-Verlag*.
- Messner, W., & Vehling, C. (2000, Dec). E-Commerce – Neues Denken ist angesagt. *Schweizer Bank*.
- Messner, W. (2000, Apr/May). Pan-European Cash Management with Global Credit Lines. *Canadian Treasurer*, 16-19.

Books Authored

- Messner, P., & Messner, W. (2015). *Winning the Right Job – A Blueprint to Acing the Interview*. New Delhi: Pan Macmillan.
- Messner, P., & Messner, W. (2015). *Yogya Naukari Milavtana – Hamkhas Yashasvi Mulakhatiche Tantra*. Pune: Vishwakarma Publications. (Marathi translation)
- Messner, W. (2013). *Making the Compelling Business Case. Decision-Making Techniques for Successful Business Growth*. Houndmills: Palgrave Macmillan; New Delhi: Pan Macmillan.
- Messner, W. (2010). *Intelligent IT Offshoring to India. Roadmaps for Emerging Business Landscapes*. Houndmills: Palgrave Macmillan.
- Messner, W. (2009). *Working with India. The Softer Aspects of a Successful Collaboration with the Indian IT & BPO Industry*. Heidelberg: Springer.
- Messner, W. (2005). *CRM bei Banken. Ein Vorgehensmodell zur Erarbeitung einer Strategie, Prozess- und Systemarchitektur*. Norderstedt: BoD. Based on dissertation thesis, University of Kassel, 2005.

Books Edited

- Ellermann, H., Kreutter, P., & Messner, W. (2017). *The Palgrave Handbook of Managing Continuous Business Transformation*. Houndmills: Palgrave Macmillan.
- Bäume, U., Kreutter, P., & Messner, W. (2012). *Globalization of Professional Services. Innovative Strategies, Successful Processes, Inspired Talent Management, and First-Hand Experiences*. Heidelberg: Springer.

- Hendel, A., Messner, W., & Thun, F. (2008). *Rightshore! Successfully Industrialize SAP Projects Offshore*. Heidelberg: Springer.

Book Chapters

- Messner, W. (2017). Continuous Business Transformation – What is it all about? In H. Ellermann, P. Kreutter, & W. Messner, *The Palgrave Handbook of Managing Continuous Business Transformation* (pp. 3-18). Houndmills: Palgrave Macmillan.
- Messner, W. (2014). Zeit-Mentalität. Wenn Kulturen sich begegnen. In W. Niehoff, & S. Hirschmann, *Aspekte einer effizienten Bankorganisation* (pp. 61-72). Cologne: Bank-Verlag.
- Messner, W. (2012). Strategically Organising for Innovation in Global Sourcing. In P. Kreutter, U. Bäumer, & W. Messner, *Globalization of Professional Services* (pp. 41-52). Heidelberg: Springer.
- Messner, W., & Schäfer, N. (2012). Advancing Intercultural Competencies for Global Collaboration. In P. Kreutter, U. Bäumer, & W. Messner, *Globalization of Professional Services* (pp. 189-202). Heidelberg: Springer.
- Messner, W., & Weinert, S. (2008). Economic and Business Effects of IT Offshoring. In A. Hendel, F. Thun, & W. Messner, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 31-43). Heidelberg: Springer.
- Messner, W. (2008). Intercultural Aspects of Project Management in India. In A. Hendel, F. Thun, & W. Messner, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 101-119). Heidelberg: Springer.
- Messner, W. (2008). Offshoring in India: Opportunities and Risks. In A. Hendel, W. Messner, & F. Thun, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 15-30). Heidelberg: Springer.
- Messner, W. (2006). Das Management interkultureller Teams: Deutschland / Indien. In N. Koubek, & G. Krishnamurthy, *Strategien deutscher Unternehmen in Indien* (pp. 223-238). Frankfurt am Main: Peter Lang.
- Messner, W. (2003). Handlungsfelder bei der Etablierung von Financial Planning als Dienstleistungsangebot. In D. Bartmann, *Bankinformatik 2004. Strategien, Konzepte und Technologien für das Retail-Banking* (pp. 361-366). Wiesbaden: Gabler.
- Messner, W. (2004). Customer Care als Unternehmensstrategie. In S. Salmen, & M. Gröschel, *Handbuch Electronic Customer Care* (pp. 23-36). Heidelberg: Physica-Verlag.

Teaching Cases

- Messner, W., & Chaudhary, A. E. (2019, *forthcoming*). Renault Duster in India: Understanding and Adapting to Emerging Market Segments. *SAGE Business Cases Originals*.
- Messner, W., & Wilson, K. C. (2018). Made-in-India Cars: When Safety Isn't a Priority. *SAGE Business Cases Originals*.
- Messner, W., & Yoon, H. J. (2018). Daimler China: Media Firestorm. *Ivey Publications*.

Articles in Periodicals

- Messner, P., & Messner, W. (2015). Win Your Dream Job! Seven Secrets to Acing Your Job Interview. *Times of India Ascent*, 03 June.
- Messner, P., & Messner, W. (2015). Surviving the Trials of a Job Hunt. *The New Indian Express Bangalore*, 02 June.

Paper Presentations at Conferences

- Messner, W. (2018, Sep, *forthcoming*). Online Consumer Reviewing across International Borders. Atlanta, GA: *Consortium for International Marketing Research (CIMaR) Conference*.
- Messner, W. (2018, Jun). How important is Value for Money for Customer Satisfaction? - A Cross-cultural Study in the Airline Services Industry. Minneapolis, MN: *AIB 2018 Conference*.
- Messner, W. (2018, Jun). Identifying Necessary Conditions with Activation Functions in Large and Noisy Data Sets. Minneapolis, MN: *AIB 2018 Conference*.
- Messner, W. (2017, Oct). Cultural Effects in Internet-based Consumer Opinion Platforms. Washington, DC: *AIB US Southeast 2017 Conference*.
- Messner, W. (2017, Apr). Value for Money and its Importance to Customer Satisfaction – A Cross-cultural Study in the Airline Services Industry. Havana, Cuba: *AMA Global Marketing SIG Special Conference*.
- Messner, W. (2015, Oct). Cross-Cultural Perspectives of Word-of-Mouth Recommendation. Venice, Italy: *13th Workshop on International Management*. European Institute for Advanced Studies in Management (EIASM) and Università Ca'Foscari.
- Messner, W. (2005, Feb). Der Kundenwert als Bewertungsansatz für IT-Investitionen im Customer Relationship Management. St. Augustin, Germany: *GI EMISA*. University of Applied Sciences Bonn-Rhein-Sieg.
- Messner, W. (2005, Jan). Ein Modell zur Steuerung des Wertbeitrags von Kundensegmenten. Regensburg, Germany: *Workshop Sales Governance*. ibi Academy (University of Regensburg).
- Messner, W. (2004, Mar). Enabling Business Transformation by IT Offshoring to India. St. Augustin, Germany: *GI EMISA*. University of Applied Sciences Bonn-Rhein-Sieg.
- Messner, W., & Huber, W. (1995). Stereographic Visualization of Turbulent Pipe Flows Using Anaglyphs with a Twofold Central Projection. Plzen, Czech Republic: *The Third International Conference in Central Europe on Computer Graphics and Visualization WSCG*. University of West Bohemia.

Invited Conference Presentations

- Messner, W. (2018, Mar). Interdisciplinary Perspectives on Doing Business in India. Themes and Implications for Teaching. Atlanta, GA: *CIBER Workshop*. Clayton State University.
- Messner, W. (2017, Sep). Product Innovation for India. Atlanta, GA: *9th USA India Business Summit (UIBS 2017)*. Georgia Tech.
- Messner, W. (2015, Sep). Global Businesses, Local Customers. Keynote speaker. Park Hyatt, Goa, India: *Consultants & System Integrators Interchange – 2015*. IBM.
- Messner, W. (2014, Feb). Management of Change. How to Succeed in a Rapidly Changing World. *International Conference on Emerging Paradigms in Management Research*. Chief Guest and opening speech. Elayampalayam, India: Vivekanandha Institute of Information and Management Studies & Mother Theresa's Women's University.
- Messner, W. (2013, Sep). Leveraging Organizational Culture to Transform Offshore IT Service Delivery. Bangalore, India: *Project Management Practitioner Conference PMPC 2013*. Project Management Institute PMI.
- Messner, W. (2010, Nov). India Going Global – A Future Beyond Cost Arbitrage. St. Gallen, Switzerland: *Emerge Conference*. University of St. Gallen.
- Messner, W. (2010, Jun). Indo-German Business Relationships. Cologne, Germany: *Indo-German Business Forum*.

- Messner, W. (2010, Feb). Tackling Offshore Challenges in Germany. A Case-Study Reinforced Advice for Successful Offshore Projects. Mumbai, India: *India Leadership Forum NILF 2010*. NASSCOM.
- Messner, W. (2009, May). Working with India. Stories from the Trenches. Cologne, Germany: *ICT Conference*. NASSCOM & BITKOM.
- Messner, W. (2008, Jun). Increasing Marketing Performance through Inbound Customer Marketing. Bangalore, India: *Round-Table Increasing Marketing Performance*. Indian Institute of Management Bangalore.
- Messner, W. (2007, Oct). Incorporating Data Warehousing and Data Mining into CRM to Increase Customer Revenue. Mumbai, India: *Customer Relationship Management Forum*. MarcusEvans Conference.
- Messner, W. (2000, Dec). Online Banking in Europe. Amsterdam, Netherlands: *eCommerce-Finance.com*. IBC Global Conferences.
- Messner, W. (2000, Nov). CRM Architecture for Retail Banking – Integration of eChannels. London, U.K: *Winning Strategies for CRM*. IBC Global Conferences.
- Messner, W. (2000, Mar). Wissen über den Kunden – Vom Knowledge zum Customer Relationship Management. Frankfurt, Germany: *Second Annual Convention of the Knowledge Management Consortium International (KMCI)*.

Panel Discussions at Conferences

- 2018, Jun. Teaching International Business through Experience: Projects. Minneapolis, MN: *AIB 2018 Conference*.
- 2017, Oct. The World of International Business Education. Washington, DC: *AIB US Southeast 2017 Conference*.
- 2017, Oct. Planning an International Career. Columbia, SC: *International Business Career Conference*. Darla Moore School of Business.
- 2015, May. Strategies and Resources for Transnational Entrepreneurship (TiE-Panel). Bangalore, India: *Transnational Entrepreneurs and International SMEs in Emerging Economies Conference 2015*. Indian Institute of Management Bangalore.
- 2013, Nov. Reflecting on Students' Soft Skill Development. Hyderabad, India: *2013 GMAC Asia Pacific Conference*. The Indian School of Business.
- 2012, Jun. Meeting Local Requirements in a Global Market: How to Develop the Firm and the Industry's Talent Base. Köln, Germany: *9th Indo-German ICT Conference – Meeting Local Requirements in a Global Market*. BITKOM & NASSCOM.

Interviews, Quotations, and Mentions in Periodicals

- SBDC (2017). Win-Win! Students gain international experience developing export plans for South Carolina companies, *Columbia Star*, 10 Mar; and *The Spartan Weekly News*, 54(3), 16 Mar, p. 3.
- N.n. (2016). Graduation Day at MYRA School of Business, *Star of Mysore*, 23 Jun.
- N.n. (2016). Graduation Day at MYRA School of Business, *City Today*, Mysore, 22 Jun, p. 7.
- N.n. (2016). Prof of MYRA School of Business Wins Emerald Literati Award. *City Today*, Mysore. 11 May, p. 7.
- N.n. (2016). MYRA Professor bags Emerald Literati Award. *Star of Mysore*, 08 May, p. 6.
- N.n. (2016). Five MYRA Students for Exchange Programme at Germany. *Star of Mysore*, 21 Feb, p. 3.

- N.n. (2016). 5 MYRA Students for Exchange Programme in Germany. *City Today*, Mysore. 15 Feb, p. 6.
- N.n. (2016). B-School Students Chosen for Exchange Programme. *The Hindu*. 14 Feb.
- Rodriguez, K. (2016). Doing Business in India: Risk for Reward. *The Economist Executive Education Navigator*, 8 Feb.
- N.n. (2015). Nationality Decides Word-of-Mouth Recommendation: Study. *City Today*, Mysore. 11 Nov.
- N.n. (2015). MYRA Mourns Death of its Founding-Dean. *Star of Mysore*, 20 Aug.
- N.n. (2015). IIMB Hosts Transnational Entrepreneurs and International SMEs in Emerging Economies Conference 2015. *India Education Diary*, 28 May.
- Khurana, C. (2015). How to Ace a Job Interview. *Mint – Hindustan Times*, 18 May.
- Ellermann, H. (2015). IT-Manager auf Indien-Reise. Kultur frisst Strategie. *CIO Magazin*, 18 Mar.
- Keshav, N. (2014). Leveraging Organisational Culture to Transform Offshore IT Service Delivery Teams. *IEEE Fusion*, 03 Sep.
- Sarsam, R. (2013). Leadership Excellence Program (LEP): Indienreise im Februar 2013. *CIO Magazin*, Feb.
- Demmer, C. (2009). Arbeiten in Indien. Mit Tempo durch den Stau. *Süddeutsche Zeitung*, 17 May.
- Hauschild, H. (2009). Satyam: Niete oder Schnäppchen. *Handelsblatt*, 18 Mar.
- Hauschild, H. (2009). Indiens IT-Dienstleister fallen tief. *Handelsblatt*, 16 Jan.
- Hauschild, H. (2009). Der Stern von Indiens IT-Himmel sinkt. *Handelsblatt*, 16 Jan.

Journal and Conference Affiliations

- Editorial Review Board, *Journal of Global Marketing* [ABDC-Rank: C] since 2017
- Editorial Advisory Board, *Journal of Indian Business Research* [ABDC-Rank: C] since 2011

Ad-hoc reviewer for *IIMB Management Review* [ABDC-Rank: B; 2018], *Journal of Air Transport Management* [ABDC-Rank: B; 2016], *Journal of Customer Behaviour* [ABDC-Rank: C; 2017], *International Journal of Sociology and Social Policy* [ABDC-Rank: B; 2015], *Journal of Customer Behaviour* [ABDC-Rank: C; 2017], and *Journal of Travel and Tourism Marketing* [ABDC-Rank: A; 2015].

Conference Advisory Board, *International Conference on "Make in India" – The Road Ahead*. Vivekanandha Institute of Information and Management Studies & The Gandhigram Rural Institute. Elayampalayam, India. 2015

Professional Memberships

- Academy of International Business (AIB) since 2015
- American Marketing Association (AMA Global SIG) since 2016
- Guidepoint Global Advisors since 2006

Honors and Awards

- 2018 Finalist for "That's Interesting!" Award by Aalto University School of Business: Messner, W. (2018, Jun). How important is Value for Money for Customer Satisfaction? - A Cross-cultural Study in the Airline Services Industry. Minneapolis, MN: *AIB 2018 Conference*.

- 2018 Finalist for Best Paper Award in Research Methods by University of Sydney Business School: Messner, W. (2018, Jun). Identifying Necessary Conditions with Activation Functions in Large and Noisy Data Sets. Minneapolis, MN: *AIB 2018 Conference*.
- 2017 Finalist for conference best paper award: Messner, W. (2017). Cultural Effects in Internet-based Consumer Opinion Platforms. Washington, DC: *AIB US SE 2017*.
- 2016 Emerald Literati Network Awards of Excellence (Highly Commended) for: Messner, W. (2015). Measuring Existent Intercultural Effectiveness in Global Teams. *International Journal of Managing Projects in Business*, 8(1), 107-132.
- 2014 Emerald Literati Network Awards of Excellence (Highly Commended) for: Messner, W. (2013). Effect of Organizational Culture on Employee Commitment in the Indian IT Services Sourcing Industry. *Journal of Indian Business Research*, 5(2), 76-100.

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