

Wolfgang Messner

International Business, Marketing, and Management

Clinical Professor
PhD, MBA, MSc, BSc

Sonoco International Business Department
Darla Moore School of Business · University of South Carolina

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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: Rainer Stöttner, Jörg Link	
MBA in Financial Management, with distinction	1998
University of Wales, UK; Allfinanz Akademie & Open University Hagen, Germany	
Thesis: "Starting Points and Information Basis for Market Segmentation"	
Advisor: Dirk Standop	
MSc & BSc in Informatics & Economics, first class	1995
Technical University Munich, Germany	
Thesis: "Stereographic Visualization of Turbulent Pipe Flows with Anaglyphs"	
Advisors: Christoph Zenger, Walter Huber	
Università per Stranieri di Perugia, Italy – MAECI scholarship, Italian Language & Economy	1993
University of Newcastle upon Tyne, UK – Erasmus scholarship, Computing Science	1992
Thesis: "A Neural Network Simulation System – Neural Curve Fitting"	
Advisor: Graham Megson	

Academic Positions

Darla Moore School of Business, University of South Carolina, USA	
Clinical Professor, Sonoco International Business Department	2021 –
Clinical Associate Professor, Sonoco International Business Department	2016 – 2021
<ul style="list-style-type: none">• Teaching under- and postgraduate courses on management consulting, data analytics, and intercultural team management• Faculty Director for the International Business Education Alliance (IBEA), in collaboration with University of Mannheim (Germany), ESSEC (France, Singapore), and FGV EBAPE (Brazil)• Member of the MIB (Master of International Business) program committee	

- Collaborating with UPS International (Atlanta, GA), Positec (Charlotte, NC), South Carolina Small Business Development Centers SC SBDC (Columbia, SC), and Thomson Reuters (Charlotte, NC) for student experiential learning and consulting projects

MYRA School of Business, Mysore, India

2013 – 2016

Professor of International Management

- Teaching MBA PGDM and PGPX courses on customer service, business cases, and international business

Other Academic Positions and Associations

WHU – Otto Beisheim School of Management, Germany

2012 – 2015

Adjunct Faculty

- Teaching MBA (full & part-time) sessions on intercultural communication and leadership
- Faculty Director for the India module of the Leadership Excellence Program offered in cooperation with IDG Business Media and DXC Technology

Indian Institute of Management Indore, India

2015

Visiting Faculty OB&HR, Mumbai and Indore campus

- Teaching management consulting frameworks (EPGP MBA) and international business & management (PGDM MBA)

Indian Institute of Management Kozhikode, India

2014 – 2015

Visiting Faculty OB&HR, Kochi and Kozhikode campus

- Teaching management consulting frameworks (EPGP MBA) and seminars on creative team management (MDP)

Julius Maximilian University Würzburg, Germany

2013 – 2015

Visiting Faculty Indology

- Teaching seminars on doing business in India

Royal Docks Business School, University of East London, UK

2012

Associate Lecturer

- Teaching customer service operations & excellence (UG, module lead), strategic management (UG, seminars), and offshoring (MBA)

Indian Institute of Management Bangalore, India

2005 – 2010

Visiting Faculty Marketing

- Teaching customer relationship management (MBA PGSEM) and seminars on doing business with Westerners (AMP)

Professional and Consulting Experience

Darla Moore School of Business, University of South Carolina, USA

2016 –

Industry consulting projects with postgraduate student teams (selected)

- UPS, Atlanta, GA (*forthcoming*). Improving the monetization of data within the international supply chain management structure
- Positec, Suzhou, China and Charlotte, NC. Designing a market launch plan for an innovative cleaning robot

- UPS International, Atlanta, GA. Optimizing the peak-season staffing process of drivers and helpers on delivery vans with a mathematical model
- The Seabin Project, Australia. Conducting a market entry study to help clean up oceans and marinas in the Americas

Industry consulting projects with undergraduate student teams

- Crafting market entry studies and redesigning business models for 45+ SME companies from South Carolina, in cooperation with the South Carolina Small Business Development Centers SC SBDC

GloBus Research, UK & India

2011 – 2017

Co-founder & Director

- Resolving international business and leadership challenges through executive training and consulting for clients in Belgium, Germany, India, Switzerland, and UK
- Designing, and delivering the India module of the Leadership Excellence Program offered by WHU – Otto Beisheim School of Management, IDG, and Hewlett Packard
- Developing assessments for intercultural communication and team effectiveness

Capgemini, Germany & India

2006 – 2011

Principal & Director. Head of Offshore Service Delivery with revenue accountability for Germany, Austria, and Switzerland. 2.5-year expat assignment to India with responsibility for demand, capacity, and utilization. Assignments included:

- Optimizing a network of service centers for a global travel group, delivering cost savings through call reduction, consolidation, and outsourcing
- Helping establish a framework for offshore provider relationship governance to support the analytics platform of a global logistics company
- Managing globally distributed bid teams in RfPs, e.g. for a technical CRM system upgrade for an automotive financial services institution

BMW Group/Softlab (now NTT Data), Germany

2003 – 2005

Senior Management Consultant. Specialized in customer relationship management. Assignments included:

- Helping establish a citizen relationship management strategy for a political party ahead of the 2005 German general elections; managing the system integration partner
- Transforming the request-2-order process for a major producer of flavors and fragrances; crafting new customer management processes with international variants
- Supporting Softlab's European subsidiaries in RfPs with expert advice

The Information Management Group IMG, Germany & Switzerland

1999 – 2002

Consulting Manager BU Financial Services. University of St. Gallen spin-off. Led a team of business consultants in Germany. Various business change projects in global and medium-sized financial services institutions across Germany and Switzerland, including:

- Transforming the dividend processing architecture in the private banking division of a Swiss bank, including straight-through-processing of interbank messages
- Crafting a new outsourced operating model for paper-based payment processing; assisting a savings bank's umbrella organization from business case to production start
- Developing an insourced payment operations capability for a cooperative banking society

- Developing customer relationship management strategies, landscapes, and go-forward plans for several universal, investment, and municipal savings banks
- Conducting an IS/IT threat analysis for a Swiss private bank

Deutsche Bank, Germany & Deutsche Software (DSI), India

1995 – 1999

Assistant Vice President. 1 year expat assignment to India. Responsibilities included:

- Redesigning and internationally rolling-out core banking functionalities (commitment fees, global credit lines) in cooperation with the bank's center of competence in UK
- Piloting inclusion of offshore resources into core banking software development
- Defining business requirements for the European Monetary Union (area of customer, accounts, credit); delivering the EURO conversion project out of India
- Assisting in defining business functionality and rolling out core banking software for new branch implementations in Hungary and Poland

GSF German Research Center for Environmental Health, Germany

1994

Student internship

- Helping conduct feasibility studies in the context of probabilistic networks

OptoTech, Germany

1990

Student internship

- Supporting quality assurance of high-resolution 3D optical scanners

Advanced Training (Selected)

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|---|------|
| • Hotel Industry Analytics, STR, Orlando, FL, USA | 2019 |
| • Multilevel Modelling, AIB Conference, Minneapolis, MN, USA | 2018 |
| • 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 (intermediate); Hindi and Kannada (beginner)

Research Interests

- Measuring cultural heterogeneity and differences
- Machine learning algorithms in international business, specifically deep learning
- COVID-19 pandemic, stress on the public health systems, and changes to consumer behavior
- Cross-cultural differences in consumer behavior, especially value for money and word-of-mouth marketing

- Doing business in emerging markets, particularly India
- Managing cross-cultural teams with a focus on services offshoring to India.

Teaching Portfolio

Currently teaching at Darla Moore School of Business

- IBUS 426: Global Competitive Analysis - A Course on Management Consulting in an International Environment (IBEA cohort class; collaboration with the South Carolina Small Business Development Centers)
- IBUS 718: Consulting and Organizational Development in MNCs
- IBUS 731: Global Competitive Analysis – A Management Consulting Workshop
- IBUS 430: Research in International Business
- IBUS 740: Data Analytics for International Business
- IBUS 590: Managing and Analyzing Data for Business Decisions (MIB Bootcamp)

Past teaching at Darla Moore School of Business

- IBUS 432/726: Business Case for Decision Making: Estimations, Calculations, and Management Presentations
- IBUS 431: Intercultural Competencies for Working in International Teams
- IBUS 717: Managing Cross-Border Teams

Past teaching at other universities

- Customer relationship management; customer service (under- and postgraduate)
- Doing business in India; emerging markets; reverse innovation (undergraduate, executive education)
- Services sourcing; outsourcing; offshoring (under- and postgraduate, executive education)
- Strategic Management (undergraduate)

Refereed Publications

- Messner, W. (2022). Cultural Heterozygosity: Towards a New Measure of Within-Country Cultural Diversity. *Journal of World Business*, 57(4), 1-17. DOI: 10.1016/j.jwb.2022.101346 [ABDC: **A***; SJR: **Q1**]
- Messner, W. (2022). Disparities in Demand for COVID-19 Hospital Care in the United States: Insights from a Longitudinal Hierarchical Study. *Health Science Reports*, 5(1), 1-6. DOI: 10.1002/hsr2.441 [SJR: **Q3**]
- Messner, W. (2021). The Association of Cultural and Contextual Factors with Social Contact Avoidance during the COVID-19 Pandemic. *PLoS ONE*, 16(12), 1-32. DOI: 10.1371/journal.pone.0261858 [SJR: **Q1**]
- Messner, W. (2021). Advancing Our Understanding of Cultural Heterogeneity with Unsupervised Machine Learning. *Journal of International Management*, 28(2), 1-30. DOI: 10.1016/j.intman.2021.100885. [ABDC: **A**; SJR: **Q1**]
- Messner, W. & Payson, S. E. (2021). Effects of National Culture on the Extent of Panic Buying during the COVID-19 Outbreak. *Journal of International Consumer Marketing*, 34(3), 1-20. DOI: 10.1080/08961530.2021.1962475. [ABDC: **B**; SJR: **Q2**]
- Messner, W. (2021). Geometrical Measurement of Cultural Differences. *Journal of International Marketing*, 29(3), 43-62. DOI: 10.1177/1069031X211018452. [ABDC: **A**; SJR: **Q1**]

- Messner, W. (2021). The Institutional and Cultural Context of Cross-National Variation in Early COVID-19 Outbreaks. *International Public Health Journal*, 13(2), 227-235. DOI: 10.1101/2020.03.30.20047589 (medRxiv).
- Messner, W. & Payson, S. E. (2021). Contextual Factors and the COVID-19 Outbreak Rate Across U.S. Counties in its Initial Phase. *Health Science Reports*, 4(1), 1-11. DOI: 10.1002/hsr2.242. [SJR: **Q3**]
- Messner, W. (2021). Connections between Cultures: Using Empirical Distributions for Measuring Cultural Differences. *Journal of Cross-Cultural Psychology*, 52(2), 129-154. DOI: 10.1177/0022022120982370. [ABDC: **A**; SJR: **Q1**]
- Messner, W. (2020). Understanding the Influence of Culture on Customer Engagement and Recommendation Intentions. *Journal of Strategic Marketing*, 1-25. DOI: 10.1080/0965254X.2020.1849363. [ABDC: **A**; SJR: **Q2**]
- Messner, W. (2020). Empirically Assessing Noisy Necessary Conditions with Activation Functions. *Computational Management Science*. DOI: 10.1007/s10287-020-00377-2. [ABDC: **B**; SJR: **Q1**]
- Messner, W. & Payson, S. E. (2020). Variation in COVID-19 Outbreaks at U.S. State and County Levels. *Public Health*, 187, 15-18. DOI: 10.1016/j.puhe.2020.07.035. [SJR: **Q2**]
- Messner, W. (2020). Value or Quality? Differences in Airlines' Customer Satisfaction Strategies across National Markets. *Services Marketing Quarterly*, 41(3), 205-235. DOI: 10.1080/15332969.2020.1786244. [ABDC: **B**; SJR: **Q3**]
- Messner, W. (2020). The Impact of Language Proficiency on Airline Service Satisfaction. *Journal of Travel & Tourism Marketing*, 37(2), 169-184. DOI: 10.1080/10548408.2020.1740139. [ABDC: **A**; SJR: **Q1**]
- Messner, W. (2020). Cultural and Individual Differences in Online Reviews. *Journal of International Consumer Marketing*, 32(5), 356-382. DOI: 10.1080/08961530.2020.1722980. [ABDC: **B**; SJR: **Q2**]
- Messner, W. (2018). Cultural Biases in Word-of-Mouth Recommendation: A Twelve Country Study in the Airline Services Industry. *Journal of Customer Behaviour*, 17(4), 279-305. [ABDC: **C**]
- 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: **B**; SJR: **Q2**]
- 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: **B**; SJR: **Q2**]
- 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: **C**; SJR: **Q3**]
- Messner, W. (2016). Cross-Cultural Measurement of Transaction-Specific Customer Satisfaction in the Services Industry. *Journal of Customer Behaviour*, 15(4), 369-393. [ABDC: **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: **B**; SJR: **Q2**]
- 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: **B**; SJR: **Q1**].
- 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: **B**; SJR: **Q2**]
- 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: **C**]
- Messner, W. (2015). Measuring Existent Intercultural Effectiveness in Global Teams. *International Journal of Managing Projects in Business*, 8(1), 107-132. [ABDC: **C**; SJR: **Q1**]

- 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: **C**; SJR: **Q3**]
- Messner, W. (2008). Enhancing Marketing Performance through Inbound Customer Marketing. (A. G. Mulky, Ed.) *IIMB Management Review*, 430-432. [ABDC: **B**; SJR: **Q2**]

Books Authored

- Messner, P., & Messner, W. (2015). *Yogya Naukari Milavtana – Hamkhas Yashasvi Mulakhatiche Tantra*. Pune: Vishwakarma Publications. (Marathi translation)
- Messner, P., & Messner, W. (2015). *Winning the Right Job – A Blueprint to Acing the Interview*. New Delhi: Pan Macmillan.
- 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.
- Bäumler, 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

- Bonilla Chumbi, G., Bowles, C. N., & Messner, W. (2019). Genuine Consulting Experience: Developing Internationalization Strategies for Small Businesses. In M. A. Gonzalez-Perez, K. Lynden, & V. Taras, *The Palgrave Handbook of Learning and Teaching International Business and Management*. Houndmills: Palgrave Macmillan.
- 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. Bäumler, & 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., & Martinez, J. (2020). Cognizant – Recovering from a Bribery Scandal in India. Case No. 9B20C029. *Ivey Publications*.
- Messner, W., Ducker, S., & Wilson, K. C. (2019). Bed Bath and Beyond: Is Online the Solution? Case No. 9B19M105. *Ivey Publications*.
- Messner, W., & Chaudhary, A. E. (2019). 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. Case ISBN 9781526462725. *SAGE Business Cases Originals*.
- Messner, W., & Yoon, H. J. (2018). Daimler China: Media Firestorm. Case No. 9B18C012. *Ivey Publications*.

Publications in Practitioner Magazines and Periodicals

- Messner, W. (2018). Intercultural Training in Outsourcing – How to Bridge Cultural Complexities to Create Inclusive Global Teams. *PULSE Magazine/IAOP*, Fall edition.
- 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, 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.

- 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: 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.

Paper Presentations at Conferences

- Messner, W., & Payson, S. E. (2020). Do Cultural Differences within a Country Matter? The Influence of Contextual Factors on the Initial Phases of the COVID-19 Outbreak in the United States. Florida State University: *AIB US Southeast 2020 Conference Online*.

- Messner, W. (2020). Back to the Individual: Using Support Curves to Measure Cultural Differences. Florida State University: *AIB US Southeast 2020 Conference Online*.
- Messner, W. (2020, May, postponed). The Impact of Language Proficiency on Service Satisfaction. Taormina, Italy: *AMA Global Marketing SIG Conference*.
- Messner, W. (2020, May, postponed). Evasive Answer Bias in Surveys: Assessing Patterns and Reasons across Countries. Taormina, Italy: *AMA Global Marketing SIG Conference*.
- Messner, W. (2019, Dec). The Impact of Language Proficiency on Service Satisfaction. Orlando, FL: *Elsevier 5th World Research Summit for Hospitality and Tourism*.
- Messner, W. (2019, Feb). The Impact of Language Proficiency on Service Satisfaction. Austin, TX: *2019 AMA Winter Academic Conference*.
- Messner, W. (2018, Sep). 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 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 Presentations

- 2021, Sep. Using Cultural Distance in International Business Research: Tips and Trends. Research Spotlight by Michigan State University and Texas A&M CIBERs. Webinar.
- 2019, Jun. International Business across Regions of the World – India. Columbia, SC: 51st Annual Faculty Development in International Business. CIBER. University of South Carolina.
- 2018, Mar. Interdisciplinary Perspectives on Doing Business in India. Themes and Implications for Teaching. Atlanta, GA: *CIBER Workshop*. Clayton State University.
- 2017, Sep. Product Innovation for India. Atlanta, GA: *9th USA India Business Summit (UIBS 2017)*. Georgia Tech.
- 2015, Sep. Global Businesses, Local Customers. Keynote speaker. Park Hyatt, Goa, India: *Consultants & System Integrators Interchange – 2015*. IBM.

- 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.
- 2013, Sep. Leveraging Organizational Culture to Transform Offshore IT Service Delivery. Bangalore, India: *Project Management Practitioner Conference PMPC 2013*. Project Management Institute PMI.
- 2010, Nov. India Going Global – A Future Beyond Cost Arbitrage. St. Gallen, Switzerland: *Emerge Conference*. University of St. Gallen.
- 2010, Jun. Indo-German Business Relationships. Cologne, Germany: *Indo-German Business Forum*.
- 2010, Feb. Tackling Offshore Challenges in Germany. A Case-Study Reinforced Advice for Successful Offshore Projects. Mumbai, India: *India Leadership Forum NILF 2010*. NASSCOM.
- 2009, May. Working with India. Stories from the Trenches. Cologne, Germany: *ICT Conference*. NASSCOM & BITKOM.
- 2008, Jun. Increasing Marketing Performance through Inbound Customer Marketing. Bangalore, India: *Round-Table Increasing Marketing Performance*. Indian Institute of Management Bangalore.
- 2007, Oct. Incorporating Data Warehousing and Data Mining into CRM to Increase Customer Revenue. Mumbai, India: *Customer Relationship Management Forum*. MarcusEvans Conference.
- 2000, Dec. Online Banking in Europe. Amsterdam, Netherlands: *eCommerce-Finance.com*. IBC Global Conferences.
- 2000, Nov. CRM Architecture for Retail Banking – Integration of eChannels. London, U.K: *Winning Strategies for CRM*. IBC Global Conferences.
- 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, Oct. Career Management. Columbia, SC: *International Business Career Conference*. Darla Moore School of Business.
- 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 Media

- UofSc (2022). Panic Buying During COVID-19. *Darla Moore School of Business, Press Room*, 27 Apr.
- UofSc (2022). Collaborating to Offer Students Hands-On Experience. *Darla Moore School of Business, Press Room*, 22 Feb.
- Ivey, P. (2021). Civics 101 – Research, Outreach, Community Engagement. *Breakthrough*. Office of Research, University of South Carolina, 8-13.
- Duffie, M. R. & Lawrence, L. A. (2020). Diving Deep. *Moore Magazine 2020*. Darla Moore School of Business, 26-27.
- UofSc (2020). International Business Alumnus and Faculty's Case Study Published on Renowned Clearinghouse Website. *Darla Moore School of Business, Press Room*, 20 Aug.
- UofSc (2020). International Course Project Teaches Students Consulting, Sustainability. *Darla Moore School of Business, Press Room*, 03 Feb.
- Vath, M. (2018). MIB Student, IB Professor Surprised at Large Differences in Car Safety in Emerging Markets. *Darla Moore School of Business, Press Room*, 13 Jul.
- 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.
- Vath, M. (2017). Moore School IB Professor Finds Distinct Difference in Gender Attitudes toward Organizational Commitment in India. *Darla Moore School of Business, Press Room*, 14 Dec, 2017.
- Sturgeon, S. (2017). Students Gain International Experience Developing Export Plans for South Carolina Companies. *Darla Moore School of Business, Press Room*, 06 Mar.
- 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.
- Rodríguez, 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 Advisory Board, *Journal of Indian Business Research* [ABDC: C; SJR: Q3] since 2011
- Editorial Review Board, *Journal of Global Marketing* [ABDC: B; SJR: Q2] 2017 – 2021

Ad-hoc reviewer for *European Journal of International Management* [A; Q1], *Health Science Reports* [Q3], *IIMB Management Review* [B; Q2], *Journal of Air Transport Management* [B; Q1], *Journal of Cross-Cultural Psychology* [A; Q1], *Journal of Customer Behaviour* [C], *Journal of Consumer Behaviour* [A; Q2], *International Journal of Intercultural Relations* [A; Q1], *International Marketing Review* [A; Q1], *International Journal of Sociology and Social Policy* [B; Q2], and *Journal of Travel & Tourism Marketing* [A; Q1].

- Session Chair, Export Marketing, Minneapolis, MN: *AIB 2018 Conference*. 2018
- 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

Thesis Supervision

- Undergraduate thesis, South Carolina Honors College: Jeremy P Martinez, Cognizant: Bribery Scandal in India 2020
- Undergraduate thesis (2nd reader), South Carolina Honors College: Carlisle Stelling. Amazon in India 2019
- Undergraduate thesis, South Carolina Honors College: Bryan Campbell. Cultural Disparity and the Impact on Work Life Balance 2018

Memberships

- Academy of International Business (AIB) 2015 – 2022
- American Marketing Association (AMA Global SIG) since 2016

Honors, Awards, and Grants

- Promotion from Clinical Associate Professor to Clinical Professor in the Sonoco International Business Department, Darla Moore School of Business, University of South Carolina. 2021
- Professional Track Faculty Research Award. Darla Moore School of Business, University of South Carolina (USD 2,000). 2021
- Finalist for Best Conference Paper Award: Messner, W. Back to the Individual: Using Support Curves to Measure Cultural Differences. Florida State University: *AIB US Southeast 2020 Conference Online*. 2020
- Recipient of *Global Carolina Curriculum Development Grant*, University of South Carolina (USD 5,000). 2019

- Fourth most downloaded teaching notes of all SAGE Business Cases: Messner, W., & Wilson, K. C. (2018). *Made-in-India Cars: When Safety Isn't a Priority*. Case ISBN 9781526462725. *SAGE Business Cases Originals*. 2018
- Finalist for "That's Interesting!" Award by Aalto University School of Business: Messner, W. 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. Identifying Necessary Conditions with Activation Functions in Large and Noisy Data Sets. Minneapolis, MN: *AIB 2018 Conference*. 2018
- Finalist for Best Conference Paper Award: Messner, W. Cultural Effects in Internet-based Consumer Opinion Platforms. Washington, DC: *AIB US Southeast 2017*. 2017
- 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. 2016
- 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. 2014

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