

Name: Christian Geisler Asmussen

Title: Ph.D., M.Sc., B.Sc.

Current Position: Professor MSO of Strategy and International Business

Affiliation: Department of Strategic Management and Globalization, Copenhagen Business School

Education

- 2007** **Ph.D., Center for Strategic Management and Globalization, Copenhagen Business School.** Supervisor: Bent Petersen. Assessment Committee: Torben J. Andersen, Paul Beamish, D. Eleanor Westney.
- 2003** **M. Sc., Economics and Business Administration (Marketing and Economics), Copenhagen Business School.** GPA: 10.7/13. Masters' Thesis: The Pricing Puzzle: Vertical Differentiation and Friction in Internet Markets. Grade: 13/13. TOEFL: 670 (100% percentile); GMAT: 730 (98% percentile).
- 1999** **B. Sc., International Business Administration and Modern Languages, Copenhagen Business School.** GPA: 10.8/13

Employment

- 2014-** **Professor MSO of Strategy and International Business,** Department of Strategic Management and Globalization, Copenhagen Business School.
- 2011-2014** **Associate Professor of Strategy and International Business,** Department of Strategic Management and Globalization, Copenhagen Business School.
- 2007-2011** **Assistant Professor of Strategy and International Business,** Center for Strategic Management and Globalization, Copenhagen Business School.
- 2004** **Research Assistant,** Department of International Economics and Management, Copenhagen Business School.
- 2003-2004** **Teaching Assistant,** Microeconomics, Department of Management, Philosophy, and Politics, Copenhagen Business School
- 1999-2003** **Associate Market Analyst, International Data Corporation.** Market research, forecasting, and strategic management consulting projects. Designed IDC's *Internet Commerce Market Model* (using VBA). Quoted in several major publications, e.g. *Politiken* and *Business Week*.

Awards and Recognitions

- 2012** Finalist for the **Robert H. Schaffer Award** for best paper in applied international management at the *Academy of Management* 2012 meeting, with the paper: Kleindienst, I., Asmussen, C.G., Pedersen, T., and Hutzschenreuter, T. "International Arbitrage Strategies and Risk-Return Trade-Offs".
- 2012** Finalist for the **Temple/AIB Best Paper Award** at the *Academy of International Business* 2012 meeting, with the paper: Larsen, M.M., Asmussen, C.G., and Pedersen, T. "Whether or not to Prepare for Offshoring: A Simulation Study".
- 2009** Winner of the **Tietgen Prize** of USD 20,000 (DKK 100,000) awarded to young researchers as an "appreciation of remarkable research efforts" within business studies.

- 2008** Winner of the **Barry M. Richman Best Dissertation Award** at the *Academy of Management* 2008 for the best Ph.D. dissertation in International Management: "Global Strategy and International Diversity: A Double-Edged Sword?"
- 2007** Finalist for the **Carolyn Dexter Award** (paper that best meets the objective of internationalizing the Academy) at the *Academy of Management* 2007 for the paper: Asmussen, C.G. and Goerzen, A. "Geographic Orientation and Performance of Global versus Regional MNEs".
- 2007** Winner of the **Haynes Prize** (most promising scholar) at the *Academy of International Business* 2007 for the paper: Asmussen, C.G. "Local, Regional or Global? Quantifying MNC Geographic Scope".
- 2006** Awarded **Tuborgfondets Erhvervsøkonomiske Pris**. USD 30,000 (DKK 150,000), awarded by Carlsberg to PhD candidates who have "demonstrated effort, particular interest for business economics, and who have achieved a remarkably high level of knowledge during their studies".

Publications¹

- 2012** Asmussen, C.G. "Foundations of regional versus global strategies of MNEs". In Verbeke, A. and Hemant, H. (eds.) *Handbook of Research on International Strategic Management*. Edward Elgar: Cheltenham.
- 2012** Kleindienst, I., Asmussen, C.G., and Hutzschenreuter, T. "International Arbitrage Strategies and Risk-Return Trade-Offs". Published in the *Academy of Management Best Paper Proceedings*.
- 2011** Asmussen, C.G., Foss, N.J., and Pedersen, T. "Knowledge Transfer and Accommodation Effects in Multinational Corporations: Evidence from European Subsidiaries". *Journal of Management*, forthcoming. Online October 14, 2011, doi: 10.1177/0149206311424316. [2]
- 2011** Asmussen, C.G., Pedersen, T., Devinney, T.M., and Tihanyi, L. (eds.) *Dynamics of Globalization: Location-Specific Advantages or Liabilities of Foreignness? Advances in International Management*, **24**. [2]
- 2011** Asmussen, C.G., Pedersen, T., Devinney, T.M., and Tihanyi, L. "Introduction to part II: Dynamics of Globalization: Location-Specific Advantages or Liabilities of Foreignness?" In Asmussen, C.G., Pedersen, T., Devinney, T.M., and Tihanyi, L. (eds.) *Dynamics of Globalization: Location-Specific Advantages or Liabilities of Foreignness? Advances in International Management*, **24**, pp. 45-53.
- 2010** Hashai, N., Asmussen, C.G., Benito, G.R.G., and Petersen, B. "Technological Knowledge Intensity and Entry Mode Diversity". *Management International Review*, **50** (6): 659-681. [4]
- 2009** Asmussen, C.G. "Local, Regional, or Global? Quantifying MNC Geographic Scope". *Journal of International Business Studies*, **40** (7), pp. 1192-1205. [31]
- 2009** Asmussen, C.G., Benito, G.R.G. and Petersen, B. "Organizing foreign market activities: from entry mode choice to configuration decisions". *International Business Review*, **18** (2), pp. 145-155. [15]

¹ Google Scholar citations in [brackets] where applicable.

- 2009** Asmussen, C.G., Dhanaraj, C. and Pedersen, T. “Host country environment and subsidiary competences: extending the diamond network model”. *Journal of International Business Studies*, **40** (1), pp. 42-57. [40]
- 2008** Petersen, B., Benito, G.R.G., Welch, L.S. and Asmussen, C.G. “Mode Configuration Diversity: A New Perspective on Foreign Entry Mode Choice”. In Lewin, A.Y., Cavusgil, S.T., Hult, G.T.M. and Griffith, D.A. (eds.) *Thought Leadership in Advancing International Business Research*, pp. 57-78. Palgrave MacMillan. [3]
- 2008** Asmussen, C.G., and Goerzen, A. “Geographic Orientation and Performance of Global versus Regional MNEs”. Published in the *Academy of Management Best Paper Proceedings*.
- 2007** Asmussen, C.G., Pedersen, T., and Petersen, B. “How do we capture ‘global specialization’ when measuring firm’s degree of globalization?” *Management International Review*, **47** (2007/6), pp. 791-813. [11]
- 2007** Goerzen, A. and Asmussen, C.G. “The geographic orientation of multinational enterprises and its implications for performance”. In A.M. Rugman (ed.) *Regional Aspects of Multinationality and Performance. Research in Global Strategic Management*, **13**, pp. 65-83. [10]
- 2007** Asmussen, C.G. “The Best of Both Worlds or Between Two Chairs? Formalizing the Integration-Responsiveness Trade-Off”. In G.R.G. Benito and H.R. Greve (eds.) *Progress in International Business Research*, **1**, pp. 91-118. [1]

International Research Presentations and Guest Lectures

I currently maintain my network by participating in two conferences per year—presenting papers and serving as chair and discussant of sessions—and by frequent visits to other universities to give workshops, seminars, and lectures. I have presented at the University of Reading (UK), LUISS Guido Carli (Italy), Ritsumeikan University (Japan), Kwansei Gakuin School of Management (Japan), Norwegian School of Management (Norway), Indiana University (IN, USA), Duke University (NC, USA), Temple University (PA, USA), University of Victoria (BC, Canada), and Aalborg University (Denmark).

Invited Visiting Scholarships at Leading International Research Schools

- 2012** October – November: Visiting Scholar at LUISS Guido Carli, Rome, Italy. **Host: Paolo Boccardelli.**
- 2011-2012** Awarded the John H. Dunning Visiting Research Fellowship at the University of Reading, UK. **Hosts: Rajneesh Narula and Alan M. Rugman**
- 2009** January – June: Visiting Scholar at Fox School of Business, Temple University, PA, USA. **Host: Ram Mudambi**
- 2007** January – March: Visiting Scholar at Fuqua School of Business, Duke University, NC, USA. **Host: Arie Y. Lewin**

- 2006** August – December: Visiting Scholar at University of Victoria, Faculty of Business, Victoria, BC, Canada. **Host: Anthony Goerzen**
- 2005** August – December: Visiting Scholar at Indiana University Center for International Business Education and Research (IU CIBER), Kelley School of Business, Bloomington, IN, USA. **Hosts: Alan M. Rugman and Charles Dhanaraj**

Academic Service

I am a member of the *Academy of International Business* and the *Academy of Management*. In addition, I am an ad-hoc reviewer for the *Journal of International Business* and *Strategic Management Journal* and serve on the editorial review boards of *Multinational Business Review* and *Management International Review*. In the calendar year 2009 alone I reviewed papers for the *Journal of International Management* (3), *Journal of International Business Studies* (2), *Journal of Management Studies* (2), *Strategic Management Journal*, *Strategic Entrepreneurship Journal*, *Asia-Pacific Journal of Management*, and the *Journal of Economic Geography*.

Teaching experience

- 2011** Successfully completed the **Assistant Professor Programme in Teaching and Pedagogical Competence** at CBS, with teaching skills awarded the highest possible grade, “extraordinarily competent”.

I have taught courses at the Undergraduate, M.Sc., Ph.D., and executive levels. Topics include: International Business, Microeconomics, Trade Theory, Strategic Management, Mathematics, Risk Management, and Supervision of M.Sc. Dissertation Projects.

Fundraising

- 2010-2013 Co-applicant and participant in the € 2.9 million project “Risk Management in Extended Enterprise”.** The project is funded by the Danish Research Council, with an overall total budget of € 2.9 million, and it finances 10% of my research time for the next two and a half years. It brings together business and academia in a collaborative structure in order to generate new knowledge of risk management which is at the same time theoretically founded and practically relevant. It involves eight large Danish MNEs as well as three research institutions who collaborate in order to advance and integrate the theory and practice of risk management

Other Achievements

- 2000-2005 Choir singer** (bass) in the choir *Nodeknækkerne*. Concerts: *Les Miserables*, Parken, Copenhagen, 2002; *Carmina Burana*, Teater Hedeland, 2004.
- 1998-2001 Keyboard player** in the Danish rock group *Port Friendly*. Album publications: *Lordship Lane* (Voices of Wonder, 1999). Live performances: Roskilde Festival (1999), Loppen, Rust.
- 2002** **Treasurer** in student housing facility *G. A. Hagemanns Kollegium* (founded in 1908).