

Curriculum Vitae
 Dr. Kristin Brandl
 Copenhagen Business School, kb.egb@cbs.dk
 University of Victoria, kbrandl@uvic.ca

Academic positions

- 01/2023 - **Associate Professor - Copenhagen Business School, Denmark**
 Department of International Economics, Government and Business
- 07/2021 - **Associate Professor - Gustavson School of Business, University of Victoria, Canada**
- 07/2017 – 06/2021 **Assistant Professor - Gustavson School of Business, University of Victoria, Canada**
- 09/2014 – 06/2017 **Lecturer - Henley Business School, University of Reading, UK**
 International Business and Strategy Group
- 09/2011 - 08/2014 **Ph.D. Fellow - Copenhagen Business School, Denmark**
 Department of International Economics and Management
- 10/2013 - 12/2013 **Visiting Researcher - Fox School of Business, Temple University, US**
 07/2012 - 12/2012 Department of Strategic Management, Host: Prof Ram Mudambi
- 06/2013 - 09/2013 **Visiting Researcher - Saïd Business School, University of Oxford, UK**
 Novak Druce Centre for Professional Service Firms, Host: Prof Christopher McKenna
- 08/2010 - 09/2010 **Research Assistant - Copenhagen Business School, Denmark**
 11/2009 - 02/2010 Department of Strategic Management and Globalization
 Project "Globalization and the Danish architecture and engineering industry" (funded by DANSKE ARK/Danish Architecture Centre)
- 03/2010 - 05/2010 **University Assistant - Johannes Kepler University Linz, Austria**
 Department of International Management

Education

- Ph.D.**
 09/2011 – 12/2014 **Copenhagen Business School, Denmark**
 Department of International Economics and Management
 Dissertation: *Process perspectives on service offshoring*
 Supervision: Prof Bent Petersen and Prof Michael Mol
- 10/2010 - 08/2011 **Warwick Business School, University of Warwick, UK**
 Strategy and International Business Group
 Dissertation: *The process of offshoring knowledge-intensive business services*
 Supervision: Prof Michael Mol
- MSc**
 09/2007 - 07/2009 **International Business and Trade (distinction)**
School of Business, Economics and Law, Gothenburg University, Sweden
 Master thesis: *Knowledge Process Outsourcing - The challenge to create value through transferring intrinsically tacit knowledge across borders*
 Supervision: Prof Bent Petersen
- BSc**
 09/2004 – 08/2007 **Business Administration**
Eberhard Karls University Tübingen, Germany

Scholarly work and Publications

Journal Publication

- Goerzen, A., Sartor, M., Brandl, K., & Fitzsimmons, S. (2022). Widening the lens: Multilevel drivers of firm corporate social performance. *Journal of International Business Studies*, 1-19. <https://doi.org/10.1057/s41267-022-00575-x>
- Van Assche, A., Brandl, K. (2021). Harnessing power within global value chains for sustainable development. *Transnational Corporations*. 28(3), 135 - 145 <https://doi.org/10.18356/2076099x-28-3-6>
- Moore, E., Brandl, K. & Dau, L. (2021). Intergovernmental organizations, institutional schisms, and business environments. *Journal of International Business Policy*, 1-18. <https://doi.org/10.1057/s42214-021-00121-w>
- Brandl, K., Moore, E., Meyer, C., & Doh, J. (2021) The impact of multinational enterprises on community informal institutions and rural poverty. *Journal of International Business Studies*. <https://doi.org/10.1057/s41267-020-00400-3>
- Ambos, B., Brandl, K., Perri, S., Scalera, V.G., & Van Assche, A. (2021) The nature of innovation in global value chains. *Journal of World Business*, 56(4), 101-221. <https://doi.org/10.1016/j.jwb.2021.101221>
- Brandl, K. (2019). The impact of offshoring on knowledge-intensive services: A study of activities in service production processes. *Global Strategy Journal*, 9(3), 453-487. <https://doi.org/10.1002/gsj.1352>
- Brandl, K., Darendeli, I., & Mudambi, R. (2019). Foreign actors and intellectual property protection regulations in developing countries. *Journal of International Business Studies*, 5(50), 826-846. <https://doi.org/10.1057/s41267-018-0172-6>
- Mol, M., & Brandl, K. (2018). Bridging what we know: The effect of cognitive distance on the production of knowledge-intensive business services produced offshore. *International Business Review*, 27(3), 669-677. <https://doi.org/10.1016/j.ibusrev.2017.11.003>
- Brandl, K., Jensen, P. D., & Lind, M. J. (2018). Advanced service offshore outsourcing: exploring the determinants of capability development in emerging market firms. *Global Strategy Journal*, 8(2), 324-350. <https://doi.org/10.1002/gsj.1192>
- Brandl, K., Mol, M., & Petersen, B. (2017). The reconfiguration of service production systems in response to offshoring: a practice theory perspective. *International Journal of Operations & Production Management*, 37(9), 1246-1264. <https://doi.org/10.1108/IJOPM-07-2015-0430>
- Brandl, K. (2017). Direct and indirect value creation in offshored knowledge-intensive services. *International Journal of Physical Distribution & Logistics Management*, 47(2-3), 137-155. <https://doi.org/10.1108/IJPDLM-09-2015-0239>
- Brandl, K., Mudambi, R., & Scalera, V. (2015). The spectacular rise of the Indian pharmaceutical industry. *Entrepreneur & Innovation Exchange*.

Book Chapters

- Moore, E., Pacheko, L.M., Brandl, K., & Dau, L. (forthcoming) Using non-market strategies to respond to institutional schisms: The case of Florida House Bill 1557 and the Walt Disney Company. In *The Academy of International Business*. Lee, J., Ibarra-Olivo, E., Lavoratori, K., & Li, A.L.
- Brandl, K., & Mol, M (forthcoming) Knowledge services offshoring. In *Elgar Encyclopedia of Service Studies*. Gallouj, F., Gallouj, C., Monnoyer, M-C., Rubalcaba, L., & Scheuer, M.
- Moore, E., Brandl, K., & Dau, L., (2022) IGOs and Entrepreneurship: Understanding the Impact of Policy Alignment on Formal and Informal Economic Activity. In *Megatrends in International Business*, Palgrave Macmillian Books, Batas, S., Kuivalainen, O., & Sinkovics, R.
- Brandl K, Jensen, P., Stroem, P., & Jones, A (2020). International services: the interface between service characteristics, policy, and institutions. In *International Business and Multi-layered Institutional Change (Progress in International Business Research, Vol. 15)*. Verbeke, A., van Tulder, R., Rose, E., Wei, Y. (eds.)
- Brandl, K., Moore, E., & Dau, L. (2019). Institutional Schisms in Argentina: The Impact of Intergovernmental Organizations on Country Institutional Environments. In *PIBR 14 Volume: International Business in a VUCA World: The Changing Role of States and Firms*. Emerald Publishing. Van Tulder, R., Verbeke, A., Jankowska, B. (eds.)
- Brandl, K., & Mudambi, R. (2019). The rise of an innovation tiger: The catch-up of the Indian national system of innovation. In *From Copycat to Leaders: Innovation from Emerging Markets*. Cambridge University Press. Cahen, F., Casanova, L., Miroux, A. (eds.)
- Brandl, K., Darendeli, I., Hamilton, R., & Mudambi, M. (2016). The impact of actors and the aspect of time in institutional change processes in a developing country context. In *Impact of international business: Challenges and solutions for policy and practice*. Palgrave Macmillan. Tuselman, H., Freund, D., and Golesorkhi, S. (eds.)
- Brandl, K., Cano Kollman, M., Cha, H., Darendeli, I., Hannigan, T. J., Lee, A., & Mudambi, R. (2015). Innovation in US metropolitan areas: The role of global connectivity. In *Innovation, alliances, and networks in high-tech environments*. Abingdon: Routledge. Belussi, F. and Orsi, L. (eds.)
- Brandl, K., & Mudambi, R. (2014). EMNEs and catch-up processes: The case of four Indian industries. In *Emerging Market Multinationals: Looking Back, Looking Ahead*. Cambridge University Press. Cuervo-Cazurra, A. & Ramamurti, R. (eds.)

Conference/Seminar Presentations

Conference Presentations

In 2022

EIBA Oslo. *How does Corporate Social Performance propagate in global supply networks*. Oslo, Norway: European International Business Academy.

EIBA Oslo. *IGOs and the impact of institutional and economic integration on CSR performance: Evidence from the European Union*. Oslo, Norway: European International Business Academy.

Frontiers in IB conference. *How does Corporate Social Performance propagate in global supply networks*. Charleston, South Carolina,

AOM Seattle. *Institutional Schisms and Strategic Responses: Understanding the Cascading Effects of the COVID-19 Pandemic*. Seattle, Washington: Academy of Management.

AOM Seattle. *IGOs and the impact of institutional and economic integration on CSR performance: Evidence from the European Union*. Seattle, Washington: Academy of Management.

AIB Miami. *How does Corporate Social Performance propagate in global supply networks*. Miami, Florida: Academy of International Business.

AIB Miami. *IGOs and the impact of institutional and economic integration on CSR performance: Evidence from the European Union*. Miami, Florida: Academy of International Business.

GSEM. *Natural resources, MNEs, and employment opportunities in developing countries: The relevance of UNSDGs 8 and 15*. Simon Fraser University, Canada: Global Strategy in Emerging Markets conference.

GSEM. *CSR performance and government effectiveness in emerging markets*. Simon Fraser University, Canada: Global Strategy in Emerging Markets conference.

In 2021

EIBA Madrid. *Panelist: EIBA Madrid and Honoris Causa Doctorates: From John Dunning (1990) to John Cantwell (2021)*. Madrid, Spain: European International Business Academy.

AIB Canada Chapter Conference. *IGOs and the impact of institutional and economic integration on CSR performance: Evidence from the European Union*. Ivey Business School, Western, Canada: AIB Canada Chapter

AIB Online. *The Impact of Intergovernmental Organizations on Entrepreneurship*. Virtual conference.

AIB Online. *Firm-Level CSR and the Perception of Government Effectiveness in Latin America*. Virtual conference.

In 2020

AIB online. *Inter-Organizational Rents in Global Service Sourcing: A Process Perspective*. Virtual conference

AIB Online. *The Nature of Innovation in Global Value Chains*. Virtual conference.

AIB Online. *Bridging the Conceptual Divide on International Knowledge-Intensive Services: The 4c Framework*. Virtual conference.

SMS Toronto. *Inter-Organizational Rents in Global Service Sourcing: A Process Perspective*. Virtual conference

SMS Toronto. *Bridging the Conceptual Divide on International Knowledge-Intensive Services: The 4c Framework*. Virtual conference.

In 2019

EIBA Leeds. *The Changing Nature of International Service Firms*. Leeds, UK: European International Business Academy.

SMS Minneapolis. *Panelist: Informal Institutions and Global Strategy*. Minneapolis, Minnesota: Strategic Management Society.

SMS Minneapolis. *Institutional Schisms: The impact of intergovernmental organizations on entrepreneurship*. Minneapolis, Minnesota: Strategic Management Society.

AIB Copenhagen. *Institutional Schisms: The impact of intergovernmental organizations on entrepreneurship*. Copenhagen, Denmark: Academy of International Business.

AIB Copenhagen. *The impact of multinationals on informal institutions: The case of land acquisitions, communities, and rural poverty*. Copenhagen, Denmark: Academy of International Business.

In 2018

EIBA Poznan. *The impact of multinationals on informal institutions: The case of land acquisitions, communities, and rural poverty*. Poznan, Poland: European International Business Academy.

AIB Minneapolis. *Panel organization/moderation: So close and yet so far: Innovation in Global Value Chains*. Minneapolis, Minnesota: Academy of International Business.

In 2017

AIB Dubai. *From import substitution to export promotion: the influence of the Indian government on innovation system catch-up.* Dubai, UAE: Academy of International Business.

AIB Dubai. *Panel organization/moderation: International Service Research: Taking Stock and Looking Forward.* Dubai, UAE: Academy of International Business.

AIB UKI Reading. *Governmental influence on innovation system catch-up: The case of the Indian pharmaceutical industry.* Reading, UK: Academy of International Business UK and Ireland Chapter.

In 2016

AIB UKI Manchester. *The heterogeneity of emerging countries: Dual economies and MNE activity.* Manchester, UK: Academy of International Business UK and Ireland Chapter.

In 2015

AIB Bangalore. *Client co-production in the production process of knowledge intensive-services.* Bangalore, India: Academy of International Business.

AIB Bangalore. *The impact of local firms, MNEs and supra-national institutions on the pace of intellectual property compliance.* Bangalore, India: Academy of International Business

AIB Bangalore. *Does offshore outsourcing of advanced services build capabilities in service provider firms?* Bangalore, India: Academy of International Business

AOM Vancouver. *Client co-production in the production process of knowledge intensive-services.* Vancouver, Canada: Academy of Management

AIB UKI London. *Does offshore outsourcing of advanced services build capabilities in service provider firms? 2015.* London, UK: Academy of International Business UK and Ireland Chapter.

AIB UKI London. *Client co-production in the production process of knowledge intensive-services.* London, UK: Academy of International Business UK and Ireland Chapter.

In 2014

AOM Philadelphia. *Rocking and rebalancing the boat: How offshoring elicits reconfiguration of the service production system.* Philadelphia, Pennsylvania: Academy of Management

AIB Vancouver. *Rocking and rebalancing the boat: How offshoring elicits reconfiguration of the service production system.* Vancouver, Canada: Academy of International Business.

AIB Vancouver. *The effect of intellectual property standards on the catchup process of emerging market economies.* Vancouver, Canada: Academy of International Business.

SMS Special Conference. *Rocking and rebalancing the boat: How offshoring elicits reconfiguration of the service production system. SMS Special Conference on Micro-Foundations for Strategic Management Research: Embracing Individuals at Copenhagen Business School.* Copenhagen, Denmark: Strategic Management Society.

In 2013

AIB Istanbul. *Panel: Process perspectives on offshoring.* Istanbul, Turkey: Academy of International Business.

AIB Istanbul. *Resource exploration and exploitation in service offshoring.* Istanbul, Turkey: Academy of International Business

SMS Atlanta. *Catch-up strategies of emerging market MNEs in the Indian pharmaceutical industry.* Atlanta, Georgia: Strategic Management Society

SMS Atlanta. *Offshoring as an exogenous shock to the services production system: Aligning resources, execution, and outputs.* Atlanta, Georgia: Strategic Management Society

In 2012

AIB Washington. *How offshore outsourcing affects costs and value creation: A process perspective on knowledge-intensive business services.* Washington, DC: Academy of International Business

AOM Boston. *How offshore outsourcing affects costs and value creation: A process perspective on knowledge-intensive business services.* Boston, Massachusetts: Academy of Management.

Leveraging India. *Resource exploration and exploitation in service offshoring.* Leveraging India - Strategies for Global Competitiveness Conference. Sydney, Australia: University of Sydney

Invited Presentations

In 2019

The impact of multinational enterprises on poverty and informal institutions. Calgary, Canada: University of Calgary. Invited by Liena Kano

In 2018

The impact of multinationals on informal institutions: The case of land acquisitions, communities, and rural poverty. Liverpool, UK: University of Liverpool. Invited by Nick Papageorgiadis

In 2017

Client co-production in the production process of knowledge intensive-services. Invited talk by HEC Montreal. Montreal, Canada: HEC Montreal. Invited by David Doloreux

Research Grants

Project: The impact of intergovernmental organizations on the Canadian business environment, with Luis Dau and Elizabeth Moore

Current: 2022-2026 SSHRC Insight Grant, 2021 University of Victoria Internal Research and Creative Project Grant

Past: 2021 Gustavson Research Overhead Fund, 2020 Gustavson Executive Programs Research Grant, Canadian government Magnat SWPP fund

Project: Advancing Sustainable Purchasing in Canadian Local Governments, with Ricardo Flores and Ari Van Assche

Current: 2021 University of Victoria Internal Research and Creative Project Grant

Past: 2021 Gustavson Executive Programs Research Grant, 2021 Gustavson Research Overhead Fund, 2020 Canadian government Magnat SWPP funds and 2020 Eco-Canada fund

Project: Sustainable Upgrading Along Global Value Chains, with Basma Majerbi, Adel Guitouni, and Elizabeth Moore

Past: 2021 Gustavson Executive Programs Research Grant

Project: Foreign firm investments in developing countries: The negative impacts on rural communities and population

Past: 2020 University of Victoria Internal Research and Creative Project Grant, 2019 Gustavson Executive Programs Research Grant

Awards

2022	AOM IM Division Best Conference Reviewer Award, AOM Seattle Gustavson Scholar, Excellence in Research Award Runner up – 2022 That’s Interesting Award. AIB Miami, with Adel Guitouni and Elizabeth Moore for the paper “How does Corporate Social Performance propagate in global supply networks” Fellow at the Centre for Global Studies, University of Victoria
2021	Best Conference Reviewer Award, SMS Toronto
2020	Gustavson Scholar, Excellence in Research Award Nominated - 2020 Best Conference Paper Award, AIB Latin America Chapter Conference, with Elizabeth Moore and Luis Dau for the paper “Institutional Schisms: The impact of intergovernmental organizations on entrepreneurship”
2019	Best Conference Reviewer Award, AIB Copenhagen Best Conference Paper Award, AIB Latin America Chapter Conference, with Elizabeth Moore, Camille Meyer, and Jonathan Doh for the paper “The impact of multinational enterprises on the erosion of informal institutions and poverty”
2018	Best Conference Reviewer Award, AIB Minneapolis
2016	Schulze Award, with Vittoria Scalera and Ram Mudambi for the paper “The Spectacular Rise of the Indian Pharmaceutical Industry”
2015	Nomination - William H Newman Award for best paper based on a dissertation, AOM for the paper “The impact of offshoring on knowledge-intensive services: A study of activities in service production processes”
2015	Nomination - Temple/AIB Best Paper Award, AIB for the paper “The impact of offshoring on knowledge-intensive services: A study of activities in service production processes”
2013	EliteForsk Travel Stipend, Danish Ministry of Research, Innovation, and Higher Education
2012	Travel Stipend, Otto Mønstedts Fond for a research stay at Temple University AIB Annual Conference Ph.D. Travel Stipend

2011	University of South Australia International Ph.D. Competition, essay: Strategic Management in the 21st Century - A Perspective on (Service) Offshore Outsourcing
2010	Warwick Business School Ph.D. Scholarship
2009	Richard C. Malmsten Award Gothenburg University for best thesis in international business research

Teaching Experience

since 2017	Fellow of the Higher Education Academy through the UK Professional Standards Programme
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Ph.D. Level

Spring 2021, Global Management & Society II Ph.D. seminar, University of Victoria

MBA, executive education Level

Fall 2019, International Business II, including a field trip MBA, University of Victoria
2016, Managing the International Context MBA, University of Reading

Postgraduate/Masters Level

Spring 2015 – 2017, International Business Environment MSc, University of Reading
Spring 2015 – 2017, Understanding Emerging Markets MSc, University of Reading
Spring 2011, Foundation of Corporate Performance MSc, University of Warwick

Undergraduate Level

Fall 2018 – 2022, three cohorts International Business BSc, University of Victoria
Fall 2012, International Economics and Business BSc, Copenhagen Business School
Spring 2011, Global Integrative Project BSc, University of Warwick
Fall 2010, International Business BSc, Johannes Kepler University Linz
Fall 2010, Global Strategic Management BSc, Johannes Kepler University Linz

Supervision

2020 one Ph.D. student, University of Victoria
2017 one DBA supervisions, University of Reading
2016 two Ph.D. co-supervision and 5 MBA student final project supervisions, University of Reading
2015 two Ph.D. co-supervision and 1 MBA student final project supervisions, University of Reading
2014 four MSc theses supervision, Copenhagen Business School

Memberships and Service

since 2012	Academy of Management
since 2011	Strategic Management Society
since 2010	Academy of International Business
since 2017	European International Business Academy
since 2021	<i>Emerging Market Shared Interest Group, Academy of International Business</i> Activity: the creation of and responsible for the Emerging Scholars from Emerging Markets Program (ESEMP)
since 2020	<i>Membership Committee, Academy of International Business</i> Activity: supporting membership committee
since 2020	<i>Internal Relations Officer, European International Business Academy</i> Activity: responsible for the communication and interaction with members
since 2019	<i>Executive Committee member, Academy of International Business Canada Chapter</i> Activity: responsible for memberships (4-year term), organization of the virtual 2020 AIB-Canada Chapter Conference
2019 – 2021	<i>Representative-at-large, Strategic Management Society, Global Strategy Special Interest</i>

Activity: responsible for the pre-and post-conference newsletter (3-year term), co-organization of the webinar 'Navigating Virtual Academic Conferences for Ph.D. students and Early Career Scholars'

Since 2018

Canadian representative, Board member, European International Business Academy

Activity: representing Canadian EIBA members (4-year term), supporting the organization of the virtual 2020 EIBA conference and track chair: MNEs, Institutions, and Policy

Review Activities

Special issue editor Journal of World Business "The Nature of Innovation in Global Value Chains"

Editorial review board
Journal of International Business Studies
Global Strategy Journal
International Business Review (Media Editor)

Ad-hoc reviewer
Journal of Management Studies
Journal of World Business
Journal of International Management
International Journal of Operations and Production Management
International Journal of Physical Distribution and Logistics Management
International Business Review
Management Business Review
Journal of Production Economics

Conferences
AIB Annual Meetings (2011 - 2023) – 2 Best Reviewer Awards (2018 and 2019)
SMS Annual Meetings (2013, 2017 - 2020) – 1 Best Reviewer Award (2021)
EIBA Annual Meetings (2011, 2017 - 2022)
AOM Annual Meetings (2012, 2014, 2015) – 1 Best Reviewer Award (2022)
AIB UKI Chapter Meetings (2015 - 2017)

Volunteering Work and Business Experience

2021, 2022 Academics Without Borders, Industry Immersion Program in Africa
2009 German-Swedish Chamber of Commerce, Business Consulting, Stockholm, Sweden
2000 - 2009 Solitude Palace, Tourist guide, Stuttgart, Germany