

Curriculum Vitae: Fumiko Kano Glückstad



A. Personal data

Email (work) fkf.msc@cbs.dk
Web-site (work) www.cbs.dk/en/staff/fkfgmsc
ORCID <https://orcid.org/0000-0002-8618-2479>
Nationality Japanese with permanent residence permit
Language Japanese (Native), English (Fluent), Danish (passed Prøve I Dansk 3)

B. Employment

07.2016 – present Associate Professor, Dept. of Management, Society and Communication, CBS
[Consumer & Behavioral Insights Group](#) under [CBS Sustainability Center](#)

02.2020 – 12.2020 Associate Professor (20% part-time), Dept. of Technology & Innovation,
University of Southern Denmark

10.2013 – 06.2016 Assistant Professor, Dept. of International Business Communication, CBS
01.2013 – 09.2013 Postdoc Researcher, Dept. of International Business Communication, CBS
06.2012 – 12.2012 Research Assistant, Dept. of International Business Communication, CBS
12.2008 – 05.2012 PhD fellow, Dept. of International Business Communication, CBS**

05.2004 – 11.2008 Independent Research Associate for WIP, Japan and London Research
International (consultancy assignments)

10.2000 – 04.2004 Senior Coordinator, Phase One A/S (Responsible in Asian markets: sales,
marketing, technical support & software localization)

01.1998 – 09.2000 Columnist for Nikkei Net Business (major Japanese business publication)
04.1991 – 11.1997 Consumer Research & Business Development, Panasonic Corporation, Home
Appliance Enterprise (Involved in product concept development of health-
related appliances)

** Due to the Great Tohoku Earthquake on 11.03.2011 during my research stay at Tohoku University in Sendai 02.2011-08.2011 my PhD project was officially extended by the Dean of Research by 6 months

C. Education

2017 - 2018 [Harvard Business School](#) - Project Management Leadership course funded by
Innovation Fund Denmark: From Project to Competitive Advantage - Pasteur
Program 2017

2013-2015 Assistant Professorship Program, Copenhagen Business School (CBS)

2012 PhD in Cross-Cultural Cognition, Copenhagen Business School (CBS)

Major PhD schools affiliated and courses attended:

2011 Course attendance “Introduction to Machine Learning and Data
Modeling” (Technical University of Denmark)
2011 Summer School of the Swedish Graduate School in Cognitive Science
2010 European Summer School of Logic, Language and Information
2009 Nordic Graduate School of Language Technology

2008- Forskerskole Øst (University of Copenhagen, CBS, Roskilde Univ.)

2008 Master of Language Administration, Copenhagen Business School (CBS)
1991 Bachelor of Art in Psychology, Doshisha University, Japan

D. Scientific focus areas (as of 2021)

- Social, Cognitive & Cross-Cultural Psychology
- Cross-Cultural Communication
- Consumer Psychology (Consumer Segmentation & Segment-specific Consumer Analysis)
- Intercultural Data Analysis Methods
- Business Intelligence (Application of Machine Learning technologies to Social Sciences in particular focus on Marketing and Tourism)

E. Academic awards

- Best Excellent Paper Award “Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis” 2018 Global Marketing Conference at Tokyo, July 2018
- Nomination for the final three Best Paper Awards for the paper “*Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis*” at the 48th TTRA (The Travel and Tourism Research Association) annual international conference, 2017, Quebec, Canada
- Best Paper Award for the paper “*Asymmetric similarity and cross-cultural communication process*” at the 9th Int. Conf. on Terminology and Artif. Intelligence 2011, Paris, France.
- Nomination for the final four Best Paper Awards for the paper “*Alignment of remote cultures*” at the 2nd International Conference on Culture and Computing in Kyoto, Japan, October 2011 / red. Juan E. Guerrero. Los Alamitos: IEEE Computer Society Press. 21-26.

F. Fund-raising activities

- 2017 **PI and recipient** of the International Network Program, Danish Ministry of Higher Education and Science: Cool Japan – Smart Denmark Initiative (Integration of data sciences in the tourism research). Amount applied: **287.636 DKK** Partners: Hitotsubashi University, Japan, National Institute of Advanced Industrial Science and Technology, Japan
- 2016 **recipient and co-leader** of 2017 Innovationsfonden (IFD) Grand Solution project: UMAMI (Understanding Mindset across Markets, Internationally) Amount applied: **4.684.863 DKK**. **Partners:** Technical University of Denmark, Visit Denmark, Wonderful Copenhagen, Visit North Sealand, Visit Carlsberg, Dept. of Marketing@CBS. <http://sf.cbs.dk/umami>
- 2015 Innovationsfonden (IFD) Grant Solution application (PI): 3C (Comprehending Consumers across Cultures – R&D of a “value-based” intercultural consumer segmentation tool) Amount applied for: 16 million DKK (received an excellent review for the *second and final stage* evaluation, and the idea is integrated in the ongoing UMAMI project)
- 2015 Microsoft Denmark/Techila Technologies/CBS IT invested in my project “Computing Complexity of Cultures” for the amount of **30.000 DKK** in order to implement the Microsoft Azure Cloud solution as an academic case reference (presented at the DEIC workshop 7 Oct. 2015)
- 2013 **Co-recipient and co-funded** as postdoctoral researcher by the Carlsberg Foundation as part of the Global English project headed by Prof. Durst-Andersen. Amount applied: **6.6 mil. DKK**

G. Other noteworthy academic activities

- Organizer of the *2016-2020 thematic session* “Comprehending Consumers: Computing Complexity of Cultures” under the overall framework of the 5-years project “Challenge for Realizing Early Profits” coordinated by the Japanese Society of Artificial Intelligence (JSAI)
- Guest lecturer in the Big Data workshop organized by Fujitsu Corporation, Japanese Society of Global Business and the Biometric Society of Japan on 1st June 2016.
- Invited speaker at the “Synergy Live” planned on 8 Dec. 2015 where around 1000 participants are invited participants through the Yahoo! Japan mother organization. Theme: “Comprehending Consumers across Cultures for Effective Global Communication”
- Invited speaker at the “DEIC (Danish E-Infrastructure Corporation) Conference 2015” on 6-7 Oct. 2015 sponsored by Microsoft Danmark A/S (deic.dk/program_7oktober)
- Invited talk: Data-driven analysis of cultural dynamics: towards mutual understanding across cultures, presented on 20 Jan. 2014 at the CBS-KU Symposium on Designing Multicultural Creative Environment, Kyoto University, Japan (design.kyoto-u.ac.jp/archive/3263/)
- Invited talk: Development of Cross-Cultural Concept Mapping System, Presented on 10 Dec. 2013 at the Cognitive Psychology Division, Graduate School of Education, Kyoto University, Japan
- Invited talk: Analysis of subjective conceptualization towards collective conceptual modelling, Presented on 29 June 2013 at Language Media Lab., Division of Media and Network Technologies, Graduate School of Information Science and Technology, Hokkaido University, Japan
- Invited talk: Bridging Remote Cultures, Presented on 3 Nov. 2012 at the Workshop on Japanese Language Education, Tokai Univ. European Center, Denmark
- Invited talk: *Should ontologies be language independent or dependent?* Presented on 25-28 Jan. 2011 at The Second Kyoto EU - FP7 ICT Work Programme Workshop in Gifu, Japan.

H. Academic communities

- Member of the Asian Society for Social Psychology (ASSP)
- Member of the Japanese Society for Artificial Intelligence (JSAI)

Full list of Publications of Fumiko Kano Glückstad from 2009-present

Peer-reviewed journal articles and conference proceedings (forthcoming/under review):

- Glückstad, F.K., Wiil, U.K., Mansourvar, M. & Andersen, P.T. (under review) Cross-cultural Bayesian network analysis of factors affecting people's anxiety about their local community becoming a hotspot of an infectious disease (Forthcoming in *Frontiers in Psychology*) (BFI1)
- Schmidt, M.N., Mørup, M., Albers, K.J., Seddig, D., Davidov, E., Bauer, J.M. & Glückstad, F.K. (under review) Latent profile analysis of human values: What is the optimal number of clusters? (Submitted to *Methodology: European Journal of Research Methods for the Behavioral and Social Sciences* - official journal of the European Association of Methodology <https://meth.psychopen.eu/index.php/meth>)

Published journal articles, conference proceedings and patent (2009-present)

- Albers, J.K, Mørup, M., Schmidt, M.N. & Glückstad, F.K. (2020) Predictive Evaluation of Human Value Segmentations In: *Journal of Mathematical Sociology*, 17.9.2020 10.1080/0022250X.2020.1811277 (BFI1)
- Hardt, D. & Glückstad, F.K. (2020) Mining Links Between Travel Motivations and Mental Representation of Destinations from Twitter Postings. In. 2020 Global Marketing Conference at Seoul Proceedings. red. /Jeonghye Choi; Yeolim Yoon. Changwon : Global Alliance of Marketing & Management Associations 2020, s. 1025-1029
- Glückstad, F.K., Schmidt, M.N. & Mørup, M. (2020) Testing a Model of Destination Image Formation: Application of Bayesian Relational Modeling and fsQCA. In *Journal of Business Research*, Vol. 120, 11.2020, s. 351-363 **Best Excellent Paper Award of the 2018 Global Marketing Conference (BF12/AJG3)**
- Tanida, Y. & Glückstad, F.K. (2020) NFC-1: Comprehending Consumers : Computing Complexity of Cultures. I: *Journal of the Japanese Society for Artificial Intelligence*, Vol. 35, Nr. 6, The 34th Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2020, 2020, 2 s., s. 807-808
- Glückstad, F.K. & Takahashi, Y. (2019) Who are those Chinese Traveling to Europe?: Value-based Classification of Chinese People and their Traveling Experiences. In *The International Society for the Study of Individual Differences 2019 Conference, Personality and Individual Differences*, Volume 157, 2020, 109684, ISSN 0191-8869, <https://doi.org/10.1016/j.paid.2019.109684>. (BF12/AJG3)
- Glückstad, F.K. & Takahashi, Y. (2019) Who are those Chinese traveling to Europe?: Value-based classification of Chinese people and their traveling experiences. The 2019 ISSID (International Society for the Study of Individual Differences) Conference, Florence, July 29th – August 2nd, 2019
- Glückstad, F.K. & Takahashi, Y. (2019) Interpretation of Schwartz Theory of Ten Basic Human Values in the Japanese context. The 13th Biannual Asian Society of Social Psychology 2019, Taipei, 11th – 13th July, 2019
- Tanida, Y. & Glückstad, F.K. (2019) NFC-1: Comprehending Consumers : Computing Complexity of Cultures. I: *Journal of the Japanese Society for Artificial Intelligence*, Vol. 34, Nr. 6, The 33rd Annual Conference of the Japanese Society for Artificial Intelligence. JSAI2019, 2019, 2 s., s. 854-855
- Glückstad, F.K., Schmidt, M.N., & Mørup M. (2018) Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis. In:

2018 Global Marketing Conference at Tokyo Proceedings. ed. /Jeonghye Choi. Seoul : Global Alliance of Marketing & Management Associations 2018, p. 63-64 (Global Marketing Conference Proceedings)

- Litong-Palima, M., Albers, K.J. & Glückstad, F.K. (2018) Stability and Similarity of Clusters under Reduced Response Data. In: The 32nd Annual Conference of the Japanese Society for Artificial Intelligence, 2018
- Albers, K.J., Schmidt, M.N., Litong-Palima, M, Mørup, M. Bonnevie, R., Glückstad, F.K. (2018) Understanding Mindsets Across Markets, Internationally : A Public-private Innovation Project for Developing a Tourist Data Analytic Platform. In: Proceedings of the 42nd IEEE Annual Computer Software and Applications Conference: COMPSAC 2018. Volume 2. . ed. /Sorel Reisman; Sheikh Iqbal Ahamed; Claudio Demartini; Thomas Conte; William Claycomb; Motonori Nakamura; Edmundo Tovar; Stelvio Cimato; Chung-Horng Lung; Hiroki Takakura; Ji-Jiang Yang; Toyokazu Akiyama; Zhiyong Zhang; Kamrul Hasan. Los Alamos, CA : IEEE 2018, p. 159-164
- Tanida, Y. & Glückstad, F.K. (2018) NFC-4: Comprehending Consumers : Computing Complexity of Cultures. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 33, Nr. 6, 2018
- Glückstad, F.K., Schmidt, M. N. & Mørup M. (2017) Examination of Heterogeneous Societies: Identifying subpopulations by contrasting cultures. Journal of Cross-Cultural Psychology. Vol.48, No.1, p.39-57, DOI: 10.1177/0022022116672346 (BFI2/AJG3)
<http://jcc.sagepub.com/content/early/2016/10/06/0022022116672346?papetoc>
- Glückstad, F.K., Kock, F., Josiassen, A. & Assaf, A. (2017) Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis. Submitted to "48th TTRA (The Travel and Tourism Research Association) annual international conference"
Nominated as one of three finalists for the Best Paper Award
- Glückstad, F.K. (2017) UMAMI: Understanding Mindsets Across Markets, Internationally. In the proceeding of the 31st Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2017, 2017
- Tanida, Y. & Glückstad, F.K. (2017) Universal Value Analysis System and International Marketing. I: Journal of the Japanese Society for Artificial Intelligence, Vol. 32, Nr. 6, 2017
- Glückstad, F.K. & Tanida, Y. (2016) 世界価値観データに基づく世界消費者の把握 I: Journal of the Japanese Society for Artificial Intelligence, Vol. 31, Nr. 6, 2016, s. 913
- Glückstad, F.K. & Josiassen, A. (2016) 価値観ベースの異文化マーケティングの課題と将来展望, In the proceedings of the 30th Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2016, 2016
- Glückstad, F.K. (2015) Automatic alignment of multiple knowledge systems: Its application to intercultural opinion survey analysis. The 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management. 12-14 November 2015, Lisbon, Portugal (ISI indexed)
- Glückstad, F.K. & Tanida, Y. (2015) Comprehending Consumers: Computing Complexity of Cultures. In Proceedings of 29th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2015), June 2015, Hakodate, Japan
- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2014) Cross-categorization of legal concepts across boundaries of legal systems: in consideration of inferential links. In: Artificial Intelligence and Law, Vol. 22(1), pp. 61-108, NY:Springer, DOI: 10.1007/s10506-013-9150-2
<http://link.springer.com/article/10.1007/s10506-013-9150-2>(BFI1)

- Mørup, M., Glückstad, F.K., Herlau, T. & Schmidt, N. M. (2014) Non parametric statistical structuring of knowledge systems using binary feature matches. In: Proceedings of 2014 IEEE International Workshop on Machine Learning for Signal Processing (BFI1)
- Glückstad, F.K., Herlau, T., Schmidt, N. M., Rafal Rzepka, Kenji Araki & Mørup, M. (2013) Analysis of conceptualization patterns across groups of people. In: Proceedings of 2013 Conference on Technologies and Applications of Artificial Intelligence (TAAI 2013), Taiwan, IEEE 2013, DOI 10.1109/.73 pp. 349-354 (BFI1)
- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) Unsupervised Knowledge Structuring: Application of Infinite Relational Models to the FCA Visualization. In: The 9th International Conference on Signal Image Technology & Internet Based Systems. SITIS 2013. ed. /Kokou Yetongnon; Albert Dipanda; Richard Chbeir. Los Alamitos, CA : IEEE 2013, pp. 233-240 (BFI1)
- Glückstad, F.K. (2013) Aligning Mental Representations. In: Journal of Advanced Computational Intelligence and Intelligent Informatics. Vol. 17 No.4, Fuji Technology Press, Tokyo, Japan, ISSN : 1343-0130 (Print) / 1883-8014 (Online) pp. 663-669 (BFI1)
<http://www.fujipress.jp/finder/xslt.php?mode=present&inputfile=JACII001700040022.xml>
- Glückstad, F.K. (2013) Computing dynamics of cultures: an interdisciplinary approach to the concept of culture. In: Proc. International Conference - Negotiating the Humanities, Nov. 2013, Aarhus University, Denmark
- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) Analysis of Subjective Conceptualizations towards Collective Conceptual Modelling. In: Proc. International Organized Session - Modern Approaches for Intelligence Design - from Mining to Inference, 27th Annual Conference of the Japanese Society for Artificial Intelligence, (JSAI 2013), June 2013, Toyama, Japan
- Glückstad, F.K. & Mørup, M. (2012) Feature-based Ontology Mapping from an Information Receivers' Viewpoint In: Proc. 9th International Workshop on Natural Language Processing and Cognitive Science (NLPCS 2012), ICEIS 2012, Wroclaw, Poland, 28-29 June 2012 / Portugal: SciTePress, pp. 34-43. ISBN: 978-989-8565-16-7
- Glückstad, F.K. & Mørup, M. (2012) Flexible- or Strict Taxonomic Organization? - Impact on culturally-specific knowledge transfer. In: Proc. Terminology and Knowledge Engineering Conference 2012 (TKE 2012), Madrid, Spain, 20-21 June 2012, pp. 65-80. ISBN 978-84-695-4333-7
- Glückstad, F.K. (2012) Cross-cultural Concept Mapping of Standardized Datasets Proc. Workshop on Challenges to Knowledge Representation in Multilingual Contexts, TKE 2012, Madrid, Spain, 19 June, pp. 9-16. ISBN 978-84-695-4333-7
- Glückstad, F.K. & Mørup, M. (2012) Application of the Infinite Relational Model combined with the Bayesian Model of Generalization for Effective Cross-Cultural Knowledge Transfer. In: International Organized Session – Application Oriented Principles of Machine Learning and Data Mining, the 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012), Yamaguchi, Japan 12-15 June
- Glückstad, F.K. (2012) Bridging Remote Cultures: Influence of cultural prior-knowledge in cross-cultural communication. In: International Organized Session - Alan Turing Year Special Session on AI Research that Can Change the World, the 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012), Yamaguchi, Japan 12-15 June, 2012

- Glückstad, F.K. (2011) Application of classical psychological theory to terminological ontology alignment. In: Proceedings of NLPCS 2011, August 20-21, Copenhagen Business School. / Copenhagen Studies in Language, Nr. 41, pp. 227-238. (BFI1)
- Glückstad, F.K. (2011) Alignment of remote cultures. In: Proc. 2nd International Conference on Culture and Computing. Kyoto University, Kyoto, Japan, October 2011 / red. Juan E. Guerrero. Los Alamitos: IEEE Computer Society Press pp. 21-26. **Nominated as one of four finalists for the Best Paper Award (BFI1)**
- Glückstad, F.K. (2011) Asymmetric similarity and cross-cultural communication process. In: 9th International Conference on Terminology and Artificial Intelligence. Institut National des Langues et Civilisations Orientales, Paris, France, November, 2011, pp. 59-65. **Best Paper Award**
- Glückstad, F.K. (2011) Terminological ontology and cognitive processes in translation. In: Proceedings of the 24th Pacific Asia Conference on Language, Information and Computation. red. / Ryo Otoguro; Kiyoshi Ishikawa; Hiroshi Umemoto; Kei Yoshimoto; Yasunari Harada. Tohoku: Institute for Digital Enhancement of Cognitive Development, Waseda University. pp. 629-636. ISBN 978-4-905166-00-9 (BFI1)
- Glückstad, F.K. (2010) Terminological Ontology Mapping: cognitive translation approach, The Sixteenth Annual Meeting of the Association for Natural Language Processing, University of Tokyo, Japan, March.
- Glückstad, F.K. (2009) Triangulated terminology management for transitive translations focusing on named entities, NordTerm 2009, Copenhagen Business School, June 2009, Ontologier og taksonomier, Copenhagen Business School, ISBN 978-87-994577-0-0.

Patent:

- Glückstad, F.K., Herlau, T., Schmidt, N. M., & Mørup, M. (2013) A method, computer program and system for inferring and structuring relations between cultural specific concepts in two cultures. European patent application filed in June 2012, published in Dec. 2013 (WO/2013 /186216) (BFI)

Monograph (PhD Thesis)

- Glückstad, F.K. (2012) *Bridging Remote Cultures: Cross-lingual concept mapping based on the information receiver's prior knowledge*, Frederiksberg: Copenhagen Business School [Phd], 2012. 245 s. (PhD Series; Nr. 31.2012).

Notification of invention submitted to DTU/CBS patent administration

- Glückstad, F.K., Mørup, M., Schmidt, M.N. (2014) *A method, computer program and system for simultaneously aligning and structuring relations among concepts in two or more knowledge systems.*

Teaching Activities (2016-present)

Administrative activities

- 2021-2024: Study Board of BSc. in International Business in Asia, Copenhagen Business School (responsible for Alumni and Advisory Board communications)
- 2020-2021: Member of the Advisory Board for the Modularized Marketing project organized by Dept. of Marketing, Copenhagen Business School

Course coordinator and teacher

- *Data-Driven Market Segmentation* (Fall 2021 - elective proposed) MA in International Business Communication
- *Marketing* (Spring, 2022-forward - mandatory) BSc in International Business in Asia <https://kursuskatalog.cbs.dk/2020-2021/BA-BASPO1011U.aspx>
- *Consumer Culture and Communication: Segmenting, Targeting and Positioning across the Global Market* (Spring, 2022-forward – elective/mandatory) MA in International Business Communication (minor for ”cand.ling.merc. interkulturelle markedsstudier” at University of Copenhagen)
- *Marketing* (Spring, 2021 - elective) BSc in International Business in Asia
- *Consumer Culture and Communication: Segmenting, Targeting and Positioning across the Global Market* (Spring, 2021 – elective/mandatory) MA in International Business Communication (minor for ”cand.ling.merc. interkulturelle markedsstudier” at University of Copenhagen) <https://kursuskatalog.cbs.dk/2020-2021/KAN-CIBCV1514U.aspx>
- *Consumer Culture and Communication: Segmenting, Targeting and Positioning across the Global Market* (Spring, 2020 elective/mandatory) MA in International Business Communication (minor for ”cand.ling.merc. interkulturelle markedsstudier” at University of Copenhagen) <https://kursuskatalog.cbs.dk/2019-2020/KAN-CIBCV1514U.aspx>
- *Forbrugeradfærd* (Spring, 2019 - mandatory) MA in Intercultural Marketing (CBS-KU joint ”cand.ling.merc. interkulturelle markedsstudier” programme)
- *Forbrugeradfærd* (Spring, 2018 - mandatory) MA in Intercultural Marketing (CBS-KU joint ”cand.ling.merc. interkulturelle markedsstudier” programme)
- *Forbrugeradfærd* (Spring, 2017 - mandatory) MA in Intercultural Marketing (CBS-KU joint ”cand.ling.merc. interkulturelle markedsstudier” programme)
- *Understanding Markets across Cultures* (Fall, 2017 - elective) MA in International Business Communication
- *3C: Comprehending Consumers across Cultures* (Fall, 2018 - elective) BA in Intercultural Market Communication
- *3C: Comprehending Consumers across Cultures* (Fall, 2017 - elective) BA in Intercultural Market Communication
- *Consumer theories and practices in East and West: Western businesses meet Asian consumers – and vice versa* (Fall, 2016 - elective) MA in International Business Communication

Course coordinator

- *Cultural Studies in Marketing* (Spring, 2020 - mandatory) BA in Intercultural Market Communication <https://kursuskatalog.cbs.dk/2019-2020/BA-BIMKO1021U.aspx>
- *Cultural Studies in Marketing* (Spring, 2019 - mandatory) BA in Intercultural Market Communication

Teacher

- *Marketing Strategy and Planning* (Fall, 2019 - mandatory) MA in International Business Communication <https://kursuskatalog.cbs.dk/2019-2020/KAN-CICOO1001U.aspx>
- *Stakeholder Relationship Management* (Spring, 2016 - mandatory) MA in International Business Communication

Supervisions

I supervise students from various programs among others, MA in International Business Communication, MSc in International Business, MSc/BSc in Business, Language & Culture, MSc in International Marketing & Management, MSc. In Brand and Communications Management, MSc. In Management of Creative Business Process, BA in Intercultural Market Communication, HA(kom.), BSc in International Business, BSc in Business Administration & Service Management.

- 2021: 3 x Master projects + 5 Bachelor projects
- 2020: 6 x Master projects + 8 Bachelor projects + 2 x semester projects (Master level)
- 2019: 3 x Master projects + 2 Bachelor projects + 2 x semester projects (Master level)
- 2018: 7 x Master projects
- 2017: 5 x Master projects + 2 Bachelor projects + 6 x semester projects (Master level)
- 2016: 3 x Master projects + 1 x bachelor project