

Academic Vitae

NAME: Markus Prandini

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Professor, International
Business at

School of Management and Law, Zurich University of Applied Sciences

EDUCATION

Doctor of Philosophy (Ph.D.),

Educational and International Management

University of St. Gallen (HSG), Switzerland (AACSB/EQUIS).

GENERAL WORK EXPERIENCE

Present, **Professor**, International Business at Zurich University of Applied Sciences/School
of Management and Law (Switzerland).

2013-present, **Managing Director**, Regional Competence Center Asia Pacific

2010, **Head of the Center**, International Business

RESEARCH INTERESTS

1. Internationalization process of Small and Mid Sized Companies
2. Emerging Markets with a focus on the Asia Pacific region
3. Intercultural training and education

TEACHING INTERESTS

1. International Business Cultures
2. Cross-Cultural Management
3. International Business Negotiations

HONORS AND AWARDS

Credit Suisse Award for Best teaching, Zurich University of Applied Sciences

ACADEMIC VISITING EXPERIENCE

Visiting Professor of International Business Management in Business School, University

of International Business and Economics, Beijing, China **(July 2013-present)**

Teach undergraduate courses on International Business Management