



FRIEDRICH-ALEXANDER
UNIVERSITY OF
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS &
ECONOMICS



INTERNATIONAL
MANAGEMENT



Dr. Tassilo Schuster

Department of International Management
Friedrich-Alexander-University of Erlangen-Nürnberg

Lange Gasse 20

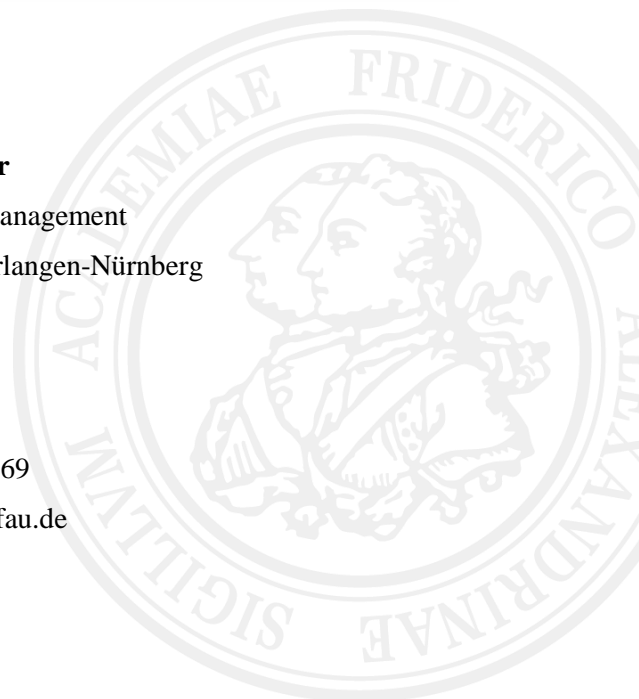
90403 Nürnberg

Germany

Tel.: ++49 911 5302 469

e-mail: tassilo.schuster@fau.de

www.im-fau.de



List of Publications

Articles in double-blind refereed journals

10. Expatriate Social Networks in Terrorism-Endangered Countries: An Empirical Analysis in Afghanistan, India, Pakistan, and Saudi Arabia, in: Journal of International Management, forthcoming (with B. Bader).
9. Resource dependency, innovative strategies and firm performance in BOP-markets, in: Journal of Product Innovation Management, Vol. 31, No. S1, 2014, p. 43-59 (with D. Holtbrügge).
8. Professional football squads as multicultural teams. Cultural diversity, intercultural experience and team performance, in: International Journal of Cross Cultural Management, Vol. 14, No. 2, 2014, p. 215-238 (with D. Maderer, D. Holtbrügge).
7. Benefits of Cross-sector Partnerships in Markets at the Base of the Pyramid, in: Business Strategy and the Environment, Vol. 23, No. 3, 2014, p. 188-203 (with D. Holtbrügge).
6. Pollution prevention and service stewardship strategies in the third-party logistics industry: effects on firm differentiation and the moderating role of environmental communication, in: Business Strategy and the Environment, Vol. 23, No. 1, 2014, p. 38-55 (with S. Maas, E. Hartmann).
5. Market Entry of Multinational Companies in Markets at the Bottom of the Pyramid: A Learning Perspective, in: International Business Review (IBR), Vol. 21, No. 5, 2012, p. 817-830 (with D. Holtbrügge).
4. Der Markteintritt multinationaler Unternehmungen in Märkte an der Basis der Einkommenspyramide Eine lerntheoretische Perspektive, in: Zeitschrift für Management (ZfM), Vol. 6, No. 3, 2012, p. 227-259 (with D. Holtbrügge).
3. Competitive advantage of German renewable energy firms in India and China, in: International Journal of Emerging Markets, Vol. 7, No. 2, 2012, p. 191-214 (with C. Dögl, D. Holtbrügge).
2. The impact of human and social capital on the internationalisation of German consulting firms, in: International Journal of Entrepreneurship and Innovation Management, Vol. 12, No. 2, 2010, p. 138-155 (with M. Kittler).
1. In search of innovation, creativity and entrepreneurial spirit: evidence from the pharmaceutical industry, in: International Journal Business Environment, Vol. 3, No. 2, 2010, p. 179-201 (with D. Rygl, M. Kittler).

Books and edited volumes

2. Business strategies at the bottom of the pyramid, Dissertation, 2011.
1. Corporate Masterminds - Executive Management Teams in Focus, in: Team Performance Management, forthcoming (with B. Bader).

Book chapters

3. Tata Nano - The Car for the Bottom of the Pyramid, in: Fallstudien zum internationalen Management (4. Auflage), Hrsg: J. Zentes, B. Swoboda, D. Morschett, 2011, p. 83-102 (with D. Holtbrügge).
2. Konfiguration und Koordination von Unternehmungen in der Softwarebranche - Das Beispiel der SAP AG, in: Management internationaler Dienstleistungen mit 3K, Hrsg: D. Holtbrügge, H. H. Holzmüller, F. v. Wangenheim, 2009, p. 175-202 (with D. Holtbrügge, S. Heidenreich).
1. Erschließung und Bearbeitung von Auslandsmärkten, in: Fallstudien zur Unternehmensführung, Hrsg: O. Kruse, V. Wittberg, 2008, p. 273-294 (with D. Holtbrügge).

Articles in editor-refereed journals and journals for practitioners

1. „Bottom of the Pyramid“-Märkte, in: Das Wirtschaftsstudium (WISU), 2009, p. 1337-1342 (with D. Holtbrügge).

Presentations on refereed conferences

12. Well-being of expatriates in terrorism-endangered countries. Indian Supply Chain Management Days, 2-4 September, Nürnberg, Germany 2014.
11. Expatriate Social Networks in Terrorism-Endangered Countries: An Empirical Analysis. Academy of Management 2014 Annual Meeting (AOM), 1-5 August, Philadelphia, USA 2014 (with B. Bader) [Nominated for Carolyn Dexter Award].
10. Expatriate Social Networks in Terrorism-Endangered Countries: An Empirical Analysis. Academy of International Business (AIB), 24-26 June, Vancouver, Canada 2014 (with B. Bader) [Nominated for the "That's Interesting!" Award].
9. Expatriate Social Networks in Terrorism-Endangered Countries: An Empirical Analysis. Paper accepted as Competitive Paper at the Academy of International Business (AIB), June 24-26, 2014 in Vancouver (Canada).
8. Exploring Expatriate Social Networks: Does Country-Risk Matter for Psychological Well-Being. German Academic Association for Business Research (Wissenschaftliche Kommission Internationales Management), 11-12 April, Vienna, Austria 2014 (with B. Bader)
7. Exploring Expatriate Social Networks: Does Country-Risk Matter for Psychological Well-Being. 39th EIBA Annual Conference, 12-14 December, Bremen, Germany 2013 (with B. Bader).

6. Resource dependency, innovative strategies, and firm performance in BOP-markets. International Conference on Creativity & Innovation: "Breaking the barriers to reach the bottom of the pyramid". 17-18 February, New Delhi, India, 2012.
5. Environmental sustainability: Drivers, practices and performance within the German third-party logistics industry. 18th EurOMA Conference. 3-6 July, Cambridge, England, 2011 (with S. Maas).
4. Performance outcomes of sustainability efforts: The case of the German third-party logistics industry. The 23rd Annual NOFOMA Conference. 9-10 June, Harstad, Norway, 2011 (with S. Maas).
3. Benefits of stakeholder relations on local responsiveness in Markets at the Bottom of the Pyramid. Academy of Management 2010 Annual Meeting. 9-10 August, Montreal, Canada, 2010.
2. Network relationships and local responsiveness in BOP-Markets. Tagung der Wissenschaftlichen Kommission Internationales Management im Verband der Hochschullehrer für Betriebswirtschaftslehre e.V.. 18-20 February, Berlin, Germany, 2010.
1. Is the role of human and social capital for the internationalization of PSF's over-rated? 36th Annual Conference of the Academy of international Business (UK and Ireland chapter). 2-4 April, Glasgow, Scotland, 2009 (with M.G. Kittler).

Articles in newspapers and magazines

1. Der Tata Nano - Intensiver Know-how-Transfer, in: IndienContact - Das Wirtschaftsmagazin für ihren Geschäftserfolg in Indien, April 2010 (with D. Holtbrügge).

Book reviews

1. Biblio Service - Reverse Innovation: Create Far from Home, Win Everywhere, in: Managing International Review, in: Management International Review (MIR), Vol. 54, No. 2, 2014, p. 277-282.