

1. Curriculum Vitae:

Prof.dr. Hans Ruediger Kaufmann je rođen 23. septembar 1958 u Neustadt, Njemačka. Od 2006 godine radi kao vanredni profesor na katedri marketinga i Menadžmenta na Univerzitetu u Nikoziji, Kipar. Njegovi istraživački interesi su vezani za odnos između identiteta, menadžment i marketing. Posebno poglavlje u njegovim istraživanjima zauzima Internacionalizacija malih i srednjih preduzeća i poduzetništvo. Pored maternjeg njemačkog jezika, govori još četiri svjetska jezika od kojih engleski tečno dok španski i talijanski govori dobro a u grčkom jeziku ima osnovna znanja.

1.2. Obrazovanje

- 1997 Doktorat marketing i prodaja; The Manchester Metropolitan University/UK
- 1985 Master iz Marketinga, University of Applied Sciences Kempten
- Diplomski iz Business administration, University of Applied Sciences Kempten

1.3 Profesionalna karijera

- October 2006 - Izvanredni Profesor, Business School, Department of Management and MIS, University of Nicosia Cyprus
- April 2012 - Gostujućí Profesor, International Business School, University of Vilnius
- 2006- 2006 Hochschullehrer for International Management; Institute for Entrepreneurship Hochschule Liechtenstein(University of Applied Sciences Liechtenstein Head of Competence Center International Management Academic Director International Management PGD/MBA
- 2000- 2005 Docent/Professor (Institute of Finance; University of Applied Sciences Liechtenstein Academic Director Private Banking Member of the Institute's Leadership Team
- 1998 Docent Profesor Marketinga; The International Management Center Budapest/Hungary; Weatherhead University/ SAD
- 1997 Direktor Marketing kursa; The Chartered Institute of Marketing, Budapest
- 1997 – prezent Pokretanje konsultantske kompanije: International Consulting Dr. Kaufmann

1996 – 1997	Predavač The Manchester Metropolitan University
1993- 1995	Asistent – Istraživač i stipendista doktorata; The Manchester Metropolitan University; Department of Retailing and Marketing;
1988 – 1992	Zamjenik šefa odjela za marketing/kontroli I reviziju Saving Bank Ravensburg/Germany;

Stručni i naučni rad

2.1. Knjige

- Semenik, R.J, Allen, C, O’Guinn, T., Kaufmann, H.R. 2012. Advertising and Promotions: An Integrated Brand Approach, International Edition, 6th Edition. South-Western CENGAGE Learning. ISBN-10:0538479868;ISBN-13:9780538479868. 752 Pages.
- Kaufmann, H.R. and Fateh Ali Khan Panni. 2012. Customer Centric Marketing Strategies. Book proposal accepted by publisher IGI Global/USA. Work in Progress.
- Hans Ruediger Kaufmann. 2011. International Consumer Behavior: A Mosaic of Eclectic Perspectives. Handbook on International Consumer Behavior. Access Publishing UK. ISBN: 978-0-9562471-3-1
- ‘Starthilfe Marketing’, 2nd Edition. 2010. With Britzelmaier, B. and Studer, H-P. Teubner Verlag (Publisher). ISBN 978-3-937219-40-0. Germany.
- May 2004. With Geberl, S., Menichetti, M. and Wiesner, D. Aktuelle Entwicklungen im Finanzdienstleistungsbereich. Physica Verlag Heidelberg. (Actual Developments in Financial Services).
- 2002. With Geberl, S. und Britzelmaier, B., Menichetti, M. Regulierung und Deregulierung der Finanzdienstleistungsmärkte. Physica Verlag Heidelberg. (Regulation and Deregulation in the Financial Services Markets).
- 2006. International Customer Behavior and Retailing Research. Hamburg. Dr. Kovac. ISBN: 3-8300-2194-1. Conference Proceedings of the 2nd CIRCLE Conference at the Hochschule Liechtenstein (University of Applied Sciences).

2.2 Članstva u profesionalnim organizacijama

International Research Network CIRCLE	President (from April 2007 until April 2009) and Member of the Board
EuroMed Centre for Research in Business	Vice President (since 2008)
European Retail Academy (EHI, Cologne/Germany)	Member of the Board of Trustees
Leeds Metropolitan University	Visiting Fellow (since 2004)
Teachers Union Intercollege Cyprus	Member
Anna Lindh Foundation Cyprus	Member
Lions Club Hohenems	Member

2.3. Učešće u projektima, istraživačke aktivnosti, grantovi

- March 2012 National Research Promotion Agency. Course on Train the Trainers in Entrepreneurship submitted. Synthesis. Trainer
- March 2012 Concept Note submitted. Web-based participatory collaborative Immigration and employment policies Development and harmonization in the Mediterranean basin region. . EU ENPI CBCMED Program. Priority 4. University of Piraeus Research Center. EMRBI as Partner.
- March 2012. Concept Note submitted. Euro-mediterranean Career & Employment Advisor portal for the mobility of young residents (Daedalus). Unisystems S.A. EMRBI
- March 2012. Concept Note to be submitted for ERASMUSIP Program on Global Leadership. (University of Nicosia)
- March 2012. Concept Note to be submitted. EU ENPI 4.1. Priority. Youth Creativity Development. University of Nicosia is Project Leader.
- February 2012. Concept Note submitted for EU ENPI CBCMED Program. Priority 4. Value Reengineering and Innovation in Public Sector.
- February 2012. Concept Note submitted. EU ENPI CBCMED Program. Pentathlon (Mediterranean Furniture Industry Against Low Inspiration Strategies. EMRBI
- January/February 2012. Part of submission team and researcher: Marie Curie Initial Training Networks (ITN). Food Challenge. Total budget: Euro 1.903/235 (EMRBI)
- January/February 2012. Part of submission team and researcher: Lifelong Learning Program. Gruntvig. Learning Partnerships. Feeling younger by Getting older. Total budget: Euro 303.600 (EMRBI)
- January/February 2012. Submission of ERASMUSIP program on Cross-Cultural Management Teaching for European Students. Continuation of previous project. Scientific Advisor and Teacher. Previous budget: Euro 125,000 (University of Nicosia)
- January/February 2012. Submission of Proposal for EU Investing in People Program. Gender Dynamics on Boards. Total Budget: Euro 2,370, 144. Initiating member and participating researcher (EMRBI)

- 30 March 2011. Project “Internationality and Inquiry Based Master Studies/INTERMAG. Initiated by Siauliai University, Lithuania. Expert for International Program Renewals. Accepted.
- 23- 27 May 2011. Erasmus Lecturer Exchange Program with University of Lithuania- Initiation of research cooperation, online MBA.
- Submitted March 2011: Partner for Erasmus IP Program- International Business Research Methodology, Methods and Conduct. Lead Partner: University of Lithuania
- Submitted February 2011: Leadership on Social Responsibility for the Balcan Region. Tempus Program. Lead Partner: University of Gloucestershire (Budget not yet available)
- The Transfer of Training – Transfer of Training Competence Between Organisations in Cyprus and Ireland. Marie Curie Industry Academia Partnerships and Pathways (IAPP Call: FP7-PEOPLE-2011- IAPP. National University of Ireland Maynooth, Marfin Laiki Popular Bank, University of Nicosia. Funding for UNIC: ca. Euro 21.000. Submitted.
- Participation and, if successful, later inclusion in the Project Submission for the ‘G20 competition concerning Financing and innovation for SMEs’ submitted by S. Chioteris for the EuroMed Research Business Institute <http://www.changemakers.com/competitions/browse/all>. Finance Lab for SMEs
- Successful Submission in March 2010: Tempus IV, Curriculum Reform. Project Lead Partner: Technological Educational Institute of Crete. Key Staff of University of Nicosia which is partner. Funding: approx.: Euro 125.005,70. Budget for University of Nicosia: Euro 15.168 (Euro 6.678 Student Mobility and Euro 8.490 Staff Mobility)- Lecturer on Cross- Cultural Leadership at 8 July 2011.
- Submission in February 2010: Life Long Learning Programme - Leonardo da Vinci Partnerships; Corporate Social Responsibility, sustainability and Competitiveness in European Business (CSR EUBIS); 12 Partners; Budget: Euro 239.300; Mobility share for University of Nicosia: Euro 14.000; Role: Partner (Co-coordinator) - not accepted
- Submission in October 2009: ESF Research Network Programm (Call 2009) Virtual Heritage Frameworks and Standards- an International Perspective. Member of the Steering Committee. Budget: Euro 635.620
- Submission in September 2009: Research Promotion Foundation Cyprus: Management in Cyprus Tourism- Volume: Cyprus Pounds: Euro 119.000(Role: Member of the Lead Partner)- not accepted
- Submitted in April 2009: ERC Grant for investigating the Influence of Culture on Leadership and Performance of Ageing European Employees with 5 European partner institutions. The University of Cyprus is Host Institution for Prof. Dr. Aharon Tziner and Partner. Budget: Euro 1.4 Mio- not accepted
- Submitted in February 2009 and accepted: Team member of a Project submitted to the EU Lifelong Learning Program. Erasmus. Cross Cultural Management. Total budget to be funded: Euro 125.005,70; Budget for University of Nicosia: Euro 15.168 (Euro 6.678 Student Mobility and Euro 8.490 Staff Mobility)- Lecturer on Cross-Cultural Leadership
- Submitted in February 2009 and accepted: Team member of a Europe wide research (31 countries with 51 partners on a Thematic Network on Consumer Behavior) in the EU Life Long Learning Program. Total Budget to be funded: Euro 594.048, Budget for University of Nicosia: Euro: 67.548; Member of the Management Board - ongoing
- EU Interreg project ‘Innovation of European SMEs- Mint’ -accepted and completed

- Budget: Euro 300.000 (Intercollege Nicosia: Euro 85.000)- Role: Academic Co-ordinator, Train the Trainer and Trainer (Athens 2009; Nicosia 2008 and 2009)
- Submitted in 2009 and accepted- Follow up research project based on Mint project (see above. Funding in total: Euro 400.000 – Requested fund support for Intercollege: Euro 300.000- Role: academic co-ordinator and trainer- project due to guarantee requirement rejected by Intercollege
 - 2006: Awarded EU Leonardo da Vinci Project with 7 international partners- Subject Internationalization of SMEs: Euro 189.000; Lead Partner
 - 2006: Awarded International Lake of Constance University- Subject: Internationalization of SMEs: Euro 20.000; 1 additional partner university
 - Awarded EU Interreg III B Funding- Subject: Interregional location branding Euro 1.2 Mio (Funding part for University of Applied Sciences Liechtenstein: Euro 22.000)
 - Development of continuous education programs in Private Banking together with Liechtenstein Banking Association: Fee income: approximately CHF 250.000
 - Design, Implementing and Academic Director: PGD/MBA International Management (Grant of the company Hilti/Liechtenstein until 31.12.2004: CHF 132.000)
 - Launch of co-operation with Akademie für Finanz Management Stuttgart/Germany for providing Private Banking PGD in Germany: approximate profit per course: CHF 30.000
 - Organizing seminars and presentations for the Liechtenstein business community on behalf of the University of Applied Sciences: approximate fee income: CHF 58.550

2.4. Učešće na konferencijama

- Christofi, M. and Kaufmann, H.R. 2011. Successful Cause Related Marketing Index: A Synthesis, Conceptual Framework and Research Propositions. AMA (Academy of Marketing) Global Marketing SIG Conference. March 2012. Cancun- submitted competitive paper
- Christofi, M. and Kaufmann, H.R. 2011. Towards the Development of a CRM Success Index (Award Nominee). Proceedings of 4th EMRBI Conference in Elounda/Crete. ISI indexed
 - Leonidou, E. and Kaufmann, H.R. 2011. Inter-Cultural. Competence as a Key Success Factor for Sales Performance of Front Line Employees. The Case of the Banking Industry in Cyprus. Proceedings of 4th EMRBI Conference in Elounda/Crete. ISI indexed
 - Loureiro, S. and Kaufmann, H.R. 2011. The Effect of Dimensions of Destination Image on Satisfaction and Place Identity: The Case of Saotome and Principe Islands. Proceedings of 4th EMRBI Conference in Elounda/Crete. ISI indexed

- Loureiro, S. , Kaufmann, H.R. and Estrela, R. 2011. The Influence of Brand Image and Brand Satisfaction on Wine Love and Loyalty. Conference Proceedings of 4th EMRBI Conference in Elounda/Crete. ISI indexed
- Van Bracht, J.H. and Kaufmann, H.R. 2011. Abstract of a Systematic Literature Review of Critical Success Factors within German Banks. Conference Proceedings of 4th EMRBI Conference in Elounda/Crete. ISI indexed.
- Kaufmann, H.R., Vrontis, D., Czinkota, M. and Hadiono, A. Integrating Corporate Branding and Transformational Leadership: Mastering Macro Changes. Academy of Marketing- SIG Conference. 13-15 January 2011. Cancun/Mexico.
- Englezou, M. and Kaufmann, H.R. 2011. Training Intercultural Competence. 8th CIRCLE Conference. Dubrovnik. April 2011.
- Makarychev, O., Kaufmann, H.R. and Tsangari, H. 2011. Influence of corporate branding on launching organic cosmetics brand in cosmetics chain in Cyprus. 8th CIRCLE Conference. Dubrovnik. April 2011.
- Finken, S. and Kaufmann, H.R. 2011. A Qualitative and Quantitative Study on Private Banking Consumer Perception. 8th CIRCLE Conference. Dubrovnik. April 2011.
- Kaufmann, H.R., Panni, F. and Orphanidou, Y. 2010. Factors Affecting Consumers' Green Purchasing Behavior: Proposing A Conceptual Framework. Paper accepted at the 1st TopBioDiversity Conference. Intercollege Larnaca. 15 March 2010. Accepted Paper to be published in Conference Proceedings.
- Kaufmann, H.R. and Tsangari, H. : 2010 Oxford Business & Economics Conference (OBEC). 28 – 30 June 2010. Oxford/UK. European SMEs: Explaining levels of Innovativeness.
- Kaufmann, H.R. and Tsangari, H. How innovative are European SMEs? Institute of Work Based Learning Conference to be held in Cyprus (23-26 June 2010)
- Hodiono, A. and Kaufmann, H.R. 2010. The Study of Factors and their relationships in Predicting Brand-Building Behaviors: A Case of an Indonesian FMCG Company. 3rd EMRBI Conference in Cyprus. October 2010.
- Kaufmann, H.R., Loureiro, S.M.C., Basile, G. and Vrontis, D. 2010. New Consumer Role in Brand Community: from Attractiveness to an Active Member and Embedded Learning. 3rd EMRBI conference to be held in Cyprus

October 2010.

- Gronau, W., Kaufmann, H.R. and Orphanidou, Y. 2010. "Conceptualizing theoretic concepts in tourism product development - From Theory to Best Practice ". Atlas Annual Conference 2010. Mass Tourism vs. Niche Tourism. Limassol, Cyprus. Nov.3-5. Accepted.
- Siano, A., Kaufmann, H.R. and Basile, G. 2009. The Evolution of New Consumer Roles in Branding. 2nd EMRBI Conference at the University of Salerno, Italy. 26-28 October 2009.
- Orphanidou, Y., Kaufmann, H.R., Gronau, W. 2009. Branding Local Heritage- Traditional Food- as a Form of Sustainable Tourism- The Case Study of Cyprus. 2nd EMRBI Conference at the University of Salerno, Italy. 26-28 October 2009.
- Michael, C., Kaufmann, H.R. and Vrontis. D. 2009. The Synergies of Diversity within the Hotel Industry: Impact and Views of Hospitality Stakeholders. 2nd EMRBI Conference at the University of Salerno, Italy. 26-28 October 2009.
- with Sakkadas, S. Cultural Heritage Interpretation , Authenticity and the Visitor Experience: a conceptual paper. 2nd EMRBI Conference at the University of Salerno, Italy. 26-28 October 2009.
- with Gerber, D., Vignali, C. and Temperley, J. 2009. Souvenir shopping in Switzerland; A qualitative analysis of travel blogs and its implications for the souvenir trade. I-Chlar 2009. International Conference on Hospitality & Leisure Applied Research. 16-17 July 2009. The Hague Hotelschool.
- with Gronau, W and Sakkadas, S. Nicosia- Concerted Retailing and Tourism Strategies to Awaken a Neglected and Sleeping Beauty. The Annual Academy of Marketing Conference 2009: Putting Marketing in its Place. Leeds Metropolitan University. July 2009.
- with Sanchez- Bengoa, M.D. 2008. The complexity of Intercultural Knowledge Transfer between the East and the West. Findings of Comparative Case Studies. The 1st EuroMed Conference. EMRBI. Marseille. Ecole de Management. 17-18 November 2008
- with Michael, C. and Vrontis, D. The cultural diversity phenomenon in the Hotel Industry. The 1st EuroMed Conference. EMRBI. Marseille. Ecole de Management. 17-18 November 2008
- Antoniou, A., Kaufmann, R. and Vrontis, D. (2008), "Core Culture and Strategic Behaviour of SME Owners: The Cyprus Case", *EuroMed Conference*, Marseilles, France, July 17-19, 2008 (ISBN 978-9963-634-58-

3).

- With Sommer, L; Durst, S., Haug, M. The Impact of the Identity on the Internationalisation Processes in SMEs: A Country Comparison 3rd European Conference on Entrepreneurship and Innovation; The University of Winchester, UK15-16 September 2008. Conference Proceedings. ISBN 978-1-906638-15-3
- With, Heinzl, J., Ah-Lian Kor, A-L; Orange, G. Austrian Higher Education Institutions' Idiosyncrasies and Technology Transfer System; EMCIS 2008, Annual Conference; 25-26 May 2008; Dubai, UAE. Conference Proceedings. ISBN: 978-1-902316-58-1
- Kaufmann, Hans Ruediger und Susanne Durst. Regional Branding- Liechtenstein Case Study. International Scientific and Practical Conference on Contemporary Issues of Economic Development of Regions in Russia. Federal Education Agency of Russian Federation State Educational Institution of Higher Professional Education. Katanov State University of Khakassia Institute of Economics and Management. 27-28 October 2007
- Sanchez Bengoa, M.D., Kaufmann, H.R., Orange, G. M.D. New Variables to Increase Cross- Cultural Knowledge Transfer in Strategic Alliances. ESSHRA International Conference Towards the SSH Research Agenda. Berne. 12-13 June 2007. Conference Proceedings.
- Vranesevic, T and Pavicic, J. 2006. The 3rd International Customer Behavior and Retailing Research Conference- CIRCLE. Conference Proceedings. ISBN: 953-6025-15-9. Graduate School of Economics and Business Zagreb, University of Zagreb and Mikrorad d.o.o., Zagreb
 - with Lerida, M and Vignali, C. A Case Study of Spanish SMEs Using the Intercultural Competence of 2nd Generation Spaniards. pp.373- 390
 - With Durst, S. Measuring Intangibles in SMEs in Germany. pp.347-360
 - With Sanchez Bengoa, D. Overcoming cross-cultural knowledge management transfer barriers in East-Western Strategic Alliances. pp. 399 - 410
 - With Gerstenberger, R. Strategies for Successful Brand Management in the German Retail Banking Industry. pp. 51-64
 - With Wechner, H. Consumers' Perceptions of Delicatessen. pp. 117-130
- With Heinzl, J. The Effects of Idiosyncrasies of Austrian Universities of Applied Sciences on Their Technology Transfer Performance. pp. 321-336
- In Kaufmann, H.R. International Customer Behaviour and Retailing Research.

2006. With Jurkowitsch, S. and Vignali, C. A Student Satisfaction Model for Austrian Higher Education Providers. pp. 209-231
- In Kaufmann, H.R. International Customer Behaviour and Retailing Research. 2006. With Heinzl, J., Vignali, C. and Orange, G. Higher Education Knowledge Transfer and the Stimulation of Economic Growth. pp. 190-201
 - The 2nd Conference on Customer Behaviour and Retailing Research at the University of Applied Sciences Liechtenstein. 2005
 - with Jurkowitsch, S. and Vignali, C. A Student Satisfaction Model for Austrian Higher Education Providers.
 - with Heinzl, J., Vignali, C. and Orange, G. Higher Education Knowledge Transfer and the Stimulation of Economic Growth. 2005
 - The 1st Conference on Customer Behaviour and Retailing Research at the Leeds Metropolitan University. 23 June 2004
 - with Heinzl, J. The Role of Universities of Applied Sciences in Stimulating Regional Economic Growth in Austria
 - with Jurkowitsch, S. and Vignali, C. A Marketing Model for HE Providers Based on the Example of the University of Applied Sciences Vorarlberg
 - The Hong Kong University of Science and Technology. 1998. Hungarian Entrepreneur- Quo Vadis? IEA Press. pp. 219-222
 - The Manchester Metropolitan University- Global Change: Policy and Practice- Conference for Academics and Practitioners. 25-26/03/1996. With Davies, B. and Schmidt, R. The Impact of the New Economic, Political and Educational Structures on the Role Eastern Germans and Eastern Europeans.
 - UK AIB 21st Annual Conference Manchester. The Changing Environment. March 1994. With Davies, B. and Schmidt, R. Models of Transition: Education and Training for Management in New Market Economies.

2.5. Članstva u uredničkim odborima

- World Review of Entrepreneurship, Management and Sustainable Development- Associate Editor
For Indexing and Ranking of this Inderscience Journal, please, see:
<http://www.inderscience.com/browse/index.php?journalCODE=wremsd>
<<http://www.inderscience.com/browse/index.php?journalCODE=wremsd>>
- Member in the Editorial Board: International Journal of Organizational Analysis (Emerald Journal)

- PRAYAAS: The Journal of Management. Newly to be launched Journal of the Mody Institute of Technology & Science. India
- Executive Editor of the Journal of Management and Economics (World Research Organisation)- 2005-2010
- Member of the editorial board: EURO Mediterranean Journal of Business (EMERALD Journal)
- Member of the editorial board of the International Journal of Management Cases
- Member of the editorial board of the World Journal of Business Management (World Research Organisation)
- Member of the editorial board of the World Journal of Retailing (World Research Organisation)
- Member of the editorial board: Financial Services Management. Weissensee Verlag. Germany
- Member of the Editorial Board of the Magazine 'Quality – Access to Success; ISSN 1582-2599; published by the Romanian Society for Quality Assurance (Category B+ according to the Romanian National Council for Scientific Research in Higher Education; Included in International Database EBSCO Publishing and Thomson Reuters)
- Member of the Editorial Board. Journal EuroEconomica. The Danubius University Galati. Interdisciplinary Journal on economic phenomena and intellectual trends in the field of Economic Theory and Business Administration.
- 'Consejo de Redaccion. PECUNIA. Revista de la Facultad de Ciencias Economicas y Empresariales Universidad de Leon. ISSN: 1699-9495

2.6. Rezultati u razvoju stručnog i naučnog podmlatka

PhD, Master and BA Theses' supervision

- 6 PhD completions as PhD supervisor for Leeds Metropolitan University (Jurkowitsch, S., Heinzl, J., Lerida, M., Wechner, H., Gerber, D., Laour, Esmaele)
- 1 MPhil completion (Durst, S.) – Leeds Metropolitan University
- Currently, supervising 3 PhDs (Leeds Metropolitan University and University of Gloucestershire), 4 DBA's (University of Gloucestershire) and advisor for 2 further PhDs (Leeds Metropolitan University)
- Supervision of ca. 75 BA Theses and 75 Master Theses