

AMA HigherEd SIG Lifetime Achievement Award



The American Marketing Association Marketing for Higher Education Special Interest Group (HigherEd SIG) announces:

Dr. Bodo B. Schlegelmilch as the 2023 recipient of the Lifetime Achievement Award.

The AMA HigherEd SIG Lifetime Achievement Award honors a marketing scholar who has demonstrated distinct accomplishments and dedication to the area of higher education in the marketing discipline. This year, we present the award to a scholar who has made significant contributions to the field of marketing and marketing education.

Bodo B. Schlegelmilch is Chair of AMBA [Association of MBAs] and BGA [Business Graduates Association] and heads the Institute for International Marketing Management at WU Vienna. He was Founding Dean of the WU Executive Academy and initiated the Vienna Executive MBA, leading it into the Financial Times Top 50 ranking.



Starting at Deutsche Bank and Procter & Gamble, he continued his career at the Universities of Edinburgh and California, Berkeley. Professorships at the University of Wales (British Rail Chair of Marketing) and Thunderbird School of Global Management (Head of Marketing Section) followed. To date, he taught in 31 countries on six continents. Bodo has received various teaching and research awards, including fellowships from the Academy of International Business, Academy of Marketing Science and the Chartered Institute of Marketing. The American Marketing Association's Global SIG conferred the Significant Contribution to Global Marketing Award, the Academy of Marketing Science the 2023 Marketer of the Year Award, and Thammasat University a Bualuang ASEAN Chair Professorship. Bodo serves on advisory boards of European and Asian universities, and holds guest professorships in China, Fiji, Thailand, UK and USA.

His research spans from international marketing strategy to CSR, and appeared in leading journals, such as Strategic Management Journal, Journal of International Business Studies and Journal of the Academy of Marketing Science. In addition to some 160 journal papers, he published 15 books in English, Mandarin and German. Bodo served as Editor-in-Chief of the Journal of International Marketing and on editorial boards of the Journal of Marketing, International Journal of Research in Marketing, AMS-Review and other top journals. Initially educated in Germany, he obtained two doctorates (in International Marketing Strategy and CSR) from the University of Manchester and an honorary Ph.D. from Thammasat University (Thailand).

AMA HigherEd SIG congratulates Dr. Bodo B. Schlegelmilch and thanks him for all his contributions over the years. The award will be received by Dr. Bodo B. Schlegelmilch at the AMA Summer Educators' Conference in August 2023.