



Mag. Dr. Udo Brändle, LL.M. (Com.)

CEO

University Management Research & Innovation

IMC University of Applied Sciences Krems

✉ udo.braendle@fh-krems.ac.at



Profile

Nationality: Austria

Marital status: Married, two kids

Place of birth: Cape Town, Republic of South Africa (RSA)

Languages: German, English, French (advanced), Italian (basic courses)



Education

- 2014 **Legal Master LL.M (Com.) in Commercial Law**, Saarland University; Saarbruecken, Germany
- Master thesis: Compliance – the core of Corporate Governance? A legal analysis
- 2005 **Dr.rer.soc.oec., with distinction, in International Business Administration**, University of Vienna; Vienna, Austria
- Dissertation: Corporate Governance – Methods and Models
 - Majors: Law and Economics, Industrial Management
- 2002 **Master of International Business Administration (Mag. rer. soc. oec.)**, University of Vienna; Vienna, Austria
- Master thesis: Corporate Governance – Austrian and Global Developments
 - Majors: Industrial Management, Production Management



Career

- Since 08/2022 **CEO and University Management Research & Innovation**, IMC University of Applied Sciences Krems, Austria
- Since 08/2022 **External Review Team (ERT) Member**, Commission for Academic Accreditation, Ministry of Education, United Arab Emirates
- Participation in reviews of HEIs accredited by the UAE Ministry of Education

- 01/2022 – 07/2022 **Dean – Dubai Business School and Strategic Advisor to the President**, University of Dubai, United Arab Emirates
- Propose and manage the Dubai Business School budget of AED 2 million (approx. EUR 500,000).
 - Manage 25 full-time and 20 part-time faculty members in their duties as professors, including conducting performance evaluations, training and development, termination and hiring.
 - Overseeing the operations of the Dubai Business School programs: BBA, MBA, PhD
 - Leading the School proactively in a process of building ties with its various external "stakeholders" in the industry, government sector, other educational institutions and the media
 - Overseeing the periodic institutional effectiveness and outcomes assessment process in Dubai Business School
 - Advising the President on future needs for tertiary education in the UAE and the GCC region
 - Dubai Business School Advisory Board member (since 12/2022)
- 08/2012-12/2021 **Associate Dean – School of Business Administration, Department Chair General Business and Management and Professor of Management**, American University in Dubai, School of Business Administration, United Arab Emirates
- Manage 20 full-time and 10 part-time faculty members in their duties as professors, including conducting performance evaluations, training and development, termination and hiring.
 - Propose and manage departmental budget for research, training and development of AED 1 million (approx. EUR 250,000).
 - Leading member of Accreditation Task Forces (that managed to get/renew AACSB, CAA, IACBE and SACS accreditation)
 - Leader AUD – MMU International Progression Path
 - Leading member of the Master in Intellectual Property and Innovation Management Task Force
 - Member of EMBA Task Force
 - Chair of School of Business Administration Assurance of Learning Committee
 - Chair of School of Business Administration Research Committee
 - Member of School of Business Administration Curriculum Committee and Library Advising Committee
 - Undergraduate teaching in Corporate Social Responsibility, International Business, Strategic Management (Capstone), Business Communications, Business Ethics, Business Research
 - MBA teaching in Strategic Management (Capstone) as part of the Harvard MOC network
 - Master of Intellectual Property and Innovation Management teaching
- 03/2003-02/2016 **Assistant Professor (until 2005) / External Lecturer in Corporate Governance and Corporate Social Responsibility (2005-2016)**, University of Vienna, Department of Business Administration, Vienna, Austria

- Research in the area of Management, Law&Economics
 - Introduction of the courses Corporate Governance, Corporate Social Responsibility (first course with this title at an Austrian University)
 - Supervision of Master Theses
- 06/2009 – 01/2012 **Corporate Governance & Compliance**, Raiffeisenlandesbank Oberösterreich AG; Linz, Austria
- Group Compliance
 - Implementation of Corporate Governance & Corporate Social Responsibility codes and guidelines
 - Coordination OTC-Derivatives
- 08/2007 – 06/2009 **Deputy Compliance and AML Officer**, Strategy, Economic Policies and Legal Affairs, Kommunalkredit Austria Bank; Vienna, Austria
- Implementation of the Austrian Corporate Governance Code
 - Assistance to Executive and Supervisory Board
 - Public Private Partnerships (PPP)
- 08/2006 – 08/2007 **Management Advisor**, WECOM Management Advisors, Vienna, Austria
- Advisory services in international projects for energy companies in
 - Strategy
 - Regulation
 - Project management
 - Process Management and IT
- 08/2005 – 12/2009 **Lecturer in Financial Services Law and Regulation** (until 2006) / **Visiting Fellow** (2006-2009), University of Manchester, School of Law, Manchester, UK
- Development of a new LLM programme in Corporate Governance
 - Research projects (incl. funding) in the area of Law&Economics
 - Course director: Corporations in Int. Business Law (LLM), Int. Financial Services Regulation (LLM), Economics of Business Organisations (LLM), Corporate Governance, Case Studies in Law and Accounting, Business Law II
 - Supervision of postgraduate students at Masters and PhD level
- Visiting Professorships (Germany and Saudi Arabia)**
- 01/2014-06/2016 **Wilhelm-Rieger-Professor**, University of Nuremberg; Germany
Teaching: Comparative Strategic Corporate Governance and CSR (Winter semesters 2013/14, 2014/15, 2016/17 and Summer 2016)
- 12/2011-08/2012 **Visiting Professor**, Jubail University, Business Administration Department; Jubail Industrial City, Kingdom of Saudi Arabia
- 12/2003 -02/2004 **Visiting Scholar**, Institute of Law and Economics, University of Hamburg; Hamburg, Germany



Articles in refereed international journals

- (2022), Employees' Reactions to Supervisors' Fulfillment and Non-Fulfillment of Psychological Contract Promises: An Experimental Field Study (with Khaldoun Ababneh and Evangelos Dedoussis), *Employee Relations* (Q2 as per Scopus)
- (2022), Effect of Regional Terrorism Events on Malaysian Tourism Demand (with Steven Buigut and Burcu Kapar), *Tourism and Hospitality Research*, Vol. 22(3), 271–283 (Q1 as per Scopus)
- (2021), Enhancing Prediction of Student Success: Automated Machine Learning Approach (with Hassan Zeineddine and Assaad Farah), *Computers and Electrical Engineering*, Volume 89 (Q1 as per Scopus)
- (2020), Exploring global retailers' corporate social responsibility performance (with Amir Rahdari, Benedict Sheehy, Habib Zaman Khan, Gadaf Rexhepi and Sahar Sepasi), *Heliyon*, Volume 6, Issue 8 (Q1 as per Scopus)
- (2020), The Impact of Board Diversity on Firm Performance – The Case of Germany (with Markus Stiglbauer, Khaldoun Ababneh and Evangelos Dedoussis), *Corporate Ownership and Control Journal*, Volume 17, Issue 2, 183-193 (B-ranked as per ABDC List)
- (2020), The Christmas Conundrum: When Making Exceptions Is the Best Ethical Decision (with Thomas Corbin), *Journal of Business Ethics Education*, Volume 16, Issue 1, 283-288 (B-ranked as per ABDC List)
- (2019), Corporate Governance code compliance and financial performance: the case of Austrian stock listed companies, *Investment Management and Financial Innovations*, Volume 16, Issue 3, 131-141 (B-ranked as per ABDC List)
- (2019), Comprehensive Sustainability Reporting in Higher Education Institutions (with Sahar Sepasi and Amir Hossein Rahdari), *Social Responsibility Journal*, Volume 15, Issue 2, 155-170 (B-ranked as per ABDC List)
- (2019), Smokers: To Hire or Not? A Human Resources Ethics Issue: Case Scenario and Good Practices for Human Resources-Ethics Consideration (with Thomas Corbin and Akram AlMatarneh), *Journal of Business Ethics Education*, Volume 15, Issue 1, 349-354 (B-ranked as per ABDC List)
- (2019), Institutional Memory: An Undervalued Commodity in Gulf Region Human Resource Management (with Thomas Corbin and Akram AlMatarneh), *Journal of Human Resources and Adult Learning*, Volume 15, Issue 1, 163-171 (C-ranked as per ABDC List)
- (2018), The impact of the European Banking Union's Single Supervisory Mechanism on corporate governance practices in European banks, *Banks and Bank Systems*, Volume 13, Issue 2, 164-177 (C-ranked as per ABDC List)

- (2018), Hiring and Managing Smokers in the Modern Workplace: A Cultural and Ethics Issue (with Akram AlMatarneh and Thomas Corbin), *Journal of Human Resources and Adult Learning*, Volume 14, Issue 1, 104-112 (C-ranked as per ABDC List)
- (2017), Terrorism and travel advisory effects on international tourism (with Steven Buigut and Disna Sajeewani), *Asia Pacific Journal of Tourism Research*, Volume 22, Issue 10, 991-1004 (B-ranked as per ABDC List)
- (2017), Cultural Diversity in German Boards (with Markus Stiglbauer), *Problems and Perspectives in Management*, Volume 15, Issue 3, 179-182 (C-ranked as per ABDC List)
- (2017), Corporate governance, intellectual capital and performance: evidence from the public sector in the GCC (with Assaad Farah and Patrick Balian), *Risk Governance and Control: financial markets and institutions*, Volume 7, Issue 4, 23-29
- (2016), Promoting Responsible Business Practices: A Case of Chambers of Commerce (with Amir Hossein Rahdari and Hassan Farajzahed Dehkordi), *International Journal of Organizations*, 16, 41-58
- (2016), Shareholders Rights and Remedies (with Yuliya Lapina, Alexander N. Kostyuk and Yaroslav Mozghovyi), *Corporate Board: role, duties and composition*, Volume 12, Issue 3, 6-13 (C-ranked as per ABDC List)
- (2016), Linguistic Perception of Corporate Responsibility Disclosure: The Case of Japanese Idemitsu (with Amir Hossein Rahdari), *Social Responsibility Journal*, Volume 12, Issue 2, 335-347 (B-ranked as per ABDC List)
- (2015), New Corporate Governance Norms for Russia – What Will Change?, *Corporate Board: role, duties and composition*, Volume 11, Issue 1, 21-29 (C-ranked as per ABDC List)
- (2014), Fuzzy Evaluation of Service Quality in the Banking Sector: A Decision Support System (with Sahar Sepasi and Amir Hossein Rahdari), *Fuzzy Economic Review*, Vol. XIX, No. 2, 47-79 (C-ranked as per ABDC List)
- (2014), Recent Developments in BRIC's Corporate Governance With a Focus on Russia – Innovation or Imitation?, *Corporate Ownership and Control*, Volume 11, Issue 3, 369-380 (B-ranked as per ABDC List)
- (2014), Stock Options in the Corporate Governance Process – Blessing or Curse?, *US-China Law Review*, Volume 11, Number 2, 203-220
- (2013), How to control the controller – CEO compensation and motivation (with John Katsos), *Corporate Ownership and Control*, Volume 11, Issue 1, 24-31 (B-ranked as per ABDC List)
- (2013), On the Specifics of Corporate Governance in Iran and the Middle East (with Alireza Omidvar and Ali Tehranisar), *Corporate Ownership and Control*, Volume 10, Issue 3, 49-62 (B-ranked as per ABDC List)
- (2013), CSR – More Than Corporate Storytelling? (with Yaroslav Mozgoviy), *Journal of Governance and Regulation*, Volume 2, Issue 2, 44-51

- (2013), Corporate Governance in the Middle East – Which Way To Go?, *Journal of Governance and Regulation*, Volume 2, Issue 1, 2013, 57-64
- (2009) The fox guarding the henhouse? Extra legal codes in Corporate Governance and Corporate Social Responsibility, 9, *Taiwan Banking and Finance Quarterly*, 31-52
- (2008) Was bringt der neue Finanzausgleich? (The New Revenue Sharing Agreement) (with Robert Hink), *Recht und Finanzen der Gemeinden (RFG)*, 156-161
- (2007) The Societas Europaea – A Step Towards Convergence of Corporate Governance Systems? (with Juergen Noll), 4(4) *Corporate Ownership and Control*, 11-20 (B-ranked as per ABDC List)
- (2007) Aufgaben der Energiepolitik (*Responsibilities of a Sustainable Energy Policy*) (with Oliver Elbling), *Die Zukunft* 01/2007, 20-29
- (2006) Shareholder Protection in the USA and Germany – “Law and Finance” Revisited, *German Law Journal*, Vol 7 (3), 257-278
- (2006) On the Convergence of National Corporate Governance Systems (with Juergen Noll), 17 *Journal of Interdisciplinary Economics*, 57-81 (C-ranked as per ABDC List)
- (2006) Enlarged EU – Enlarged Corporate Governance? (with Juergen Noll), 6(3) *Corporate Governance: An International Journal of Business in Society*, 296-304 (C-ranked as per ABDC List)
- (2005) No Change at the Top: Culture Wins, 16(4) *Business Strategy Review*, 42-46 (B-ranked as per ABDC List)
- (2005) Corporate Governance in China – Is Economic Growth Potential Hindered by guanxi? (with Tanja Gasser and Juergen Noll), *Business and Society Review* 110:4, 389-405 (C-ranked as per ABDC List)
- (2005) A Fig Leaf For The Naked Corporation? (with Juergen Noll), 9 *Journal of Management and Governance*, 79-99 (C-ranked as per ABDC List)
- (2005) Kennzahlen als Mittel der Unternehmensführung (*Business Ratios and Corporate Governance*) (with Juergen Noll and Florian Puetzl), *WISU – Das Wirtschaftsstudium* 7/05, 897-903
- (2005) Unvollständige Verträge – Bewertung und Lösungsansätze (*Incomplete Contracts – Evaluation and Solutions*), *WiSt – Wirtschaftswissenschaftliches Studium* 6/05, 339-341
- (2004) Corporate Governance Normen – Wege aus der Krise? (Corporate Governance Norms – A Way Out of the Crisis?) (with Franz Wirl), *WISU – Das Wirtschaftsstudium* 7/04, 906-910
- (2004) Die Societas Europaea – Droht ein Wettkampf der Führungssysteme? (The Societas Europaea – Competition of the Board Systems?) (with Juergen Noll), *Österreichisches Anwaltsblatt* 2004, 442-446
- (2004) The Power of Monitoring (with Juergen Noll), *German Law Journal*, Vol 5 (11), 1349-1371

Books and book contributions

- (2017), *Corporate Governance: new challenges and opportunities* (with Vincenzo Capizzi and Alexander Kostyuk), Virtus Interpress
- (2016), Chapter 1: *Corporate Governance and Remuneration* (with Amir Hossein Rahdari), in: *Theory and Practice of Directors' Remuneration: New Fundamentals and Challenges* (Kostyuk et al.), Emerald Group, 3-20
- (2016), Chapter 2: *Directors' Remuneration and Motivation* (with John Katsos), in: *Theory and Practice of Directors' Remuneration: New Fundamentals and Challenges* (Kostyuk et al.), Emerald Group, 21-34
- (2016), Chapter 3: *Executive Compensation in the 21st Century: Future Directions* (with Amir Hossein Rahdari), in: *Theory and Practice of Directors' Remuneration: New Fundamentals and Challenges* (Kostyuk et al.), Emerald Group, 35-43
- (2013) *Sicherstellung von Compliance (How to Ensure Compliance?)*, in: *Financial Leadership* (Zehetner), Linde, 131-151
- (2008) *Finanzierungsmodelle im Gesundheitsbereich (Models in Health Care Finance)* (with Claudia Wieser), in: *So Managen wir Österreich* (Platzer et al.), Manz
- (2007) *Corporate Governance – A textbook* (with Alexander Kostyuk und Rodolfo Apreada), Virtus Interpress
- (2004) *Mosaisches Recht im Licht moderner Ökonomie (Mosaic Law in View of Modern Economics)* (with Juergen Noll), Verlag Österreich
- (2004) *Vergleich der österreichischen Regulierungsbehörden (Comparison of the Austrian Regulatory Authorities)*, in: *Sektorale Regulierung in Österreich - Bestandsaufnahme - Analyse – Erfahrungsberichte, Beiträge zur Wirtschaftspolitik*, AK Wien
- (2003) *Die Regulierungsbehörden in Österreich (Regulatory Authorities in Austria)*, Wettbewerbsbericht der AK Wien 2002, 29-39

Refereed conference presentations

- (2018), *Smokers: To Hire or Not? A Human Resource Ethics Issue*, Conference Paper, 2nd International Conference on Emerging Research for Sustainable Economic Development, Manama Bahrain, March 6, 2018
- (2016), *Social Enterprise Policy: A Case of South Korea, Sustainable Management as a New Business Paradigm* Conference, Cologne, August 1-3, 2016
- (2015), *Linguistic Perception of Corporate Responsibility Disclosure: The Case of Japanese Idemitsu*, International Conference on Organization and Management (ICOM), Abu Dhabi, November 22-23, 2015
- (2014), *New Corporate Governance Norms for Russia – What Will Change?*, Global Financial Market and Corporate Governance: Issues of Efficiency and Performance, Nuremberg, September 25, 2014
- (2014), *Recent Developments in BRIC's Corporate Governance With a Focus on Russia – Innovation or Imitation?*, International Conference on Corporate Governance: a Search for Advanced Standards in the Wake of Crisis, Milan, May 8, 2014

- (2014), Innovative Management Strategies at the Contemporary Global Corporate, International Conference on Innovative Management Strategies, Bangalore, March 7-8, 2014
- (2013), CSR- More Than Corporate Storytelling?, Conference: Governance & Control in Finance & Banking: A New Paradigm for Risk & Performance, Paris, April 18-19, 2013
- (2012) Corporate Governance in the Middle East, Conference: Improving financial institutions: the proper balance between regulation and governance, Helsinki, April 19-20, 2012
- (2010) Corporate Social Responsibility in SMEs, Workshop UNIDO in Vienna, October 27-29, 2010
- (2006) Shareholder protection in the USA and Germany – On the fallacy of LLSV, Workshop on Law and Economics in Hamburg, February 10, 2006
- (2005) Corporate Governance in China – Is Economic Growth Potential Hindered by *guanxi*?, 3rd Workshop on International Strategy and Cross Cultural Management in Vienna, September 29-30, 2005
- (2004) Enlarged EU – Enlarged Corporate Governance?, European International Business Academy, 30th Annual Conference in Ljubljana, December 5-7, 2004
- (2004) A Fig Leaf For The Naked Corporation? (with Juergen Noll), European Association of Law and Economics, 21st Annual Conference in Zagreb, September 23-25, 2004



Invited presentations

- (2021), Gender Diversity Across Cultures, Hawkamah and University of Würzburg Genderbridges Conference, Dubai, December 12
- (2018), Challenges of Globalization on Afro-Asian Countries Keynote Speech and Guest of Honour, International Social Science Conference, Greenwich University, Karachi, Pakistan, April 28-29
- (2016), Board Effectiveness, Hawkamah Directors Forum, Dubai, January 20
- (2015), Technology for Social Good, Harvard College in Asia Program, Dubai, March 15
- (2014), CSR and Social Enterprise, Panellist at Business for a Cause 2014 Conference, Dubai, March 26
- (2013), Corporate Governance in China, IFU (Danish Investment Fund for Developing Countries) Focus China, Shanghai, May 15/16
- (2012) Compliance in the Financial Sector, Hanken Business School, Helsinki
- (2010) Corporate Social Responsibility in SMEs, Workshop UNIDO in Vienna, October 27-29
- (2008) Corporate Governance in China, Seminar Law and Economics, Faculty of Economics, University of Vienna
- (2005) The Societas Europaea – A Step Towards Convergence of Corporate Governance Systems?, Seminar Law and Economics, Faculty of Economics, University of Vienna
- (2004) Mosaisches Recht im Lichte Moderner Ökonomie (Mosaic Law in View of Modern Economics), Faculty of Law, University of Vienna

- (2004) A Fig Leaf For The Naked Corporation?, Adam Smith Seminar, Institute of SocioEconomics, University of Hamburg



Teaching: University of Dubai

- Business and Society



Teaching: American University in Dubai

- Strategic Management – Capstone course (BBA and MBA)
- Business Ethics
- Business in International Environment
- Business Research
- Business Communications
- Foundations of Intellectual Property



Teaching: University of Manchester

- Corporate Governance in Law and Accounting (Undergraduate)
- International Financial Services Regulation (LLM)
- Corporations in International Business Law (LLM)
- Economics of Business Organisations (LLM)
- Business Law II (Undergraduate)
- Case Studies in Law and Accounting (Undergraduate)



Teaching: University of Vienna

- Corporate Governance
- Corporate Social Responsibility - First course with this title at an Austrian university



Teaching: University of Nuremberg-Erlangen

- Comparative Strategic Corporate Governance: China, Middle East and Germany
- International Corporate Governance



Advised PhD Theses, Master Theses and COOP Students

- Supervision of more than 40 PhD and Master theses in the area of Management, Law & Economics and Business Law in Dubai, Manchester and Vienna