

Prof. Dr. Andreas Zehetner
Vice President International Affairs
Professor of Marketing

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Bio:

Andreas Zehetner, born March 7, 1968, holds the position of the vice president international and is a professor of marketing at the University of Applied Sciences Upper Austria (FH OÖ). He holds a master's degree from the Johannes-Kepler University of Linz and a doctoral degree from the Karl-Franzens University of Graz. As the vice president international he is responsible for the development and implementation of the internationalization strategy as well as for the development of new international study programs at the university's schools. Also, he is in charge of building and managing relationships with partner universities, international networks, and international student recruiting departments as well as the international offices.

Andreas Zehetner has been teaching at various universities, among them the University of International Business and Economics (UIBE) in Beijing, China; the Concordia University Wisconsin (CUW) in the United States; the Peter the Great St. Petersburg State Polytechnic University, Russia; the University of Economics (VSE) in Prague, Czech Republic; the Simon Kuznets Kharkov National University of Economics, Ukraine, and the Laurea University of Applied Sciences, Finland. His areas of teaching comprise business-to-business marketing, marketing strategy, marketing research, cross-cultural marketing and global business.

Since 01/2023, he holds the position of a member of the executive board of the Association of Universities of the Asia-Pacific (AUAP).

In his research, he works in organizational buying behaviour (OBB), business-to-business Marketing, employer and recruitment marketing, business negotiations, and emotional intelligence in sales and sales management. In his second stream of research, he is involved in international higher education research with respect to HE Internationalization and university-Industry relationships.

Current position:

Vice president International Affairs, Upper Austria University of Applied Sciences

Professor of B2B-Marketing and Sales Management, Upper Austria University of Applied Sciences, Steyr School of Management

Member of the executive board of the Association of Universities of the Asia-Pacific (AUAP), 2023 – 2024

Professional Career & Activities

03/2013-today	Upper Austria University of Applied Sciences, Vice President International Affairs, Member of the Management Board.
01/2011 – 03/2013	Upper Austria University of Applied Sciences; Deputy Director of Studies: Global Sales and Marketing Master's programme, Steyr, Austria
01/2008 – 03/2013	Upper Austria University of Applied Sciences, Director of International Relations
09/2005-today	Upper Austria University of Applied Sciences, School of Management, Professor of Marketing
09/2005-today	Zehetner Consulting and Training, Owner; Consultant and trainer to industrial companies in the fields of strategic and operational B2B marketing, customer value analysis, and marketing research
1993 - 2005	Doka Group, Amstetten, Austria (International supplier of formwork technology to the construction industry); Head of Market Research and Public Relations; Deputy Director Global Marketing

Education

3/2010-12/2017	Karl-Franzens-University of Graz, PhD in Marketing Management
10/1988-4/1993	Johannes-Kepler-University Linz, Business Administration
10/1986-7/1988	University of Economics Vienna, Business Administration

International Guest Lectures on Invitation (selected):

05/2007:	Visiting Professor at Laurea University of Applied Sciences, Espoo, Finland
04/2008:	Visiting Professor at St. Petersburg State Polytechnical University, St. Petersburg, Russia
10/2008:	Visiting Professor at Laurea University of Applied Sciences, Espoo, Finland
04/2009:	Visiting Professor at St. Petersburg State Polytechnical University, St. Petersburg, Russia
09/2009:	Visiting Professor at VSE – University of Economics, Prague, Czech Republic
01/2010:	Visiting Professor at VSE – University of Economics, Prague, Czech Republic
04/2010:	Visiting Professor at St. Petersburg State Polytechnical University, St. Petersburg, Russia

05/2010: Visiting Professor at University of Novi Sad, Faculty of Economics, Serbia

01/2011: Visiting Professor at VSE – University of Economics, Prague, Czech Republic

05/2011: Visiting Professor at Kharkiv University of Economics, Ukraine

09/2011: Visiting Professor at Aalesund University College, Aalesund, Norway

01/2012: Visiting Professor at VSE – University of Economics, Prague, Czech Republic

10/2012: Visiting Professor at Aarhus University, Herning Business School, Denmark

04/2013: Visiting Professor at VSE – University of Economics, Prague, Czech Republic

05/2013: Visiting Professor at St. Petersburg State Polytechnical University, St. Petersburg, Russia

02/2014: Visiting Professor at St. Petersburg State Polytechnical University, Russia

03/2018: Visiting Professor at Plekhanov Russian University of Economics, Russia

03/2019: Visiting Professor at Peter the Great St. Petersburg State Polytechnical University

03/2019: Visiting Professor at Plekhanov Russian University of Economics, Russia

10-12/2020: Visiting Professor Peter the Great St. Petersburg State Polytechnical University (online classes)

10-12/2021: Visiting Professor Peter the Great St. Petersburg State Polytechnical University (online classes)

11-12/2022: Visiting Professor Shandong University of Finance and Economics (online classes)

Scientific conference committee member and review activities (selected):

Founding Member and Vice President of the Beijing Humboldt Forum at University of International Business and Economics, Beijing

Member of editorial board: International Scientific Conference: "Modern problems of the enterprise management: Theory and Practice", 15th -16th of November, 2010; Kharkov University of Economics, Kharkiv, Ukraine

Reviewer at: International Scientific Journal Central European Business Review (CEBR), issued by University of Economics, Prague

Reviewer at: International Small Business Journal (ISBJ)

Reviewer at European Marketing Academy (EMAC)

Reviewer at: American Marketing Association (AMA), Marketing Educators' conference.

Publications and conference participations (selected):

2023

Zehetner, A., 2023, Connecting Higher Education and Business in Innovation and Entrepreneurship: Case Studies from Austria Proceedings of the 4th World Congress of Education.

2022

Zehetner, A., Metha, R., Kozlova, N., Bozhuk, S. & Genis-Gruber, A. S., 2022, Antecedents of career decision making self-efficacy: A multi-country study among university students. , 17th SIMSR Global Marketing Conference.

Zehetner, A., Cardinali, S. & Zehetner, D., 2022, First-year sales students' discontent and their suggestions for improvement: A qualitative investigation based on cognitive dissonance theory, 10th ICCMI International Conference on Contemporary Marketing Issues.

Zehetner, D., Zehetner, A., Lepeyko, T. & Blyznyuk, T., 2022, GENERATION Z'S EXPECTATIONS OF THEIR FUTURE LEADERS: A CROSS-CULTURAL PERSPECTIVE WITH IMPLICATIONS FOR MARKETERS

Zehetner, A., Zehetner, D. & Lepeyko, T., 2022, Generation Z's Expectations of Their Leaders: A Cross-cultural, Multi-dimensional Investigation of Leadership Styles, ECMLG 2022 18th European Conference on Management, Leadership and Governance.

Pezenka, I. & Zehetner, A., 2 Juni 2022, How a Salesperson's Empathy impacts Buyer Satisfaction - the moderating Role of Emotions. American Marketing Association.

Zehetner, A. & Pezenka, I., 10 Juni 2022, The lights and darks of unlimited access to information, social media and word of mouth in higher education marketing: Why better-informed students may be less satisfied. Proceedings of the 2022 8th International Conference on Frontiers of Educational Technologies, ICFET 2022. Association for Computing Machinery, S. 144-149 6 S. (ACM International Conference Proceeding Series).

Lepeyko, T., Zehetner, D. & Zehetner, A., 2022, Theoretical background of leadership style differentiation: generation aspect. in: Odessa National University Herald. Economy . 3, 93, S. 66-71

Talwar, S., Zehetner, A., Kozlova, N., Metha, R. & Bozhuk, S., 2022, The role of the theory of planned behaviour in cause-related lottery systems: A cross-cultural study, Proceedings of the 2022 Cross-Cultural Business Conference.

Zehetner, A., Lepeyko, T. & Blyznyuk, T., 2022, Value orientations of students in Austria and Ukraine: Implications for Leadership, Proceedings of the 2022 Cross-Cultural Business Conference.

2021

Zehetner, A. & Bigon, L., 21 Okt 2021, Concluding Remarks: Grids of Light, Darkness, and Intermediate Shades, in: The Arts of the Grid: Interdisciplinary Insights on Gridded Modalities in Conversation with the Arts. Bigon, L. & Shaked, N. (Hrsg.). de Gruyter, 227-233 7

Stadlmann, Christian, and Andreas Zehetner. "Comparing AI-Based and Traditional Prospect Generating Methods." in: *Journal of Promotion Management* (2021): 1-15.

Zehetner, A., Zehetner-Hirtenlehner, D. & Lepeyko, T., 25 Sep 2021, The Ideal Leadership Style in the Confluence of Generations and Cultures in the Workplace: Development of a Research Model and Pretest, in: Global Business Conference 2021 Proceedings: Doing Business in Post Pandemic Word. Zagreb : Innovation Institute, 249-259

Zehetner-Hirtenlehner, D., Lepeyko, T. & Zehetner, A., 24 Sep 2021, What does Generation Z expect from their future leaders? in: Journal of Corporate Responsibility and Leadership. 2020, 3, 57-79

Zehetner, A. & Zehetner, D., 1 Jul 2021, The agony of choice: understanding and reducing cognitive dissonance of first-year graduate students, in: 36th EBES conference: Proceedings.

Zehetner, A., 11 Apr 2021, Did I select the right programme? What creates and what heals cognitive dissonance of first year marketing students., in: Marketing Educators' Association Spring Conference Proceedings. 11-12

Genis-Gruber, A. S. & Zehetner, A., 2021, (Eingereicht) EFFECTS OF CULTURE, EMOTIONAL INTELLIGENCE AND PERFORMANCE ON STUDENT CAREER DECISION MAKING IN RUSSIA, TURKEY AND AUSTRIA. In: GDTM-2021 Conference - Global Challenges of Digital Transformation of Markets

Stadlmann, C. & Zehetner, A., 2021, Human Intelligence Versus Artificial Intelligence: A Comparison of Traditional and AI-Based Methods for Prospect Generation. In: Marketing and Smart Technologies - Proceedings of ICMaTech 2020. Rocha,

Á., Peter, M. K., Loureiro, S., Reis, J. L., Cayolla, R. & Bogdanovic, Z. (Hrsg.). Springer, 11-22 12 (Smart Innovation, Systems and Technologies; Band 205).

2020

Zehetner, A., Blyznyuk, T., Myronova, O., & Zehetner-Hirtenlehner, D. (2020). *Cross-cultural differences in career planning capabilities of students: Learnings for recruitment marketing and employer branding..* Beitrag in EMAC 2020, Budapest, Ungarn. <http://proceedings.emac-online.org/pdfs/R2020-84992.pdf>

Zehetner, A., Lepeyko, T., Stadlmann, C., & Blyznyuk, T. (2020). How do culture and EI relate to business students' career decision making beliefs: a cross-cultural study. in *Proceedings Cross-Cultural Business Conference 2020* (S. 205-216). Shaker Verlag.

Zehetner, A., Zehetner-Hirtenlehner, D., & Lepeyko, T. (2020). *Students' career decision-making self-efficacy: Lessons for recruitment marketing in different cultures.* Beitrag in EMAC 2020 Regional Conference, Zagreb, Kroatien. <http://proceedings.emac-online.org/pdfs/R2020-84992.pdf>

Zehetner, D., Zehetner, A., & Lepeyko, T. (2020). The Influence of Culture and Emotional Intelligence on Students' Career Decision-Making Self-Efficacy. in *31st EBES CONFERENCE PROGRAM AND ABSTRACT BOOK* (S. 25-26). EBES Publications.

Zehetner, A., & Trubicki, K. (2020). The messengers are the message: International student ambassadors an der FH OÖ. in *8. Tag der Lehre der FH OÖ* (S. 145-151). FH OÖ.

2019

Zehetner, A., & Zehetner-Hirtenlehner, D. (2019). Complement or Compensate? Interaction of IQ and Job Experience with Emotional Intelligence in Marketing Exchanges. *Journal of Marketing Development and Competitiveness*, 13(4), 107-112. <https://doi.org/10.33423/jmdc.v13i4.2356>

Zehetner, A. (2019). *Emotionale Intelligenz und Verkaufperformance: Eine Untersuchung direkter und indirekter Effekte im Business-to-Business-Umfeld.* Springer Verlag. <https://doi.org/10.1007/978-3-658-26472-7>

Zehetner-Hirtenlehner, D., Lepeyko, T., & Zehetner, A. (2019). Formation of the leadership style in the enterprise management in the process of generation transition. in *New Economic Forum* (S. 9-14)

Zehetner, A., Neuner, M., & Zehetner, D. (2019). Interaction of IQ and Job Experience with Emotional Intelligence in explaining Sales Negotiation Performance. in *Proceedings of the 48th EMAC annual conference*

Zehetner, A., & Zehetner, D. (2019). Recruitment Marketing: Do we understand what Generation Z expects from its employers? in *Proceedings of the 49th International Academic Conference, Dubrovnik* (S. 174-175). International Institute of Social and Economic Sciences.

Zehetner, A. (2019). The relationship between emotional intelligence and sales performance in a business-to-business environment. in *Proceedings Cross-Cultural Business Conference 2019* (S. 107-118). Shaker Verlag.

Zehetner, A. (2019). The Relationship between emotional intelligence and sales performance in a business-to-business environment; with implications for cross-cultural adaptability. *Marketing Science & Inspiration*, 14(2), 10-20.

2018

Zehetner, A., Kraigher-Krainer, J., & Zehetner, D. (2018). Complement or Compensate? How do IQ and Job Experience Interact with Emotional Intelligence in Marketing Exchanges? in *Global Business Conference 2018 Proceedings* (S. 256-266)

Zehetner, A., Kashyap, V., & Foscht, T. (2018). The Moderating Effect of Trait Emotional Intelligence on the Relationship between Selling Skills and Performance: Findings from a B2B Context. in *EMAC 2018 Proceedings* (S. 1-12)

Zehetner, A. (2018). *Why can't we benefit more from international talents? Challenges and suggestions from an Austrian perspective.* 90-95. Beitrag in 6th Higher Education Institutions Conference, Dubrovnik, Kroatien.

2017

Zehetner, A. (2017). *Der Zusammenhang von emotionaler Intelligenz und Verkaufperformance – Analyse direkter und indirekter Effekte im Business-to-Business-Umfeld.*

Zehetner, A., Winkler, B., & Feichtenschlager, W. (2017). *Führungskräfte-Umfrage 2017*.

Foscht, T., Zehetner, A., & Kashiap, V. (2017). *How Trait Emotional Intelligence Moderates the Relationship of B2B Salespersons' Skills and Performance: Interaction and Higher Order Effects of Sales Experience and Formal Education*. 10-11. Abstract von AMA Summer Conference 2017, San Francisco, USA/Vereinigte Staaten.

Kraigher-Krainer, J., Überwimmer, M., Costa Salas, Y. J., & Zehetner, A. (2017). The hidden impact of word-of-mouth: A system dynamics approach. *Marketing Science & Inspiration*, 12(3), 17-26.

Kraigher-Krainer, J., Überwimmer, M., Costa Salas, Y. J., & Zehetner, A. (2017). The Hidden Impact of Word-Of-Mouth: A System Dynamics Approach. in *Proceedings Cross-Cultural Business Conference 2017* (S. 111-120). FH OÖ.

Zehetner, A., & Kraigher-Krainer, J. (2017). The Relationship between Emotional Intelligence and Negotiation Performance: Preliminary Findings of an Experimental Study with International Business Students. in *Proceedings Cross-Cultural Business Conference 2017* (S. 55-71). FH OÖ.

Zehetner, A. (2017). Von internationalen Talenten profitieren: Herausforderungen und Lösungsansätze. *Personal Manager*, (3), 12-14.

2016

Ko, J-H., Zehetner, A., & Überwimmer, M. (2016). Two Perspectives on TTIP's Economic Impact on European companies: Combining a CGE Approach with Empirical Evidence from Austrian B2B Firms. in *Proceedings Cross-Cultural Business Conference 2016* (S. 48-68). FH OÖ.

2015

Zehetner, A., Tomovic, J., & Mendl, D. (2015). Positive Emotions in the B2B Negotiation Process: How They Are Valued By Sellers And Buyers. in *Positive Emotions in the B2B Negotiation Process: How They Are Valued By Sellers And Buyers*

Überwimmer, M., Gangl, T., Gaisch, M., Füreder, R., Humbarger, D. W., Bauinger, F., Hofstadler, J., Kraigher-Krainer, J., Stadlmann, C., Strach, P., & Zehetner, A. (2015). Proceedings Cross-Cultural Business Conference 2015. in *Proceedings Cross-Cultural Business Conference 2015* (S. 1-355). Shaker Verlag.

Zehetner, A., & Simek, M. (2015). Supplier Selection Criteria and the Role of Emotions: an exploratory study in an Upper-Austrian setting. *Marketing Science & Inspiration*, 10(4), 18-33.

2014

Wiesinger, S., & Zehetner, A. (2014). Gaining Knowledge from Practice: Austrian Companies' Experiences in entering CEE Markets. in *Conference Proceedings of "Seeking Dealership Excellence Through Research and Training"*

Überwimmer, M., Wiesinger, S., Gaisch, M., Summersberger, T., Füreder, R., Hofstadler, J., Stadlmann, C., Zehetner, A., Bauinger, F., & Kraigher-Krainer, J. (2014). Proceedings of Cross-Cultural Business Conference 2014. in *Proceedings of Cross-Cultural Business Conference 2014* (S. 1-347)

Zehetner, A. (2014). What drives professional purchasers: The influence of emotions on organizational buying behaviour. in *Emoce v marketingu* (S. 175-190). Expert Publishing.

2013

Wiesinger, S., Walter, P., Zehetner, A., Bauinger, F., & Skovpen, Y. (2013). Austrian Business Experiences in CEE-Countries: Before and after the crisis of 2008. in *Cross-Cultural Conference 2013, Proceedings* Shaker Verlag.

Panetic, D., Davcik, N., Zehetner, A., & Gillpatrick, T. (2013). Sustainability as a marketing doctrine (in different economical conditions). in *Proceedings Cross-Cultural Conference 2013* Shaker Verlag.

2012

Zehetner, A., Engelhardt-Nowitzki, C., Hengstberger, B., & Kraigher-Krainer, J. (2012). Emotions in organisational buying behaviour: A qualitative empirical investigation in Austria. in *Contributions to Management Science* (S. 207-229). (Contributions to Management Science). Springer. https://doi.org/10.1007/978-3-7908-2747-7_11

Zehetner, A. (2012). Stuying Emotions in Business Relationships. in *Proceedings of the AMA Summer Conference* (S. 63-71)

Sudarevic, T., Pupovac, L., & Zehetner, A. (2012). Upgrading Marketing Planning Activities through measuring Customer Lifetime Value. in *Proceedings of 16th International Scientific Symposium SM 2011* University of Novi Sad.

2011

Zehetner, A., Sudarevic, T., & Pupovac, L. (2011). Different views and potential pitfalls in the implementation of CRM. *The International Scientific Journal of Management Information Systems*, 6(1), 8-15.

Zehetner, A., Engelhardt-Nowitzki, C., Ehrenstorfer, B., & Kraigher-Krainer, J. (2011). Emotions in Organizational Buying Behaviour: a Qualitative Empirical Investigation in Austria. in *Proceedings - 1st International Conference on Value Chain Management Steyr 2011* (S. 345-368). Shaker Verlag.

Zehetner, A., Engelhardt-Nowitzki, C., Ehrenstorfer, B., & Kraigher-Krainer, J. (2011). Emotions in Organizational Buying Behaviour – a Qualitative Empirical Investigation in Austria. in *Selected Papers of the 1st International Conference on Value Chain Management* (S. 207-229). Physica-Verlag.

Stadlmann, C., Feichtenschlager, H-P., Mayr, A., & Zehetner, A. (2011). The Perception of Risks of Austrian Micro and Small Enterprises in the Case of Outsourcing of Financial Business Processes. in *2011 Global Business Conference* (S. 366-372)

Sudarevic, T., Pupovac, L., & Zehetner, A. (2011). Upgrading Marketing Planning Activities through Measuring Customer Lifetime Value. *Strategic Management*, 16(3), 53-61.

2010

Zehetner, A., Sudarevic, T., & Pupovac, L. (2010). Bet on the right horse: Serving the most profitable customers by understanding direct and indirect measures of customer value. *Development of Management*, 18(94), 7-12.

Zehetner, A., Sudarevic, T., & Pupovac, L. (2010). Comprehensive approach in measuring customer value in B2B markets from the supplier's perspective. in *Conference Day 2010 - proceedings* Shaker Verlag.

Pupovac, L., & Zehetner, A. (2010). Customer equity, a comprehensive approach in measuring marketing performance. in *XII Internacionalni Simpozijum "Menadzment znanja i organizacione Nauke"* (S. 217-223)

Zehetner, A. (2010). Sales compensation models - what we can learn from Agency Theory: A literature review. in *Proceedings Conference Day 2010*

Zehetner, A., & Wiesinger, S. (2010). Understanding Future Employees In CEEC: An Examination Of Job Related Preferences Of Czech, Polish And Russian Students. in *Global Business Conference, Dubrovnik* (S. 200-209). Innovation Institute.

2009

Zehetner, A. (2009). How small and medium sized B2B companies perceive the relevance and effectiveness of trade fairs – an empirical investigation among Austrian trade fair exhibitors. in *Developments and Challenges*

2008

Zehetner, A., & Wiesinger, S. (2008). B2B-Marketing and Sales Strategies in CEE Countries – Findings from a Barometer Study in Austria. in *Proceedings FH Science Day 2008* (S. 303-310). Shaker Verlag.

Zehetner, A., & Wiesinger, S. (2008). International Marketing Communication Strategies of Austrian Companies in CEE-Countries. in *Corporate and Marketing Communications as a Strategic Resource; Response to Contemporary use, Challenges and Criticism* (S. 103-104). Routledge - Taylor and Francis Group.

Zehetner, A., Wiesinger, S., Hofstadler, J., & Stadlmann, C. (2008). Marketing Strategies of Austrian B2B-Companies in Central and Eastern European Countries. in *Russian Economy: Problems, Achievements and Perspectives of International Development*. (S. 55-61)

Wiesinger, S., & Zehetner, A. (2008). Marketing- und Vertriebsstrategien österreichischer B2B-Unternehmen in Mittel- und Osteuropa. in *Proceedings of FFH2008 Fachhochschul Forschungs Forum*

Zehetner, A. (2008). The role of trade fairs for small and medium sized Business-to-Business companies. in *The role of trade fairs for small and medium sized Business-to-Business companies* Oeconomica.