

Call for Contribution

Why Change is the New Normal

Managing Transformational Shifts

Invitation to contribute to a new handbook
edited by Horst Ellermann, Peter Kreutter,
Ulrich Meister, and Wolfgang Messner.

To be published in spring 2016.

Why Change is the New Normal. Managing Transformational Shifts

Horst Ellermann, Peter Kreutter, Ulrich Meister, Wolfgang Messner (Eds.)

More than ever before, business transformation has a prominent place on corporate agendas. Transformational shifts in our economic, environmental, geopolitical, societal and technological systems offer unparalleled opportunities, but at the same time threaten many traditional industries.

Many of those shifts do not work in isolation and neither in tandem. Instead, they are a tight-knit web of complex and self-enforcing interconnections. They simultaneously and constantly mete out new pressure for change in a complex and interconnected network of cause-and-effect relationships.

And because change will be the new normal in tomorrow's market environment, business transformation can never be complete. It needs to be understood as a continuous process, right from realizing its triggers, defining a guiding policy as a transformation framework, all the way to coherent execution of change across all layers of business.

This book aims to bring together many years of experience, current perspectives, and future ideas of international business practitioners, academics, and market researchers. It diagnoses the factors that trigger disruptive transformation, drive continuous transformation, or lead to an entire overhaul of an organization's business model. Along these lines it is structured into four parts: Part I "Transformational Shifts" lays the book's foundation; it looks at how transformational shifts challenge many tradition-rich companies. Part II "Lead the Change" goes to the core of how companies can create a new future, and stay out in front. Part III "Achieve Customer Centricity" develops strategies how a firm can fundamentally align its products and services with the wants and needs of its most valuable customers. Part IV "Deploy New Technology" suggests sustainable ways for firms to stay competitive by deploying new technology, and flexibly integrating it into the existing landscape.

In short, this handbook will provide firms with a sound foundation for managing transformational shifts. It offers a comprehensive perspective of how to cope with change, both expected and unexpected.

Part I: Transformation Shifts

Part II: Lead the Change

Part III: Achieve Customer Centricity

Part IV: Deploy New Technology

Call for Contribution

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Status of Paper Submissions

Paper submissions need to be categorized into one of the handbook's four parts. Please select the part closest to your proposal from the list below.

As of 11th May 2015, we aim to include the following papers:

Part I: Transformation Shifts

Part I "Transformational Shifts" lays the book's foundation; it looks at how transformational shifts challenge many tradition-rich companies.

Paper Title	Author(s) and Affiliation
Aspects of Business Transformation	Susmita Bandyopadhyay, Assistant Professor, The University of Burdwan, India
Lost in Transformation	Nicole Gottschalck, Research Assistant, WHU – Otto Beisheim School of Management, Germany Christina Günther, IHK-Chair Professor of Small-and Medium-Sized Enterprises, WHU – Otto Beisheim School of Management, Germany
How Digitalization Changes the Labor Market	Christian Bühner, Research Assistant, WHU – Otto Beisheim School of Management, Germany Christian Hagist, Professor of Intergenerational Economic Policy, WHU – Otto Beisheim School of Management, Germany
Digital Transformation in Manufacturing – A Disruptive Change	Klaus Holzhauser, Managing Director, PAC, Germany Philipp Schalla, PAC, Germany
The Need for Sustainable Banking - A Comparison of India and Germany	Michael G. Schmitt, Professor of Financial Management, International School of Management , Germany Taruna Gautam, Associate Professor of Economics and International Business, IILM, India
Europeans' Perceptions of Chinese Cars. Country-of-origin Effects, Product Evaluation and Purchase Intention	Dirk Holtbrügge, Professor of International Management & Head of Department, University of Erlangen-Nürnberg, Germany
Adapting to Working Environment Change: Effects of Mobility and Flexibility	Melissa Promes, Doctoral Candidate, BMW Group and Ludwig-Maximilians-University, Germany
Strategic Refocusing of Toshiba's Energy Business Amidst a Nuclear Crisis	Camilla Nellemann, Doctoral Candidate, Rikkyo University, Japan

Part II: Lead the Change

Part II “Lead the Change” goes to the core of how companies can create a new future, and stay out in front.

Paper Title	Author(s) and Affiliation
Global One – IT-enabled Business Transformation	Tom Henkel, Founder & Partner, Henkel & Partners, Germany
Radical or Gradual Transformation? Rules for Making Change Last	Frank Thun, Managing Director & COO, Tom Tailor Group, Germany
Outcomes Driven Transformation	Adam Bujak, BPO Director, Capgemini, Germany Marcus Esser, Capgemini, Germany
Digital Transformation is about People First and Technology Second	Nicole Dufft, Partner, Radius.1, Germany Christoph Zohlen, Founder & Managing Partner, Radius.1, Germany
Is Design Thinking the Central Building Block to Accomplish Change Readiness in the Light of Industry 4.0?	Ute Riemann, SAP, Germany
Leadership in Times of Digital Transformation	Achim Berg, CEO, arvato AG, Germany
From Reactive to Proactive – the Paradigm Shift in People Practices	Madhuvanathi Ravi, Senior Associate Lead – Business Partner HR, Infosys, India
Reducing Workforce Resistance to Organizational Change	Nagananda Kumar, Professor of Strategy & HR, MYRA School of Business, India
Disrupting Gender Norms in the Workforce to Accelerate Growth	Shachi Irde, Catalyst, India
Supporting Agile Business Transformation with Strategy-focused Knowledge Management	Rainer Friedensohn, Head of Production & IT, Thieme Compliance, Germany
Digital Change: How MOOCs Transform the Educational Landscape	Hans Pongratz, CIO, Technical University Munich, Germany
Divestment Strategies and Performance: Country, Industry and Firm Resources	Wiboon Kittilaksanawong, Professor of Strategy & International Business, Saitama University, Japan

Part III: Achieve Customer Centricity

Part III “Achieve Customer Centricity” develops strategies how a firm can fundamentally align its products and services with the wants and needs of its most valuable customers.

Paper Title	Author(s) and Affiliation
Anticipating Future Customer Demand	Miguel Jimenez, Fast Forward, Spain

Paper Title	Author(s) and Affiliation
Client Centricity – An Attainable Mirage?	Premkumar Rajendran, Vice President & Regional Operations Manager, Deutsche Bank, Singapore Shailesh Chopra, Director, Deutsche Bank, Singapore
Transforming Product Line Selection Strategy	Subrat Sarangi, Associate Professor of Marketing, KIIT University, India
Organizational Culture – Additional Perspective to the Balanced Scorecard	Enrico Rühle, Group Executive Management, TÜV Rheinland, Germany Valerie-Laura Wagner, Head of Strategic Projects, TÜV Rheinland Middle East, Dubai

Part IV: Deploy New Technology

Part IV “Deploy New Technology” suggests sustainable ways for firms to stay competitive by deploying new technology, and flexibly integrating it into the existing landscape.

Paper Title	Author(s) and Affiliation
Compressed Cycles – Moore’s Law Spreads	Sudhendar H. Rao, Professor of Information Systems, MYRA School of Business, India
e-leadership for SMEs in the Digital Age: Business and IT Alignment to Maximize Business Competiveness	Maksim Belitski, Lecturer, Henley Business School, University of Reading, UK Weizi Li, Lecturer in Business Informatics, Henley Business School, University of Reading, UK Kecheng Liu, Professor of Applied Informatics & Director of Informatics Research Centre, Henley Business School, University of Reading, UK Yinshan Tang, Associate Professor of Business Informatics, Henley Business School, University of Reading, UK
The Digital Transformation of CRM	Setrag Khoshafian, Chief Evangelist, Pegasystems, Germany
Fast, Big, Digital – Behind the Scenes of Expected Disruption	Kai-Oliver Schäfer, Vice President, Capgemini, Germany
Providing Cybersecurity for Critical Infrastructure: A Tale of Three Incidents	Solomon Karchefsky, Research Assistant, University at Buffalo, the State University of New York, USA H. Raghav Rao, Professor of Management Science and Systems, University at Buffalo, the State University of New York, USA
Internet of Things – A Legal Assessment	Ulrich Bäumer, Partner, Osborne Clarke, Germany Miriam Keil, Osborne Clarke, Germany Sabine von Oelffen, Osborne Clarke, Germany

Please note that the paper submission process is still open!

Editorial Team

Horst Ellermann

Horst Ellermann is Editor in Chief of the CIO Magazine in Germany and moderator of the Hamburger Strategietage, one of Germany's most important annual IT- related conferences.

Earlier, Horst was in charge of the news department of the magazine Tomorrow and for IT-related news at the Süddeutsche Zeitung, one of Germany's leading daily newspapers.

He publishes the *CIO Yearbook* series (2011-2014, IDG Business Media) about the future of IT; the series also contains IT-related background information from the largest companies in Germany.

Horst obtained his Master of Arts in mass media, political science, and psychology from the Free University of Berlin (Germany) and also studied statistics at the University of Essex (UK).

Peter Kreutter

Peter Kreutter is Director of the WHU Foundation in Vallendar and Managing Director of the Wipro Center for Business Resilience at WHU – Otto Beisheim School of Management in Dusseldorf (Germany). He is also a member of the board of trustees of the CIO Foundation.

Before joining WHU in 2007, Peter spent more than a decade in the banking and consulting industry. He started his career as a relationship banker at Deutsche Bank's Corporate and Real Estate Division; later, he joined Sal. Oppenheim jr. & Cie.'s Investment Banking Division, where he advised technology, IT, and professional services firms on capital market, take-over and market entry strategies. He also worked several years in the field of management and strategy consulting for a BCG spin-off.

Peter's academic work is based on a stream of research around the pioneering theories of Carnegie Mellon's Steven Klepper and the system theoretical approaches of Nuremberg's Werner Pfeiffer. He is co-editor of the handbook *Globalization of Professional Services* (Springer, 2012; with Ulrich Bäumer and Wolfgang Messner).

Peter studied Business Administration at the Friedrich Alexander University of Erlangen-Nuremberg (Germany) and Political Science at Trinity College Dublin (Ireland). He received his Doctorate in Business Administration from WHU – Otto Beisheim School of Management (Germany). He earned his CFA charter by the CFA Institute. He attended various certificate and executive education programs, including the DSA Deutsche Stiftungsakademie (Germany) and Harvard Business School (US).

Ulrich Meister

Ulrich Meister is Senior Vice President for Continental Europe & Africa at Wipro Technologies. In this role, Ulrich is responsible for driving Wipro's growth agenda and localization approach in the regions.

Prior to joining Wipro, Ulrich was a Member of the Board of Directors at T-Systems; he led the company's global systems integration business, started the globalization agenda, and boosted innovation within the company.

After an initial stint as Assistant Professor at the University of Ulm (Germany), he started his professional career at Dresdner Bank and spent over 18 years in different management positions in the financial services sector with Helaba, BHF, and Deutsche Bank, where he held the position as CIO of Private and Business Clients.

Ulrich recently authored the book *Vision 2030* (Handelsblatt, 2012) which deals with the way people are going to live, work, and communicate in the future using on new information and communication technologies.

Ulrich received his Master's degree in Mathematics and Economics from the University of Ulm.

Wolfgang Messner

Wolfgang Messner is Associate Professor of International Management at MYRA School of Business (India), Adjunct Faculty at WHU – Otto Beisheim School of Management (Germany) and Director of GloBus Research. He has also taught as Adjunct Faculty at the Indian Institutes of Management Bangalore, Indore and Kozhikode (India), Royal Docks Business School/University of East London (UK) and University of Würzburg (Germany).

Prior to joining the faculty at MYRA, Wolfgang worked for 18 years in senior positions with Deutsche Bank, The Information Management Group IMG, BMW Group, and Capgemini in Europe and India. He has consulted, led programs, and provided executive leadership trainings in big multinationals like BMW, Capgemini, Commerzbank, Credit Suisse, Deutsche Bank, Ericsson, Hitachi, Infosys, Microsoft, Siemens, and many highly successful mid-caps across industry verticals in Europe and India.

Wolfgang has an active research agenda which focusses on the challenges and needs of practitioners in international management. He has written six books, most recently *Making the Compelling Business Case* (Palgrave Macmillan, 2013) and *Globalization of Professional Services* (Springer, 2012; co-edited with Ulrich Bäumer and Peter Kreutter).

Wolfgang received his Doctorate in Marketing from the University of Kassel (Germany) and his MBA with distinction from the University of Wales (UK). Prior to this, he obtained a first-class Master's degree in Informatics after studies at the Technical University Munich (Germany) and the University of Newcastle upon Tyne (UK); he also spent time at the Università per Stranieri di Perugia (Italy) and attended executive education at Harvard Business School (US).

Wipro Center for Business Resilience at WHU

The Wipro Center for Business Resilience (WCBR) was founded in June 2014 at WHU – Otto Beisheim School of Management, Germany’s leading business school, and endowed by Wipro Technologies.

As an interdisciplinary think tank and research network, the Wipro Center organizes its research projects along three core research questions:

1. How will the increasing impact and pace of IT developments affect the world of business management and leadership over the next decade? What role does public policy making play?
2. Is disruptive industry change underpinned by technology the new normal, and how will this affect the nature of competition in the ICT sector?
3. How will the impact of economic, social, and political-regulatory megatrends shape future business strategies?

The center seeks to deploy and integrate different research perspectives on technology, strategy, and evolutionary economics to answer these questions. In addition, the center explores the perspective of public policy in the field of ICT, which is an emerging field of importance for private companies. A particular focus is on the respective developments in family-owned firms.

The academic and the management-oriented results of the research projects are published as WCBR working papers, special supplements in the CIO magazine, and also via various online and social media channels to enable a close interaction with business practitioners. The center also contributes speakers and dedicated research to the Annual Indo-European ICT Conferences in Mumbai (India) and Cologne (Germany).

Please see <http://www.whu.edu/en/about-whu/whu-foundation/news/single-view/article/whu-etabliert-wipro-center-for-business-resilience-1/> and <http://www.wipro.com/dach/center-for-business-resilience/> for more information.

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General Submission Process & Timeline

By **July 31, 2015**, your complete manuscript needs to be submitted via email to wcb@whu.edu. An early submission is very much appreciated.

We expect the corresponding authors to be notified of the results of the review process **four to eight weeks after submission**. As time is of essence in putting together a handbook, we would appreciate if you could provide a **revised version within two weeks**.

Publisher

We are in discussions with **Palgrave Macmillan**; their commissioning editor has shown a keen interest in publishing this multi-author handbook. However, as with all book proposals, this may still change.

The book should be available in **spring 2016**.

Academic Standards & Review Process

Authors submitting their papers are expected to follow relevant professional and academic codes.

Review process

All manuscript submissions will be subject to both an editorial and double-blind review process; submissions will be evaluated using the following criteria: interest to the book's target audience, fit with the book's theme, rigor in covering the content domain, quantitative methods, innovativeness, significance of conclusions, and clarity of writing.

Responsibility to review

Authors submitting papers to the handbook will be invited to review papers by other authors as well (not more than three). This is to ensure a consistent quality and message across contributions.

Plagiarism

Authors need to assure that submitted papers are their own work and appropriate credit is given to sources, including any previous work of the authors themselves. Plagiarism will not be tolerated, a random selection of papers will be submitted for plagiarism checks, and the editorial team reserves the right to reject papers by authors not acting professionally.

Specific Instruction for Paper Submission

Papers must be between **3,000 and 10,000 words** inclusive of all materials, including appendices and references. Each figure counts for 300 words. Papers exceeding these limits will be returned to the authors for shortening.

Each submission must state, on its front page at the top right, the requested book part (number and title).

Submissions must follow the prescribed style guide (see below). Each manuscript should also be accompanied by a structured abstract and an author biography (see below).

All manuscripts must be in **(American) English**. All text, figures and diagrams must be in black and white. The use of tints should be kept to an absolute minimum as they do not reproduce well in printing.

The manuscript should be saved in Adobe Acrobat (PDF) format to ensure that reviewers see it in the intended way. An additional Microsoft Word file and Microsoft PowerPoint file (containing the figures and diagrams) should also be submitted.

The document must be checked for viruses using an updated anti-virus software utility before submission.

Style Guide

Title

A concise title of not more than **10 words** should be provided.

Structured abstract

Your manuscript should start with a structured abstract that includes of up to **250 words** in length. Abstracts should be informative for non-specialists, direct, and reader-friendly. Please do not put reference citations in the abstract.

To produce a structured abstract for the handbook, please complete the following fields about your paper. Please make sure that the abstract has a red thread across the fields. We intend to later publish it in one merged form in the handbook, that is the structure is only a guidance for writing the abstract.

Purpose

What are your reason(s) for writing the paper?

Design/methodology/approach

How do you achieve your objectives? What is your approach to the topic, and what is the theoretical or subject scope of the paper?

Findings & practical/social implications

What was found in the course of researching and writing the paper? What outcomes, implications, and consequences are identified? How will the points made in your paper impact upon the business or enterprise? What changes to business practice should be made as a result? What is the commercial or economic impact?

What will be the impact on society? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? (Note that not all papers will have social implications.)

Originality/value

What is new? State the value of the paper and to whom.

Keywords

Please include three to six keywords that describe your paper for indexing and for web searches in your manuscript. Use keywords that are specific, and that reflect what is essential about the paper. Consider whether you can use any of the current buzzwords. Put yourself in the position of someone researching in your field: What would you look for?

Body of the paper

The **introduction** should state clearly the objective of the paper as well as its motivation and context. A **literature review** should be limited to the articles, books, and other items that have a direct bearing on the topic. The **conclusion** should summarize key findings and state their importance to the field.

Style of presentation

Margins should be one inch (2.5cm) at the top, bottom, and sides of the page. Font type should be 11-point Times Roman throughout the document with left-aligned text. **Double-space all body text**, including abstract, references, endnotes and appendices. Number all pages in your manuscript, starting with the Abstract Page. Use one space, not two spaces, between sentences.

The book uses only two levels of headings within a paper. Main headings designate your major sections and the first letter of major words should be capitalized. Second-level headings begin the first word with a capital. Do not use a third or fourth level of headings.

Use endnotes instead of footnotes. Please use these sparingly (if at all), and keep them short. Citations to the literature should be included in the text, not in the endnotes.

A sample template is available for download:

http://www.globusresearch.com/download2/CorrespAuthor_Title_Date.docx

When citing a list of references in the text, put the list in alphabetical order and separate authors by semicolons; for example, *Several studies (Buckley & Casson, 1976; Dunning, 1993a, 1993b; Rugman & Verbeke, 2003) support this conclusion.*

If a work has two authors, give both names every time you cite it; for example, *Rugman and Verbeke (1998)*. For three through six authors, give all names the first time the work is cited and then use the first author's name and *et al.* for all subsequent citations. For works with seven or more authors, use the first author's name and *et al.* for all in-text citations, including the first citation.

To cite a direct quotation, give pages after the year, separated by a colon and a space. Example: *Boddewyn argues that for something to happen it must be not only "favorable and possible but also wanted and triggered" (1988, p. 538).*

Check that the sequence of any numbered elements (tables, figures, equations, etc.) is correct.

Double check all mathematical entries in the manuscript before submission. Write out numbers below 10. Insert leading zeros before decimal points in text and tables (e.g., '0.3' rather than '.3'). Report only two decimal places for statistics.

Place endnotes, references, figures, tables, and appendices at the end of your manuscript. Each component should begin on a new page. Mark the most appropriate place for your figure or table within the document with <<< *INSERT ABOUT HERE Figure 1: A Map of the World* >>>.

Readability

Write in an interesting, readable manner. Vary your sentence structure. Keep sentences short so the reader does not get lost before the end of a sentence. Do not write long, run-on paragraphs.

Put sentences in the active voice ("We did") instead of the passive voice ("It was done") to make it easy for readers to see who did what. Use the first person plural ("we") to describe what you did.

The book is intended to be read, not deciphered. Avoid using heavily technical terms that few readers are likely to understand. If you do use technical terms, either conceptual or analytical terms, define them when they first appear in the text.

Check and correct spelling and punctuation before submitting your paper. Be consistent in your capitalization, spelling, hyphenation, and formatting throughout the manuscript. Avoid common usage errors such as *it's* and *its*, *affect* and *effect*, and *that* and *which*. Singular (plural) nouns require singular (plural) pronouns and verbs. *Who* should be used for people; *that* and *which* for organizations. If a clause is inserted in a sentence, use paired commas to set off the clause.

If you need **copy-editing or co-writing support**, please contact the editorial team at wcbbr@whu.edu; we can connect you with professional copy editors and potential co-authors.

References

The reference list should follow the notes at the end of the manuscript in alphabetical order by author name (use the corporate author or the journal name where no individual author's name is given). This list must include all the works you have cited, and only the works you have cited. We expect that your submission will contain between **5-20 references**. While we are writing the handbook for a business manager, it should still have an academic underpinning, and be based on latest research.

Authors should make certain that the reference for each citation in the text is complete, and that the cited dates and the spellings of the authors' names in the text and references are in agreement. Include full page range for all journal references and book chapters. Include both the volume and issue (number [if applicable], season, month, or date) for journal/periodical references.

We recommend to use the Microsoft Word referencing tool (References / Citations & Bibliography & Insert Citation). Please select **APA Fifth Edition** as style. The following are examples of proper form:

Journal/periodical articles

Cosset, J., & Suret, J. (1995). Political risk and benefits of international portfolio diversification. *Journal of International Business Studies*, 26(2), 301-318.

Financial Times. (1996). Survey - Czech Republic: Message from the people. December 6: 3.

Books

Donahoe, J. D. (1989). *The privatization decision*. New York: Basic Books.

Papers

Harley, N. H. (1981). Radon risk models. In A. R. Knight & B. Harrad (Eds.), *Indoor air and human health, Proceedings of the Seventh Life Sciences Symposium, 29-31 October 1981, Knoxville, USA: 69-78*. Amsterdam: Elsevier.

Chapters in edited books

Caves, R. E., & Mehra, S. K. (1986). Entry of foreign multinationals into the US manufacturing industries. In M. E. Porter (Ed.), *Competition and global industries*, pp. 449-481. Boston, MA: Harvard Business School Press.

Dissertations

Salk, J. E. (1992). *Shared management joint ventures: Their developmental patterns, challenges and possibilities*. Unpublished PhD Dissertation, Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA.

Online documents

The Investment Company Institute. (2004). *Worldwide mutual fund assets and flows, third quarter 2003*. Retrieved 4 February 2004, from The Investment Company Institute: <http://www.ici.org>. Accessed 4 February 2004.

Online journal articles / advance online publication articles

Hutzschenreuter, T., & Voll, J. C. (2007). Performance effects of "added cultural distance" in the path of international expansion: The case of German multinational enterprises. *Journal of International Business Studies*, advance online publication August 30. doi:10.1057/palgrave.jibs.8400312.

Figures and Tables

Line drawings, maps, charts, graphs, diagrams, photos, etc. should all be labelled as figures. Data tables should be labelled as tables. Please number all tables and figures consecutively, using Arabic numerals, in order of appearance (one series for tables, one for figures).

Each table or figure must have at least one sentence in your text that introduces it. In-text references to tables should be in sequential order throughout the paper. Titles of tables and figures should be short and descriptive. They should not contain acronyms, abbreviations or symbols. Cite sources directly below each table or figure.

Figures and tables should be placed at the end of the manuscript. Each figure or table should begin on a new page. Indicate the position of each table and figure in the text (<<< *INSERT ABOUT HERE Figure 1: A Map of the World* >>>) on the page where it is introduced.

Please do not insert tables in your document as pictures. All tables should be editable in Word. Embedded Excel worksheets are not acceptable as they cannot be easily processed.

Your Professional Biography

Please provide a brief professional biography at the very end of your article (after the figures and tables). It should not exceed 250 words, and it should follow the following format:

- First paragraph about your current position.
- Second paragraph about your professional history, previous jobs, and areas of work.
- Third paragraph about any previous publications or conference contributions.
- Fourth paragraph about your educational qualification.
- Followed by your email ID and company website.

Here is an example (241 words):

Wolfgang Messner is Associate Professor of International Management at MYRA School of Business (India), Adjunct Faculty at WHU – Otto Beisheim School of Management (Germany), and Director of GloBus Research.

Prior to joining the faculty at MYRA, Wolfgang worked for 18 years in senior positions with Deutsche Bank, The Information Management Group IMG, BMW Group, and Capgemini in Europe and India. He has consulted, led programs, and provided executive leadership trainings in big multinationals like BMW, Capgemini, Commerzbank, Credit Suisse, Deutsche Bank, Ericsson, Hitachi, Infosys, Microsoft, Siemens, and many highly successful mid-caps across industry verticals in Europe and India.

Wolfgang has an active research agenda which focusses on the challenges and needs of practitioners in international management. He has published in academic and practitioner-oriented journals, written six books, most recently Making the Compelling Business Case (Palgrave Macmillan, 2013) and Globalization of Professional Services (Springer, 2012; co-edited with Ulrich Bäumer and Peter Kreutter); he is a featured speaker in conferences and workshops organized by agencies like BITKOM, PMI, NASSCOM, and GI EMISA.

Wolfgang received his Doctorate in Marketing from the University of Kassel (Germany) and his MBA with distinction from the University of Wales (UK). Prior to this, he obtained a first-class Master's degree in Informatics after studies at the Technical University Munich (Germany) and the University of Newcastle upon Tyne (UK); he also spent time at the Università per Stranieri di Perugia (Italy) and attended executive education at Harvard Business School (US).

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Your professional biography and contact information will be included in the book's appendix.

Questions?

All questions on the submission process should please be addressed to the editorial team at (wabr@whu.edu) as a single point of contact.