

## **CURRICULUM VITAE**

Prof. Dr. Steffen Kromer

### **Ausbildung (Studium)**

2016 PhD Management, Royal Holloway University of London, England

2012 Master of Arts in Journalism and Communication, Tsinghua University, Beijing,  
P. R.China

2012 Diploma in Global Business Journalism, International Centre for Journalists

2010 Bachelor of Arts and Sciences, University of Sydney, Australia

### **Wissenschaftlicher Werdegang und berufliche Erfahrung**

2020 Professor of International Management at VICTORIA University of Applied  
Sciences, Berlin, Germany

2019 Postgraduate Lecturer in Business at Eastern Institute of Technology,  
Auckland, NZ

2016 Academic Supervisor at Royal Holloway University of London, UK

2012 Research Associate at Tsinghua University, Beijing, P.R.China

2010 Language Tutor at International Grammar School, Sydney, Australia

Seit 2012 Management Consultant – Business Anthropologist

## **Akademische Mitgliedschaften**

- Member of the Golden Key International Honor Society

## Schwerpunkte in Lehre und Forschung

Forschung:

- Transnational management and communication
- Anthropology and its application in business studies
- German and East Asian business cultures
- Emotional intelligence – Korean nunchi 눈치
- Symbols of identity, transnational identity and diaspora studies
- Ethnographic and qualitative research methods

Schwerpunkte in der Lehre:

- International Management
- Intercultural Management
- Strategic Management
- Research Methods

## Forschungs- und Drittmittelprojekte

- 2018 – 2019 Forschungsprojekt: „Identity, Sensemaking, Transnational Business and Expatriate Adjustment among German-speaking managers in Auckland“ *Projektleitung*: Steffen Kromer *Projektmittel*: corporate funding *Kooperationspartner*: Phil Guo
- 2014 – 2015 Forschungsprojekt: „Emotional Intelligence – Korean Nunchi across Borders and Identities in Multinational Corporations and the private sphere in the 21st century“ *Projektleitung*: Steffen Kromer *Projektmittel*: corporate funding *Kooperationspartner*: Korea University
- 2010 – 2012 Forschungsprojekt: „Chinese identities: Media Culture, Identity and the Chinese Diaspora in the Era of Globalisation“ *Projektleitung*: Steffen Kromer *Projektmittel*: Beijing Municipal Government *Kooperationspartner*: Shi Anbin

## **Ausgewählte Publikationen / Publikationsliste**

Kromer, S (2018) Transnational Management: Identity and Nunchi in Multinational Corporations. Lemont: Eifrig Publishing

Kromer, S. (2017) Emotional Intelligence: Korean Nunchi across Borders and Identities in Multinational Corporations and the Private Sphere in the Twenty-First Century (Doctoral Dissertation). Royal Holloway, University of London.

Kromer, S. (2012) Chinese Identities: Media Culture, Identity and the Chinese Diaspora in the Era of Globalization (Dissertation) Tsinghua University, Beijing, China

## **Vorträge**

“Making the familiar strange: Notes from the mega city Seoul“, School of Management PhD Conference, The University of London. April 2015

“National identity and the recontextualisation of symbols in management“, School of Management PhD Conference, The University of London. May 2013

“Becoming Chinese, international business and constructions of Chineseness“, Dr. Steffen Kromer & Dr. Sara Sterling, Center for Chinese Entrepreneur Studies, Tsinghua University. March 2012

“Contemporary Chinese identity, School of Journalism and Communications“, Tsinghua University. June 2012

“The power of symbols“, Dr. Steffen Kromer & Dr. Minju Cho, Israel Epstein Centre for Global Media and Communication, Tsinghua University. November 2011

“The foreign & exotic in the German world: Sten Nadolny, Yoko Tawada and Emine Sevgi Özdamar“, School of Languages and Cultures, The University of Sydney. May 2011