



Mag. Dr. Udo Brändle, LL.M. (Com.)

CEO

University Management Research & Innovation

IMC Krems University of Applied Sciences

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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 Krems University of Applied Sciences, Austria
- Since 08/2022 **External Review Team (ERT) Member**, Commission for Academic Accreditation (CAA), 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



Memberships/Societies

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|---------------|---|
| Since 02/2025 | Elected Local Councillor for Europe and Culture , Furth bei Göttweig, Lower Austria |
| Since 09/2024 | Treasurer International Society of Forest Therapy , Krems |
| Since 03/2024 | Deputy Chairman International School Krems (Primary School Krems and Junior High School Göttweig) |
| Since 10/2022 | Vice-Chair IEEE TEMS Society (Technology and Engineering Management Society), Chapter Central Europe |



Research /



Teaching



Articles in refereed international journals

- (2025), Strategies of Financial Inclusion for Enriching Sustainable Development Goals in BRICS Economies (with Kumar M., Al Muraqab N., Bshivanna P., Moonesar I.A., Rao A.), Foresight and STI Governance, 19(1), pp. 50–63. DOI: 10.17323/fstg.2025.22273
- (2025), The role of accreditation on financial innovation and business sustainability: a study of AACSB-accredited business schools in the GCC region (with Esra Aldhaen), Competitiveness Review, Vol. 35 No. 2, pp. 268-285. <https://doi.org/10.1108/CR-08-2023-0204> (Q2 as per Scopus)
- (2024), How critical is SME financial literacy and digital financial access for financial and economic development in the expanded BRICS block? (with M. V. MK, Almuraqab N, Moonesar IA, Rao A.), *Front. Big Data* 7:1448571. doi: 10.3389/fdata.2024.1448571 (Q1 as per Scopus)
- (2024), How does digitally enabled micro-finance promote income equality for the vulnerable in the expanded BRICS block during the pandemic? (with M. V. MK, Almuraqab N, Moonesar IA, Rao A.), *Front. Big Data* 7:1417752. doi: 10.3389/fdata.2024.1417752 (Q1 as per Scopus)
- (2024), Intellectual property and exit strategies among SMEs: A scoping review and framework (with Hady M. Khawand, Markus Kittler and Dimitri Mortelmans), World Patent Information (in press, Q1 as per Scopus)
- (2023), Formulation of a corporate governance index for banking sector: The GIB.X62. (with Zouhour El-Abiad and Hani El-Chaarani), *Heliyon*, 9 (4), e15253 (Q1 as per Scopus)

- (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* Vol. 44(4), 948-971 (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 Dedousis), *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 Farajzadeh Dehkordi), International Journal of Organizations, 16, 41-58
- (2016), Shareholders Rights and Remedies (with Yuliya Lapina, Alexander N. Kostyuk and Yaroslav Mozgovyi), 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), Volume 10, Issue 3, Corporate Ownership and Control, 49-62 (B-ranked as per ABDC List)
- (2013), CSR – More Than Corporate Storytelling? (with Yaroslav Mozgovyi), 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

- (2024), Harnessing AI, Machine Learning, and IoT for Intelligent Business, Volume1 and 2 (with Allam Hamdan), Springer
- (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 Apreda), 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

- (2025), Impact Analysis of Digital Finance, Environment, Social and Governance (ESG) on Healthcare Efficiency for Sustainable Development in Expanded BRICS, International Conference on Business and Technology Edinburgh, April 12, 2025
- (2024), Göttweig Healing Forest: A Best Practice Model for Health and Tourism Integration, 6th International Congress ISFT Forest and its Potential for Health, Druskininkai, September 19, 2024
- (2023), Evaluation of Financial Inclusion and Financial Well-Being Expanded BRICS economies, Equal Opportunity Conference, Manama, February 7, 2023
- (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



Teaching: IMC Krems University of Applied Sciences

- Intercultural Competence



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

Krems, April 2025