

Wolfgang Messner

Artificial Intelligence & Data Analytics | International Management & Marketing

Clinical Professor
PhD, MBA, MSc, BSc

Sonoco International Business Department
Darla Moore School of Business · University of South Carolina
1014 Greene Street · Columbia, SC - 29208 · USA

wolfgang.messner@moore.sc.edu · wolfgang.messner@gmail.com · www.linkedin.com/in/wmessner

Results-oriented leader with international experience in project management, consulting, and research. Proven ability to drive transformative initiatives by aligning strategy, technology, and business operations for maximum value creation. Skilled at managing cross-functional and cross-border collaborations; adept at navigating rapidly evolving technologies and market dynamics. Expertise in leveraging artificial intelligence and advanced analytics to address complex challenges in international marketing and consumer behavior.

Education

PhD in Economics and Social Sciences	2004
University of Kassel, Germany Dissertation: "Towards a Strategy, Process- and System-Architecture for Customer Relationship Management in Retail Banking" Advisors: Rainer Stöttner, Jörg Link	
MBA in Financial Management, with distinction	1998
University of Wales, UK; Allfinanz Akademie Hamburg & Open University Hagen, Germany Thesis: "Starting Points and Information Basis for Market Segmentation" Advisor: Dirk Standop	
MSc & BSc in Computing Science, first class	1995
Technical University Munich, Germany Thesis: "Stereographic Visualization of Turbulent Pipe Flows with Anaglyphs" Advisors: Christoph Zenger, Walter Huber	
Università per Stranieri di Perugia, Italy – MAECI scholarship, Italian Language & Economy	1993
University of Newcastle upon Tyne, UK – Erasmus scholarship, Computing Science Thesis: "A Neural Network Simulation System – Neural Curve Fitting" Advisor: Graham Megson	1992

Academic Appointments

Darla Moore School of Business, University of South Carolina, Columbia, SC, USA	
Clinical Professor, Sonoco International Business Department	2021 – PRESENT
Clinical Associate Professor	2016 – 2021
<ul style="list-style-type: none">Developed novel algorithms for eXplainable Artificial Intelligence (XAI). Leveraged generative AI, machine learning, and deep learning techniques to address research questions in international business, marketing, and global healthUtilized advanced statistical approaches to assess cultural diversity and differences across regions and populations	

- Investigated variations in the impact of the COVID-19 pandemic on public health systems and consumer behavior
- Taught under- and postgraduate courses: Artificial intelligence for business, data analytics, strategy & management consulting, international marketing, and intercultural team management. The international business department is consistently ranked #1 by US News & World Report, the Master of International Business (MIB) program #78 worldwide by Financial Times
- Engaged in collaborative industry consulting projects with student teams (selected):
 - UPS Global Supply Chain Solutions, Atlanta, GA (4 projects). Developed and prioritized use cases for generative AI. Orchestrated the monetization of data within the international supply chain structure across customer industry verticals. Analyzed opportunities and risks in the last-mile delivery model
 - Positec, Suzhou, China and Charlotte, NC. Designed an international market launch plan for an innovative household cleaning robot
 - UPS International, Atlanta, GA. Optimized the peak-season staffing process of drivers and helpers on delivery vans with a statistical forecasting model
 - The Seabin Project, Australia. Studied market potentials in North and South America for cleaning up marinas and oceans
 - Crafted market entry studies and redesigned business models for SME companies from South Carolina (60+ cases), in cooperation with Thomson Reuters (Charlotte, NC) and the South Carolina Small Business Development Centers (SC SBDC)
- Faculty Director for the International Business Education Alliance (IBEA), in collaboration with University of Mannheim (Germany), ESSEC (France, Singapore), and FGV EBAPE (Brazil); 2016 – 2024. Member of the MIB program committee; since 2019
- Member of the task force on generative AI and the Provost's task force on AI in teaching; since 2024

MYRA School of Business, Mysore, India

2013 – 2016

Professor of International Management

- Researched cultural differences in consumer behavior, assessing their impact on the effectiveness of marketing strategies. Formulated strategic initiatives for conducting business in emerging markets
- Designed and delivered postgraduate courses (MBA PGDM and PGPM) on customer service, business case analysis, and international business.
- Contributed to shaping the school's go-to-market strategy. Initiated and negotiated international academic partnerships

Entrepreneurial Ventures and Startups

GloBus Research, London, UK & Bangalore, India

2011 – 2017

Co-founder & Director. Specialized executive education company providing customized learning and development solutions for industry executives and leaders

- Resolved international business and leadership challenges through consulting and customized executive training solutions for clients in Belgium, Germany, India, Switzerland, and UK
- Created assessment tools to evaluate intercultural communication competence and team effectiveness
- Led the design and delivery of the India module within the Leadership Excellence Program offered collaboratively by WHU – Otto Beisheim School of Management, IDG Media, and DXC Technology

Professional Experience

Capgemini (Consulting/Technology Services), Frankfurt, Germany & Bangalore, India 2006 – 2011

Principal & Director. Global consulting, technology services, and digital transformation company. Head of Offshore Service Delivery. 2.5-year expat assignment to India

- Optimized a network of service centers for a global travel group, achieving cost savings through call reduction strategies, consolidation, and outsourcing
- Established a robust framework for offshore provider relationship governance, specifically to bolster the analytics platform of a leading global logistics company
- Led and managed globally distributed bid teams during Request for Proposals (RFPs), e.g. a technical CRM system upgrade for an automotive financial services institution
- While on expat assignment to India, spearheaded the growth of an offshore team from zero to over 100 SAP business analysts and developers. Planned capacity and effectively managed demand and resource utilization

BMW Group (Softlab/Cirquent, now NTT Data), Munich & Frankfurt, Germany 2003 – 2005

Senior Management Consultant. Information technology consulting company, part of the BMW Group. Specialized in customer relationship management

- Helped establish a citizen relationship management strategy for a political party in preparation for the 2005 German general elections. Managed the system integration partner
- Designed the request-to-order process for a major producer of flavors and fragrances to increase win likelihood through rapid prototyping. Specified international process variants
- Provided expert guidance and support to Softlab's European subsidiaries in order to strengthen their competitive positioning in RFPs

The Information Management Group IMG, Frankfurt, Germany & Zurich, Switzerland 1999 – 2002

Consulting Manager. Strategy consulting firm, originally spun off from the University of St. Gallen. Driving transformative change within global and medium-sized financial services institutions

- Developed comprehensive customer relationship management strategies, landscapes, and go-forward plans for multiple universal, investment, and municipal savings banks. Headed the CRM competence center in Germany
- Introduced a major transformation of the dividend processing architecture in the private banking division of a Swiss bank, achieving seamless straight-through-processing of interbank messages
- Crafted a new outsourced operating model for paper-based payment processing, providing end-to-end support to a savings bank's umbrella organization from initial business case development to production start
- Developed an insourced capability for a cooperative banking society, streamlining payment processing operations
- Conducted a thorough threat analysis for a Swiss private bank, ensuring the security and integrity of their IS/IT systems

Deutsche Bank, Germany & Deutsche Software (DSI), Bangalore, India 1995 – 1999

Assistant Vice President. Multinational bank engaging in the provision of corporate banking and investment services. 1-year expat assignment to India

- Orchestrated the redesign and global implementation of core banking functionality, including commitment fees and global credit lines
- Deployed core banking software for new Deutsche Bank branches in Hungary and Poland
- Defined critical business requirements related to the European Monetary Union (area of customer, accounts, credit); delivered the EURO conversion project out of India
- While on expat assignment to India, pioneered the inclusion of offshore resources into core banking software development processes. Improved software engineering best practices. Successfully built and led an offshore team of over 20 analysts and developers

Helmholtz Munich – German Research Center for Environmental Health, Munich, Germany 1994

Student internship. Largest German research organization focusing on the interaction between environmental influences and human health

- Assisted in conducting feasibility studies of neural and probabilistic networks for environmental health studies

OptoTech, Penzberg, Germany 1990

Student internship. Manufacturer of 3D scanning technologies

- Contributed to international sales and quality assurance of high-resolution three-dimensional optical digitizers

Other Academic Associations

WHU – Otto Beisheim School of Management, Germany 2012 – 2015

Adjunct Faculty

- Taught MBA (full & part-time) sessions on intercultural communication and leadership
- As Faculty Director, led the design and delivery of the India module of the Leadership Excellence Program offered collaboratively by WHU, IDG, and DXC Technology

Indian Institute of Management Indore, India 2015

Visiting Faculty OB&HR, Mumbai and Indore campus

- Taught management consulting frameworks (EPGP MBA) and international business & management (PGDM MBA)

Indian Institute of Management Kozhikode, India 2014 – 2015

Visiting Faculty OB&HR, Kochi and Kozhikode campus

- Taught management consulting frameworks (EPGP MBA) and seminars on creative team management (MDP)

Julius Maximilian University Würzburg, Germany 2013 – 2015

Visiting Faculty Indology

- Taught seminars on doing business in India

Royal Docks School of Business and Law, University of East London, UK 2012

Associate Lecturer

- Taught customer service operations & excellence (UG, module lead), strategic management (UG, seminars), and offshoring (MBA)

Indian Institute of Management Bangalore, India 2005 – 2010

Visiting Faculty Marketing

- Taught customer relationship management (MBA PGSEM) and seminars on doing business with Westerners (AMP)

Research Interests

- Utilizing **large language models (LLMs)** for cross-cultural survey research; understanding cultural biases and evaluating accuracy of outputs
- Developing novel algorithms for **eXplainable artificial intelligence (XAI)** to enhance transparency and interpretability in machine learning models
- Applying **machine learning** and **deep learning** techniques to address research questions in **international business and marketing**, with a focus on data-driven insights
- Employing innovative statistical approaches to measure and analyze **cultural heterogeneity and differences** across regions and populations

- Investigating the **impact of the COVID-19 pandemic** on public health systems and its repercussions on consumer behavior
- Examining cross-cultural differences in **consumer behavior**, with a specific focus on value for money and word-of-mouth marketing
- Researching challenges and developing business and marketing strategies related to conducting business in emerging markets, particularly **India**
- Studying effective strategies for **managing cross-cultural teams**, especially in the context of services offshoring to India

Teaching Portfolio

Currently teaching at Darla Moore School of Business

- IBUS741: From Algorithms to Strategies: Mastering Artificial Intelligence for Business
- IBUS 740: Data Analytics for International Business
- IBUS 718: Consulting and Organizational Development
- IBUS 731: Global Competitive Analysis – A Management Consulting Workshop; collaboration with UPS Supply Chain Solutions
- IBUS 590: Managing and Analyzing Data for Business Decisions (MIB Bootcamp)
- IBUS 430: Research in International Business
- IBUS 402: International Marketing
- AI Mini Course: Introduction to Artificial Intelligence

Past teaching at Darla Moore School of Business

- IBUS 426: Global Competitive Analysis - A Course on Management Consulting in an International Environment (IBEA cohort class; collaboration with the South Carolina Small Business Development Centers)
- IBUS 432/726: Business Case for Decision Making: Estimations, Calculations, and Management Presentations
- IBUS 431: Intercultural Competencies for Working in International Teams
- IBUS 717: Managing Cross-Border Teams

Past teaching topics at other universities

- Customer relationship management; customer service (under- and postgraduate)
- Doing business in India; emerging markets; reverse innovation (undergraduate, executive education)
- Services sourcing; outsourcing; offshoring (under- and postgraduate, executive education)
- Strategic management (undergraduate)

Data Analysis, Statistics, and Programming Languages

Currently using: fs/QCA 4.1; IBM SPSS; JASP 0.95; Python (incl. Keras, Dalex, OpenAI/Google-API)
 Previously used: Assembler; BASIC (various dialects); C/C++; HLM 7.3; HTML; MATLAB; Modula-2; OpenGL; Pascal; R; Tandem Enform
 Statistics: Supervised: Neural networks, deep learning; Unsupervised: Kohonen self-organizing maps; eXplainable Artificial Intelligence (XAI); Large language models (LLM); Frequentist and Bayesian regression analysis; Elastic net; Multilevel (hierarchical) modeling; Exploratory and confirmatory factor analysis; Fuzzy set qualitative comparative analysis

Languages

English – fluent | *German* – fluent | *Italian* – intermediate

Advanced Training (Selected)

• Humble Data, PYCON 2025, Bologna, Italy	2025
• Python Programming, PYCON 2024, Verona, Italy	2024
• Hotel Industry Analytics, STR, Orlando, FL, USA	2019
• Multilevel Modelling, AIB Conference, Minneapolis, MN, USA	2018
• Faculty Development in International Business (FDIB), University of South Carolina, Columbia, SC, USA	2018
• Kannada – Language & Culture II, University of Würzburg, Germany & Bangalore, India	2013
• Kannada – Language & Culture I, University of Würzburg, Germany	2012
• Collaborative Coaching, The Coaches Institute, France	2008
• Negotiation Skills, Scotwork, France	2006
• Power Base Selling, Holden International, France	2006
• Strategic Marketing Management, Harvard Business School, Boston, MA, USA	2005
• Certified Financial Consultant (A.F.A.), Allfinanz Akademie Hamburg, Germany	1998

Artificial Intelligence Projects (Selected)

AI-Enabled Assessment of Cross-Country Business Process Distance since 2025

Explored how large language models can quantify contextual differences in industry-specific business processes across countries, capturing macro- and micro-level variation overlooked by traditional cultural distance metrics. Demonstrated that LLM-based analysis offers a complementary, more granular lens for generating actionable insights in cross-border organizational contexts.

Technology: Python, OpenAI GPT-4o, GPT-5 nano, GPT-5.2.

Evaluating Large Language Models as Cultural Measurement Instruments since 2025

Examined whether LLMs can generate valid country-level Individualism–Collectivism estimates. While outputs aligned closely with survey-based indices, they displayed systematic, culturally patterned biases. Findings highlight both the promise and the limitations of LLMs as cultural measurement tools, emphasizing the need for calibration and critical oversight.

Technology: Python, OpenAI GPT-4.1, GPT-5.

Evaluating the Quality of LLM-Derived Marketing Insights since 2024

Introduced an eight-step framework to evaluate the plausibility, reliability, and validity of LLM-generated group-level marketing insights. Applying the tests to an international marketing example showed that LLM outputs are generally realistic but lack independent discovery, highlighting both their utility and their interpretive limitations.

Technology: OpenAI GPT-4o, Google Gemini 2.0 Flash Experimental, Cohere Command R+, Anthropic Claude 3.5 Sonnet Normal through their conversational interfaces.

LLM-Powered Quantification of Cultural Practices and Diversity 2024 – 2025

Developed and executed an empirical research methodology using large language models with zero-shot learning to quantify cultural practices and diversity across 216 countries and territories, addressing limitations of traditional survey-based cultural frameworks and enabling finer-grained, subnational and segment-specific cultural insights through generative AI prompting techniques.

Technology: Python, OpenAI API.

Publication: Messner, W. (2025). Quantification of Cultural Practices and Diversity: An Empirical Experiment with Generative Artificial Intelligence. *Journal of World Business*, 60(3), 1-29. DOI: 10.1016/j.jwb.2025.101622.

Cultural Self-Perception and Biases in Large Language Models 2024 – 2025

Assessed the cultural self-perception of ChatGPT and Bard using GLOBE value items, finding that both models align disproportionately with English-speaking and economically competitive countries. Results reveal patterned training-data biases and highlight risks posed by opaque model behavior, reinforcing the need for transparency and critical oversight in generative AI.

Technology: OpenAI ChatGPT, Google Gemini.

Publication: Messner, W., Greene, T., & Matalone, J. (2025). From Bytes to Biases: Investigating the Cultural Self-Perception of Large Language Models. *Journal of Public Policy and Marketing*, 44(3), 370-391. DOI: 10.1177/07439156251319788

Deep Learning Reassessment of Distance and Country Effects in Trade Flows

2023 – 2024

Developed a deep learning model for bilateral trade flows that integrates 63 country fixed effects with psychic distance stimuli, outperforming traditional OLS by capturing temporal and nonlinear dynamics. Findings show that country fixed effects account for at least as much variation as distance-related factors, and that the model can train successfully on fixed effects alone – challenging core assumptions of gravity-based trade models.

Technology: Python, Keras, ANN.

Publication: Messner, W. (2024). Distance is the Spice, but not the Whole Enchilada: Country-Pair Psychic Distance Stimuli and Country Fixed Effects in a Deep Learning Implementation of the Trade Flow Model. *International Business Review*, 33(1), 1-23. DOI: 10.1016/j.ibusrev.2023.102201.

Using Multilevel Data in a Deep Learning Model

2023 – 2024

Introduced a deep learning and explainable AI framework for multilevel international business data, treating country characteristics as spatial coordinates to model complex cross-level relationships. Demonstrated the approach using data from 27 countries and 376,442 individuals, showing a statistically significant – but substantively small – positive effect of personal-care advertising spending on subjective happiness.

Technology: Python, Keras, ANN.

Publication: Messner, W. (2024). Distance is the Spice, but not the Whole Enchilada: Country-Pair Psychic Distance Stimuli and Country Fixed Effects in a Deep Learning Implementation of the Trade Flow Model. *International Business Review*, 33(1), 1-23. DOI: 10.1016/j.ibusrev.2023.102201.

Hypothesis Testing and Effect Size Estimation for Deep Neural Network Regression

2022 – 2023

Introduced a model-agnostic statistical inference framework for scalar regression using deep neural networks, addressing the absence of significance testing and effect size estimation in standard deep learning. The method identifies variable influence, tests directional hypotheses, and computes effect sizes analogous to Cohen's f^2 in OLS regression.

Technology: Python, Keras, Dalex, ANN.

Publications: Messner, W. (2023). From Black Box to Clear Box: A Hypothesis Testing Framework for Scalar Regression Problems using Deep Artificial Neural Networks. *Applied Soft Computing*, 146, 1-14. DOI: 10.1016/j.asoc.2023.110729.

Modeling Emotional Cultural Distance with Deep Learning

2021 – 2022

Developed a novel deep-learning-based method for measuring cultural differences by modeling each country's "emotional brain" as nonlinear relationships between value priorities, opinions, and subjective well-being. Rather than comparing mean cultural scores, the approach evaluates cross-country fit between these artificial emotional-brain models. The resulting measure of emotional distance offers a new lens for understanding cross-cultural variations.

Technology: Python, Keras, ANN.

Publications: Messner, W. (2022). Improving the Cross-Cultural Functioning of Deep Artificial Neural Networks through Machine Enculturation. *International Journal of Information Management Data Insights*, 2(2), 1-9. DOI: 10.1016/j.jjimei.2022.100118. And: Messner, W. (2022). Cultural Differences in an Artificial Representation of the Human Emotional Brain System: A Deep Learning Study. *Journal of International Marketing*, 30(4), 21-43. DOI: 10.1177/1069031X221123993.

Unsupervised Machine Learning for Mapping Global Cultural Heterogeneity

2020 – 2022

Used a Kohonen self-organizing map on 106,382 individual-level responses from 66 countries to identify cultural prototypes and quantify within- and between-country heterogeneity. Generated measures of cultural core values and isolation, demonstrating the utility of unsupervised learning for inductive international business research and global management practice.

Technology: Matlab, Kohonen SOM.

Publication: Messner, W. (2021). Advancing Our Understanding of Cultural Heterogeneity with Unsupervised Machine Learning. *Journal of International Management*, 28(2), 1-30. DOI: 10.1016/j.intman.2021.100885.

Neural Networks vs. Probabilistic Networks in Environmental Health Research

1994

Conducted a structured review of research comparing deep neural networks with probabilistic network models, with emphasis on applications in environmental health studies. Analyzed how each modeling approach handles representational assumptions, uncertainty quantification, inference mechanisms, and data requirements.

Neural Curve Fitting

1992

Built a backpropagation neural network from scratch in C++ and applied it to nonlinear curve-fitting tasks, demonstrating fundamental neural network training, optimization, and function-approximation capabilities. Technology: C++, OpenGL.

Refereed Publications

- Messner, W. & Sojka, J. (2025) Family and Teachers Lead the Way: How Different Information Sources about COVID-19 Influenced Children's Well-Being during the Pandemic. *Public Health in Practice*. DOI: 10.1016/j.puhip.2025.100672.
- Messner, W. (2025). Beyond the Individual: Global Socioeconomic, Cultural, and Religious Contexts of Male-Perpetrated Intimate Partner Violence. *World Development*, 195, 1-19. DOI: 10.1016/j.worlddev.2025.107121.
- Messner, W., Greene, T., & Matalone, J. (2025). From Bytes to Biases: Investigating the Cultural Self-Perception of Large Language Models. *Journal of Public Policy and Marketing*, 44(3), 370-391. DOI: 10.1177/07439156251319788.
- Messner, W. (2025). Quantification of Cultural Practices and Diversity: An Empirical Experiment with Generative Artificial Intelligence. *Journal of World Business*, 60(3), 1-29. DOI: 10.1016/j.jwb.2025.101622.
- Messner, W. & Miglioni, M. (2024). Fifty Shades of Ads. The Influence of Cultural and Institutional Factors on Television Advertisement Expenditure. *Journal of International Management*. DOI: 10.1016/j.intman.2024.101190.
- Messner, W. (2024). Exploring Multilevel Data with Deep Learning and XAI: The Effect of Personal-Care Advertising Spending on Subjective Happiness. *International Business Review*, 33(1), 1-22. DOI: 10.1016/j.ibusrev.2023.102203.
- Messner, W. (2024). Distance is the Spice, but not the Whole Enchilada: Country-Pair Psychic Distance Stimuli and Country Fixed Effects in a Deep Learning Implementation of the Trade Flow Model. *International Business Review*, 33(1), 1-23. DOI: 10.1016/j.ibusrev.2023.102201.
- Messner, W. (2023). A Study of Children's Culture across 35 Societies. *Journal of International Consumer Marketing*, 33(1), 1-25. DOI: 10.1080/08961530.2023.2268274.
- Messner, W. (2023). From Black Box to Clear Box: A Hypothesis Testing Framework for Scalar Regression Problems using Deep Artificial Neural Networks. *Applied Soft Computing*, 146, 1-14. DOI: 10.1016/j.asoc.2023.110729.
- Messner, W. (2023). The Contingency Impact of Culture on Health Security Capacities for Pandemic Preparedness: A Moderated Bayesian Inference Analysis. *Journal of International Management*, 29(5), 1-24. DOI: 10.1016/j.intman.2023.101056.
- Messner, W. (2023). Being Happy. The Role of Personal Value Priorities in Subjective Well-being across European Countries. *International Journal of Cross Cultural Management*, 23(2), 389-421. DOI: 10.1177/14705958231180049.
- Messner, W. (2023). Cultural Patterns of Evasive Answer Bias in Surveys. *International Journal of Cross Cultural Management*, 23(1), 133-167. DOI: 10.1177/14705958221130202.
- Messner, W. (2022). Improving the Cross-Cultural Functioning of Deep Artificial Neural Networks through Machine Enculturation. *International Journal of Information Management Data Insights*, 2(2), 1-9. DOI: 10.1016/j.jjime.2022.100118.
- Messner, W. (2022). Cultural Differences in an Artificial Representation of the Human Emotional Brain System: A Deep Learning Study. *Journal of International Marketing*, 30(4), 21-43. DOI: 10.1177/1069031X221123993.

- Messner, W. (2022). Cultural Heterozygosity: Towards a New Measure of Within-Country Cultural Diversity. *Journal of World Business*, 57(4), 1-17. DOI: 10.1016/j.jwb.2022.101346.
- Messner, W. (2022). Disparities in Demand for COVID-19 Hospital Care in the United States: Insights from a Longitudinal Hierarchical Study. *Health Science Reports*, 5(1), 1-6. DOI: 10.1002/hsr2.441.
- Messner, W. (2021). The Association of Cultural and Contextual Factors with Social Contact Avoidance during the COVID-19 Pandemic. *PLoS ONE*, 16(12), 1-32. DOI: 10.1371/journal.pone.0261858.
- Messner, W. (2021). Advancing Our Understanding of Cultural Heterogeneity with Unsupervised Machine Learning. *Journal of International Management*, 28(2), 1-30. DOI: 10.1016/j.intman.2021.100885.
- Messner, W. & Payson, S. E. (2021). Effects of National Culture on the Extent of Panic Buying during the COVID-19 Outbreak. *Journal of International Consumer Marketing*, 34(3), 1-20. DOI: 10.1080/08961530.2021.1962475.
- Messner, W. (2021). Geometrical Measurement of Cultural Differences. *Journal of International Marketing*, 29(3), 43-62. DOI: 10.1177/1069031X211018452.
- Messner, W. (2021). The Institutional and Cultural Context of Cross-National Variation in Early COVID-19 Outbreaks. *International Public Health Journal*, 13(2), 227-235. DOI: 10.1101/2020.03.30.20047589 (medRxiv).
- Messner, W. & Payson, S. E. (2021). Contextual Factors and the COVID-19 Outbreak Rate Across U.S. Counties in its Initial Phase. *Health Science Reports*, 4(1), 1-11. DOI: 10.1002/hsr2.242.
- Messner, W. (2021). Connections between Cultures: Using Empirical Distributions for Measuring Cultural Differences. *Journal of Cross-Cultural Psychology*, 52(2), 129-154. DOI: 10.1177/0022022120982370.
- Messner, W. (2021). Empirically Assessing Noisy Necessary Conditions with Activation Functions. *Computational Management Science*, 18, 1-23. DOI: 10.1007/s10287-020-00377-2.
- Messner, W. (2020). Understanding the Influence of Culture on Customer Engagement and Recommendation Intentions. *Journal of Strategic Marketing*, 1-25. DOI: 10.1080/0965254X.2020.1849363.
- Messner, W. & Payson, S. E. (2020). Variation in COVID-19 Outbreaks at U.S. State and County Levels. *Public Health*, 187, 15-18. DOI: 10.1016/j.puhe.2020.07.035.
- Messner, W. (2020). Value or Quality? Differences in Airlines' Customer Satisfaction Strategies across National Markets. *Services Marketing Quarterly*, 41(3), 205-235. DOI: 10.1080/15332969.2020.1786244.
- Messner, W. (2020). The Impact of Language Proficiency on Airline Service Satisfaction. *Journal of Travel & Tourism Marketing*, 37(2), 169-184. DOI: 10.1080/10548408.2020.1740139.
- Messner, W. (2020). Cultural and Individual Differences in Online Reviews. *Journal of International Consumer Marketing*, 32(5), 356-382. DOI: 10.1080/08961530.2020.1722980.
- Messner, W. (2018). Cultural Biases in Word-of-Mouth Recommendation: A Twelve Country Study in the Airline Services Industry. *Journal of Customer Behaviour*, 17(4), 279-305.
- Messner, W. (2017). The Role of Gender in Building Organizational Commitment in India's Services Sourcing Industry. *IIMB Management Review*, 29(3), 188-202.
- Messner, W. (2017). Does Value for Money Create Advocates? A Study in the International Airline Services Industry. *Journal of Global Marketing*, 30(5), 309-321.
- Messner, W. (2017). Market Research in India: Does the Choice of Language Cause Questionnaire Contamination? *Journal of Indian Business Research*, 9(2), 149-168.
- Messner, W. (2016). Cross-Cultural Measurement of Transaction-Specific Customer Satisfaction in the Services Industry. *Journal of Customer Behaviour*, 15(4), 369-393.
- Messner, W. (2016). The Misconstruction of Hofstede's Uncertainty Avoidance Dimension: The Fallacy of Ecological Operation without Construct Validity at Individual Level. *Journal of Global Marketing*, 29(5), 298-313.
- Messner, W. (2016). The Impact of an Aircraft's Service Environment on Perceptions of In-flight Food Quality. *Journal of Air Transport Management*, 53, 123-130.
- Messner, W. (2016). The Contribution of Subjective Measures to the Quantification of Social Progress: Evidence from Europe and Israel. *International Journal of Sociology and Social Policy*, 36(3/4).
- Messner, W., & Schäfer, N. (2015). Methodological Issues in Group-referenced Measurement of Indian Culture. *South Asian Journal of Global Business Research*, 4(2), 226-250.

- Messner, W. (2015). Measuring Existent Intercultural Effectiveness in Global Teams. *International Journal of Managing Projects in Business*, 8(1), 107-132.
- Messner, W. (2013). Effect of Organizational Culture on Employee Commitment in the Indian IT Services Sourcing Industry. *Journal of Indian Business Research*, 5(2), 76-100.
- Messner, W. (2008). Enhancing Marketing Performance through Inbound Customer Marketing (A. G. Mulky, Ed.), *IIMB Management Review*, 430-432.

Work in Progress

- Messner, W. Business Process Distance: Measuring Contextual Differences in Industry-Specific Macro and Micro Business Processes across Countries with Large Language Models. 1st revision submitted.
- Akaliyski, P., & Messner, W. When AI Thinks about Culture: Comparing Language-Based and Empirical Measures of Individualism-Collectivism. Submitted.
- Messner, W. Harnessing Large Language Models for Marketing Research: The Accuracy of Group-Level Insights. Revising.
- Messner, W. & Kim, D. Online Information Consumption on Blockchain-Based Social Media Platforms: A Psycholinguistic Analysis Using the Elastic Net with Interactions. Revising.
- Fernández, J. J., Akaliyski, P., & Messner, W. Within-country Attitudinal Diversity: A Global Analysis. Finalizing write-up.

Books Authored

- Messner, P. & Messner, W. (2015). *Winning the Right Job – A Blueprint to Acing the Interview*. New Delhi: Pan Macmillan. Translated into Marathi: *Yogya Naukari Milavtana – Hamkhas Yashasvi Mulakhatiche Tantra*. Pune: Vishwakarma Publications.
- Messner, W. (2013). *Making the Compelling Business Case. Decision-Making Techniques for Successful Business Growth*. Houndmills: Palgrave Macmillan; New Delhi: Pan Macmillan.
- Messner, W. (2010). *Intelligent IT Offshoring to India. Roadmaps for Emerging Business Landscapes*. Houndmills: Palgrave Macmillan.
- Messner, W. (2009). *Working with India. The Softer Aspects of a Successful Collaboration with the Indian IT & BPO Industry*. Heidelberg: Springer.
- Messner, W. (2005). *CRM bei Banken. Ein Vorgehensmodell zur Erarbeitung einer Strategie, Prozess- und Systemarchitektur*. Norderstedt: BoD. Based on dissertation thesis, University of Kassel, 2005.

Books Edited

- Ellermann, H., Kreutter, P., & Messner, W. (2017). *The Palgrave Handbook of Managing Continuous Business Transformation*. Houndmills: Palgrave Macmillan.
- Bäumer, U., Kreutter, P., & Messner, W. (2012). *Globalization of Professional Services. Innovative Strategies, Successful Processes, Inspired Talent Management, and First-Hand Experiences*. Heidelberg: Springer.
- Hendel, A., Messner, W., & Thun, F. (2008). *Rightshore! Successfully Industrialize SAP Projects Offshore*. Heidelberg: Springer.

Book Chapters

- Bonilla Chumbi, G., Bowles, C. N., & Messner, W. (2019). Genuine Consulting Experience: Developing Internationalization Strategies for Small Businesses. In M. A. Gonzalez-Perez, K. Lynden, & V. Taras, *The Palgrave Handbook of Learning and Teaching International Business and Management*. Houndmills: Palgrave Macmillan.
- Messner, W. (2017). Continuous Business Transformation – What is it all about? In H. Ellermann, P. Kreutter, & W. Messner, *The Palgrave Handbook of Managing Continuous Business Transformation* (pp. 3-18). Houndmills: Palgrave Macmillan.

- Messner, W. (2014). Zeit-Mentalität. Wenn Kulturen sich begegnen. In W. Niehoff, & S. Hirschmann, *Aspekte einer effizienten Bankorganisation* (pp. 61-72). Cologne: Bank-Verlag.
- Messner, W. (2012). Strategically Organising for Innovation in Global Sourcing. In P. Kreutter, U. Bäumer, & W. Messner, *Globalization of Professional Services* (pp. 41-52). Heidelberg: Springer.
- Messner, W. & Schäfer, N. (2012). Advancing Intercultural Competencies for Global Collaboration. In P. Kreutter, U. Bäumer, & W. Messner, *Globalization of Professional Services* (pp. 189-202). Heidelberg: Springer.
- Messner, W. & Weinert, S. (2008). Economic and Business Effects of IT Offshoring. In A. Hendel, F. Thun, & W. Messner, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 31-43). Heidelberg: Springer.
- Messner, W. (2008). Intercultural Aspects of Project Management in India. In A. Hendel, F. Thun, & W. Messner, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 101-119). Heidelberg: Springer.
- Messner, W. (2008). Offshoring in India: Opportunities and Risks. In A. Hendel, W. Messner, & F. Thun, *Rightshore! Successfully Industrialize SAP Projects Offshore* (pp. 15-30). Heidelberg: Springer.
- Messner, W. (2006). Das Management interkultureller Teams: Deutschland / Indien. In N. Koubek, & G. Krishnamurthy, *Strategien deutscher Unternehmen in Indien* (pp. 223-238). Frankfurt am Main: Peter Lang.
- Messner, W. (2003). Handlungsfelder bei der Etablierung von Financial Planning als Dienstleistungsangebot. In D. Bartmann, *Bankinformatik 2004. Strategien, Konzepte und Technologien für das Retail-Banking* (pp. 361-366). Wiesbaden: Gabler.
- Messner, W. (2004). Customer Care als Unternehmensstrategie. In S. Salmen, & M. Gröschel, *Handbuch Electronic Customer Care* (pp. 23-36). Heidelberg: Physica-Verlag.

Teaching Cases

- Messner, W. & Martinez, J. (2020). Cognizant – Recovering from a Bribery Scandal in India. Case No. 9B20C029. *Ivey Publications*.
- Messner, W., Ducker, S., & Wilson, K. C. (2019). Bed Bath and Beyond: Is Online the Solution? Case No. 9B19M105. Translated into Chinese: Case No. 9B19MC105. *Ivey Publications*.
- Messner, W., & Chaudhary, A. E. (2019). Renault Duster in India: Creating a Market Segment. *SAGE Business Cases Originals*. DOI: 10.4135/9781526467836.
- Messner, W. & Wilson, K. C. (2018). Made-in-India Cars: When Safety Isn't a Priority. *SAGE Business Cases Originals*. DOI: 10.4135/9781526462725.
- Messner, W. & Yoon, H. J. (2018). Daimler China: Media Firestorm. Case No. 9B18C012. *Ivey Publications*.

Software

- Messner, W. (2022). Hypothesis Testing Framework for Machine Learning. *OSF Center for Open Science*. DOI: 10.17605/OSF.IO/QDJCY
- Messner, W. & Odhiambo, C. (2022). Hzygosity (Python implementation of the cultural heterozygosity index). *GitHub*. <https://github.com/wolfgang-messner/hzygosity>

Publications in Practitioner Magazines and Periodicals

- Messner, W. (2025). Is AI Sparking a Cognitive Revolution That Will Lead to Mediocrity and Conformity? *The Conversation*. Republished in *The Straits Times*, *The Economic Times*, *NDTV*, and others.
- Messner, W. (2018). Intercultural Training in Outsourcing – How to Bridge Cultural Complexities to Create Inclusive Global Teams. *PULSE Magazine/IAOP*, Fall edition.
- Messner, W., Wilson, K. C., & Yoon, H. J. (2018). A Short Guide on Doing Business in South Korea. *Business Expert Press*.
- Messner, W., Shainesh, G., & Zalesky, N. (2017). Succeeding in India. *Business Expert Press*.
- Leipprand, T., Kreutter, P., & Messner, W. (2015, Nov/Dec). Führung im Zeitalter Digitaler Verwerfungen. *CIO Magazin*, 46-48.

- Messner, P. & Messner, W. (2015). Win Your Dream Job! Seven Secrets to Acing Your Job Interview. *Times of India Ascent*, 03 June.
- Messner, P. & Messner, W. (2015). Surviving the Trials of a Job Hunt. *The New Indian Express Bangalore*, 02 June.
- Messner, W. (2014, Mar/Apr). Understanding the Impact of Culture on Offshore IT Service Delivery. Research in India Shows the Importance of the People Factor. *PULSE Magazine/IAOP*.
- Messner, W. (2014, Mar/Apr). Using Business Cases to Champion new Ideas and Advocate Business Growth. *The European Business Review*.
- Messner, W. (2013, Oct). Zeit-Mentalität. Wenn Kulturen sich begegnen. *Die Bank*, 49-53.
- Messner, W. (2012, Mar). Auf dem Weg zur globalen Optimierung. Outsourcing und Offshoring. *Die Bank*, 38-43.
- Messner, W. (2011, Sep). Management einer globalen Workforce. *Die Bank*, 80-85.
- Messner, W. (2007). Justifying Information System Value – Development of a Method for Measuring Customer Advisory System Effectiveness. *Business Information Review*, 24(2), 126-134.
- Messner, W. & Shainesh, G. (2006, Sep). Retailmarkt Indien - Paradies für Auslandsbanken. *Die Bank*.
- Messner, W. (2005, May). Dialog-Marketing - die Bedeutung des Timing in der Kundenansprache. *Die Bank*.
- Messner, W. (2005, Mar). CRM-Investitionen - wann sind sie rentabel? *Die Bank*.
- Messner, W. (2005). Customer Relationship Management Technology – a Commodity or Distinguishing Factor? *Business Information Review*, 22(4), 252-263.
- Messner, W. (2004). The Beauty and Importance of Quality Customer Information. *The Marketing Review*, 4(3), 279-290. [ABDC: C]
- Messner, W. (2004, Apr). Kundenmanagement: Bricht das Wertschöpfungsnetzwerk der Autobanken auf. *Die Bank*.
- Messner, W. (2004). Ein Modell zur Steuerung des Wertbeitrags von Kundensegmenten. *Banking and Information Technology*, 4, 45-52.
- Messner, W. (2004). Entwicklung einer Architektur für das Management kundenorientierter Prozesse bei Banken. *WVW Wirtschaftspraxis, Verwaltungspraxis, Wirtschaftswissenschaften*, 1, 62-68.
- Messner, W. (2003, Jun). Creating Value for Multinational Customers through Cash Management. *Treasury Management International. Special Report: A Treasurer's Guide to Corporate Treasury in Germany*.
- Messner, W. (2003, Mar). Handlungsfelder bei der Etablierung von Financial Planning als Dienstleistungsangebot. *Banking and Information Technology*, 1, 25-30.
- Messner, W. (2001, Dec). The Practice of Cash Pooling. *Banking and Information Technology*, 4, 25-29.
- Messner, W. (2001, Jun). Die Mischung macht's. *eBanker, Handelsblatt-Verlag*.
- Messner, W., & Vehling, C. (2001, Jan). Electronic Banking – die Strategie muss stimmen. *eBanker, Handelsblatt-Verlag*.
- Messner, W., & Vehling, C. (2000, Dec). E-Commerce – Neues Denken ist angesagt. *Schweizer Bank*.
- Messner, W. (2000, Apr/May). Pan-European Cash Management with Global Credit Lines. *Canadian Treasurer*, 16-19.

Paper Presentations at Conferences

- Messner, W. (2025, May). Quantification of Cultural Practices and Diversity: An Empirical Experiment with Generative Artificial Intelligence. Pavia, Italy: CIMaR.
- Messner, W., Greene, T., & Matalone, J. (2024, May). From Bytes to Biases: Investigating the Cultural Self-Perception of Large Language Models. Verona, Italy: AMA GLOBAL Marketing SIG Conference.
- Messner, W., Migliorini, M. (2024, May). Fifty Shades of Ads. The Influence of Cultural and Institutional Factors on Television Advertisement Expenditure. Verona, Italy: AMA GLOBAL Marketing SIG Conference.
- Messner, W. & Payson, S. E. (2020). Do Cultural Differences within a Country Matter? The Influence of Contextual Factors on the Initial Phases of the COVID-19 Outbreak in the United States. Florida State University: AIB US Southeast 2020 Conference Online.

- Messner, W. (2020). Back to the Individual: Using Support Curves to Measure Cultural Differences. Florida State University: *AIB US Southeast 2020 Conference Online*.
- Messner, W. (2019, Dec). The Impact of Language Proficiency on Service Satisfaction. Orlando, FL: *Elsevier 5th World Research Summit for Hospitality and Tourism*.
- Messner, W. (2019, Feb). The Impact of Language Proficiency on Service Satisfaction. Austin, TX: 2019 *AMA Winter Academic Conference*.
- Messner, W. (2018, Sep). Online Consumer Reviewing across International Borders. Atlanta, GA: *Consortium for International Marketing Research (CIMaR) Conference*.
- Messner, W. (2018, Jun). How important is Value for Money for Customer Satisfaction? - A Cross-cultural Study in the Airline Services Industry. Minneapolis, MN: *AIB 2018 Conference*.
- Messner, W. (2018, Jun). Identifying Necessary Conditions with Activation Functions in Large and Noisy Data Sets. Minneapolis, MN: *AIB 2018 Conference*.
- Messner, W. (2017, Oct). Cultural Effects in Internet-based Consumer Opinion Platforms. Washington, DC: *AIB US Southeast 2017 Conference*.
- Messner, W. (2017, Apr). Value for Money and its Importance to Customer Satisfaction – A Cross-cultural Study in the Airline Services Industry. Havana, Cuba: *AMA Global Marketing SIG Conference*.
- Messner, W. (2015, Oct). Cross-Cultural Perspectives of Word-of-Mouth Recommendation. Venice, Italy: *13th Workshop on International Management*. European Institute for Advanced Studies in Management (EIASM) and Università Ca'Foscari.
- Messner, W. (2005, Feb). Der Kundenwert als Bewertungsansatz für IT-Investitionen im Customer Relationship Management. St. Augustin, Germany: *GI EMISA*. University of Applied Sciences Bonn-Rhein-Sieg.
- Messner, W. (2005, Jan). Ein Modell zur Steuerung des Wertbeitrags von Kundensegmenten. Regensburg, Germany: *Workshop Sales Governance*. ibi Academy (University of Regensburg).
- Messner, W. (2004, Mar). Enabling Business Transformation by IT Offshoring to India. St. Augustin, Germany: *GI EMISA*. University of Applied Sciences Bonn-Rhein-Sieg.
- Messner, W. & Huber, W. (1995). Stereographic Visualization of Turbulent Pipe Flows Using Anaglyphs with a Twofold Central Projection. Plzen, Czech Republic: *The Third International Conference in Central Europe on Computer Graphics and Visualization WSCG*. University of West Bohemia.

Invited Presentations

- 2021, Sep. Using Cultural Distance in International Business Research: Tips and Trends. Research Spotlight by Michigan State University and Texas A&M CIBERs. Webinar.
- 2019, Jun. International Business across Regions of the World – India. Columbia, SC: 51st Annual Faculty Development in International Business. CIBER. University of South Carolina.
- 2018, Mar. Interdisciplinary Perspectives on Doing Business in India. Themes and Implications for Teaching. Atlanta, GA: *CIBER Workshop*. Clayton State University.
- 2017, Sep. Product Innovation for India. Atlanta, GA: *9th USA India Business Summit (UIBS 2017)*. Georgia Tech.
- 2015, Sep. Global Businesses, Local Customers. Keynote speaker. Park Hyatt, Goa, India: *Consultants & System Integrators Interchange – 2015*. IBM.
- 2014, Feb. Management of Change. How to Succeed in a Rapidly Changing World. *International Conference on Emerging Paradigms in Management Research*. Chief Guest and opening speech. Elayampalayam, India: Vivekanandha Institute of Information and Management Studies & Mother Theresa's Women's University.
- 2013, Sep. Leveraging Organizational Culture to Transform Offshore IT Service Delivery. Bangalore, India: *Project Management Practitioner Conference PMPC 2013*. Project Management Institute PMI.
- 2010, Nov. India Going Global – A Future Beyond Cost Arbitrage. St. Gallen, Switzerland: *Emerge Conference*. University of St. Gallen.
- 2010, Jun. Indo-German Business Relationships. Cologne, Germany: *Indo-German Business Forum*.
- 2010, Feb. Tackling Offshore Challenges in Germany. A Case-Study Reinforced Advice for Successful Offshore Projects. Mumbai, India: *India Leadership Forum NILF 2010*. NASSCOM.

- 2009, May. Working with India. Stories from the Trenches. Cologne, Germany: *ICT Conference*. NASSCOM & BITKOM.
- 2008, Jun. Increasing Marketing Performance through Inbound Customer Marketing. Bangalore, India: *Round-Table Increasing Marketing Performance*. Indian Institute of Management Bangalore.
- 2007, Oct. Incorporating Data Warehousing and Data Mining into CRM to Increase Customer Revenue. Mumbai, India: *Customer Relationship Management Forum*. MarcusEvans Conference.
- 2000, Dec. Online Banking in Europe. Amsterdam, Netherlands: *eCommerce-Finance.com*. IBC Global Conferences.
- 2000, Nov. CRM Architecture for Retail Banking – Integration of eChannels. London, U.K.: *Winning Strategies for CRM*. IBC Global Conferences.
- 2000, Mar. Wissen über den Kunden – Vom Knowledge zum Customer Relationship Management. Frankfurt, Germany: *Second Annual Convention of the Knowledge Management Consortium International (KMCI)*.

Conferences and Panel Discussions

- 2024, Apr. Data, AI, and Beyond. Organizer and moderator of a full-day conference with presenters from American Tire Distributors, Bank of America, IBM Watsonx, think-cell, and Unum/Colonial Life. Columbia, SC: Darla Moore School of Business
- 2023, Nov. Strategy Consulting. Moderator for panelists from Capgemini, E&Y, and McKinsey. Columbia, SC: Darla Moore School of Business.
- 2023, Mar. Strategy Consulting. Moderator for panelists from Capgemini Invent, Deloitte, and McKinsey. Columbia, SC: Darla Moore School of Business.
- 2022, Oct. Strategy & Management Consulting. Moderator for panelists from Capgemini Invent, Ernst & Young, Euromonitor International, Ingenics, and McKinsey. Columbia, SC: Darla Moore School of Business.
- 2022, Mar. Strategy Consulting. Moderator for panelists from Deloitte, Ernst & Young, and McKinsey. Columbia, SC: Darla Moore School of Business.
- 2018, Oct. Career Management. Columbia, SC: *International Business Career Conference*. Darla Moore School of Business.
- 2018, Jun. Teaching International Business through Experience: Consulting Projects. Minneapolis, MN: *AIB 2018 Conference*.
- 2017, Oct. The World of International Business Education. Washington, DC: *AIB US Southeast 2017 Conference*.
- 2017, Oct. Planning an International Career. Columbia, SC: *International Business Career Conference*. Darla Moore School of Business.
- 2015, May. Strategies and Resources for Transnational Entrepreneurship (TiE-Panel). Bangalore, India: *Transnational Entrepreneurs and International SMEs in Emerging Economies Conference 2015*. Indian Institute of Management Bangalore.
- 2013, Nov. Reflecting on Students' Soft Skill Development. Hyderabad, India: *2013 GMAC Asia Pacific Conference*. The Indian School of Business.
- 2012, Jun. Meeting Local Requirements in a Global Market: How to Develop the Firm and the Industry's Talent Base. Köln, Germany: *9th Indo-German ICT Conference – Meeting Local Requirements in a Global Market*. BITKOM & NASSCOM.

Interviews, Quotations, and Mentions in Media

- USC (2024). Becoming Consulting Experts. *Darla Moore School of Business, Press Room*, 29 Jan.
- USC (2022). Panic Buying During COVID-19. *Darla Moore School of Business, Press Room*, 27 Apr.
- USC (2022). Collaborating to Offer Students Hands-On Experience. *Darla Moore School of Business, Press Room*, 22 Feb.
- Ivey, P. (2021). Civics 101 – Research, Outreach, Community Engagement. *Breakthrough*. Office of Research, University of South Carolina, 8-13.

- Duffie, M. R. & Lawrence, L. A. (2020). Diving Deep. *Moore Magazine* 2020. Darla Moore School of Business, 26-27.
- USC (2020). International Business Alumnus and Faculty's Case Study Published on Renowned Clearinghouse Website. *Darla Moore School of Business, Press Room*, 20 Aug.
- USC (2020). International Course Project Teaches Students Consulting, Sustainability. *Darla Moore School of Business, Press Room*, 03 Feb.
- Vath, M. (2018). MIB Student, IB Professor Surprised at Large Differences in Car Safety in Emerging Markets. *Darla Moore School of Business, Press Room*, 13 Jul.
- SBDC (2017). Win-Win! Students Gain International Experience Developing Export Plans for South Carolina Companies. *Columbia Star*, 10 Mar; and *The Spartan Weekly News*, 54(3), 16 Mar, p. 3.
- Vath, M. (2017). Moore School IB Professor Finds Distinct Difference in Gender Attitudes toward Organizational Commitment in India. *Darla Moore School of Business, Press Room*, 14 Dec, 2017.
- Sturgeon, S. (2017). Students Gain International Experience Developing Export Plans for South Carolina Companies. *Darla Moore School of Business, Press Room*, 06 Mar.
- N.n. (2016). Graduation Day at MYRA School of Business, *Star of Mysore*, 23 Jun.
- N.n. (2016). Graduation Day at MYRA School of Business, *City Today*, Mysore, 22 Jun, p. 7.
- N.n. (2016). Prof of MYRA School of Business Wins Emerald Literati Award. *City Today*, Mysore. 11 May, p. 7.
- N.n. (2016). MYRA Professor bags Emerald Literati Award. *Star of Mysore*, 08 May, p. 6.
- N.n. (2016). Five MYRA Students for Exchange Programme at Germany. *Star of Mysore*, 21 Feb, p. 3.
- N.n. (2016). 5 MYRA Students for Exchange Programme in Germany. *City Today*, Mysore. 15 Feb, p. 6.
- N.n. (2016). B-School Students Chosen for Exchange Programme. *The Hindu*. 14 Feb.
- Rodriguez, K. (2016). Doing Business in India: Risk for Reward. *The Economist Executive Education Navigator*, 8 Feb.
- N.n. (2015). Nationality Decides Word-of-Mouth Recommendation: Study. *City Today*, Mysore. 11 Nov.
- N.n. (2015). MYRA Mourns Death of its Founding-Dean. *Star of Mysore*, 20 Aug.
- N.n. (2015). IIMB Hosts Transnational Entrepreneurs and International SMEs in Emerging Economies Conference 2015. *India Education Diary*, 28 May.
- Khurana, C. (2015). How to Ace a Job Interview. *Mint – Hindustan Times*, 18 May.
- Ellermann, H. (2015). IT-Manager auf Indien-Reise. Kultur frisst Strategie. *CIO Magazin*, 18 Mar.
- Keshav, N. (2014). Leveraging Organisational Culture to Transform Offshore IT Service Delivery Teams. *IEEE Fusion*, 03 Sep.
- Sarsam, R. (2013). Leadership Excellence Program (LEP): Indienreise im Februar 2013. *CIO Magazin*, Feb.
- Demmer, C. (2009). Arbeiten in Indien. Mit Tempo durch den Stau. *Süddeutsche Zeitung*, 17 May.
- Hauschild, H. (2009). Satyam: Niete oder Schnäppchen. *Handelsblatt*, 18 Mar.
- Hauschild, H. (2009). Indiens IT-Dienstleister fallen tief. *Handelsblatt*, 16 Jan.
- Hauschild, H. (2009). Der Stern von Indiens IT-Himmel sinkt. *Handelsblatt*, 16 Jan.

Journal and Conference Affiliations

Ad-hoc reviewer for *European Journal of International Management*, *Health Science Reports*, *IIMB Management Review*, *Journal of Air Transport Management*, *Journal of Cross-Cultural Psychology*, *Journal of Customer Behaviour*, *Journal of Consumer Behaviour*, *Journal of International Business Studies*, *Journal of International Management*, *Journal of International Marketing*, *Journal of World Business*, *International Journal of Intercultural Relations*, *International Marketing Review*, *International Journal of Sociology and Social Policy*, *Journal of Travel & Tourism Marketing*, and others.

- Session Chair, Cross-Country and Cross-Cultural Influences in International Marketing, Pavia, Italy: *CIMaR Conference*. 2025
- Editorial Advisory Board, *Journal of Indian Business Research* 2011 – 2021
- Editorial Review Board, *Journal of Global Marketing* 2017 – 2021
- Session Chair, Export Marketing, Minneapolis, MN: *AIB 2018 Conference* 2018

- Conference Advisory Board, *International Conference on "Make in India" – The Road Ahead*. Vivekanandha Institute of Information and Management Studies & The Gandhigram Rural Institute. Elayampalayam, India 2015

Thesis Supervision

- Undergraduate thesis, South Carolina Honors College: Lucie Speck. Consumption Patterns of Fast Fashion in Brazil 2024
- Master of Science thesis (external advisor), Università Bocconi, Italy: Monica Migliorini. The Global Marketing Challenge: Understanding Cross-Cultural Marketing Effectiveness 2023
- Undergraduate thesis, South Carolina Honors College: Jeremy P Martinez. Cognizant: Bribery Scandal in India 2020
- Undergraduate thesis (2nd reader), South Carolina Honors College: Carlisle Stelling. Amazon in India 2019
- Undergraduate thesis, South Carolina Honors College: Bryan Campbell. Cultural Disparity and the Impact on Work Life Balance 2018

Memberships

- Academy of International Business (AIB) since 2015
- American Marketing Association (AMA Global SIG) 2016 – 2024

Academic Honors, Awards, and Grants

- Educational programming grant. Folks Center of International Business, Darla Moore School of Business, University of South Carolina (USD 6,000). 2025
- Professional Track Faculty Outreach Award. Darla Moore School of Business, University of South Carolina (USD 2,000). 2024
- Course development grant "From Algorithms to Strategies: Mastering Artificial Intelligence for Business." Darla Moore School of Business, University of South Carolina (USD 6,000). 2024
- Nomination for 2022 Best Paper Award by the *Journal of World Business* (Elsevier) for: Messner, W. (2022). Cultural Heterozygosity: Towards a New Measure of Within-Country Cultural Diversity. *Journal of World Business*, 57(4), 1-17. 2023
- Top cited article 2021-2022 recognition by *Health Science Reports* (Wiley) for: Messner, W. & Payson, S. E. (2021). Contextual Factors and the COVID-19 Outbreak Rate Across U.S. Counties in its Initial Phase. *Health Science Reports*, 4(1), 1-11. 2023
- Promotion from Clinical Associate Professor to Clinical Professor in the Sonoco International Business Department, Darla Moore School of Business, University of South Carolina. 2021
- Professional Track Faculty Research Award. Darla Moore School of Business, University of South Carolina (USD 2,000). 2021
- Finalist for Best Conference Paper Award: Messner, W. Back to the Individual: Using Support Curves to Measure Cultural Differences. Florida State University: *AIB US Southeast 2020 Conference Online*. 2020
- Recipient of *Global Carolina Curriculum Development Grant*, University of South Carolina (USD 5,000). 2019
- Fourth most downloaded teaching notes of all SAGE Business Cases: Messner, W., & Wilson, K. C. (2018). Made-in-India Cars: When Safety Isn't a Priority. Case ISBN 9781526462725. *SAGE Business Cases Originals*. 2018
- Finalist for "That's Interesting!" Award by Aalto University School of Business: Messner, W. How important is Value for Money for Customer Satisfaction? - A Cross-cultural Study in the Airline Services Industry. Minneapolis, MN: *AIB 2018 Conference*. 2018
- Finalist for Best Paper Award in Research Methods by University of Sydney Business School: Messner, W. Identifying Necessary Conditions with Activation Functions in Large and Noisy Data Sets. Minneapolis, MN: *AIB 2018 Conference*. 2018

- Finalist for Best Conference Paper Award: Messner, W. Cultural Effects in Internet-based Consumer Opinion Platforms. Washington, DC: *AIB US Southeast 2017*. 2017
- Emerald Literati Network Awards of Excellence (Highly Commended) for: Messner, W. (2015). Measuring Existent Intercultural Effectiveness in Global Teams. *International Journal of Managing Projects in Business*, 8(1), 107-132. 2016
- Emerald Literati Network Awards of Excellence (Highly Commended) for: Messner, W. (2013). Effect of Organizational Culture on Employee Commitment in the Indian IT Services Sourcing Industry. *Journal of Indian Business Research*, 5(2), 76-100. 2014

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