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ASSOCIATE PROFESSOR CHRIS BAUMANN

Dr Chris Baumann is an Associate Professor at Macquarie University, Sydney, and Visiting Professor at Seoul National University (SNU) in Korea. His research is on the 3 C: *Competitiveness, Confucianism and Customer loyalty*. He has been awarded for his research and teaching, including from the Australian government for enthusiastic approach to education. Baumann introduced ground-breaking concepts: *Competitive Productivity (CP)*, *Latecomer Brand*, *Premium Generic Brand (PGB)*, *Brand Health Index (BHI)* and the 'country of origin of service staff (COSS)' effect. He also introduced the *ReVaMB model*, and his work has been cited hundreds of times. Baumann has a long-standing relationship with Simon Fraser University (SFU), Canada, as MBA Alumni and research collaborator.

EDUCATION

- 2009 – 2011** **Postgraduate Certificate in Higher Education**
- Macquarie University, Sydney
- 2001 – 2007** **Doctor of Business Administration (DBA)**
- Macquarie Graduate School of Management, Sydney
 - GPA 3.75 in coursework component (900 level)
 - Conducting research in the field of customer loyalty in Australian retail banking
 - Degree awarded September 2007
- 1998 – 2000** **Master of Business Administration (MBA)**
- Simon Fraser University, Vancouver, Canada
 - Specialization in 'International Business'
- 1992 – 1995** **Economist SEBA**
- Zurich School of Economics and Business Administration (SEBA), Switzerland
 - Studied Business Administration, Finance and Economics
 - Concentration in 'Marketing'
- 1986 – 1989** **Federal Diploma in Business Administration**
- Zurich Commercial School of Business Administration, Switzerland
 - Apprenticeship at the Cantonal Bank of Zurich
 - Trained in all departments of a mid-sized branch
 - Completed courses at the bank's training center in Zurich

WORK EXPERIENCE

- 2015 – Present** **Associate Professor in Business**
- Macquarie University, Sydney
 - Lecturing Brand Management and PhD courses
 - Academic Supervisor (PhD, Masters)
 - Research active
- 2008 – 2015** **Senior Lecturer in Business**
- Macquarie University, Sydney
 - Lecturing Brand Management and PhD courses
 - Academic Supervisor (PhD, Masters, Honours)
 - Research active
- 2004 – 2007** **Lecturer in Commerce / Assistant Director GACC**
- Macquarie University, Sydney
 - Lecturing 'International Marketing' & 'Brand Management'
 - Promoting postgraduate business programs
 - Academic Supervisor of postgraduate interns
 - Conducting research in the field of bank marketing
- 2001 – 2004** **Adjunct Lecturer (part-time)**
- Macquarie University, Sydney
 - Lecturing 'International Marketing'
 - Teaching undergraduate and postgraduate students in Sydney and in Hong Kong
 - Marking assignments, examinations, case studies, academic paper critiques, group projects and presentations

Publication overview on Google Scholar:

[https://scholar.google.com.au/citations?user=\[davzlUAAAA\]&hl=en](https://scholar.google.com.au/citations?user=[davzlUAAAA]&hl=en)

Research Gate:

https://www.researchgate.net/profile/Chris_Baumann/contributions

Media appearance:

https://www.google.com.au/search?q=chris+baumann+macquarie+university&source=lnms&tbn=nws&sa=X&ved=0ahUKEwiUvsScpoXRAhXEKjQKHbgWABgQ_AUICSgC&biw=1215&bih=513

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<https://www.linkedin.com/in/drchrisbaumann>