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### **INTELLECTUAL CONTRIBUTIONS:**

#### **Refereed Articles**

- Behnam, M., Gilbert, D.U., Lubert, T., & Hümmler, H.G. (2006). Lonely Wolves hunting for new products. Empirical Study on Pharmaceutical and Medical Technology firms (German Title: Einsame Wölfe auf der Jagd nach neuen Produkten). *Pharma-Marketing Journal*, 31 (2), 58-60.
- Behnam, M., Gilbert, D.U., Kleinfeld, A., & Lubert, T. (2005). Deficits of Risk-Assessment of Internationalization Strategies (Die Risiken zwar sehen, aber nicht einbeziehen). *I O New Management*, 75 (12), 33-38.
- Behnam, M., Gilbert, D.U., & Kleinfeld, A. (2004). Rejuvenating Strategic Management (Strategisches Management muss verjüngt werden). *I O New Management*, 73 (10), 26-31.
- Behnam, M. & Gilbert, D.U. (2003). Important Success Factors in German Companies (Wichtige Erfolgspotenziale liegen in deutschen Unternehmen brach). *Absatzwirtschaft*.
- Behnam, M. & Gilbert, D.U. (2003). Strategic Management for Pharmaceutical Companies: Problems and Solutions (Mit der Dampflok in die Zukunft? Pharma Strategieentwicklung wenig marktorientiert). *Pharma-Marketing Journal* (2).
- Behnam, M., Gilbert, D.U., Lubert, T., & Hümmler, H.G. (2003). Yesterday´s Concepts? Companies Do Not Use the Full Potential of New Strategy Development Approaches (Konzepte von gestern? In der Strategieentwicklung nutzen nur wenige Unternehmen das ganze Potenzial). *Absatzwirtschaft*, 128-131.
- Bassen, A., Behnam, M., & Gilbert, D.U. (2001). Internationalization of Medium-Sized German Companies: Results of an Empirical Study (Internationalisierung des Mittelstands. Ergebnisse einer empirischen Studie zum Internationalisierungsverhalten de. *Zeitschrift für Betriebswirtschaft* , 71 (4), 413-432.
- Behnam, M. (2001). Strategic Management as a Suitable Place of Ethical Reflection (Strategische Unternehmensplanung als geeigneter Ort ethischer Reflexion) . *Die Unternehmung*, 55 (3), 215-234.
- Behnam, M. & Gilbert, D.U. (2001). Internationalization Strategies of Medium-Sized German Companies: An Empirical Survey. *Journal of International Business and Economics*, 2, 95-109.

#### **Refereed Proceedings**

##### **Full Paper**

- Gilbert, D. U. & Behnam, M. (2004). A Habermasian Approach to "Manage" Business Ethics in Multinational Corporations. *Australia-New Zealand International Business Academy*.
- Behnam, M. & Gilbert, D.U. (2002). A New Concept of Strategic Management for M-Commerce Companies. *National Business and Economics Society - Annual Conference*.

Behnam, M. & Gilbert, D.U. (2002). Strategic Management and Uncertainty: An Entrepreneurial Approach for M-Commerce Companies. *3rd Annual Conference of the National Business and Economics Society*, National Business and Economics Society.

### **Non-Refereed Articles**

Behnam, M., Gilbert, D., Lubert, T., & Hümmler, H. (2006). Innovation Management in the Snail-Shell (German Title: Innovationsmanagement im Schneckenhaus). *Lebensmittelzeitung*, 59 (17), 55.

Behnam, M. & Gilbert, D.U. (2003). Results of an Empirical Study: Strategic Issues in German Industries (Bedingt zukunftsfähig: Ergebnisse einer Studie zum Thema „Strategic Issues in German Industries“). *vdi-Nachrichten*.

Behnam, M. & Gilbert, D.U. (2003). Future Strategies for Retailers (Der Handel verschenkt Zukunftspotenziale). *Lebensmittelzeitung* (8).

### **Book**

Kreikebaum, H., Gilbert, D. U. & Behnam, M. (2007). *Strategic Management, 7th edition*, Stuttgart, Germany: Kohlhammer((in press)).

Kreikebaum, H., Behnam, M. & Gilbert, D. U. (2001). *Ethical Conflicts of Multinational Companies (Ethische Konflikte multinationalen Unternehmen)*, Wiesbaden: Gabler.

Behnam, M. (1998). *Strategic Management and Ethical Reflection (Strategisches Management und ethische Reflexion)*, Berlin: Wissenschaft und Praxis.

### **Monograph**

Behnam, M. (1998). *Strategic Management and Ethical Reflection*, Sternenfels - Berlin: Wissenschaft und Praxis.

### **Compilation of Articles or Readings**

Behnam, M. (2000). *Lexikon für kleine und mittlere Unternehmen*, Munich: Vahlen.

### **Book Chapters**

#### **Refereed**

Gilbert, D. U. & Behnam, M. (2006). Putting Discourse Ethics into Practice: The Case of Multinational Corporations. In Thomas Bschorner (Ed.) *Schriftenreihe für Wirtschafts- und Unternehmensethik (sfwu)*, (pp. 41-69). Munich: Rainer Hampp.

Behnam, M., Gilbert, D., & Schürhoff, V. (2005). Individual and Collective Knowledge in Small and Medium Sized Companies - A Constructivist Perspective. In Joern-Axel Meyer (Ed.) *Knowledge and Information Management in SME, 2005 Yearbook on SME Research*, (pp. 21-35). Lohmar: Josef Eul.

Behnam, M. & Gilbert, D. (2002). Global Strategic Networks (Globale strategische Netzwerke). In Ulrich Hommel, Thomas Knecht (Ed.) *Wertorientiertes Start-Up Management. Grundlagen - Instrumente - Strategien*, (pp. 698-720). Munich: Vahlen.

### **Presentation of Refereed Papers**

#### **International**

Gilbert, D., Behnam, M., & Schedel, I. (2006, August). *Investigating Deficits in the Strategy Process of Multinational Companies*. Accepted for Academy of Management, Atlanta, Georgia.

Gilbert, D., Behnam, M., & Schedel, I. (2006, August). *Implementing Discourse Ethics in Multinational Corporations*. Accepted for Academy of Management, Atlanta, Georgia.

- Gilbert, D.U. & Behnam, M. (2005, August). *Strategy Processes in Multinational Companies: Results of an Empirical Survey*. Accepted for Academy of Management annual conference, Honolulu, Hawaii.
- Gilbert, D.U. & Behnam, M. (2005, August). *Business Ethics in MNCs: Integrating Compliance and Integrity through Discourse Ethics*. Accepted for Academy of Management annual conference, Honolulu, Hawaii.
- Gilbert, D.U. & Behnam, M. (2005, July). *Business Ethics in Multinational Corporations: A New Approach to Balance Compliance and Integrity*. Presented at Academy of International Business, Quebec, Canada.
- Gilbert, D.U. & Behnam, M. (2005, July). *Strategic Management in German Multinational Companies: Linking Strategy Process and Performance*. Presented at Academy of International Business, Quebec, Canada.
- Behnam, M. & Rasche, A. (2005, May). *A Conceptual Framework for Discussing the Interrelatedness of Strategy Formation and Ethical Reflection*. Presented at European Academy of Management, Munich, Germany.
- Gilbert, D.U. & Behnam, M. (2005, March). *An Underinvestigated Relationship: Strategy Process and Performance in German Multinational Companies*. Presented at Corporate Strategy - Annual Conference, Koblenz, Germany.
- Gilbert, D.U. & Behnam, M. (2004, November). *A Habermasian Approach to "Manage" Business Ethics in Multinational Corporations*. Presented at Australia-New Zealand International Business Academy, Canberra, Australia.
- Behnam, M., Gilbert, D. U., & Herzog, J. (2004, August). *Creating Inter-Subjectivity Through Real Option Valuation – A Structurationist Perspective*. Presented at Academy of Management annual conference, New Orleans, Louisiana.
- Behnam, M., Gilbert, D. U., & Herzog, J. (2004, July). *Real Options and Organizational Embeddedness – A Structurationist Perspective*. Presented at Academy of International Business, Stockholm, Sweden.
- Behnam, M., Gilbert, D. U., & Schüerhoff, V. (2004, July). *Creating and Transferring Collective Knowledge Patterns – A Constructivist Perspective on Interaction and Communication*. Presented at Academy of International Business, Stockholm, Sweden.
- Behnam, M. & Gilbert, D. U. (2003, December). *"Quasi-Regulation": A Conceptual Framework for Analyzing the Relation Between Compliance and Integrity-Management in International Companies*. Presented at European International Business Academy, Copenhagen, Denmark.
- Behnam, M., Gilbert, D. U., & Herzog, J. (2003, December). *Real Option Valuation as a Process of Structuration – Managers as Socially Embedded Agents in International Companies*. Presented at European International Business Academy, Copenhagen, Denmark.
- Behnam, M., Gilbert, D. U., & Schüerhoff, V. (2003, December). *Knowledge Transfer in the Integrated Network – A Constructivist Perspective*. Presented at European International Business Academy, Copenhagen, Denmark.
- Behnam, M., Gilbert, D. U., & Schüerhoff, V. (2003, August). *A Constructivist Perspective on Knowledge Transfer – Consequences for the Management of an Integrated Network*. Presented at Academy of Management annual conference, Seattle, Washington.
- Behnam, M., Gilbert, D. U., & Rasche, A. (2003, August). *Assessing the Impact of Social Standards on Compliance and Integrity-Management in Organizations*. Presented at Academy of Management annual conference, Seattle, Washington.
- Behnam, M., Gilbert, D. U., & Rasche, A. (2003, July). *Assessing the Impact of Social Standards on Compliance and Integrity-Management in International Companies*. Presented at Academy of International Business, Monterey, California.

- Behnam, M., Gilbert, D. U., & Herzog, J. (2003, July). *Real Option Valuation in International Companies: Actors, Flexibility, and Structure from a Structuration Theory Perspective*. Presented at Academy of International Business, Monterey, California.
- Behnam, M. (2002, August). *Stakeholders and Strategic Management - Developing an Instrument for Involving External and Internal Stakeholders into the Processes of Strategic Management*. Presented at Academy of Management annual conference, Denver, Colorado.
- Behnam, M. & Gilbert, D. U. (2002, February). *A New Concept of Strategic Management for M-Commerce Companies*. Presented at National Business and Economics Society - Annual Conference, Wailea, Hawaii.
- Behnam, M. & Gilbert, D. U. (2000, November). *Internationalization of German Medium-Sized Enterprises. Results of an Empirical Study*. Presented at Academy of International Business, Phoenix, Arizona.

### **Research Reports**

- Behnam, M. & Gilbert, D.U., "Strategic Issues in German Industries" (2003) .
- Behnam, M. & Gilbert, D.U., "Internationalization Strategies of German Medium-Sized Enterprises" (2001) .