

Organization, Personnel and International Management
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RESEARCH INTERESTS

Theory of the Firm – Organizational Economics – Digital Transformation – International Business and Strategy – Entrepreneurship – Emerging and Developing Countries – Corporate Social Responsibility

POSTDOC RESEARCH

Apr 2014 – UNIVERSITY OF VIENNA, Austria, Department of Organization, Personnel and International Management, Faculty of Business, Economics and Statistics

Research projects:

- Market Entry, Control and Governance Structure of International Franchise Firms (with Josef Windsperger, Ilan Alon, Ilir Hajdini)
- Franchise Entrepreneurship and International Strategy (with Ilan Alon)
- Entrepreneurial Culture, Governance and Strategy in Emerging and Developing Countries
- Corporate Social Responsibility as a Strategic Asset and Competitive Advantage of the Firm

May – Sep 2013 UNIVERSITY OF ECONOMICS AND BUSINESS, Vienna, Austria, Institute for Managing Sustainability, Department Socioeconomics

Research field:

- Corporate Social Responsibility and Competitiveness of the Firm

RESEARCH EXPERIENCE

Research Methodology Multi-theoretic frameworks – Qualitative research / case study research – Multivariate Statistics and Analysis – Structural Equations Modeling

Project Management Project conceptualization, collaboration with private sector and institutions, cross-country survey setup, operationalization and development of survey tools, large-scale data collection, management of a research team, project monitoring and budgeting

FELLOWSHIPS & AWARDS

Feb 2017 **Back-to-Research Grant** of €20000 awarded by the University of Vienna
Scope: Development of research projects and external funds acquisition

Apr 2014 – Jan 2017 **Research Grant** of € 108000 from the Austrian National Bank on “The Governance Structure of International Franchise Firms” (**main researcher**)

Mar 2004 – Aug 2004 **Research Fellowship** of € 12000 at CORVINUS University of Economics, Budapest, Hungary on “The Franchise Sector in Hungary”, sponsored by the Austrian Research Association (OEFG)

EDUCATION

- Mar 2007 – Sep 2012 UNIVERSITY OF VIENNA, Austria
Faculty of Business, Economics and Statistics
Doctorate in Social and Economic Sciences
Specialization: International Strategy and Organization
- Mar 1996 – Apr 2002 UNIVERSITY OF VIENNA, Austria
Faculty of Business, Economics and Statistics
Master in Social and Economic Science (Magister)
Specialization: International Management

WORKSHOPS & PROGRAMS

- June 2013 **European Sustainable Network Conference (ESDN)**, Vienna
- Jul 2004 **European Science Days**, Summer School in Organizational Economics,
Organized by George Baker, Harvard University
- Sept 2000 – Jul 2001 **Erasmus Exchange Programme** in International Business Administration
at LIBERA UNIVERSITÀ INTERNAZIONALE DEGLI STUDI SOCIALI
GUIDO CARLI (LUISS), Rome, Italy
- Sept 1994 – Sept 1995 **Language student** at “Società Dante Alighieri”, Rome, Italy

TEACHING & THESIS SUPERVISION

- Bachelor Courses – **Corporate Management**, tutorial, 2017, University of Vienna
– **Organization of the International Firm**, tutorial, 2016, University of Vienna
– **Bachelor Theses Supervision**, 2017
- Master Courses – **Organization of the Firm**, lecture, 2017, University of Vienna
– **International Market Entry Decision**, seminar, 2014 – 2016, University of Vienna
– **Master Theses Supervision**, 2015, 2016

OTHER ACTIVITIES

- Organizing Committee – **Global Partners Symposium**, hosted by United Nations Industrial Development Organizations (UNIDO) and SANDOZ, Vienna, Austria, March 2005
– **Symposium Central and Eastern Europe (SYCEE)**, hosted by University of Vienna, Austria, October 2003
- Editorial Review Board Journal of Marketing Channels
- Adhoc Reviewer Journal of International Management – Journal of Small Business Management – International Journal of Hospitality Management – Journal of Marketing Channels – Journal of Business Ethics

PUBLICATIONS (double-blind peer reviewed)

- **Jell-Ojobor M.**, Windsperger J., 2017, Determinants of the Governance Structure of the International Franchise Firm – A Case Study Analysis in the Automotive Rental Industry, *International Marketing Review* (forthcoming).
- **Jell-Ojobor M.**, 2016, Strategic CSR and Competitive Advantage of Franchise Firms, Proceedings of the ISoF conference (June), Groningen, The Netherlands.
- **Jell-Ojobor M.**, Windsperger J., 2014, The Choice of Governance Modes of International Franchise Firms Development of an Integrative Model, *Journal of International Management*, 20 (2), 153-187.
- **Jell-Ojobor M.**, Windsperger J., 2013, The Choice of Governance Modes of International Franchise Firms: An Integrative Model, Proceedings of the ISoF conference (March), Zhuhai, China.
- Windsperger J., **M. Jell**, 2005, Structuring Residual Income and Decision Rights under Internal Governance: Results from the Hungarian Trucking Industry, *Managerial and Decision Economics*, 26(5), 295-305.
- **Jell M.**, J. Windsperger, E. Kocsis, 2005, Institutional Structure of Franchising Firms in Hungary, Proceedings of the ISOF Conference (May), London.
- Windsperger J., **M. Jell**, 2004, Allocation of Residual Income Rights under Internal Governance: The Case of the Hungarian Trucking Industry, *Competitio*, III (April).

BOOK CHAPTERS (double-blind peer reviewed)

- **Jell-Ojobor M.**, Alon I., 2017, Determinants of Master International Franchising, In: Hoy et al., *The Edward Elgar Handbook on Research on Franchising* (forthcoming: ISBN: 978 1 78536 418 1).
- **Jell-Ojobor M.**, Windsperger J., 2017, The Internationalization of Franchise Networks, In: Hoy et al., *The Edward Elgar Handbook on Research on Franchising* (forthcoming: ISBN: 978 1 78536 418 1).

WORKING PAPERS & PROJECTS

- **Jell-Ojobor M.**, Entrepreneurial Culture, Strategy and Governance of Indigenous Firms in Developing and Emerging Countries (in preparation).
- **Jell-Ojobor M.**, Alon I., The Determinants of Born Global Franchisors (in preparation).
- **Jell-Ojobor M.**, Alon I., Windsperger J., 2017, A Transaction Cost Perspective on Master International Franchising (ongoing submission process).
- **Jell-Ojobor M.**, Strategic CSR, Competitive Advantage and the Performance of Franchise Firms (ongoing submission process).
- Hajdini I., **Jell-Ojobor M.**, Windsperger J., Franchise Equity Entry Modes in International Markets (to be submitted).

CONFERENCE PRESENTATIONS

- **International Society of Franchising (ISoF)**, Robinson College of Business and Georgia State University, Atlanta, 2017, Paper: "Uncertainty and Transaction-Specific Investments and the Franchisor's Choice of Master International Franchising".
- **European International Business Academy (EIBA)**, University for Economics and Business, Vienna, 2016, Paper: "A Transaction Cost Analysis of Master International Franchising".
- **International Society of Franchising (ISoF)**, 2016, Faculty of Economics & Business, University of Groningen, The Netherlands, Paper: "Strategic CSR and Competitive Advantage of Franchise Firms".

- **International Workshop on Franchising & Distribution Networks in Emerging Countries**, 2016, Jean Monnet University, St. Etienne, France, Two Papers: “Determinants of Master International Franchising”; “Franchise Equity Entry Modes in International Markets”.
- **International Workshop on Franchising, Retail & Service Chains**, 2014, Graduate School of Management, University of Rennes 1, France, Paper: “The Governance Structure of the International Franchise Firm: A Case Study Analysis in the Automotive Rental Industry”.
- **Autumn meeting of the Section Sustainability Management of the German Academic Association for Business Research (VHB)**, 2013, University for Economics and Business, Vienna, Austria, Paper: “Public CSR Policies and Responsible Competitiveness”.
- **International Society of Franchising (ISoF)**, 2013, Franchise Management School, Beijing Normal University, Zhuhai, China, Paper: "The Choice of Governance Modes of International Franchise Firms: An Integrative Model".
- **Economics and Management of Networks (EMNet)**, 2011, Frederick University, Limassol, Cyprus, Paper: "The Governance Structure of the International Franchise Firm – An Integrative Approach".
- **European International Business Academy (EIBA)**, 2003, Copenhagen Business School, Denmark, Paper: "Structuring Residual Income and Decision Rights under Internal Governance: Results from the Hungarian Trucking Industry".

PRIVATE SECTOR WORK EXPERIENCE

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| Mar 2010 – Apr 2014 | International Business Development Specialist (part-time employment), VAMED Management & Service GmbH&CoKG, Vienna, Austria |
| Dec 2009 – Mar 2010 | Private Sector Development Consultant , United Nations Industrial Development Organizations (UNIDO), Vienna, Austria |
| Mar 2007 – Jan 2008 | Junior Project Manager for Gabon (Africa), VAMED Management & Service GmbH&CoKG, Vienna, Austria |
| Sep 2006 – Feb 2007 | Junior Project Manager , VAMED Engineering GmbH, Abuja, Nigeria |
| May 2005 – Aug 2006 | Public Relations Officer , GlaxoSmithKline (GSK) Nigeria Ltd., Lagos, Nigeria |
| Oct 2004 – Mar 2005 | Internship with the Office of the Director-General , UNIDO, Vienna, Austria |
| Sept 2003 – Feb 2004 | Audit Trainee (tirocinio formativo), Mazars SPA, Rome, Italy |
| Jan 2003 – Aug 2003 | Sales and Marketing Manager , Kurz & Thoerle Software GmbH & Co KG, Vienna, Austria |

LANGUAGES

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| mother tongues | proficient user | independent user |
| German, Hungarian | English, Italian | French |