



The AMA HigherEd SIG is delighted to announce the 2023 recipient of the Lifetime Achievement Award - Dr. Bodo B. Schlegelmilch.

Congratulations, Dr. Bodo B. Schlegelmilch who is Bualuang ASEAN Chair Professors, Thammasat University and thank you for your contributions over the years! The HigherEd SIG Lifetime Achievement Award honors a marketing scholar who has demonstrated distinct accomplishments and dedication to the area of higher education in the marketing discipline.

Dr. Bodo B. Schlegelmilch is Chair of AMBA [Association of MBAs] and BGA [Business Graduates Association] and heads the Institute for International Marketing Management at WU Vienna. He was Founding Dean of the WU Executive Academy and initiated the Vienna Executive MBA, leading it into the Financial Times Top 50 ranking.

The award will be presented at AMA Summer Educators' Conference in Aug 2023.



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