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MARIN A. MARINOV is Professor in International Business and Management at Aalborg University Denmark. He has held professorial appointments worldwide, including the UK, Germany, Sweden, Denmark, Bulgaria, the USA, Finland, Austria, France, Portugal, China, and Spain. His research comprises internationalization of businesses, multinationals from emerging economies, business policy and strategy. Areas covered are the post-transitional development of economies and firms from Central and Eastern Europe, the impacts of privatization in changing business approaches of firms, latest changes in the role of emerging economies and firms in the world economy, innovative approaches to the development of programs in business education. He has served as adviser to national governments, academic bodies and firms on a huge variety of issues as strategy development, approaches towards privatization, reorganization of business education. He has eighteen books published by the world-renowned publishers. He is book series editor at Palgrave Macmillan Springer and Routledge and has published extensively in referred academic periodicals including European Journal of Marketing, International Marketing Review, and Journal of Marketing Management among many others.