

ASTRID KAINZBAUER, PH.D.

Associate Professor

Research Areas

Management · Intercultural Management · Asian Management · Cultural influence on teaching/learning · Experiential learning · Embodied Cognition

astrid.kai@mahidol.ac.th | Scopus ID: 55753070500

Profile

Dr. Astrid Kainzbauer received her Doctoral Degree in Social and Economic Sciences at Vienna University of Economics and Business Administration, Austria. She specializes in the area of Intercultural Management, Organizational Behavior and Soft Skills Development. She has many years of teaching experience in this field and has been a visiting lecturer at business schools in Western and Eastern Europe, as well as Australia and Asia. Her research interests include intercultural management, intercultural training as well as cultural influence on teaching/learning styles, experiential learning and embodied cognition.

Dr. Kainzbauer also has 30 years of experience in international education. She is Assistant Dean of International Relations at CMMU, and previously held the the position of Vice-Director of International Studies at Vienna University of Economics and Business Administration, Austria.

Publications

Journal Articles

Kainzbauer, A. & Hallinger, P. , (2021) . How does research on sustainable human resource management contribute to corporate sustainability: A document co-citation analysis, 1982–2021. *Sustainability (Switzerland)* , 13 (21) , Article number 11745 . https://doi.org/10.3390/su132111745

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Robalo A., **Kainzbauer, A.**, & Durao I. , (2015) . Portuguese cultural standards from an Austrian perspective. *Global Economics and Management Review* , 20 (2) , 29–37 .

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Conference Papers

Ronnachit Artraksa & **Kainzbauer, A.** , (2026) . Digital transformation for sustainabililty: The role of transformational leadership, change management, and technology acceptance. Conference Paper.

Kainzbauer, A. , (2025) . Cross-Cultural Management: A Bibliiometric Analysis of the Literature. Conference Paper.

Kainzbauer, A. & Davina Vora , (2024) . A Preliminary Bibliometric Review of Cross-Cultural Management, 2019-2022. Conference Paper.

Kainzbauer, A. , (2023) . Body, Mind & Culture - The Role of the Body in Intercultural Research. Conference Paper.

Kainzbauer, A. , (2022) . Embodied Intercultural Explorations. Conference Paper.

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Vora D. & **Kainzbauer, A.** , (2019) . Global Leadership in a Thai Context. Conference Paper.

Kainzbauer, A. , (2017) . "Guanxi" meets "Personalismo" : examining Chinese - Ecuadorian business interactions. Conference Paper.

Kainzbauer, A. , (2015) . Intercultural Encounters Across Continents Cultural Differences China – Ecuador: The Practitioners' Perspective. Conference Paper.

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Book Chapters

Vora D. & **Kainzbauer, A.** , (2021) . Case Study: An expatriate management experience in Thailand . Book Chapter.

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Scopus Author ID: 55753070500

Email: astrid.kai@mahidol.ac.th