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Jürgen Mühlbacher is an associate professor and Deputy of the Institute for Change Management and Management Development at Vienna University of Economics and Business (WU). His research interests are focusing on strategic competence and change communication in emerging markets (especially CEE and SEE). He is the academic advisor of WU for Grenoble Ecole de Management, France and regular visiting professor at the University of Maribor in Kranj, Slovenia. Results of his work have appeared in various journals such as the *Journal of Knowledge Globalization*, *Strategic Change*, the *Journal of Leadership & Organizational Studies* and the *Journal of Management Inquiry*.



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