



Dr. Clemens Bechter

Position: Associate Professor

Country of Origin: Germany

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Academic Affiliation

- 1) International Business, 2) International Public Management, 3) Management of Technology, and 4) Service Marketing & Technology; School of Management

Areas of Expertise (Keywords)

e-marketplaces
 online marketing
 online shops
 wireless applications

Education

1982-1990 University St.Gallen, Switzerland

1984-1989 Dr.oec.

- Dissertation topic: computerized product management in the chemical industry.

1982-1984 Master (Lic.oec) of Economic Science

1981-1982 University of Cologne, Germany Bachelor's degree

1968-1977 Friedrich Gymnasium Freiburg, Germany

Work Experience

2011-today Thammasat Business School, Bangkok Associate Professor

2003-today AIT Vietnam

Euro*MBA, Maastricht

GlobalNxt, Singapore

Adjunct/Visiting Professor

Hotelsensation Inc., New Jersey

CEO & President

1996-2003 Asian Institute of Technology (AIT), Bangkok

Associate Professor

- Seconded by the German Government through Deutsche Gesellschaft für Technische Zusammen-arbeit (now;GIZ) GmbH

1988-1996	Zweckform Büroprodukte GmbH (now: Avery-Dennison-Zweckform Inc.), London
1990-1996	Managing Director UK subsidiary
1988-1990	Sales & Marketing Projects Manager
1984-1988	BASF AG, Ludwigshafen Product Manager.
1979-1981	Sal.Oppenheim jr. & Cie., Cologne Apprenticeship 'Banking'
1977-1979	Army, Idar Oberstein Highest rank: Captain

Present Research Involvements

Public Private Partnership projects with :

ABB, Aventis, Bayer, Investitionsbank Schleswig-Holstein, Merck, Porsche, Siemens, Staedtler, Unilever

Research Interests

Security Issues

i-mode and WAP

VoIP

Publication:

Journal Papers / Conference Papers

Bechter, C., Marktsegmentierung mit Loglinearen Modellen, Quantitatives Marketing I, Thesis, 2.Jg., 1985.

Bechter, C., Glittering sales, Stationery Trade News, vol.9, no.11, Oxford, November 1991.

Bechter, C., Grey is OK, in: Stationery Trade Review, vol. 61, no. 707, London, December 1991.

Bechter, C., Copier VIPs, in: Stationery Trade News, vol. 9, no. 12, Oxford, December 1991.

Bechter, C., Conservation in the Office, in: City PA, vol. 1, no. 3, London, December 1992.

Bechter, C., Novelty items, Serious Money, in: Greetings and Gifts, Witney/Oxon, June/July 1993.

Bechter, C., Getting stuck in to a new craze, in: Independent Retailer, Worcester July 1993.

Bechter, C.: Technische Hochschulen als Dienstleistungseinrichtungen für mittelständische Unternehmen, in: Technische Universität Ilmenau (Hrsg.), Produktion als Dienstleistung, 10. Ilmenauer Wirtschaftsforum, 1997.

Swierczek, F.W., Bechter, C., Negotiation Styles, International Joint Venture Conference, Bangkok, 15-16, June 1998.

Bechter, C., Certified Search Engine Engineer, International Conference: Managing in the Digital Age, HoChiMinhCity, Vietnam, 12-14 Sept 2001.

Siengthai, S., Bechter C., Strategic Human Resource Management and Firm Innovation, in: Research and Practice in Human Resource Management, Vol. 9. Issue 1, pp. 35-57, 2001.

Bechter, C., Location Based Services, First e-Travel Conference Vietnam, HoChiMinhCity, April 2002.

Siengthai, S., Bechter C., The New Economy, eWork and Employment Practices: Preliminary Findings of ASEAN Countries.” Paper presented at the “WWW Conference: The World, the Workplace, and We, the Workers” organized by the Department of Sociology and the Higher Institute of Labour Studies (HIVA) of the Catholic University of Leuven, April 16-17, 2002, Belgium, 17 pp.

Shrestha, P., Swierczek, F.W., Bechter, C., Information Technology, Productivity and Profitability in Asia-Pacific Banks, in: Journal of Global Information Technology Management, June 2002.

Bechter, C., Sharma, A., Wireless Technology – LBS, NCEB2002 Conference, Thammasat, Bangkok, 24/25. October 2002.

Bechter, C., Shaubhagya, J., Wireless Multimedia Applications, Intl, Conference on Human Resources, Globalisation and Innovation, Bangkok, 17-19. December 2002.

Stepping, M., Bechter, C., MPEG-4 in mobile environments, Intl, Conference on Human Resources, Globalisation and Innovation, Bangkok, 17-19. December 2002.

Bechter, C., Esichaikul, V., Personalisation Techniques and Location Based Services, Intl, ITCD 2002 conference, Kathmandu, January 2003.

Shrestha, P., Swierczek, F.W., Bechter, C., Information Technology, Productivity and Profitability in Asia-Pacific Banks, 4th annual Global Information Technology Management World Conference, Calgary, June 8-10, 2003.

Bechter, C., Esichaikul, V., Location Based Mobile Tourism, The European Applied Business Research Conference, Venice, June 9-13, 2003.

Shrestha, P., Swierczek, F.W., Bechter, C., Information Technology, Productivity and Profitability in Asia-Pacific Banks, Journal of Global Information Technology Management (JGITM), August 2003.

Esichaikul, V., Bechter C., Best Practices of Online Hotel Reservation ICMC 2003, Ho Chi Minh City, August 2003.

Siengthai, S., Bechter C., Developing and Nurturing Smart HRD System in the K-Economy. Proceedings of the ASEAN-EC International Conference on the K-Economy: Competitiveness for Survival And Growth, organized by ASEAN-EC Management Center, Brunei, Darussalam, 18 pp, 2003.

Bechter, C., Siengthai S. and Swierczek F., (eds.) Globalization, Innovation, and Human Resource Development for Competitive Advantage. A Proceedings of the Second International Conference by The School of Management, Asian Institute of Technology, at the Imperial Queen's Park Hotel, December 17-19, 2003.

Siengthai, S., Bechter C. (Principal Investigators), Asian EMERGENCE Project, An international study of eWork subcontracted to AIT by the Institute for Employment Studies (IES), Brighton, U.K, 2004.

Siengthai, S., Bechter C. HR Management in Thailand: A strategic transition for firm competitiveness, in: Research and Practice in Human Resource Management, Vol. 13, Issue 1, pp. 18-29, 2005.

Bechter, C., Stepping, M., Opensource e-learning platforms, Intl, Conference on Management Education in the 21st century, HCMC, 7-9 September 2005.

Bechter, C., Esichaikul, V., Personalisation in e-learning, Intl, Conference on Management Education in the 21st century, HCMC, 7-9. September 2005.

Swierczek, F., Bechter, C., Cultural Features of e-learning, IADIS International Conference, Cognition and Exploratory Learning in Digital Age (CELDA 2008) Freiburg, Germany, 13-15 October 2008.

Bechter, C., Esichaikul, V., Kolb's learning style inventory, IADIS International Conference, Cognition and Exploratory Learning in Digital Age (CELDA 2008) Freiburg, Germany, 13-15 October 2008.

Book Chapters:

Bechter, C., Die Zusammenarbeit mit dem Handel in Grossbritannien-Besonderheiten und Chancen, in: Irrgang (Hrsg.), Vertikales Marketing im Wandel, München 1993, pp 173-184.

Bechter, C., Management Buy Out, in: Hopfenbeck: Allgemeine BWL, Moderne Industrie, Landsberg/Lech, 1997, pp 239-256.

Bechter, C., An overall strategy of web service providers, in: Truong Quang, Vietnam Challenges on the path to development, SAV-SOM, 2000, pp. 107-131.

Bechter, C., Nguyen T. G., Online Trademark Registration, in: Truong Quang., Vietnam: Gearing up for Integration, SAV-SOM publishing, August 2001.

Siengthai, S., Bechter C., Chapter 8-Human Resource Management in Thailand, in: HRM in Southeast Asia and the Pacific Rim, Pawan Budhwar (Ed.) London: Routledge, pp 141-172, 2004.

Siengthai, S., Bechter C., Chapter 10-Human Resource Management in Thailand: A Call for Business-Driven Perspectives Development, in: Human Resource Management in Asia, edited by Samir Chatterjee, Alan Nankervis, Cecil Pearson, Curtin University of Technology, Perth, Australia, 2004.

Siengthai, s., Bechter C, Singleton H., Human resource management in Thailand, in: Perspectives of human resource management in the Asia Pacific, edited by Alan Nankervis, Samir Chatterjee, Jane Coffey, Australia, 2006.

Bechter, C., Vietnam Tourism, in: Working in Asia Series: Vietnam, edited by Rowley C., Truong Q., London: Routledge, 2008.

Bechter, C., Kühn K., Massmann O., FDI in Vietnam, in: Working in Asia Series: Vietnam, edited by Rowley C., Truong Q., London: Routledge, 2008.

Bechter, C., Andrews T., Marketing in Thailand, in: Working in Asia Series: Thailand, edited by Andrews T., Siengthai S., London: Routledge, 2008.

Bechter, C., Swierczek N., Brand Thailand, in: Working in Asia Series: Thailand, edited by Andrews T., Siengthai S., London: Routledge, 2008.

Bechter, C., Tourism in Thailand, in: Working Asia Series: Thailand, edited by Andrews T., Siengthai S., London: Routledge, 2008.
