

## EMBA/In-House Executive Training

Based in the United States (New York City), China (Shanghai, Guangzhou) and Europe (Helsinki), Dr Steinbock, a senior Fulbright scholar, consults for multinationals and SMEs, governments, municipalities and international organizations. He serves as regular contributor for leading business newspapers in the US, Europe, China, India, Hong Kong, Vietnam, the Middle East and Africa.

In the US, Dr Steinbock's activities include over 10 books (translations to half a dozen languages), many studies, journal articles, essays, op-ed's and columns worldwide. His most recent publications include "Rise of China and India as Innovators" (The National Interest (2007), whose honorary chairman is Dr Henry Kissinger, and *Competitiveness of Finland's Cluster Leaders* (Helsinki 2006), and *The Mobile Revolution* (London 2005).



**Activities.** Dr Steinbock's primary interest is in strategy and competitiveness, innovation and globalization. His various positions reflect these interests. He is ICT Research Director at the India, China and America Institute (ICA). He is an affiliate of the Institute for Strategy and Competitiveness of Prof Michael E. Porter (Harvard Business School) and conducts cluster courses. He serves as the Faculty Spokesman for the Forum to Advance Mobile Experience (FAME), an initiative by the CMO Council, representing 2,000 leading tech firms. He is also Director of the Mobile Internet initiative at the Columbia Institute for Tele-Information (CITI). He is on the board of *China Communications*, *Competitiveness Journal* (India), *the 1to1 Magazine* Editorial Board (Peppers and Rogers Group). In 2003-2006, he served as Director of the NYC office of the Academy of Finland; in 2001-2003, he was Director of the Center of International Business Research at the Helsinki School of Economics.

**EMBA/In-House Executive Training.** Dr Steinbock has conducted MBA courses and EMBA modules in Stern School for Business (New York University), Columbia Graduate School for Business, Helsinki School of Economics. He has conducted in-house exec training modules in diverse multinationals, including China Netcom, Coca-Cola, Ericsson, Intel, and Nokia. His EMBA/in-house exec training modules comprise three subject categories: Clusters and Globalization, International Business, and Global Mobile Competition.

### 1. Clusters and Globalization

- Half a dozen different modules focusing on different levels of clusters and globalization, including *Firm-Level Strategies*, *Public-Sector Policies*, *Innovative Capacity*, *National Business Environment*, *Urban Competitiveness*, *Place Branding and Public Diplomacy*

### 2. International Business

- Five different modules focusing on *Global Competitiveness*, *Strategic Management*, *Doing Business in US, EU, China, India*, *Strategic Marketing Management*, *Government and Business*

### 3. Global Mobile Competition

- Four different modules focusing on *Global Mobile Competition*, *Mobile Services Worldwide*, *Mobile Handsets: Design and Innovation*, *Nokia and Mobile Industry*

Each includes a comparative focus on the United States, Europe, China and India. Dr Steinbock is also a specialist of Finnish competitiveness and innovation. New modules under development focus on Competitiveness and Real Estate, Marketing Management and New Media.

Dr Steinbock's modules and keynotes have taken place in the US, Europe and Nordic countries, and Asia. The participants have included governments and government representatives, senior policy authorities, senior executives and middle-level managers, diverse business councils and trade associations, leaders of innovation organizations, and academic institutes. For more information, see the following attachments: **Bio**, **Sample of Recent Releases**.