

IEIM2027 Special Session I

Basic Information:

Title	Industrial Management and its international aspects
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Introduction and topics

Markets and the industries serving the markets are global and internationally connected. Manufacturing in low- or middle-cost countries, re-importing of goods and services, as well as global marketing campaigns are standard. Companies must decide based on the resources, capacities and capabilities available to them on how to manage their business. Market attractiveness and availabilities of resources in other countries need to be considered too. However, when working internationally uncertainties increase due to logistical challenges, cultural differences, differing market expectations, technical shifts, taxes and tariffs, political change, and the availability of staff to bring the correct mind-set for working abroad or with people from abroad – to name a few. This session aims to bring together research work from various streams looking at international aspects of industrial management.

Special Session Chair(s):

	Name	Ludwig Martin
	Prefix	Prof. Dr.
	Department	Engineering and Management
	Organization	Pforzheim University
	City/Region	Pforzheim, Germany

Organizer's Brief Biography

Prof. Dr Ludwig Martin is Professor for International Management in Engineering. He studied Civil Engineering, specializing in Construction Management, at the University of Karlsruhe (Germany), and later completed his PhD in Construction Management and Economics at the University of Cape Town (South Africa). Prior to joining the Pforzheim University in 2015 Professor Martin worked in Switzerland and South Africa, both in academia and in industry. He currently serves on various Advisory Boards, including advisory for the Department of Human Settlements (South Africa).

 Photo	Name	Hector Gomez Macfarland
	Prefix	Prof. Dr.
	Department	Marketing & Management
	Organization	Huston Tillotson University
	City/Region	Austin, Texas, USA

Organizer's Brief Biography

Prof. Dr. Héctor Gómez-Macfarland is a tenured Associate Professor of Marketing at Huston-Tillotson University and a lecturer at UT Austin's McCombs School of Business and Pforzheim University, in Germany. He earned his Ph.D. in Business/Marketing from Tulane University. His more than 30 years of teaching and research have focused on marketing strategy, consumer behavior, global management, and, more recently, generative AI. In addition to his international academic experience, he is co-founder and CEO of OHEL Technologies, where he connects academic insight with innovation and real-world business leadership.