

## About the author

Erika Graf is a professor for International Management at the Frankfurt University of Applied Sciences and a sideline professor at the International University (distance learning). She holds a bachelor's degree in Marketing Management from the Mainz University of Applied Sciences in Germany and a master's degree in International Business from the Lubin School of Business at Pace University in New York, United States. Her doctoral degree was awarded from the NIMBAS University (Netherlands) and the University of Bradford (United Kingdom). She has comprehensive professional experience as a marketing manager and sales director at one of the largest food companies in the world and in the international headquarters of a medium-sized family business.

