

International Week for foreign visiting professors
10 – 14 March 2025
Iscte, Lisbon

Professor Prof. Dr. Kai Alexander Saldsieder, M.B.A. (Henley)
University Pforzheim University/ Business School
Country Germany

Brief CV

Dr. Kai Alexander Saldsieder is a Professor of General Management and International Business at Pforzheim University's Business School in Germany. He holds a Ph.D. in Marketing from the University of Hamburg, an M.B.A. from Henley Business School (University of Reading, UK), and a Master's degree in Business Administration from Helmut-Schmidt University (University of the Federal Armed Forces, Hamburg).

His professional background includes leadership roles in U.S. multinational corporations (P&G, MGM, Hasbro) as a Customer Business Development Manager and Sales Director. Additionally, he has extensive experience in the German Mittelstand, having served as an Interim Managing Director, Management Consultant, and Trainer specializing in Strategic Management and International Market Development. His career began with ten years of service in the German Bundeswehr as an Army Officer (Captain, Leopard 2 MBT).

At Pforzheim University, Dr. Saldsieder teaches Strategic Management, International Business, and General Management in international programs. He actively bridges academia and practice by advising SMEs on business development, strategy, and international market expansion.

On-going research topic

Given the geopolitical reorientation of the U.S. away from Europe, there is an increasing need to explore alternative foreign markets beyond the U.S. and China. This shift is critical for the long-term competitiveness of German and other European companies.

In response, Dr. Saldsieder actively bridges academia and practice by translating research insights into actionable business strategies. His teaching and research emphasize **strategic market identification** as a core aspect of international business. Through this applied approach, he supports companies in developing **sustainable and resilient international expansion strategies**.

Relevant publications

International Market Development in Application

(Concept in Development – Ongoing Research and Discussion)

Topic of lecture for the students

International Market Development in Application: Theory, tools, and process

Outline of lecture for the students

Summary

The development and organization of international business activities is currently particularly subject to external influences from the areas of politics, technology and sustainability.

Against this backdrop, companies are faced with the question of how to effectively and efficiently organize targeted international market development beyond existing sales markets.

This course unit is aimed at future managers in international business.

Participants will learn the conceptual planning and organization of their international business.

The course is based on a newly developed framework that combines existing theories and models into a process.

Learning Objectives:

Participants of the course:

- know common models for analyzing internationalization decisions
- know and understand their integration into the IBDM Theory Transfer Framework
- use and discuss the framework in the identification and selection of potential foreign markets in a practical application
- identify and synthesize strategic projects to increase market entry success

Teaching and Learning Approach

Presentation of the learning content utilizing a short introductory lecture. Deepening through problem-based self-learning by using case study work in groups. Presentation and discussion of the findings in plenary.

Course Content

1. Germany: A lost cause?
2. Paths to growth
3. International market development in brief
4. Transfer case study