

Hellmut Schütte

Senior Affiliate Professor of International Management
INSEAD

Asia Business and International Management



Professional Experience

- Professor Dr. Hellmut Schütte is a respected authority on international business and international marketing with a particularly strong focus on Asia where he has been based for over 13 years
- based in Singapore, he has lived and worked in nine different countries, teaching in over forty of them
- his extensive research and teaching experience at INSEAD Business Schools has been primarily concerned with markets and consumers in Asia and more recently with the emergence of China and India. With greater regionalisation of corporate strategies, he has become sought-after as an advisor and commentator on Asia and the kinds of organisational structures multinational firms have embraced to take advantages of the opportunities of Asia markets
- he is a well-known speaker at conferences and business event, and actively involved in executive programmes, board and advisory roles and also consults for Asian and western organisations

Published books / papers - an authority on Asia markets

- his best-selling book, "*Strategies for Asia Pacific*" (Macmillan 1995 -- co-author Philippe Lasserre) was first published in 1995 and its third edition came out in 2006
- "*Marketing Management – an Asian case book*" (Prentice Hall/Pearson 2004 co-authored)
- "*Strategies and Management in Asia Pacific*" in 1999 (McGraw Hill 1999 co-author Philippe Lasserre)
- "*Consumer Behaviour in Asia*" (1998 Macmillan)

Dr. Schütte - Personal information and work experience

- Dr. Schütte is now Senior Affiliate Professor of International Management at ISEAD, based in Singapore
- Dean of INSEAD's new Singapore Campus 2002-2006 with 40 full-time resident professors, 300 MBA students and over 2,500 executive education students a year
- Associate Dean for Executive Education in Asia 1993-2002
- 1992-93 he was a visiting professor at Boston University and visiting scholar at Harvard University
- 1989-90 he was a visiting professor at the University of Tokyo
- joined the INSEAD faculty in 1981
- previously spent 11 years in commercial roles with investment banking
- Professor Schütte studied economics and business administration in Germany and obtained his doctorate from the University of St.Gallen, Switzerland