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Kotabe is chair of international business and marketing, and director of research at the Institute in Global Management Studies at Temple University. Helsen teaches marketing at the Hong Kong University of Science and Technology.

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Kotabe has taught international marketing, global sourcing strategy (R&D, manufacturing, and marketing interfaces) at the undergraduate and MBA levels and theories of international business at the Ph.D. level, among others. He has lectured widely at various business schools in 20 countries around the world.

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