

PERSONAL INFORMATION

Last names: Serrano Oswald

First names: Omar Ramon

Date of birth: 31.05.1979

Children: (two)

Languages:

<https://www.omarserrano.com>

ORCID: orcid.org/0000-0002-7396-7891

Scopus (h-index: 6)

Nationalities: Swiss & Mexican

Charlotte Serrano, born 31.01.2018

Olivia Serrano, born 04.11.2023

Spanish, German (& Swiss-German), English, French, Portuguese, Mandarin, Italian



EMPLOYMENT HISTORY

CURRENT POSITIONS (Supervisors in parenthesis)

Sept/22 –

Professor of Global and Intercultural Management at the [Business School of the University of Applied Sciences, Bern, Switzerland](#)

During my tenure, I have co-developed in collaboration with colleagues' innovative modules like SGM3: Global Supply Chains; and SGM4: Geopolitics and the Green Energy Transition. These modules, created in partnership with Tec de Monterrey and Kenyatta University, focus on contemporary topics like supply-chain disruptions and the link between geopolitics and the green economy. My commitment to high-quality education is evident in the positive feedback received from students and faculty in modules such as BIBM: International Business Management; IMBE: International Management and Business Ethics; and SGM1: Going Global. I have also supervised one master's and four BA-Theses.

In research, I recruited and lead a research group, composed of two PhD. Students and a Postdoc, we are developing a database on [Chinese investors' practices \(CIRUS\)](#), aiming to offer insights for academia, business, and policymakers. I have a SNF project under review on the challenges for firms operating under Corporate Social Responsibility principles when facing China's Social Credit System and have an application in progress for a project on the cooperation between the China-led AIIB and the US-Led World Bank to be submitted to the Swiss Network of International Studies.

I have also been actively involved in the discussions and initiatives to establish the mission, identity, and strategy of the global management group.

Dec/21 –

Principal Investigator in the DFG funded project: ["The Rules of the Road? An Evaluation and Analysis of Chinese Investors' Overseas Direct Investment Practices and their Global Impact"](#)

As principal investigator, I am evaluating the practices of Chinese investors in order to develop a novel theoretical perspective on the role of multinational corporations from Emerging Economies re-shaping global norms. The study will develop an innovative and timely approach to Chinese investments. A first part will employ machine-learning text analysis of newspaper articles to create a new and highly original database (CIRUS, for Chinese investment rules). This publicly available database will support societal interests, facilitate research on Chinese firms and their impact on global economic governance by industry associations, academics, think-tanks, journalists, etc. A second part will test and deepen the proposed theory of how the BICs (specifically China) may be altering global rules through their investors' behaviour in terms of their alignment or lack thereof with best practice. The project also seeks to understand the degree and means by which the Chinese leadership is able to shape the behaviour of these investors.

Feb/20 –

Postdoctoral researcher in the bidt funded project: ["Learning from the "Frontrunner"? A Multidisciplinary Analysis of the Chinese Social Credit System and its Impact on Germany"](#)

As research associate, I have recently completed a study on the impact of the SCS for Bavarian investors in China. This has led to a close collaboration with the Bavarian Industry Association (vbw) by offering Bavarian firms' insights into the challenges of the SCS through a workshop with top-management members of Bavarian companies, a large public event and webinars for the Bavarian manufacturing, metalworking and electrical sector (planned for July 2022). This has allowed bringing the results of my research into practice as well as obtaining feedback directly from actors (firms) directly affected by China's shifting techno-regulatory environment. I have also played an integral part in obtaining the financing for the project as well as managing the multidisciplinary team of economists, computer scientists, sinologists and political scientists, in collaboration with the project leader Prof. Eugenia C. Heldt.

Besides these research activities I have been a member of the School Council (Fakultätsrat) since October 2020, as elected representative for the intermediary corps (Mittelbau). In these positions I have contributed to, amongst other things, to the research strategy of the new School of Social Science and Technology.

PREVIOUS POSITIONS (Supervisors in parenthesis)

Jul/18 – Nov/21

Postdoctoral researcher in the DFG funded project: International Bureaucracies as “Runaway Agents”? How Organizational Structure Affects Agency Slack,” at the Chair of European and Global Governance, Technical University of Munich, **Munich, Germany (Under supervision of Prof. Eugenia C. Heldt)**

Supervision: Directed 3 student research projects, 1 BA and four Master theses related to international organizations, Chinese investments, China's regulatory state and environmental politics

Names of Students (Master): Tamara Nauhardt, Philipp Dewitz, Michael Ziegelmeir, Benjamin Lee Cheng Han

Names of Students (Bachelor): Michelle Simon

Names of Students (practical projects in both Bachelor and Masters): Jamie Amarat Sandhu, Hong Shun Long, Sebastian Schäfer

Teaching: M.A. Seminar “China in Global Governance” (English) (with Julia Esser-Grimm and Benjamin Lee). M.A. Seminar “Global Technology Governance” (English) (with Henry Farrell and Eugenia C. Heldt). M.A. Seminar “Chinese power in the 21st Century: politics and technology” (English). B.A. “Introductory lecture to International Relations” (German) (3 sessions)

Institutional responsibilities: Faculty Member (as Post-Doc representative) and member in 3 separate hiring committees at the TUM School of Governance. Supported the Chair in the co-development of a successful application for a research project on China's Social Credit System (together with computer scientists at TUM and economists at Würzburg)

Oct/17 – Jun/18

Visiting Fellow in Global Transformations at the Hochschule für Politik, TUM, **Munich, Germany (Prof. Eugenia C. Heldt)**

Teaching: M.A. Seminar “Emerging powers and global economic governance” (English), B.A. Seminar “International Organizations” (German), B.A. Seminar “Research Design and Research Methods” (German)

Jun/17 – Feb/18

Research Associate at the China Competence Centre of the University of St. Gallen (CCC at FIM-HSG) Research project on an evaluation of the Sino-Swiss free trade agreement and the Belt and Road Initiative, **St. Gallen, Switzerland (Prof. Tomas Casasi Klett)**

Together with Prof. Tomas CasasiKlett I prepared a successful proposal to the Swiss Foreign Ministry's call for a study on China's Belt and Road Initiative. As research associate at CCC FIM-HSG, we studied the impact of China's Belt and Road Initiative in setting global norms and rules (Casas/Serrano/Zieltener 2018). We presented this study to a joint meeting of the Swiss public administration in Bern. We further collaborated on a study evaluating the Sino-

Swiss FTA agreement, parts of which were presented at the Kantonsrat in St. Gallen (Casas/Serrano 2018). As part of this collaboration, I was also invited to travel to Beijing together with a large delegation from the University of St. Gallen and the Canton, leading to the creation of the Sino-Swiss Competence Centre with the University of International Business and Economics (UIBE, Beijing).

Dec/16 – Sept/18 **Guest Professor** at the Academy of Social Sciences, Hunan University (湖南大学), **Hunan, China**

Sept/14 – Sept/17 **Senior Researcher and Lecturer** at the Global Studies Institute, University of **Geneva, Switzerland (Prof. Sandra Lavenex)**

Teaching: M.A. Research Colloquium, B.A. Seminar (four separate groups ca. 90 students) “China and India in the Global economy: Challenges for global governance” (French), B.A. Lecture (ca. 670 students) “Introduction to Political Science” (French)

Institutional responsibilities: Organization of two large international workshops. Successful acquisition of third-party funding for a project on the AIIB and the NDB for which I was Principal Investigator and funded (and co-directed) a PhD student as a research assistant for one year

Oct/10 – Apr/15 **Senior Researcher and Lecturer** at the International Relations Section of the Political Science Department, University of **Lucerne, Switzerland (Prof. Sandra Lavenex)**

Supervision: Directed 23 Master theses and 6 BA theses in International Relations/ International Political Economy/ Emerging powers

Names of students (Master): Malte Vogt, Maria Ljung, Barbara Schnyder, Patricia Tanner, Gregor Bühlmann, Violeta Zhelyazkova, Isabel Vidal Pons, Rahel Christen, Jasmin Seiler, Maryam Zayat, Tiziana Fuchs, Michael Casagrande, Carmen Marxer, Gülsah Kocak, Maximilian Comtesse, Grégory Arnaud Mathys, Tijana Radic, Jonas Reif, Alexandra Hirsiger, Lukas Fleisch, Alexandra Kohler, Corinne Wild Pineda Moreno, Richie Gabion

Names of students (Bachelor): Maria Isabelle Wieser, Mirjam Umbricht, Annet Sophie Röst, Malte Vogt, Rebecca Bucherer, Samuel Schmid

Teaching: M.A. Seminar “Global Financial Regulation” (English); M.A. Seminar “China and India in the Global Economy” (English); M.A. Seminar “International Political Economy” (English); M.A. Seminar “China in World Politics: Rising Influence, Rising Challenges?” (English); M.A. Seminar “Emerging Powers” (English); B.A. Seminar “Introduction to International Relations” (German); M.A. Seminar “European Union Foreign Policy” (English); Lecture (Vorlesung) “Introduction to Political Science” (German/English); Lecture (Vorlesung) 4 Sessions “International Relations: From Sovereign States to Global Governance” (German)

Institutional responsibilities: Graduate Student Advisor (2010 – 2013), Secretary of the Swiss Political Science Association (2011 – 2014)

Feb/09 – Oct/10 **Research Assistant** in the Project: “Which future for the Swiss-EU bilateral-way?” University of **Geneva, Switzerland (Prof. Pascal Sciarini)**

Institutional responsibilities: co-organized a workshop on EU-Swiss bilateral relations together with the European Union mission in Switzerland

Mar/06 – Jan/09 **Teaching Assistant & Research Assistant**, at the Graduate Institute for International and Development Studies (IHEID) **Geneva, Switzerland (Prof. Cédric Dupont)**

Teaching: B.A. Seminar “Forms of Multilateral Cooperation and Global Governance” (English/French); B.A. Seminar, “The Politics of International Economic Relations” (English and French)

THIRD-PARTY FUNDING

Dec/21 – to date	Principal Investigator DFG funded project: “The Rules of the Road? An Evaluation and Analysis of Chinese Investors’ Overseas Direct Investment Practices and their Global Impact.” The project will map Chinese investors’ practices (e.g., environmental and social rules) from 2005 until the present by creating a new database (named CIRUS for Chinese Investment Rules) and will elucidate these practices by applying quantitative and qualitative methods of analysis. EUR 330’715
Feb/22 – to date	Co-development of successful proposal bidt funded project: “Learning from the ‘frontrunner’? A multidisciplinary analysis of the Chinese Social Credit System and its impact on Germany.” EUR 775’012
Jun/17 – Feb/18	Co-Principal Investigator (with Tomas Casas iKlett) at the China Competence Centre of the University of St. Gallen (CCC at FIM-HSG) on a Research study funded by the Swiss Foreign Ministry (EDA): “China’s Belt and Road Initiative (BRI) as norm-shaper – how can Switzerland contribute to its institutions, norms and values to realize stable and sustainable Eurasian development?”
Nov/15 – Dec/16	Principal Investigator Flash Research Programme at the Swiss Federal Institute of Technology Lausanne (EPFL). Project: “Brazil and the New Development Bank.” The project evaluated comparatively the role of Brazil and China in setting up the New Development Bank and the Asian Infrastructure Investment Bank. CHF 76’188
Apr/14 – Mar/15	Principal Investigator BSJRP at the Swiss Federal Institute of Technology Lausanne (EPFL). Project: “Brazil: rule-maker in the global health & trade nexus?” The project evaluated the role of Brazil in shaping health-related trade rules at the multilateral arena. CHF 23’000
Sept/12 – Sept/15	Co-Principal Investigator with Sandra Lavenex SNIS Research Project “From rule-takers to rule-makers: emerging powers in the regulation of international trade.” The project evaluated initiatives by four emerging countries (Brazil, China, India, and Mexico) towards shaping global rules and global governance. CHF 260’000
May/12 – Aug/16	Co-Principal Investigator with Sandra Lavenex SNF Research Project “Understanding Power Transitions in the Global Economy. Regulatory Politics in Flux.” The project evaluated the interactions between emerging (Brazil/China) and established (EU/US) powers in shaping the global trade regime. CHF 362’000

EDUCATION

2005 – 2011	PhD. in International Relations specializing in Political Science at the Graduate Institute for International and Development Studies (IHEID), Geneva, Switzerland Viva Voce: 07.02.2011 Topic: “The Domestic Sources of European Foreign Policy: Defence and Enlargement” Thesis advisor: Cédric Dupont. Readers: Urs Luterbacher and Frank Schimmelfennig
2004 – 2005	Master of Science (MSc.) in Global Politics at the London School of Economics and Political Science (LSE), London, UK Dissertation submitted: “Two-Level Games, Regional Integration and Referenda Strategy. Austria, Norway, Sweden and Switzerland: a Case Study” Dissertation advisor: Mathias Koenig-Archibugi
1997 – 2003	Lic. International Relations at the Instituto Tecnológico Autónomo de México (ITAM University), Mexico City, Mexico Dissertation submitted: “The Internal Effects of EU Conditionality on Turkey” Dissertation advisor: Stephan Sberro
2008 – to date	Mandarin courses at the University of Geneva, Beijing Language and Culture University (BLCU) & private tutor, Geneva and Beijing, China

RESEARCH FELLOWSHIPS (host in parenthesis)

09/17 – 10/17	Visiting Scholar , Center for BRICS Studies, Fudan University, Shanghai, China (Prof. Jiejun Zhu)
07/14 – 08/14	Visiting Scholar at the Getulio Vargas Foundation, Rio de Janeiro & Sao Paulo, Brazil (Prof. Oliver Stuenkel)
04/14 – 05/14	Visiting Scholar at ITAM University, Mexico City, Mexico (Prof. Rafael Fernandez de Castro)
01/14 – 02/14	Visiting Scholar at the Centre for International Trade and Development (CITD) Jawaharlal Nehru University, New Delhi, India (Prof. Manoj Pant)
06/13 – 10/13	Visiting Scholar at the IU Research Center for Chinese Politics and Business (RCCPB), University of International Business & Economics, Beijing, China (Prof. Scott Kennedy)

MEMBERSHIP IN PANELS BOARDS AND INDIVIDUAL REVIEWING ACTIVITIES

2020	Member for the selection committee of a Professorship as Post-doc representative at the TUM School of Governance
2019	Scientific Evaluation, project for the Swiss National Science Foundation (SNF)
2019	Member of the selection committee as Post-Doc representative for two professorships at the TUM School of Governance
2017	Scientific Evaluation, project for the DFG (German National Science Foundation)
2011 – to date	Reviewer, Regulation & Governance, European Journal of International Relations, European Journal of Political Research, Socio-Economic Review, Global Policy, Journal of Development Studies, Journal of Common Market Studies, Management and Organization Review, Anthem Press, and Palgrave
2008 – to date	Associate Editor, Chinese (Taiwan) Yearbook of International Law and Affairs, Taiwan
2011 – 2014	Secretary of the Swiss Political Science Association
2010	Member of the hiring committee for a professorship as PhD students representative, Graduate Institute Geneva

ACTIVE MEMBERSHIPS OF SCIENTIFIC SOCIETIES

International Studies Association, Swiss Political Science Association

ORGANISATION OF SCIENTIFIC MEETINGS

2016	UNIGE-Fudan Joint Workshop : New Multilateral Lenders, the AIIB and the NDB, University of Geneva; UNIGE-Yonsei Joint Workshop : Emerging and Middle Powers in the Regulation of International Trade, Geneva & Seoul; Brazilian Center for International Relations Joint workshop in Rio de Janeiro (CEBRI): 'What's new for Brazil in the New Development Bank?'
2012 – 2016	Five workshops (3 in Lucerne and 2 in Geneva) related to various projects on Emerging Countries in Global Economic Governance.

MEDIA CONTRIBUTIONS

2015 – 2019 Deutsche Welle, China Global Television Network, Neue Zürcher Zeitung, Radio3FACH, The Chinese Weekly

PRIZES, FELLOWSHIPS

November 2016 Best paper award (second prize) from the China Society of Emerging Economy Studies
For the paper: From rule-takers to rule-makers? (with Sandra Lavenex)