

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: 7)

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)

Aug/24 – **Head** International Office at the [Business School of the University of Applied Sciences, Bern, Switzerland](#)

Sept/22 – **Professor** in Global and Intercultural Management at the [Business School of the University of Applied Sciences, Bern, Switzerland](#)

Oct/25 – Sep/29 **Principal Investigator** (lead) SNF funded project: [Transforming Market Governance in the 21st Century: The Clash of Corporate Social Responsibility and Social Credit Systems](#)

The project examines the dynamic interplay between two value-based systems that govern human interactions in corporate settings: Corporate Social Responsibility (CSR) and China's Social Credit System (SCS). China is the focal point, as foreign firms operating there must comply not only with their home country's CSR obligations but also with the compulsory rules of the SCS. China thus represents the most advanced example of a non-Western emerging economy that has developed a comprehensive corporate governance model rooted in its own cultural and historical context.

The research focuses on the challenges faced by companies from Germany, Sweden, and Switzerland when engaging with Chinese business partners. Particular emphasis is placed on supplier vetting and partner selection practices in line with CSR standards. Through the analysis of corporate documents (such as codes of conduct and sustainability reports) and semi-structured interviews with executives, the project aims to gain deeper insights into how companies manage the tensions between CSR commitments and the demands of China's SCS.

Dec/21 – Nov/24 **Principal Investigator** (lead) 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, leading a research team consisting of two PhDs and a Post-Doc, we evaluated 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 – Jun/23 **Postdoctoral researcher** in the bidt funded project: [“Learning from the “Fronrunner”? A Multidisciplinary Analysis of the Chinese Social Credit System and its Impact on Germany”](#)

As research associate, I 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 (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 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 was a member of the School Council (Fakultätsrat) as elected representative for the intermediary corps (Mittelbau). In these positions I 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 Farell 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).

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 Sciarni)**

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

- Apr/25 – Mar/29 **Principal Investigator** SNF funded project: “Transforming Market Governance in the 21st Century: The Clash of Corporate Social Responsibility and Social Credit Systems.” CHF **392’135**
- Dec/21 – Nov/24 **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 – Jun/23 **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

2023 Scientific Evaluation, project for the DFG (German National Science Foundation)

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)

PUBLICATIONS LIST

Scopus (h-index: 7)

PUBLICATIONS IN PEER-REVIEWED SCIENTIFIC JOURNALS

1. Heldt C. Eugenia, Schmidke Henning and Serrano Omar (in Print) Multilateralism à la Carte: China's Engagement in Global Economic Institutions. *Review of International Political Economy*.
2. Serrano Omar and Eckhardt Jappe (2023) New Champions of Preferential Trade? Two-Level Games in China's and India's Shifting Commercial Strategies. *Review of International Political Economy*. <https://doi.org/10.1080/09692290.2022.2060278>
3. Heldt Eugenia, Mello Patrick, Novoselova Anna and Serrano Omar (2022) When Do International Organizations Engage in Agency Slack? A Qualitative Comparative Analysis of United Nations Institutions. *Global Studies Quarterly*. <https://doi.org/10.1093/isagsq/ksac035>
4. Heldt Eugenia, Mello Patrick, Novoselova Anna and Serrano Omar (2021) Persistence Against the Odds: How Entrepreneurial Agents Helped the UN Joint Inspection Unit to Prevail. *Global Policy*. DOI: <https://doi.org/10.1111/1758-5899.13048>
5. Lavenex Sandra, Serrano Omar and Büthe Tim (2021) Introduction: The Rise of the Regulatory State and Power Transitions. Special Issue Power Transitions and the Rise of the Regulatory State: Global Market Governance in Flux. *Regulation & Governance*. <https://doi.org/10.1111/rego.12400>
6. Serrano Omar and Burri Mira (2020) India, Brazil, and Public Health: Rule-Making Through South-South Diffusion in the Intellectual Property Rights Regime? *Regulation & Governance*. DOI: <https://doi.org/10.1111/rego.12355>
7. Muzaka Valbona and Serrano Omar (2019) Teaming Up? China, India and Brazil and the Issue of Benefit-Sharing from Genetic Resource Use. *New Political Economy*, 1-21. <https://doi.org/10.1080/13563467.2019.1584169>
8. Serrano Omar (2019) The new architects: Brazil, China, and innovation in multilateral development lending. *Public Administration and Development*, 39(4-5), 203-214. <https://doi.org/10.1002/pad.1837>
9. Lavenex Sandra, Krizic Ivo, and Serrano Omar (2017) Introduction: EU and US regulatory power under strain? Emerging countries and the limits of external governance. *European Foreign Affairs Review*, Volume 22(2/1), pp. 1-17. <https://kluwerlawonline.com/journalarticle/European+Foreign+Affairs+Review/22.2/EERR2017017>
10. Krizic Ivo and Serrano Omar (2017) Exporting Intellectual Property Rights to Emerging Countries: EU and US Approaches Compared. *European Foreign Affairs Review*, Volume 22(2/1), 57-75.

<https://kluwerlawonline.com/journalarticle/European+Foreign+Affairs+Review/22.2/EERR2017020>

11. Morin Jean-Frederic, Serrano Omar, Bannerman Sarah and Burri Mira (2017) Rising Economies in the International Patent Regime: From Rule-breakers to Rule-changers and Rule-makers. *New Political Economy*. DOI. <https://doi.org/10.1080/13563467.2017.1349086>
12. Serrano Omar (2016) China and India's insertion in the intellectual property rights regime: sustaining or disrupting the rules? *New Political Economy*, 21(3): 343-364. <https://doi.org/10.1080/13563467.2016.1113950>

PEER REVIEWED BOOKS

13. Serrano Omar (2013) *The Domestic Sources of European Foreign Policy: Defence and Enlargement*. Amsterdam: Amsterdam University Press; Chicago: Chicago University Press in North America.

Published online (2020) by Cambridge University Press

<https://www.cambridge.org/core/books/abs/domestic-sources-of-european-foreign-policy/frontmatter/87C17EB412481B9B97E2C7243AD0C7FA>

PEER REVIEWED CONTRIBUTIONS TO BOOKS

14. Serrano Omar and Mira Burri (2019) TRIPS Implementation in Developing Countries: Likely Scenarios to 2025." *The Shifting Landscape of Global Trade Governance*. Edited by Manfred Elsig, Michael Hahn and Gabriele Spilker. Cambridge: Cambridge University Press: 275-294. <https://doi.org/10.1017/9781108757683.012>
15. Casas iKlett Tomas and Serrano Omar (2018) Free-Trade Agreements as Belt and Road Initiative Steppingstone for Multilateralism: Is the Sino-Swiss FTA the Gold Standard? In: Alon, I., Lattemann, C., and Zhang, W. (Eds.) *China's Belt and Road Initiative: The Changing Rules of Globalization*, Basingstoke: 75-93. https://doi.org/10.1007/978-3-319-75435-2_5
16. Serrano Omar and Mira Burri (2017) Usufruidos das Flexibilidades do Acordo TRIPS: Implementação e Difusão dos Regimes de Licenciamento Compulsório no Brasil e na Índia. In: Zeferino de Menezes, H. (Ed.) *Propriedade Intelectual: Inovação Tecnológica e Saúde*. João Pessoa: Editora da Universidade Federal da Paraíba.
17. Serrano Omar (2015) 促进民主的安全目标: 欧洲外交政策中的'内外'矛盾. Nanjing: Nanjing Press Company.
18. Serrano Omar (2011) Promoting Democracy as a Security Goal. The 'inward-outward' Paradox of the EU's Foreign Policy. In: Brauch, H. G. et al. (Eds.) *Coping with Global Environmental Change, Disasters and Security*. Berlin, Heidelberg: Springer-Verlag. https://link.springer.com/chapter/10.1007%2F978-3-642-17776-7_10

OTHER RESEARCH PUBLICATIONS

19. Serrano Omar, Selmanovic Sandra, Lee Benjamin and Arndt Laura (2022) Technoregulierung in China: bayerische Unternehmen im Sozialkredit-System, *bidt Analysen und Studien*, München: Bayerisches Institut für die Digitale Transformation (bidt).
20. Serrano Omar, Selmanovic Sandra, Lee Benjamin and Arndt Laura (2022) Techno-Regulation in China: How are Bavarian Firms Faring Under the Social Credit System? *bidt Analysen und Studien*, Munich: Bavarian Institute for Digital Transformation (bidt).
21. Casas iKlett Tomas, Serrano Omar, Zieltener Patrick (2018) 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? Research Institute for International Management, Sino-Swiss Competence Center FIM-HSG. Research study prepared for the Eidgenössisches Departement für auswärtige Angelegenheiten EDA, Politische Direktion PD, Abteilung Asien und Pazifik.