



For Immediate Release

Woodbury University Business School Professor Embarks on Study of Competitiveness Within G7 Multinationals

On Eve of G7 Summit in Japan, Dr. Angelo Camillo Examines Impact of Globalization on Successful Corporations – And How Member Nations Are Positioned to Compete



LOS ANGELES (April 28, 2016) – The members of the so-called “G7” -- Canada, France, Germany, Italy, Japan, the U.K and the U.S. -- comprise the world’s major advanced economies, but to what extent do the enterprises based in those nations contribute to economic advancement?

With the 2016 G7 Summit set for late May in Japan, that’s the question that Angelo Camillo, Ph.D., Associate Professor of Strategic Management in [Woodbury University](#)’s School of Business, is tackling in a new, seven-nation research initiative. Dr. Camillo will investigate how firms within the G7 are managed, what their strategies are, and how they create competitive advantage.

“My research will examine the underlying philosophy that makes these countries economically advanced compared to others,” Dr. Camillo said. “My theory is that some of the key success factors of the leading firms in these seven countries have a direct correlation with the G7’s success overall.”

According to Dr. Camillo, “comparative strategic management” remains an important yet understudied field in international management, across disciplines and across nations. “Research shows that there is much more to be discovered within the context of globalization and the global strategic marketplace,” he said. “Unquestionably, strategic managers around the globe face serious challenges and constraints,” particularly in light of the recommendations from the OCED (Organization for Economic Cooperation and Development), which propose how firms across nations, especially multinational enterprises, should conduct themselves -- a major topic of discussion at the 2015 G7 summit in Germany last June.

OECD’s *Guidelines for Multinational Enterprises* provide non-binding principles and standards for responsible business conduct in a global context, consistent with applicable laws and internationally recognized standards. The guidelines aim to promote positive contributions by enterprises to economic, environmental, and social progress worldwide.

“The guidelines add to the complexity of global strategic management and how firms operating in the most industrialized nations compete,” Dr. Camillo said. “Although non-binding, firms may be compelled to show commitment and participation. The decisions are often based on political and economic interconnection with stakeholders and yet they manage to compete globally with firms that may not have to consider the OECD guidelines.

“The goal of my research is to strategically investigate and compare the firms’ distinctive capabilities or weaknesses, especially if they positively contribute to the economy of the nation in which they operate,” he said. The research effort will also examine how a country’s policies may influence international-level strategies that its firms adopt within that nation.

For the duration of the project, Dr. Camillo will maintain a “research work base” in Europe through an affiliation with the University of Molise in Campobasso, near the west coast of South Central Italy, where he has been visiting professor since 2007.

At Woodbury, Dr. Camillo teaches courses in Strategy, Global Enterprise Management, Business Ethics, Organizational Behavior, and special topics in Hospitality Entrepreneurship and Business Development. His research encompasses three streams of interest that reflect his specializations and courses he teaches: Strategic Management (Mainstream), Industry Specific, and Cross-disciplinary. Research topics include Strategic and International Management, Food and Wine Business, Marketing Best Practices, Social Responsibility, and Ethics. He is also Visiting Professor at various institutions in Europe and China, where he teaches Global Entrepreneurship and International Management. His international industry experience as an expatriate executive spans 35 years in 10 countries and four continents.

About Woodbury University

Founded in 1884, Woodbury University is one of the oldest institutions of higher education in Southern California. With campuses in Burbank/Los Angeles and San Diego, the university offers bachelor's degrees from the School of Architecture, School of Business, School of Media, Culture & Design, and College of Transdisciplinarity, along with a Master of Business Administration, Master of Arts in Media for Social Justice, Master of Architecture (MArch), Master of Interior Architecture (MIA), Master of Science in Architecture (MSArch), Master of Leadership, and Master of Arts in Media for Social Justice. The San Diego campus offers Bachelor of Architecture and Master of Architecture, Master of Interior Architecture and Master of Landscape Architecture degrees, as well as an MSArch degree with a concentration in Real Estate Development and Landscape + Urbanism. Woodbury ranks 15th among the nation's "25 Colleges That Add the Most Value," according to *Money Magazine* and is a 2014-2015 College of Distinction. Visit woodbury.edu for more information.

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