

Stefan Tschauko

PhD Candidate (ABD) in International Relations at The Fletcher School
MALD (Intl. Relations), MS (Intl. Mgmt.), *Diplom-Ingenieur FH* (Information Mgmt.)

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CURRICULUM VITAE
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PhD Dissertation

“The role of branding and brand management in influencing the performance of int. organizations”

Committee:

Ian Johnstone, Professor of International Law

Michael Møller, former Director-General of the United Nations in Geneva

Bernard Simonin, Professor of Marketing and International Business (Chair)

Education

MALD / PhD in International Relations, MA in Law and Diplomacy 2017; PhD Candidate since 2017 May 2024 EXPECTED
The Fletcher School of Law and Diplomacy, Tufts University Boston, USA
Sciences Po, Paris School of International Affairs (exchange) Paris, France
Concentration: International Organizations and International Communication

MS, International Management, Double-degree Master's program MS / CEMS MIM 2012-2014
wu, Vienna University of Economics and Business Vienna, Austria
Koç University (exchange) Istanbul, Turkey
Graduated with honors; Ranked among top 5% of students in class

DI (FH), Information Management, *Diplom-Ingenieur (FH)*, 4-yr undergraduate degree 2003-2007
FH JOANNEUM, University of Applied Sciences Graz, Austria
University of Portsmouth (exchange) Portsmouth, UK
Graduated with distinction; Ranked among top 5% of students in class

Teaching Experience: Instructor

Brown Summer School: Branding & Graphic Design PRE-COLLEGE 2024 / 2023

Harvard Summer School: International Relations, Global Governance, and the United Nations 2024 / 2023 / 2022

Tufts University: Design for Non-Designers OSHER LIFELONG LEARNING INSTITUTE 2021 / 2020

Teaching Experience: Teaching Fellow/Assistant

Harvard Extension / Summer School

International Conflict and Cooperation DUSTIN TINGLEY since 2021 (9x)

The Politics of the Environment and Climate Change DUSTIN TINGLEY 2024 / 2023

International Relations and Diplomacy NAIMA GREEN-RILEY 2020

Elliott School of International Affairs, the George Washington University

International Affairs Cornerstone (MA) CHARLES GLASER / NICHOLAS ANDERSON 2023 / 2022 / 2021

The Fletcher School / Tufts University

Actors in Global Governance FLETCHER, IAN JOHNSTONE 2021 / 2017

Introduction to International Relations TUFTS, MICHAEL BECKLEY / MALIK MUFTI 2021 / 2020 / 2019 (4x)

The Practice of u.s. Public Diplomacy FLETCHER, WILLIAM RUGH 2019

Arts of Communication FLETCHER, MIHIR MANKAD 2018

Contribution to Edited Volumes

"Branding Analysis." In *International Organizations and Research Methods: An Introduction*, 2023
edited by Fanny Badache et al. University of Michigan Press, 2023.

Other Scholarly Work

"Brand Management and Application: The United Nations Brand Challenge." **Video Case Study.** 2019
The Fletcher School's Master of Global Business Administration.

"Strategic Communication and Branding in International Organizations: The Case of the United Nations – UN-Internal Perspective on Branding at the UN-Secretariat and the UN-System-Wide Level." **Report of the Master's Thesis research.** The Fletcher School. 2017

"Designing a Social Media Communication Process for International Organizations: The Case of the United Nations." **Master's Thesis.** Vienna University of Economics and Business. 2014

"Qualitätsmanagement mit besonderem Fokus auf die Einsetzbarkeit von Prozessmanagement in Creative Industries" [Quality Management with a Focus on Process Management in Creative Industries]. **Diploma Thesis.** FH JOANNEUM University of Applied Sciences. 2007

Invited External Presentations, Policy Briefs and Advice, and Guest Lectures

Oxford-Sciences Po Network: "Branding and Communications in the UN's Peace and Security Environment," PRESENTATION 2023

Harvard University: "Branding in Int. Organizations: Why?–How?–What? Whither?" PRESENTATION 2022

Brown University: "Diplomacy and Branding at the United Nations," GUEST LECTURE 2020

Harvard Summer School: "The United Nations: A Primer," GUEST LECTURE 2020

United Nations (UN) Geneva: "Branding in the UN System: Five Theses," [Download](#), PRESENTATION 2017

UNHCR, the UN Refugee Agency, Geneva: "Branding in the UN System: Five Theses," PRESENTATION 2017

UN, NYC: "Strategic Communication and Branding in Int. Organizations," PRESENTATION 2016

UN: "Designing a Communication System That Enables Consistent, Immediate, Multilingual and Accurate UN Communication Through Social Media Communication Channels," VIRTUAL PRESENTATION FOR UN SOCIAL MEDIA EXPERTS 2014

UN, NYC: "Designing a Communication System That Enables Consistent, Immediate, Multilingual and Accurate UN Communication Through Social Media Communication Channels," PRESENTATION FOR SENIOR UN COMMUNICATIONS STAFF AT UN HEADQUARTERS 2013

UN, NYC: "Social Media at the UN: Suggestions for Process Mgmt. of Social Media," PRESENTATION 2013

UN, NYC: "Social Media at the UN: Current Status of Social Media Activities," PRESENTATION 2013

Conference Presentations

- "Anatomy of Branding in International Organizations: A Framework for IO Branding Based on a Cross-Case Analysis of UN System Organizations," ISA, SAN FRANCISCO 2024
- "How Does Branding Impact the Performance of International Organizations? The Case of the UN Environment Programme," AUSTRIAN RESEARCH AND INNOVATION TALK, LOS ANGELES 2023
- "How Does Branding Impact the Performance of IOs? An Emerging Relationship between IOs' Branding and Their Capacity to Achieve Their Mission: The Case of UNEP," ISA, MONTREAL 2023
- "How Does Branding and Brand Management Impact the Performance of IOs? An Emerging Framework: The Case of the UN Environment Programme," ACADEMIC COUNCIL OF THE UN SYSTEM, GENEVA 2022
- "Branding and Brand Management in International Organizations: What Constitutes Branding in IOs? An Emerging Framework of Branding Manifestations," ACADEMIC COUNCIL OF THE UN SYSTEM 2021
- "Branding and Brand Management in International Organizations - Manifestations, Influence Factors, and the Role in Influencing Performance: The Case of the UN System," AIB UKI CONFERENCE 2021
- "What Do We Know About Branding and Brand Management in the UN System? Exploring the Literature and Highlighting Avenues for Research," ACADEMIC COUNCIL OF THE UN SYSTEM 2020
- "Brand Design Can Save the Organizations That Were Designed to Save Us," AUSTRIAN RESEARCH AND INNOVATION TALK, WASHINGTON, DC 2018
- "Towards a Better Understanding of the UN," ACADEMIC COUNCIL OF THE UN SYSTEM, ROME 2018
- "Branding the United Nations," [Download](#), AUSTRIAN RESEARCH AND INNOVATION TALK, AUSTIN, TX 2017

Departmental Presentations, Talks, and Guest Lectures

- "Strengthening Multilateralism through Communications," FLETCHER HITACHI CENTER 2022
- "Employing Qualitative Research to Build a Branding Theory," GUEST LECTURE 2021
- "Brand Management and Application: The United Nations Brand Challenge," GUEST LECTURE 2021
- "Branding in Intergovernmental Organizations," FLETCHER PHD RESEARCH FORUM 2018
- "Strategic Communication and Branding in IOs: The Case of the UN," FLETCHER HITACHI CENTER 2018
- "People Make Dreams Become Reality," MACJANNET FOUNDATION ANNUAL MEETING 2018
- "Getting Things Done," [See YouTube](#), TED-STYLE TALK AT TUFTS' FACES OF THE COMMUNITY EVENT 2017

Awards

Fletcher: Dissertation Completion Scholarship	2023
Fletcher: PhD Conference Fund	'24/'23/'22/'20/'18/'17
Fletcher: Dissertation Research Stipend	2023/'22/'21/'20
Fletcher: Hitachi Center Research Grant	2022/'16
Tufts: Graduate Institute for Teaching Stipend (GIFT)	2021
Fletcher: Educational Enrichment Fund	2019/'18/'17
Fletcher: Stipend from the Fletcher Office of Development	2018
Fletcher: Tufts University Graduate Competitiveness Initiative Fellowship	2018/'17
Fletcher: MacJannet Fellowship for two years of the Fletcher MALD program	2016/'15
wu: Merit-based scholarship for the second academic year	2014
FH JOANNEUM: Merit-based scholarship for the second and fourth academic years	2007/'05

Departmental Service and Other Activities

Fletcher: Representative reporting on diversity and inclusion issues to the Board of Advisors	2019
Fletcher: Dean Search Committee Member	2018–2019
Fletcher: Student Council Member	2018–2019
Fletcher: PhD Colloquium Coordinator	2017–2018
Model United Nations in NYC: Chair, Special Session on the MDGs <small>NY-GYLS INTERNATIONAL MUN</small>	2013

Professional Experience

Freelance: Visual Brand Identity Assets Consultant	since 2006
• Creating on-brand letter and presentation templates for MS Word and PowerPoint	
Tufts University: Academic Skills Consultant	Aug 2020–Oct 2021
• Advised undergraduate and graduate students on time management and study strategies	<i>Boston, USA</i>
United Nations (Department of Global Communications): Voluntary Researcher	2016 (June–July)
• Researched brand management in the UN system; provided advice on managing the UN brand	<i>New York, USA</i>
United Nations (Department of Global Communications): Voluntary Researcher	2013 (July–Aug)
• Designed a workflow for consistent, multilingual communication through social media channels	<i>New York, USA</i>
United Nations Alliance of Civilizations: Media and Information Literacy Intern	2013 (Feb–May)
• Conducted social media outreach and coordinated events with partners	<i>New York, USA</i>
Brains (Branding and Graphic Design): Project and IT / Workflow Manager	Oct 2006–Jan 2013
• Managed brand and design projects, and advised clients in the fields of digital and print media	<i>Vienna, Austria</i>
• Designed and implemented quality management-related measures in the fields of project management, knowledge management, corporate communications, and internal IT infrastructure	
• Trained employees and mentored interns and apprentices	

Workshop Design and Facilitation

Scrivener for Scholars: A Philosophy and Software for Your Personal Knowledge Management	ISA	2024
Tools and Methods for Personal Knowledge Management	FLETCHER	since 2020 (9×)
Note-Taking and Research with Scrivener	FLETCHER, HARVARD	since 2020 (12×)
Managing Time in College	TUFTS	2021
Getting Things Done	BRAINDS	2010

Training

Tufts Graduate Institute for Teaching (GIFT)	3-WEEK SEMINAR ON TEACHING PEDAGOGY	2021
Institute for Qualitative and Multi-Method Research (IQMR)	2-WEEK SEMINAR, SYRACUSE UNIVERSITY	2018
Mediation Practicum	4-DAY SEMINAR ON CONFLICT RESOLUTION SKILLS, FLETCHER / MWI	2016
Workshop facilitation and presentation	2-DAY SEMINAR, ANITA RAINER, BAB CONSULTING, VIENNA	2009
Negotiation skills	1.5-DAY SEMINAR, ANITA RAINER, BAB CONSULTING, VIENNA	2008
Project management	4-DAY SEMINAR, DYNACT MANAGEMENT CONSULTING, VIENNA	2008

Media Coverage SELECTION

CEMS, "The Sustainable Development Issue," <i>CEMS Magazine</i> , 2019, Read here.	2019
Jacquelyn Beals, "Should the United Nations Have a Brand-New Brand?" BRIDGES (blog) by the Office of Science and Technology Austria, Oct 17, 2018.	2018
UN Designers and Visual Communicators Group, "UN Branded - First Impressions," Visual Communicators Newsletter, January 2018, Read here.	2018

Professional Affiliations

Academic Council of the United Nations System (ACUNS)	since 2015
International Studies Association (ISA)	since 2022

Skills

Languages

German (native)
English (fluent)
Spanish (intermediate; C1 CEFR, 2012)
French (intermediate; B2 CEFR, 2016)
Italian (basic, high-school level)
Latin (basic, high-school level)

Software

Analysis: MAXQDA (working knowledge)
Design: Adobe Photoshop, InDesign, Illustrator (working knowledge)
Photography: Apple Aperture (advanced)
Knowledge Management: Scrivener (advanced)
Office: Microsoft Office, Apple Keynote (advanced)
Web and Coding: HTML, CSS, Visual Basic, Java (basic)