Finding a supervisor

The supervisor allocation procedure starts when the student finds a potential supervisor by using the department’s thesis supervisor list. Here you can familiarise yourself with available supervisors and their topics. The student contacts ONLY one potential supervisor at a time by e-mail stating:

1. tentative title
2. tentative problem statement
3. tentative research approach (methods/theory)
4. tentative description of data
5. tentative outline
6. tentative list of literature
7. why the proposal is in line with the student’s MSc programme
8. why the supervisor is relevant

When the supervisor and the student have agreed to cooperate, they complete and sign the Master thesis registration form that is available on the web. This form contains information about the student, a working title, a project plan and a registration date. The MSc Programme Coordinator signs the Master thesis registration form on the condition that the proposal is in line with the student’s MSc programme and that the supervisor is relevant. If your attempt to interest at least three advisers has been unsuccessful, contact the MSc Programme Coordinator to assist in pointing you in the right direction.

The signed form and the synopsis are then handed in to the programme secretary (please check list in the appendix). Please remember that the deadlines for registration are 1 January, 1 March, 1 April, 1 June, 1 August and 1 October.

On the following pages you find a list of supervisors and their topics.

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Alice Grønhøj
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Children and teenagers
Consumer behaviour
Consumer socialisation
Environmental issues
Family decision processes
Qualitative methods

Alina Tudoran
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Consumer retention
Economic crises and consumer behaviour
Niche marketing
Online marketing
Word-of-mouth

Ana Luiza de Araújo Burcharth
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Absorptive capacity
Corporate strategy
Interaction between technology and organisations
Open innovation
Qualitative methods
Quantitative (survey) methods
Strategic cooperation

Anders Klitmøller
ankl@asb.dk

International management
Cross-cultural management
Virtual management
Anders Ryom Villadsen
Avilladsen@asb.dk

Leadership
Organisational behaviour
Organisational change
Organisational theory
Quantitative (survey) methods
Organisational design
Public sector organisation
Management

Andrea Carugati
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Enterprise architecture
Innovative business models
IT-driven organisational change
IT strategy
Knowledge management
Surveillance

Anna Holm
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Business models
Electronic HRM (e-HRM)
Employer branding
Staffing
Strategic HRM & D

Anne Bøllingtoft
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Change management
Motivation
Organisational behaviour
Organisational design
Athanasios Krystallis
atkr@asb.dk

Branding
Consumer behaviour
Food and agribusiness marketing
Market research
Organic food
Product development

Birger Boutrup Jensen
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Consumer goods market
Price consciousness
Price promotion
Pricing

Bjarne Rerup Schlichter
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ERP
Outsourcing
Project management
Project management of complex IS/IT projects
Qualitative methods
IT in the health sector
Conflicts (IT)
IT law suits
Management of IT systems
IT organisations
IT procurement

Bjarne Taulo Sørensen
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Consumer attitudes
Consumer behaviour
Market research
Market research methods
Quantitative (survey) methods
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Research Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carsten Bergenholtz</td>
<td><a href="mailto:cabe@asb.dk">cabe@asb.dk</a></td>
<td>Innovation management, Interorganisational networks, Social networks, Theory of science</td>
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<tr>
<td>Charlotte J. Brandt</td>
<td><a href="mailto:chjb@asb.dk">chjb@asb.dk</a></td>
<td>Enterprise architecture, Organisational adoption and implementation of information systems, Project management, Strategic use of information systems, Systems development</td>
</tr>
<tr>
<td>Chris Ellegaard</td>
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<td>Buyer-supplier relationship management, Global sourcing, Outsourcing, Strategic purchasing</td>
</tr>
<tr>
<td>Christian Waldstrøm</td>
<td><a href="mailto:cwa@asb.dk">cwa@asb.dk</a></td>
<td>Not available 2012, Networks, Organisational theory, Social capital, Social network analysis</td>
</tr>
</tbody>
</table>
Elmer Steensen
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Strategic analysis
Strategic development
Strategic management
Strategy

Erik Kloppenborg Madsen
erk@asb.dk
Consumer behaviour
Environmental issues
Market communication
Social responsibility

Frances Jørgensen
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Employee commitment
Employee engagement
Employee motivation
Human resource management and development
Role of HRM&D in facilitating innovation
Work design

Franziska Günzel
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Business models
Entrepreneurship
Innovation
Qualitative methods
New venture creation
Health care delivery
Risk and cost sharing
Geertje Schuitema
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Acceptability of environmental policies
Transport behaviour

Hanne Kragh
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Internationalisation
Interorganisational networks
Management of multinational corporations
Organisation of multinational corporations

Hans Skytte
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Buying behaviour
Constructivism
Inter-company relations
Interorganisational relations in distributor channels
Organisational change
Relationship marketing management
Retail trade
Strategic development
Strategy

Hans Jørn Juhl
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Consumer complaint behaviour
Customer relationship management
Labelling
Market research
Market research methods
Methodological issues
Pricing
Retailing
Strategic market analysis
Helle Søndergaard
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Innovation
Lead user
Market orientation
Organisational learning
Product development
Strategy
User-driven innovation

Henning Madsen

Ingo Kleindienst
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Corporate strategy
Strategic management
Diversification strategy
Internationalization strategy
Top management team
Upper echelon
CEO succession
Mergers and acquisitions

Jacob Orquin
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Consumer behaviour
Online marketing
Economic psychology
Neuromarketing
Neuroeconomics
Jakob Arnoldi
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Business systems theory
Organisational theory
Risk and technology
Technology transfer

Jakob Lauring
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International management
Diversity
Multicultural teams
Expatriates
International HRM
Groups
Culture
Cross-cultural management

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Entrepreneurship
Strategy
New venture creation
Organisational studies
Business model creation
Venture funding and finance
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Innovation
International business
Culture
Growth economies - India and China
Development and Industrial problems in developing countries/ transformation economies
Societal development
Cognicity
The industrial revolution
The global crisis
Economic development

Jessica Aschemann-Witzel
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Consumer choice
Consumer information search behaviour
Food and health
Organic food markets and marketing
Joachim Scholderer

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Buying behaviour
Cause-related marketing
Consumer behaviour
Consumer policy
Corporate communication
Crisis management
Cross-cultural marketing
Food and agribusiness marketing
Innovation
International marketing
Labelling
Market analysis
Market communication
Market research
Market research methods
Marketing
Methodological issues
Organic food
Price consciousness
Pricing
Purchasing
Retailer branding
Social marketing

John Thøgersen

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Cause-related marketing
Consumer behaviour
Consumer complaint behaviour
Consumer policy
Energy saving/conservation
Environmental issues
Environmental marketing
Labelling
Organic food
Recycling
Social marketing
Sustainable consumption
Transport
John Howells
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Patents and copyright and technological innovation
R&D and its management for innovation
Universities and their relations to small high-research intensity companies
The role of science parts in the support of innovation

John Parm Ulhøi

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Healthcare management
Institutional approaches
Leadership
Organisational behaviour
Organisational change
Organisational theory
Public administration
Service management

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Competitor analysis
Consumer behaviour
Food and agribusiness marketing
Innovation
Market research methods
Marketing strategy
Product development
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Deep involvement
Empowerment
Knowledge implementing
Knowledge organisation
Knowledge sharing
Organisational analysis
Organisational change
Organisational development
Team theory and development

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B-t-B
Inter-company relations
Interorganisational relations in distributor channels
IT and interorganisation relations
Qualitative methods
Retailer brand management
Retailer branding
Retail purchasing
Sensemaking

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Entrepreneurship
Innovation management
Integrated solution and service innovation

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Knowledge management
IT business strategy - how to sustain innovative processes
Enterprise 2.0 - social media in an organisational context
Management 2.0
Open leadership
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Consumer attitudes
Consumer behaviour
Consumer complaint behaviour
Food choice
Labelling

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Certification
CSR / SR
Governance
International business
Knowledge transfer
MNC
Norms
Rule-making
Standardisation
Transfer of practices

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Change management
International management assignments
Management in new organisational forms
Middle management involvement in HR
Middle management involvement in strategy

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Global business models
Internationalisation process of the firm
International management
Sustainable business models
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Multi criteria decision support  
Technology acceptance models  
Sourcing decision making  
Sourcing of innovation  
IT valuation and sourcing models

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Enterprise system implementation  
Enterprise systems  
Interplay between technology and organisations  
Managing IT-enabled change  
Organisational analysis  
Outsourcing  
Project management  
Project management of complex IS/IT projects  
Virtual project management

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Entrepreneurship  
Intrapreneurship  
Entrepreneurship education  
Education and learning  
Innovative learning
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Change management
Innovation management
Knowledge management
Inter-organisational innovation
Management of R&D teams
Knowledge exchange
Knowledge creation
Interdisciplinary collaboration
Teams
Grounded Theory method

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Business models
China-related topics
Entrepreneurship
Innovation
Business history
Negotiations
Philosophy of economics
Business model change
New venture creation

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Branding
Brand loyalty
Food marketing
Healthy eating behaviour
Panel data analysis
Povl Erik Rostgaard Andersen
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Project management
Alignment between the business side of a company and IT
Benefit realization through IT
Business process management
IT governance

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Corporate foresight
Strategic analysis
Strategic innovation management
Strategic management
Sustainability management

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Business systems theory
Governance
Innovation
Internationalisation
Knowledge management
Standardisation
Strategising in MNCs
Private equity
Health and safety
BRICS
Work organisation in multinational corporations
Industrial relations
Economic sociology
Work environment
Sarah Robinson
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Organisational change
Organisational learning
Qualitative methods
Organisational culture
Public sector organisation

Simone Müller Loose
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Willingness to pay for food claims
Consumer valuation of sustainable food characteristics
Health marketing claims
Discrete choice modelling
Visual shelf simulations
Revealed versus stated consumer preferences
Eye tracking

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Innovation
Lead user
Methodological issues
Organisational change
Organisational learning
Product development
Qualitative methods
User toolkits

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Entrepreneurship
Qualitative methods
Regional development
Gender
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Branding
Pricing
Retail marketing
Price perception
Point of purchase marketing
Image studies
Retail technologies

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Information systems research
IT-enabled innovation
Business model innovation
IT support for creativity and innovation
Emerging technologies
Process innovation

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Change management
Project management
Social media
Systems development
IT project management
Requirement specification
Implementation (IT)