

Supervisor list Master Thesis 2024-2025

If you have questions regarding this list, please contact Tabita Schmidt: tabita@mgmt.au.dk

Name	E-mail	Topics CM	Language
A-Sung Hong	asung.hong@mgmt.au.dk	Strategic Management Technology and Innovation Patent and Intellectual Property Machine Learning and Big Data AI Industries	English
Adam Gordon	adg@mgmt.au.dk	Industry foresight and future studies Strategic Innovation (incl. B.M. Innovation; Design Thinking) Social Issues Management Anticipatory leadership Strategy-as-practice International Business (incl. Global South) Qualitative research methods	English
Andrea Carugati	andrea@mgmt.au.dk	Digital Innovation Digital transformation Enterprise Architecture Qualitative methods Introduction of AI in organizations	Danish and English
Ann-Kristina Løkke Møller	aklm@mgmt.au.dk	Organisational behaviour Human Resource Management Well-being and attendance behaviour (absenteeism and presenteeism) Leadership Public sector organisations Quantitative and qualitative research methods	Danish and English
Anna B. Holm	annah@mgmt.au.dk	Human Resource Management Digital HRM / e-HRM Artificial Intelligence in HRM Recruitment and Selection Employer Branding Employee Engagement Turnover and Retention Qualitative Research	Danish and English

Name	E-mail	Topics CM	Language
Anne Ellerup Nielsen	aen@mgmt.au.dk	A qualitative approach (content/discourse analysis) to: Corporate communication Corporate branding Stakeholder relation management/communication CSR and sustainability management/communication Corporate volunteering Community engagement	Danish and English
Anne Jensby	aj@mgmt.au.dk	Buyer-supplier relationships Supply chains and sustainability International business Qualitative methods	Danish and English
Anne Odile Peschel	peschel@mgmt.au.dk	Consumer behaviour Marketing Quantitative analysis Sustainability Diversity, equity and inclusion	Danish and English
Anne-Christine Rosfeldt Lorentzen	acrosfeldt@mgmt.au.dk	Digital transformation Digital mindset/digital readiness Leadership Organizational communication/interaction Organization theory	Danish and English
Athanasia Lampraki	a.lampraki@mgmt.au.dk	Innovation management Strategic technology management Strategic management Entrepreneurship Organisational behaviour Employee mobility	English
Bart Verwaeren	bart.verwaeren@mgmt.au.dk	Organisational behaviour Quantitative methods Human Resources Management Individual/team Creativity Innovative work behaviour	English
Birger Boutrup Jensen	bbo@mgmt.au.dk	Pricing strategy and value-based pricing (B2B) Consumer-related pricing issues Online pricing Price promotions Private labels Consumer-to-consumer selling/buying (e.g., DBA, Facebook Marketplace etc.)	Danish and English

Name	E-mail	Topics CM	Language
Camilla Kølsen Petersen	ckp@mgmt.au.dk	Digital innovation and transformation (individual, company and societal levels) Business model innovation Evaluation/benefit management Emerging technology and change management Design processes Topics in the cross section of 'People, technology, and business'	Danish and English
Carsten Bergenholtz	cabe@mgmt.au.dk	Groups and teams Psychological safety Incentives and rewards Experiments Chatbots and Organizational Behavior	Danish and English
Charlotte J. Brandt	chjb@au.dk	Digital transformation Organisational adoption and implementation of information systems Strategic use of information systems Enterprise architecture Project management and portfolio management	Danish and English
Chris Ellegaard	chrel@mgmt.au.dk	Buyer-supplier relationship management Global sourcing Outsourcing Strategic purchasing	Danish and English
Christa Thomsen	ct@mgmt.au.dk	Corporate Social Responsibility and Sustainable Business Leadership and Organisational Communication Cross-Sector Social Partnerships for Social Change (e.g. inclusion, digital health, etc.) Qualitative studies	Danish and English
Claus Thrane	thrane@mgmt.au.dk	Entrepreneurship social and for profit Business models Entrepreneurship learning and education Startups and new venture creation Strategic management Innovation Corporate entrepreneurship Public innovation	Danish and English
Darius-Aurel Frank	df@mgmt.au.dk	Marketing Services marketing Consumer behavior Strategic branding Artificial intelligence Virtual reality	Danish and English

Name	E-mail	Topics CM	Language
Dorthe Døjbak Håkonsson	dod@mgmt.au.dk	Organisational and Management Theory Organisational design Non-hierarchical organising Organisational behaviour Emotions and cognitions	Danish and English
Ekaterina Salnikova	eks@mgmt.au.dk	International Marketing Marketing Communication Branding Consumer Behavior New Product Development Sustainability Marketing Food Marketing Global/Local Consumer Culture	English
Erik Reimer Larsen	erik.larsen@mgmt.au.dk	Strategic management Organisational theory Strategic operations Electricity markets Business Dynamics/Systems thinking	Danish and English
Franziska Günzel-Jensen	frang@mgmt.au.dk	Entrepreneurship: social and for profit Sustainability Digitalisation and New Forms of Work Chatbots and LLMs Business Model Innovation	Danish and English
Hanne Kragh	hak@mgmt.au.dk	Buyer-supplier relationship management Supplier involvement in innovation Knowledge sharing in innovation Business-to-business marketing management Qualitative methods	Danish and English
Heidi Houlberg Salomonsen	hhs@mgmt.au.dk	Leadership Management Organisational change Employee motivation and identification Organisational and management communication Public Sector	Danish and English
Helle Alsted Søndergaard	hals@mgmt.au.dk	Innovation management Open innovation New product development Design thinking User innovation Digital innovation	Danish and English

Name	E-mail	Topics CM	Language
Helle Neergaard	Helle.Neergaard@mgmt.au.dk	Gender and diversity in organisations, leadership, and entrepreneurship Social entrepreneurship Rural entrepreneurship Entrepreneurial learning and entrepreneurship education	Danish and English
Hermes Arthur Hjorth	arthur@mgmt.au.dk	Machine Learning Data Science Large Language Models (ChatGPT, etc.) Agent-Based Modelling Design-Based Research	Danish and English
Jacob Lund Orquin	jalo@mgmt.au.dk	Marketing Psychology Consumer behaviour Nudging Research methods	Danish and English
Jacob Kjær Eskildsen	eskildsen@mgmt.au.dk	Performance measurement and management Human Resource Management Job satisfaction Marketing Research Customer satisfaction Quantitative methods	Danish and English
Jacob Sherson	sherson@mgmt.au.dk	Corporate uses of chatGPT and generative AI AI for strategy, marketing, Business model and process optimization Hybrid intelligence Blockchain, gamification	Danish and English
Jakob Arnoldi	jaar@mgmt.au.dk	Firm strategy in emerging markets International business Firm strategy Corporate governance Chinese business	Danish and English
Jakob Lauring	jala@mgmt.au.dk	International management Expatriates and international HRM Hybrid work Remote and virtual work Teams virtual and face-to-face Organisational behaviour Organisational psychology Diversity management and inclusion	Danish and English

Name	E-mail	Topics CM	Language
Janis Zickfeld	jz@mgmt.au.dk	Corruption/Unethical Behavior Business Ethics Business Analytics Emotions in Organizations Person/Emotion Perception Corporate Social Responsibility (CSR) Consumer Psychology	Danish and English
Jason DiPalma	jdp@mgmt.au.dk	Metaverse Marketing Consumer Behavior Customer relationship management Retail and store management Virtual reality research method	English
Jesper Rosenberg Hansen	jhansen@mgmt.au.dk	Strategy (e.g., Industry analysis, Resource-based view of strategy, Strategy-as-practice, strategy implementation) Organisational behaviour Leadership Organisational change and development Management control Public sector management	Danish and English
Jessica Aschemann-Witzel	jeaw@mgmt.au.dk	Consumer product perception and behaviour Marketing communication to consumers Sustainability in the food sector Plant-based food trend, food waste avoidance action	Danish and English
Jessica Könnecke	jessica.koennecke@mgmt.au.dk	Gender and Entrepreneurship Inclusive Entrepreneurship Entrepreneurial Identity Female Entrepreneurship Diversity, Equity and Inclusion in the Workplace	English
Jim Høeg Lozinski	jim.hoeg@mgmt.au.dk	B2B marketing and sales CRM and inbound marketing Market creation Governance in buyer-supplier relationships Innovation in B2B markets Internationalisation of the supply chain	Danish and English

Name	E-mail	Topics CM	Language
John Parm Ulhøi	jpu@mgmt.au.dk	Strategy and business development Organisational behavior Change management Business model innovation Organisational digitalisation Innovation and entrepreneurship Corporate sustainability and CSR	Danish and English
John Thøgersen	jbt@mgmt.au.dk	Sustainability marketing Sustainable consumption Behavioural economics Product labelling Environmental issues in marketing and consumer behaviour Consumer behaviour	Danish and English
Josephine Ruders	ruders@mgmt.au.dk	Consumer Behaviour/Consumer Psychology Marketing Retail Management Sustainability Quant/Qual/Mixed Methods	English
Karina Skovvang Christensen	kschristensen@mgmt.au.dk	Management and cost accounting Management control systems Organizational behavior and motivation theory Performance management Strategic management and Balanced Scorecard Formula funding of public services	Danish and English
Keld Pedersen	keldp@mgmt.au.dk	IT business value Benefits realisation Open innovation Open data IT project management Information systems analysis and design IT development IT implementation Technology adoption mHealth IT supported behavioral change	Danish and English
Lars Esbjerg	lae@mgmt.au.dk	B2B relationships and networks Marketing channels Market practices Retailer buying Inter-organisational relationships	Danish and English

Name	E-mail	Topics CM	Language
Lars Frederiksen	l.frederiksen@mgmt.au.dk	Innovation Strategy Sustainability Entrepreneurship and business development Digital transformation and AI innovation Platforms, communities and networks	Danish and English
Lars Kristian Hansen	lkh@mgmt.au.dk	Strategic Use of Information Systems The Value of Information Systems The Value of AI Project and Portfolio Management Making an impact in practice Design Science Research	Danish and English
Lea Frida Christensen	leacs@mgmt.au.dk	Management accounting Product costing Innovation Budgeting Knowledge within the wind industry Management control systems	Danish and English
Liisa Lähteenmäki	liisal@mgmt.au.dk	Consumer behaviour Consumer insight and co-creation in innovation Responsible marketing (health, sustainability, social aspects) Food marketing and labelling Sensory marketing	Projects in Eng/DA (supervision in Eng)
Lina Jacobsen	linaj@mgmt.au.dk	Marketing and consumer behaviour Influencer marketing Social marketing Service marketing and retailing Consumer driven innovation	Danish and English (online supervision)
Liping Hu	liping@mgmt.au.dk	Organizations and Corporate Strategies ESG and environmental management Public Management Policy and Institutions Emerging market context	English
Lise Tordrup	lith@mgmt.au.dk	Agile methods Organisational agility Systems development (agile vs traditional) IT-project management IT-implementation/adoption	Danish and English

Name	E-mail	Topics CM	Language
Madeline Isabel Morgenthal	mm@mgmt.au.dk	Marketing Communications Social Media Marketing Influencer Marketing Marketing and Consumer Behavior	English
Mai Skjøtt Linneberg	mssl@mgmt.au.dk	CSR and Sustainability in business International business The multinational enterprise Knowledge Management Organisational Behaviour Standards and Certification Paradox in Organisations Institutional theory	Danish and English
Marco Hubert	mah@mgmt.au.dk	E- and M-commerce Digital Marketing Smart technology/Internet-of-Things Digital Touchpoints/Social Media Marketing management Customer relationship management Consumer behaviour	English
Maria Dahl Andersen	mda@mgmt.au.dk	Human Resource Management Recruitment Diversity, Equity, and Inclusion Sustainability and ESG Strategy and Leadership Tensions, Paradoxes, and Paradox Theory Corporate Communication Qualitative Research Methods Ethnography and field studies	Danish and English
Marija Banovic	maba@mgmt.au.dk	Consumer Behaviour Food Marketing Consumer Psychology Sustainable consumption Food Choices and Food-Related Behaviour Decision-making and emotions Product perception and attitude New product development Research methods	English

Name	E-mail	Topics CM	Language
Markus Brunner	mab@mgmt.au.dk	Management Accounting/Cost Accounting Management Control Systems Performance evaluation Incentive systems Budgeting Transfer Pricing	English
Masoumeh Hosseinpour	mh@mgmt.au.dk	Retail Management Marketing Multi-channel marketing and retailing Atmospheric cues Consumer health related behaviour Consumer's engagement with technology	English
Michael Elkjær	mijens@mgmt.au.dk	Valuation Business development Business models Project management in supply chain Management accounting Micro Economics	Danish and English
Michela Beretta	micbe@mgmt.au.dk	New product development Innovation management/Creativity Digital transformation Agile methods and agile transformation Crowdsourcing/Ideation platforms Organizational behavior and change Qualitative and Quantitative Methods	Projects in Eng/DA (supervision in Eng)
Michelle Ølgaard Nielsen	moen@mgmt.au.dk	Consumer psychology / consumer behavior / consumer well-being Marketing Management Social media marketing Quantitative methods and Mixed methods Branding and communication Service marketing Tourism and hospitality	Danish and English
Mona Toft Madsen	mtm@mgmt.au.dk	Organisational Change Organisational Culture Management roles and identities Leadership Managerial Discourses Process Consultation	Danish and English
Morten Jakobsen	mja@mgmt.au.dk	Cost management Management accounting Performance measurement Management control systems	Danish and English

Name	E-mail	Topics CM	Language
Nicole Siebold	Nicole.siebold@mgmt.au.dk	Entrepreneurship Social and sustainable entrepreneurship Digital entrepreneurship Start-ups and business development Innovation management Breakthrough technologies Business ethics Organizational wrongdoing Methods: Qualitative research designs	English
Oana Vuculescu	ooanav@mgmt.au.dk	Strategy Innovation management Organisation behaviour Open innovation Crowdsourcing/Ideation platforms/Innovation contests Citizen science Breakthrough technologies Block chain technologies/and applications Digital transformation AI, ML (i.e. business transformation, business models, applications) Big data Methods: quantitative, qualitative, simulations (ABM, Monte Carlo, NK) Chatbots	English
Panagiotis Mitkidis	pm@mgmt.au.dk	Business Psychology Behavioral Economics Business Ethics Experimental Design Economic Psychology	English
Patrycja Julia Rogozińska	pjr@mgmt.au.dk	Business Analytics Quantitative Research Methods Machine Learning Experiments AI Innovations Introduction of AI in organizations.	English

Name	E-mail	Topics CM	Language
Pernille Smith	Pernille.smith@mgt.au.dk	Organizing for innovation Managing knowledge transfer Open innovation Interdisciplinary collaboration Team dynamics (incl. self-managing teams) Leadership (incl. shared leadership) Social identity theory and Identity theory Organizational change Organizational behavior Managing organizational paradoxes Human-AI interaction in the workplace Digital transformation Qualitative methods	Danish and English
Peter Kesting	petk@mgt.au.dk	Negotiation (first offer; ethics; retail negotiations; value claiming; sustainability and others) Routine, persistence and inertia of organizations Philosophy of science	English
Polymeros Chrysochou	polyc@mgt.au.dk	Brand management Technology acceptance Food choice and consumption Packaging design Crypto and blockchain Survey and online experiments	English
Rahul Anand	ranand@mgt.au.dk	Corporate Strategy Gender Diversity Strategic Management Women on boards Sustainability Climate Change Divestments Mergers and Acquisitions Business groups in emerging markets Family Business Strategy CSR Non-market Strategy Political connections in business	English
Rikke Nyland Pedersen	rnc@mgt.au.dk	Consumer Behaviour Big Data Analytics/Machine Learning Business Intelligence Data-driven Decision Processes Intelligence Augmentation/AI Technology use/adoption Social media data/Social networks	Danish and English

Name	E-mail	Topics CM	Language
Sascha Steinmann	sst@mgt.au.dk	Retail Management Multi Channel Marketing and Retailing E- and M-Commerce, and Mobile Services Digitalisation Consumer Behaviour/Consumer Psychology Branding Social Media Marketing Research	English
Sebastian Oelrich	so@mgt.au.dk	Management accounting/cost accounting Management control systems Organizational wrongdoing Business ethics Diversity (DEIB) in accounting and auditing Quantitative and qualitative research methods	English
Signe Hedeboe Frederiksen	signehf@mgt.au.dk	Entrepreneurship Start-ups and new venture creation Entrepreneurial learning and education Identity Culture Organisational behaviour Qualitative methods	Danish and English
Sonja Perkovic	sp@mgt.au.dk	Cognitive Psychology Consumer Behavior Behavioral Economics Risk perception & communication Nudging Marketing Sustainability	Danish and English
Susan Hilbolling	susan@mgt.au.dk	Innovation management/strategy Open/collaborative innovation Digital innovation/transformation Platform ecosystems Design thinking Qualitative methods	English
Susanne Pedersen	suspe@mgt.au.dk	Social Media Marketing Consumer behaviour Consumer psychology Marketing communication Children, adolescents, families Sustainability Health Qualitative and quantitative methods	Danish and English

Name	E-mail	Topics CM	Language
Søren Erik Nielsen	sen@mgmt.au.dk	IT-project management General project management Change management IT-implementation Systems development (SCRUM and agile processes versus models based on water-fall thinking) Requirement specification	Danish and English
Thomas Fisker Tolbod	thto@mgmt.au.dk	Management Accounting Management Control Cost Accounting Budgeting Strategic management accounting Performance management	Danish and English
Thomas Kristensen	thbk@mgmt.au.dk	Management Accounting Cost Accounting Lean Budgeting Strategic management accounting Quantitative and Qualitative Psychology and Accounting	Danish and English
Tino Bech-Larsen	tib@mgmt.au.dk	Marketing Ethics Marketing and sustainability Branding and identity Consumer behaviour The service logic of marketing Health and fitness marketing Commercial marketing BtBtC Cross-cultural marketing Integrated market communication	Danish and English
Tünde Cserpes	tunde.cserpes@mgmt.au.dk	Business Strategy and Scaling Strategies Team Dynamics Innovation Business Finance and Venture Capital Inclusive Entrepreneurship: Gender and Diversity Sustainability in Business Digital Age Organizational Dynamics	English

Name	E-mail	Topics CM	Language
Winni Johansen	wj@mgmt.au.dk	Crisis management and crisis communication Social media and crisis communication Change management and change communication Corporate Branding and reputation management Communication/management consulting Employee communication and internal social media	Danish and English
Yulia Muratova	yulia.muratova@mgmt.au.dk	Internationalization strategy of firms (location choice, entry mode, partner selection, marketing strategy) Internationalization of startups and SMEs Issues in joint ventures and buyer-supplier relationships M&As and divestments Sustainability and corporate wrongdoing/scandals International business Doing business in non-Western countries, with particular focus on Central and Eastern Europe, Southeast Asia and Latin America Global stakeholder management Business-government relationships Geopolitics	English