

Supervisor list from Department of Management 2022-2023

Bachelor's project

BSc in Economics and Business Administration

If you have questions regarding this list, please contact Kristine Lysgaard Lys@mgmt.au.dk
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Name	E-mail	Topics HA/BScB	Language
Adam Gordon	adg@mgmt.au.dk	Strategy Strategic leadership Industry foresight Innovation International Business (incl. Global South) Qualitative research methods	English
A-Sung Hong	asung.hong@mgmt.au.dk	Innovation Strategic Management Business in East Asia and U.S. Financial Markets and Investing Patent and Intellectual Property Big Data	English
Alice Grønhøj	alg@mgmt.au.dk	Marketing Branding Marketing communication Market segmentation Consumer behaviour Sustainability marketing	Danish and English
Anna B. Holm	annah@mgmt.au.dk	Human Resource Management Business models and business model innovation Recruitment, selection and retention of employees Employer branding Platform and gig work News media and media management	Danish and English
Annamária Georgieva	anku@mgmt.au.dk	International management Human resource management Diversity management Globally mobile individuals Leading and motivating employees Multicultural and virtual teams	English
Anne Bøllingtoft	anne@mgmt.au.dk	Organisational behaviour Leadership Change management	Danish and English

Name	E-mail	Topics HA/BScB	Language
Anne-Christine Rosfeldt Lorentzen	acrosfeldt@mgmt.au.dk	Ledelse Organisationskultur Motivation Digital transformation Forandringsledelse Ledelseskommunikation Strategi Marketing Markedskommunikation	Danish and English
Anne Jensby	aj@mgmt.au.dk	Qualitative methods Organisational behaviour Firm strategy International business Sustainability Project management	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
Antonios Tiganis	atiganis@mgmt.au.dk	Consumer behaviour Political ideology Sustainable consumption Behavioural economics Customer satisfaction Food preferences Local food consumption	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

Name	E-mail	Topics HA/BScB	Language
Birte Asmuß	asmuss@mgmt.au.dk	Organisational and strategic communication Human Resource Management Qualitative Methods	Danish and English
Brandi S. Morris	bsm@mgmt.au.dk	Risk communication The neurophysiology of engagement and emotion states Marketing and Environmental psychology Behavioural economics/Judgement and Decision Making Story The biased assimilation of information/motivated cognition	Danish and English
Camilla Kølsen Petersen	ckp@mgmt.au.dk	Project management Systems engineering Business development IT-enabled change Technological innovation Design processes User-studies	Danish and English
Caroline Kjær Børsting	ckb@mgmt.au.dk	Consumer psychology Neuromarketing Behavioral economics Moral psychology and business ethics AI, machine learning and text mining Quantitative research methods	Danish and English
Carsten Bergenholtz	cabe@mgmt.au.dk	Groups and teams Psychological safety Incentives and rewards Experiments	Danish and English
Chengjiao Li	cjl@mgmt.au.dk	Media impact on corporate performance International mergers and acquisitions Quantitative methods Machine learning (SVM, ANN, etc.) Text mining and text analysis	English
Claus Thrane	thrane@mgmt.au.dk	Entrepreneurship Iværksætter Strategisk ledelse	Danish and English

Name	E-mail	Topics HA/BScB	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
Erik Reimer Larsen	erik.larsen@mgmt.au.dk	Strategy Organisation Electricity and energy markets	Danish and English
Franziska Günzel- Jensen	frang@mgmt.au.dk	Entrepreneurship: social and for profit Startups and New Venture Creation Sustainability Business Model Innovation Digitalisation and New Forms of Work Collaboration	Danish and English
George Tsalis	tsalis@mgmt.au.dk	Consumer behaviour Marketing Consumer price involvement Quantitative methods Sustainability and food waste Sustainability marketing	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 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

Name	E-mail	Topics HA/BScB	Language
Hermes Arthur Hjorth	arthur@mgmt.au.dk	Agent-Based Modelling in organisational or social sciences research Natural Language Processing in business, organisations and society Digital Education and Learning Design Learning Assessment Social Networks Analysis	Danish and English
Irene Pollach	ip@mgmt.au.dk	Marketing communication CSR and sustainability Social media	Danish and English
Jacob Lund Orquin	jalo@mgmt.au.dk	Marketing Psychology Consumer behaviour Nudging Research methods	Danish and English
Jacob Sherson	sherson@mgmt.au.dk	Corporate AI and hybrid intelligence Blockchain solutions Gamification, simulations and data science eHRM, AI and 21st century skills	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
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
Jakob Lauring	jala@mgmt.au.dk	International management Expatriates and international HRM Teams virtual and face-to-face Organisational behaviour Organisational psychology Diversity management	Danish and English

Name	E-mail	Topics HA/BScB	Language
Jerry M Guo	jmguo@mgmt.au.dk	Organisational learning Organisational adaptation and change Groups and teams Processes, procedures, and organisational routines Hiring and personnel mobility Knowledge and knowledge management	English
Jesper Rosenberg Hansen	jhansen@mgmt.au.dk	Strategi Ledelse og motivation Forandringsledelse Offentlige organisationer	Danish and English
Jessica Aschemann-Witzel	jeaw@mgmt.au.dk	Marketing Consumer behaviour Marketing communication Consumer product perception Market segmentation Sustainability marketing Sustainability strategy Plant-based food trend Food waste	Danish and English
Jim Høeg Lozinski	jim.hoeg@mgmt.au.dk	Ecosystems and platform development Inbound marketing and CRM Influencer marketing B2B sales management Internationalisation of the supply chain Innovation in B2B markets	Danish and English
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

Name	E-mail	Topics HA/BScB	Language
Jorge Rincon	jorge@mgmt.au.dk	Consumer psychology Judgement and Decision-Making Nudging Quantitative methods Qualitative methods	English
Karen Brunsø	kab@mgmt.au.dk	Forbrugeradfærd Marketing Markedskommunikation Branding International markedsføring Food marketing	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	Danish and English
Klaus Grunert	klg@mgmt.au.dk	Competitor analysis Consumer behaviour Innovation Food and agribusiness marketing Market research methods Marketing strategy Product development	Danish and English
Lars Frederiksen	l.frederiksen@mgmt.au.dk	Business Development Innovation Innovation Entrepreneurship Digital transformation Social networks Platforms and communities	Danish and English
Lars Kristian Hansen	ikh@mgmt.au.dk	Project management Project Portfolio management Agile projects Change management Robotics	Danish and English

Name	E-mail	Topics HA/BScB	Language
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)
Lise Tordrup	lith@mgmt.au.dk	Agile methods Organisational agility Systems development (agile vs traditional) IT-project management IT-implementation/adoption	Danish and English
Mai Skjøtt Linneberg	msl@mgmt.au.dk	Organisational sustainability CSR Sustainability practices Emotions in organisations International business and the multinational corporation Knowledge management Organisational change	Danish and English
Maja Ejning	majej@mgmt.au.dk	Corporate communication Crisis management and crisis communication Stakeholder management Organisational behaviour Critical management studies	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
Margit Malmlose	mmalmlose@mgmt.au.dk	Management Accounting Public sector Budgeting Costing Performance measures Company valuation	Danish and English
Maria Carolina Ferrales Lopez	c.ferrales@mgmt.au.dk	Consumer research Consumer behaviour Food consumption Attitudes Cultural and social values in consumer research Cross-border trade (food products)	English

Name	E-mail	Topics HA/BScB	Language
Marie Freia Wunderlich	mawun@mgmt.au.dk	Well-being at work (e.g., happiness, stress) Trends at work and in the workplace Human Resource Management practices (e.g., recruitment, training and development,..) Strategic Human Resource Management Leadership Qualitative and quantitative research methods	English
Marija Banovic	maba@mgmt.au.dk	Consumer Behaviour Food Marketing Decision-making and emotions Product perception and attitude New product development Food Choices and Food-Related Behaviour Sustainable consumption, meat alternatives and plant-based food trend Economic Psychology Marketing research methods	English
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	Consumer health related behaviour Consumer's engagement with technology Multi-channel marketing and retailing Atmospheric cues	English
Mathilde Tønning Tønnesen	mtt@mgmt.au.dk	Organisational behaviour and culture Social psychology and cultural evolution Human evolution and cooperative behaviours Leader psychology Consumer behaviour Moral psychology Judgement and Decision-making	Danish and English
Merle Frederike Rautenberg	merle.rautenberg@mgmt.au.dk	Business Communication/Corporate Communication CSR/sustainability management CSR communication Stakeholder management/communication Industry experience in: communication/marketing, sustainability/CSR	English

Name	E-mail	Topics HA/BScB	Language
Mette Jakobsen	mjakobsen@mgmt.au.dk	Quantitative survey based analysis Organisational behaviour Job attitudes (e.g., job satisfaction and commitment) Public management and public sector organisations Customer satisfaction	Danish and English
Michael Elkjær	mijens@mgmt.au.dk	Værdiansættelse af virksomhed Forretningsudvikling/forretningsmodeller Projektledelse i supply chain Økonomistyring Mikroøkonomi	Danish and English
Michela Beretta	micbe@mgmt.au.dk	Innovation Organisational behaviour New product development Digital transformation/Digital innovation Idea management /crowdsourcing	Projects in Eng/DA - (supervision in Eng)
Mirja Hubert	mirja.hubert@mgmt.au.dk	Consumer Behaviour Consumer Neuroscience/Neuro Marketing Digital Marketing Social Media Marketing Influencer Marketing Digitalisation and Business Transformation Technostress Computational Thinking/Digital Competences	English
Mona Toft Madsen	mtm@mgmt.au.dk	Forandringsledelse Værdibaseret ledelse Empowerment Mellemliderroller Organisationskultur Organisationsadfærd Motivation Grupper og teams	Danish and English
Morena Rivato	mor@mgmt.au.dk	Quantitative research methods Organisational Behaviour in online settings Operations Management Marketing Management	English (mostly online)
Morten Jakobsen	mja@mgmt.au.dk	Cost management Management accounting Performance measurement Management control systems	Danish and English

Name	E-mail	Topics HA/BScB	Language
Nicole Siebold	Nicole.siebold@mgmt.au.dk	Social entrepreneurship Sustainable entrepreneurship Social venture growth Social impact Business models, social business models, and business model innovation	English
Niels Hansen	nh@mgmt.au.dk	Forhandling og konflikthåndtering Organisational behaviour Strategi og strategiimplementering Økonomistyring Activity Based Costing Balanced Scorecard Kunderelationer	Danish and English
Oana Vuculescu	oanav@mgmt.au.dk	Innovation management Chatbots Gamification Organisational behaviour Behavioural economics Artificial intelligence Cooperation and Productivity	English
Panagiotis Mitkidis	pm@mgmt.au.dk	Business Psychology Behavioural Economics and Decision Making Organisational Behaviour and Culture Moral Psychology and Business Ethics Environmental and Health Psychology Experimental Design (Lab-Field)	English
Per Svejvig	psve@mgmt.au.dk	Projekt-, program- og porteføljeledelse Agil og lean projektledelse Ledelse af megaprojekter Ledelse, brug og implementering af virksomhedssystemer/standardssystemer Anskaffelse og (out)sourcing af virksomhedssystemer/standardssystemer	Danish and English

Name	E-mail	Topics HA/BScB	Language
Pernille Smith	Pernille.smith@mgmt.au.dk	Digital transformation Innovation management Knowledge management Knowledge transfer Open innovation Interdisciplinary collaboration Teams Leadership Identity Change management Organisational behaviour Qualitative methods Self-managed Teams	Danish and English
Polymeros Chrysochou	polyc@mgmt.au.dk	Branding Marketing communications Responsible consumption Food marketing Blockchain and marketing	English
Povl Erik Rostgaard Andersen	ros@mgmt.au.dk	Digital transformation Project Management Benefit Realisation Management Service Management Business and IT-Strategi Business Process Management E-commerce	Danish and English
Rahul Anand	ranand@mgmt.au.dk	Corporate Strategy Divestments Corporate Governance in Emerging Economies Gender diversity in Boards Family Business Strategy International Business Emerging markets	English
Sarah Maria Lysdal Krøtel	smlk@mgmt.au.dk	Organisation theory Organisational change Organisational behaviour Quantitative methods Management Public management Human resource management	Danish and English

Name	E-mail	Topics HA/BScB	Language
Sarah Sørensen	sarah.soerensen@mgmt.au.dk	Buyer-supplier relationships Inter-firm governance Strategic alliances and joint ventures Strategic Management Boards in start-ups	English
Sascha Steinmann	sst@mgmt.au.dk	Multi-channel Marketing and Retailing E- og M-Commerce, and Mobile Services Digitalisation Consumer behaviour/Consumer Psychology Branding Social Media	English
Signe Hedeboe Frederiksen	signehf@mgmt.au.dk	Entrepreneurship Organisational behaviour Identity Gender Culture Qualitative methods	Danish and English
Simon Røhl Kriegbaum	au252645@mgmt.au.dk	Forretningsudvikling, hvor IT spiller en bærende rolle Digitalisering, med fokus på den private sektor Tech vs. Business, spændingsfeltet mellem 2 forskellige paradigmer IT Governance, ledelsesstruktur, rammer, modenhed m.m. IT/Informationssikkerhed, fx GDPR	Danish and English
Sonja Perkovic	sp@mgmt.au.dk	Consumer Behavior Behavioral Economics Judgment and Decision Making Nudging Marketing Sustainability Food Choice	Danish and English
Sophie Esmann Andersen	sea@mgmt.au.dk	Branding Experience economy Marketing communication Social media Social marketing Qualitative methods	Danish and English

Name	E-mail	Topics HA/BScB	Language
Søren Erik Nielsen	sen@mgmt.au.dk	Anskaffelse og implementering af IT-løsninger Generel projektledelse, IT-projekter Systemudviklingsmetoder og -modeller (SCRUM og agile processer versus mere plandrevne modeller) ERP-systemer Databasemodellering og datadesign	Danish and English
Stefan Schaper	stefan.schaper@mgmt.au.dk	Management Control Systems and PMS Sustainability, ESG and Modern Slavery Statements Business Models and Risk Management Cost Accounting and ABC Non-financial disclosure and KPIs Valuation	English
Susanne Pedersen	suspe@mgmt.au.dk	Social media marketing Consumer behaviour Marketing communication Sustainability Health Young Consumers Mixed methods	Danish and English
Thomas Kristensen	thbk@mgmt.au.dk	Management Accounting Cost Accounting Lean Budgeting Strategic management accounting Quantitative and Qualitative Psychology and Accounting Valuation of firms	Danish and English
Ting Huang	hting@mgmt.au.dk	Diversity, discrimination, and inclusion Human Resource Management Leadership Groups and teams Government-firm interactions Quantitative and Qualitative	English
Tino Bech-Larsen	tib@mgmt.au.dk	Marketing processes and business models Consumer behaviour Social media marketing Marketing Communication Social Marketing	Danish and English
Tram Pham	dttp@mgmt.au.dk	Online product reviews The design of online review system Online consumer behaviour Digital marketing	English

Name	E-mail	Topics HA/BScB	Language
Tünde Cserpes	tunde.cserpes@mgmt.au.dk	Startup founders, teams, and employees New venture financing and scaling Performance and innovation New ways of working: organisations in the digital age Social and diversity issues in business: gender, minorities, and ethnic groups Ecosystems and networks	English
Winni Johansen	wj@mgmt.au.dk	Crisis management and crisis communication Change communication Corporate branding and corporate communication Management and communication consulting Environmental communication Reputation management and social media	Danish and English
Yulia Muratova	yulia.muratova@mgmt.au.dk	Internationalisation strategy of the firm (location choice, entry mode, partner selection, marketing strategy) International business Firm strategy in emerging markets Stakeholder relationships Business-government relationships	English