

Supervisor list ITKO Master Thesis 2024-2025

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

Name	E-mail	Topics	Language
Andrea Carugati	andrea@mgmt.au.dk	Digital Innovation Digital transformation Enterprise Architecture Qualitative methods Introduction of AI in organizations	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
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 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

Name	E-mail	Topics	Language
Bart Verwaeren	bart.verwaeren@mgmt.au.dk	Organisational behaviour Quantitative methods Human Resources Management Individual/team Creativity Innovative work behaviour	English
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
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	Danish and English

Name	E-mail	Topics	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
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
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
Henrike Konzag	konzag@mgmt.au.dk	Digital innovation Digital transformation Process innovation Enterprise Architecture Organisational Design Healthcare IT	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 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

Name	E-mail	Topics	Language
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
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 Könnecke	jessica.koennecke@mgmt.au.dk	Gender and Entrepreneurship Inclusive Entrepreneurship Entrepreneurial Identity Female Entrepreneurship Diversity, Equity and Inclusion in the Workplace	English
Johan Martin Hjorth Jacobsen	jmhj@mgmt.au.dk	Corporate communication Marketing & branding communication Identity & reputation management ESG management Crisis & issues management Influencer & SoMe marketing	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
Jørn Rasmussen	jra@mgmt.au.dk	Systemudvikling Systems Development	Danish and English

Name	E-mail	Topics	Language
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 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
Lina Jacobsen	linaj@mgmt.au.dk	Marketing and consumer behaviour Influencer marketing Social marketing Service marketing and retailing Consumer driven innovation	Danish and 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
Louise Marie Nsofor Genefke	louisem@mgmt.au.dk	Ledelse Diversitet, lige muligheder & inklusion Organisationspsykologi og -kommunikation Forandringskommunikation og -ledelse	Danish and English

Name	E-mail	Topics	Language
Louise Møller Pedersen	impd@socsci.aau.dk	Organizational change Individual and Organizational aspects of IT implementation Psychosocial work environment Management Mental health Quantitative, qualitative, and mixed methods	Danish and English
Madeline Hammerstad	madeline.hammerstad@gmail.com	Digital strategy Process optimization (e.g., BPMN/ESOAR including Gen AI) Digital transformation IT valuation and benefit realization DevOps/ DevSecOps Data Governance Systems development (agile vs traditional) IT-project management IT-implementation/ Change Management	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)
Mona Toft Madsen	mtm@mgmt.au.dk	Computational Thinking/Digital Competences Organisational Change Organisational Culture Management roles and identities Leadership Managerial Discourses Process Consultation	Danish and English
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
Niels Elmgaard	nel@danskecommunities.com	Corporate strategy Digital and IT strategy Business model innovation Corporate sustainability	Danish and English



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Name	E-mail	Topics	Language
Rikke Nyland Pedersen	rnc@mgmt.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	Language
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
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
Peter Kesting	petk@mgmt.au.dk	Negotiation (first offer; ethics; retail negotiations; value claiming; sustainability and others) Routine, persistence and inertia of organizations Philosophy of science	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
Puk Skovgaard Mikkelsen	au335243@uni.au.dk	Change Management Digital Transformation Project Management It strategy Process Management Qualitative methods	Danish and English

Name	E-mail	Topics	Language
Robert Ormrod	rormrod@mgmt.au.dk	Stakeholder management Public sector management Marketing & communication Innovation in the public sector Technology in the public sector Integration of apps in the workplace	Danish and English
Signe Hedeboe Frederiksen	signehf@mgmt.au.dk	Entrepreneurship Start-ups and new venture creation Entrepreneurial learning and education Identity Culture Organisational behaviour Qualitative methods	Danish and English
Simon Røhl Kriegbaum	au252645@mgmt.au.dk	Forretningsudvikling med it Digitalisering, fokus på den private sektor Tech vs. Business, spændingsfeltet mellem to paradigmer IT Governance IT/Informationssikkerhed, fx GDPR	Danish and English
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
Susan Hilbolling	susan@mgmt.au.dk	Innovation management/strategy Open/collaborative innovation Digital innovation/transformation Platform ecosystems Design thinking Qualitative methods	English
Susanne Pedersen	suspe@mgmt.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	Language
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
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