

Supervisor list ITKO Master Thesis 2023-2024

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

Name	E-mail	Topics CM	Language
Alice Grønhøj	alg@mgmt.au.dk	Marketing Branding Marketing communication Market segmentation Consumer behaviour Sustainability marketing	Danish and 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 Business models and business model innovation Digital HRM / e-HRM Employer Branding Recruitment and Selection Turnover and Retention Onboarding of employees	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

Name	E-mail	Topics CM	Language
Anne Odile Peschel	peschel@mgmt.au.dk	Consumer behaviour Marketing Quantitative analysis Sustainability Diversity, equity and inclusion	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
Birte Asmuss	asmuss@mgmt.au.dk	Organisational and strategic communication Leadership Human Resource Management Identity management Digital transformation Qualitative methods	Danish and 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 Bergenholz	cabe@mgmt.au.dk	Groups and teams Psychological safety Incentives and rewards Experiments Chatbots and Organizational Behavior	Danish and English

Name	E-mail	Topics CM	Language
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
Christian Waldstrøm	cwa@mgmt.au.dk	Videndeling, samarbejde og kommunikation Netværk og netværksanalyse Forandringsledelse Organisationskultur	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	Consumer Behavior/Psychology Retailing, Services and Branding Technology/Innovation Adoption Quant/Qual/Mixed Methods	English
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	Strategic management Organisational theory Strategic operations Electricity markets Business Dynamics/Systems thinking	Danish and English

Name	E-mail	Topics CM	Language
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
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
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
Irene Pollach	ip@mgmt.au.dk	Corporate communication Corporate reputation CSR and sustainability Media relations Reporting Investor relations	Danish and English

Name	E-mail	Topics CM	Language
Jacob Jensen	au4794@uni.au.dk	Data/Analyse til forretningsudvikling Data/AI/Analyse strategi Dataetik / AI-etik De nye vidensbehov (eksempelvis når fokus skifter fra CSR til SDG)	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
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
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

Name	E-mail	Topics CM	Language
Jørn Rasmussen	jra@mgmt.au.dk	Systemudvikling Systems Development	Danish and English
Karen Brunsø	kab@mgmt.au.dk	Consumer behaviour Market communication Branding Cross-cultural marketing Food marketing	Danish and English
Kathrine Stampe Vinther	ks@mgmt.au.dk	Digital management and/or strategy Digital business development Digital innovation Digitally enabled health/disease management Ethnographic data collection	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
Lars Frederiksen	l.frederiksen@mgmt. au.dk	Innovation Entrepreneurship Digital transformation Start-ups and business development Strategic technology management Platforms, online communities and social networks	Danish and English
Lars Kristian Hansen	lkh@mgmt.au.dk	IT strategy Project, program, portfolio management Agile projects and portfolios Value and benefits in projects New forms of management	Danish and English
Lina Jacobsen	linaj@mgmt.au.dk	Marketing and consumer behaviour Social media marketing Social marketing Service marketing and retailing Consumer driven innovation	Danish and English (online supervision)

Name	E-mail	Topics CM	Language
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
Mai Skjøtt Linneberg	msl@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
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 Paradox theory	English
Michael Zaggl	zaggl@mgmt.au.dk	Innovation Digitalization Complexity mixed methods data science data analytics a/b testing	English

Name	E-mail	Topics CM	Language
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)
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	Organisational Change Organisational Culture Management roles and identities Leadership Managerial Discourses Process Consultation	Danish and English
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
Oana Vuculescu	oanav@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

Name	E-mail	Topics CM	Language
Per Svejvig	psve@mgmt.au.dk	Agile and lean project management Benefit Realization Management and Project Value Creation Project management of mega and major projects Project governance including national governance structures Uncertainty, risk, and opportunity management in projects Rethinking Project Management Enterprise Systems, ERP & CRM implementation, and use	Danish and 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
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
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
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

Name	E-mail	Topics CM	Language
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
Sophie Esmann Andersen	sea@mgmt.au.dk	Brand Management Consumption studies CSR and sustainability Employer brand management Strategic communication Qualitative methods	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
Stina Rydell Brøgger	srb@mgmt.au.dk	Qualitative research Organisational communication Diversity and inclusion management Employee participation/involvement Human resource management	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 CM	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