

Supervisor list 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
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
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
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

Name	E-mail	Topics CM	Language
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
Anna Dreneva	anna.dreneva@mgmt.au.dk	Psychology Consumer behaviour Visual attention Eye-tracking Quantitative research methods	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 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

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
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
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
Birte Asmuß	asmuss@mgmt.au.dk	Organisational and strategic communication Leadership Human Resource Management Identity management Digital transformation Qualitative methods	Danish and English

Name	E-mail	Topics CM	Language
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	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
Chris Ellegaard	chrel@mgmt.au.dk	Buyer-supplier relationship management Global sourcing Outsourcing Strategic purchasing	Danish and English
Christian Truelsen Elbæk	chel@mgmt.au.dk	Behavioural Economics Judgement and Decision-Making Consumer Psychology Moral Psychology and Business Ethics Nudging Leadership Psychology	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

Name	E-mail	Topics CM	Language
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
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
Eliane Choquette	elianec@mgmt.au.dk	International business International marketing Multinational enterprises Trade Policy	Danish and English
Erik Gideon Hansen	egh@mgmt.au.dk	Hybrid work arrangements. Virtual inclusiveness (diversity management). Cross-cultural management. Multicultural and virtual/global teams International knowledge sharing and knowledge transfer. Internationalization of firms.	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
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

Name	E-mail	Topics CM	Language
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 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 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
Janis Zickfeld	jz@mgmt.au.dk	Behavioral Economics Judgement and Decision Making Business Ethics Consumer Psychology Cross-Cultural 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

Name	E-mail	Topics CM	Language
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
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
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
Jørn Rasmussen	jra@mgmt.au.dk	Systemudvikling Systems Development	Danish and English

Name	E-mail	Topics CM	Language
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
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 Esbjerg	lae@mgmt.au.dk	B2B relationships and networks Marketing channels Market practices Retailer buying Inter-organisational relationships	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

Name	E-mail	Topics CM	Language
Lea Frida Christensen	leacs@mgmt.au.dk	Management accounting Product costing Innovation Budgeting Knowledge within the wind industry	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 Social media marketing Social marketing Service marketing and retailing Consumer driven innovation	Danish and English (online supervision)
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	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

Name	E-mail	Topics CM	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	Retail Management Marketing Multi-channel marketing and retailing Atmospheric cues Consumer health related behaviour Consumer's engagement with technology	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

Name	E-mail	Topics CM	Language
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
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
Morten Jakobsen	mja@mgmt.au.dk	Cost management Management accounting Performance measurement Management control systems	Danish and English

Name	E-mail	Topics CM	Language
Nea Noora Janiina Tuovinen	nea@mgmt.au.dk	Entrepreneurial thinking and opportunity recognition Creative idea generation Entrepreneurship education Combining entrepreneurship and business strategy Ambidexterity and exploration strategies	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
Nina Melanie Mølgaard Nielsen	nmmn@mgmt.au.dk	Marketing Strategy Consumer Psychology/Behaviour Consumer Vulnerability Social Media Use Employee Well-Being Diversity, Equity, and Inclusion (DEI) Corporate Social Responsibility (CSR) Neuroscience	Danish and 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
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

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
Peter Kesting	petk@mgmt.au.dk	Negotiation (first offer; ethics; retail negotiations; value claiming and others) Routine, persistence and inertia of organizations	English
Polymeros Chrysochou	polyc@mgmt.au.dk	Brand management Technology acceptance Food choice and consumption Packaging design Crypto and blockchain Survey and online experiments	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

Name	E-mail	Topics CM	Language
Rahul Anand	ranand@mgmt.au.dk	Corporate Strategy Divestments Corporate Governance in Emerging Economies Gender diversity on Boards Family Business Strategy International Business Corporate Social Responsibility	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
Sascha Steinmann	sst@mgmt.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
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, 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

Name	E-mail	Topics CM	Language
Sonja Perkovic	sp@mgmt.au.dk	Cognitive Psychology Consumer Behavior Behavioral Economics Risk perception & communication Nudging Marketing Sustainability	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
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	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
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
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
Thomas Kristensen	thbk@mgmt.au.dk	Management Accounting Cost Accounting Lean Budgeting Strategic management accounting Quantitative and Qualitative Psychology and Accounting	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
Yulia Muratova	yulia.muratova@mgmt.au.dk	Internationalisation strategy of firms (location choice, entry mode, partner selection, marketing strategy) International business Firm strategy in emerging markets Stakeholder relationships Business-government relationships	English