

Bachelor's thesis supervisors from MGMT 2020-21

Please note: Supervision can be conducted in either Danish or English unless stated otherwise

Please email all changes to Inger Larsen: ila@mgmt.au.dk

Latest update on 22-10-20

Ada Maria Barone amba@mgmt.au.dk

Only projects in English

- Consumer behavior
- Decision-making and emotions
- Food waste
- Food consumption
- Sustainable behaviours
- Product aesthetics

Adam Gordon adg@mgmt.au.dk

Only projects in English

- Strategy
- Strategic foresight
- Innovation
- Design thinking
- Digital transformation

Alice Grønhøj alg@mgmt.au.dk

- Forbrugeradfærd
- Forbrugersocialisering
- Børn og unge som forbrugere
- Sundhed og økologi
- Social marketing

Amando A Radomes aaradomes@mgmt.au.dk

Only projects in English

- System dynamics simulation
- Six sigma
- Lean management
- Project management

Anna B. Holm annah@mgmt.au.dk

- Recruitment and talent acquisition
- Employer branding
- Business models
- Business model change and innovation
- Human resource management

Anna Le Gerstrøm Rode agerstroem@mgmt.au.dk

- Institutional theory – including logics, legitimacy, emotions and crisis
- Project studies – including management, leadership and evaluation
- Organizational analysis – including psychology, change, death, culture, professional identity and job satisfaction
- Qualitative methods – including narrative interviewing
- Philosophy of science (videnskabsteori)

Annamaria Kubovcikova anku@mgmt.au.dk

Only projects in English

- International management
- International human resource management
- Global work experiences/expatriates
- Quantitative research methods

Ann-Kristina Løkke Møller aklm@mgmt.au.dk

- Organisational behaviour
- Attendance behavior (absenteeism and presenteeism)
- Human resource management
- Job attitudes
- Leadership behaviour
- Quantitative and qualitative research methods

Bjarne Rerup Schlichter brs@mgmt.au.dk

- ERP / Enterprise Systems
- Management of complex IS/IT projects, agility, value of IT
- IT in the health sector
- Management of IT (organisations)
- IT procurement and sourcing (Outsourcing)
- Qualitative methods
- Conflicts (IT) IT law suits, Trust

Charlotte J. Brandt chjb@mgmt.au.dk

Projects in either languages, but supervision only in Danish

- Digital transformation
- Strategic use of information systems
- Organisational adoption and implementation of information systems
- Project management and portfolio management

Christian Truelsen Elbæk - chel@mgmt.au.dk

- Behavioural Economics
- Judgement and Decision-Making
- Consumer Psychology
- Moral Psychology and Business Ethics
- Nudging
- Leadership Psychology

Constanza Reyes creyes@mgmt.au.dk

Only projects in English

- Entrepreneurship
- Business models
- Innovation management

Darius-Aurel Frank df@mgmt.au.dk

- Technology Acceptance
- Innovation Adoption
- New Product/Service Development
- Consumer Behaviour Research
- Consumer Trust & Ethics
- Consumer Decisions & Decision-Making Biases (i.e. negativity bias, loss aversion)
- Artificial Intelligence & Autonomous Vehicle Research

Dimitrios Batolas dab@mgmt.au.dk

Only projects in English

- Business Ethics
- Labor economics (labor market discrimination)
- CSR

Eliane Choquette elianec@mgmt.au.dk

- Internationalisation strategy
- Management of multinational corporations
- Born globals / internationalization of new ventures
- Corporate governance

Erik Kloppenborg Madsen erk@mgmt.au.dk

- Marketing and sustainability
- CSR
- Consumer behaviour
- Social marketing

Erik Reimer Larsen erik.larsen@mgmt.au.dk

- Strategy
- Electricity and energy markets Operations

George Tsalis tsalis@mgmt.au.dk

- Consumer behavior
- Consumer price involvement
- Quantitative methods
- Sustainability and food waste

Hanne Kragh hak@mgmt.au.dk

- Business-to-business marketing
- Interorganisatoriske relationer
- Leverandørrelationer
- Innovation med leverandører
- Kvalitativ metode

Hanne Nørreklit hannenorreklit@mgmt.au.dk

- Økonomisering
- Præstationsevaluering
- Activity-based costing
- Budgettering
- Balanced scorecard
- Præstationsmåling

Heidi Houlberg Salomonsen hhs@mgmt.au.dk

- Public management
- Reputation management
- Organisational change
- Political and government communication
- Leadership
- Management communication

Helle Neergaard Helle.Neergaard@mgmt.au.dk

- Kvinder i ledelse
- Kvindelige iværksættere

Inge Birckbak Larsen ibl@mgmt.au.dk

- Entrepreneurship
- Global Entrepreneurship
- Entrepreneurship and Internationalization
- New Venture Creation
- Cross Cultural Management

Iris Rittenhofer iri@mgmt.au.dk

- Process Studies
- International business
- Diversity in management and organization
- Branding

Jacob Lund Orquin jalo@mgmt.au.dk

- Eye tracking
- Neuromarketing
- Cognition and emotion
- Consumer psychology
- Neuroeconomics
- Judgement and decision making

Jakob Arnoldi jaar@mgmt.au.dk

- Firm strategy in Emerging Markets
- International business
- Firm strategy
- Corporate governance
- Chinese Business

Jakob Lauring jala@mgmt.au.dk

- International management
- Expatriates and international HRM
- Teams virtual and face-to-face
- Organisational behavior
- Organisational psychology
- Diversity management

Jerry M Guo jmguo@mgmt.au.dk

Only projects in English

- Organizational learning
- Organizational adaptation and change
- Groups and teams
- Processes, procedures, and organizational routines
- Hiring and personnel mobility
- Knowledge and knowledge management

Jesper Rosenberg Hansen jhansen@mgmt.au.dk

- Strategi
- Ledelse og motivation
- Forandringsledelse
- Offentlige organisationer

Jim Høeg Pedersen jim.hoeg@mgmt.au.dk

- B2B marketing strategy
- Buyer-supplier relationships
- Internationalization of the supply chain
- B2B sales management
- Innovation in B2B markets
- Interorganizational network collaborations

Jonathan David Jensen jdj@mgmt.au.dk

- Design Thinking
- Entrepreneurship
- Digitalisation and Digital Innovation
- Independent Workers
- Qualitative Research Method

Karen Brunsø kab@mgmt.au.dk

- Forbrugeradfærd
- Marketing
- Markedskommunikation
- Branding
- International markedsføring
- Food marketing

Kenneth Nygaard kny@mgmt.au.dk

- New product development/project management
- Occupational roles
- Team management
- International business
- International human resource management
- Business model development

Keld Pedersen, keldp@mgmt.au.dk

- IT business value
- Benefits realization
- Open innovation
- Open data
- IT project management
- Information systems analysis and design
- IT development
- IT implementation

Knud Erik Jørgensen (kej@mgmt.au.dk)

- Vidensledelse/videndeling
- Organisationsdesign
- Adfærd i organisationer
- Teamledelse
- Projektledelse
- Konsulentarbejdet

Kristian Rolschau krro@mgmt.au.dk

- Sensory Marketing
- Consumer Psychology
- Marketing
- Nudging
- Judgement and Decision Making

Lars Frederiksen l.frederiksen@mgmt.au.dk

- Business Development Innovation
- Innovation
- Entrepreneurship
- Digital transformation
- Social networks
- Platforms and communities

Lars Kristian Hansen ikh@mgmt.au.dk

- Project management
- Project Portfolio management
- Scale agile
- Problem solving

Liisa Lähteenmäki liisal@mgmt.au.dk

Projects can be in either English or Danish. Supervision is in English

- Consumer behaviour
- Social marketing
- Sensory marketing
- Food marketing and labelling
- Sustainability including food waste
- Health
- Consumers' value creation

Lina Jacobsen linaj@mgmt.au.dk

- Marketing
- Forbrugeradfærd/consumer behaviour
- Innovation
- Online grupper/communities
- Co-creation
- R&D/Marketing communication

Lise Tordrup lith@mgmt.au.dk

- Compatibility of agile and plan-driven methods
- Agile methodologies
- Project management (focus on rethinking and agile)
- Technology acceptance and adoption
- Change management
- Organisational agility

Lone Dalkjær Kavin loka@mgmt.au.dk

- Innovation
- Business Models
- Ecosystems
- Supply Network

Mai Skjøtt Linneberg mssl@mgmt.au.dk

- Organizational sustainability
- CSR
- Sustainability practices
- Emotions in organizations
- International business & the multinational corporation Knowledge management
- Organizational change

Masoumeh Hosseinpour mh@mgmt.au.dk

Only projects in English

- Consumer health related behaviour
- Consumer's engagement with technology
- Multi-channel marketing and retailing
- Atmospheric cues

Marco Hubert mah@mgmt.au.dk

Only projects in English

- E- and M-commerce
- Digital Marketing
- Smart technology/Internet-of-Things
- Digital Touchpoints/Social Media
- Neuromarketing Consumer Neuroscience

Markus Brunner mab@mgmt.au.dk

Only projects in English

- Management and Cost Accounting
- Performance evaluation
- Management Control Systems
- Incentive systems
- Planning and Budgeting
- Transfer Pricing

Martin Wurzer wm@mgmt.au.dk

Only projects in English

- Entrepreneurial processes
- Innovation management
- Opportunity development
- Ideation and evaluation
- Motivation

Michal Hron hron@mgmt.au.dk

Only projects in English

- Agile software development
- Agile project management
- (Digital) Innovation
- Platforms and ecosystems
- Organizational theory

Michela Beretta micbe@mgmt.au.dk

Projects in either languages, but supervision only in English

- Innovation
- Organisational behaviour
- Agile project management
- New product development
- Digital transformation/Digital innovation
- Idea management /crowdsourcing

Mirja Hubert mirja.hubert@mgmt.au.dk

Only projects in English

- Consumer Behavior
- Consumer Neuroscience/Neuromarketing
- Digital Marketing
- Social Media Marketing/Influencer Marketing
- Digitalization and Business Transformation
- Computational Thinking/Digital Competences

Mirza Ramic mirza-ramic@mgmt.au.dk

- Organisational Behaviour
- Strategy
- Business models

Mona Toft Madsen mtm@mgmt.au.dk

- Organisational change
- Value-based leadership
- Empowerment
- Middle manager roles

Morten Rask mra@mgmt.au.dk

- Global business models
- Internationalisation process of the firm
- International management
- International entrepreneurship

Niels Hansen nh@mgmt.au.dk

- Forhandling og konflikthåndtering
- Organisational behaviour
- Strategi og strategiimplementering
- Økonomistyring
- Activity Based Costing
- Balanced Scorecard
- Kunderelationer

Nikolaj Kure nku@mgmt.au.dk

- Organisational change
- Marketing communication
- Ecological economics
- Theory of science
- Management Accounting

Oana Vuculescu oanav@mgmt.au.dk

Only projects in English

- Innovation management
- Chatbots
- Gamification
- Organisational behaviour
- Behavioural economics
- Artificial intelligence
- Cooperation and Productivity

Panagiotis Mitkidis pm@mgmt.au.dk

Only projects in English

- Behavioural economics
- Organisational behaviour
- Organisational design
- Ethics/moral psychology
- Cooperation and productivity
- Donation psychology

Per Svejvig psve@mgmt.au.dk

- Projekt-, program- og porteføljeledelse
- Agil og lean projektledelse
- Ledelse af megaprojekter
- Ledelse, brug og implementering af virksomhedssystemer/standardsystemer
- Anskaffelse og (out)sourcing af virksomhedssystemer/standardsystemer

Pernille Smith Pernille.smith@mgmt.au.dk

- Knowledge transfer/exchange
- Innovation management
- Distributed leadership Self-managed teams

Peter Kesting petk@mgmt.au.dk

Only projects in English

- Negotiations
- Business models and business model change
- New venture creation/entrepreneurship Innovation
- China-related topics
- History and philosophy of economics

Polymeros Chrysochou polyc@mgmt.au.dk

Only projects in English

- Brand management and brand loyalty
- Marketing communications and social media
- Food marketing and consumer behaviour
- Product and packaging design
- Market research

Povl Erik Rostgaard Andersen ros@mgmt.au.dk

- Implementering af IT-løsninger
- Systemudvikling
- Information resource management
- Procesbeskrivelser og -optimering IT-strategi
- E-commerce
- Evaluering og effektivvurdering af IT-løsninger
- Projektstyring og -ledelse

Rahul Anand ranand@mgmt.au.dk

Only projects in English

- Corporate Strategy
- Divestments
- Corporate Governance in Emerging Economies
- Gender diversity in Boards
- Family Business Strategy
- International Business
- Emerging markets

Raian Burgos Razal rr@mgmt.au.dk

Only projects in English

- Brand identity
- Brand sociopolitical purpose and activism
- Consumer culture and brands
- Gender, sexualities and marketing

Robert Ormrod rormrod@mgmt.au.dk

- Marketing management
- Branding
- Marketing strategy
- Political marketing
- Stakeholder management
- Marketing as storytelling

Robson Rocha rocha@mgmt.au.dk

- Internationalisation
- International marketing
- Entry modes
- CSR and Sustainability
- International Transfer of knowledge
- Emerging markets

Sascha Steinmann sst@mgmt.au.dk

Only projects in English

- Multi Channel Marketing and Retailing
- E-, M-Commerce, and Mobile Services
- Digitalisation
- Consumer behaviour/Consumer Psychology
- Branding
- Social Media

Sahar Sattari sahar@mgmt.au.dk

- Megaproject management
- Project management
- Sustainability
- Qualitative research methods

Sarah Maria Lysdal Krøtel smlk@mgmt.au.dk

- Organisational change
- Organisational behaviour
- Quantitative methods
- Management
- Public management
- Public sector organisations

Signe Hedeboe Frederiksen signehf@mgmt.au.dk

- Entrepreneurship
- Organisational behaviour
- Identity
- Gender
- Culture
- Qualitative methods

Simon Tobias Karg simonkarg@mgmt.au.dk

Projects in either languages, but supervision only in English

- Behavioral Economics
- Judgment and Decision Making
- Marketing and Consumer Behavior
- Leadership and Motivational Psychology
- Moral Psychology and Business Ethics

Sonja Perkovic sp@mgmt.au.dk

- Behavioral economics
- Judgment and decision making
- Consumer Psychology
- Moral Psychology
- Nudging
- Eye tracking

Stefan Schaper stefan.schaper@mgmt.au.dk

Only projects in English

- Management and Cost Accounting
- Activity-based Costing
- Non-financial Disclosure
- Intellectual Capital Statements Business Model Reporting
- Disclosure Incentives/ Disincentives

Stewart William Palmer stepa@mgmt.au.dk

- Artificial Intelligence & data driven technology
- Trust
- Gender
- Marketing
- Consumer behavior
- Health

- Leadership

Stine Rydell Brøgger srb@mgmt.au.dk

- Change management and change communication
- Organisational culture
- Management and motivation
- Human Resource Management
- Middle management
- Qualitative methods

Tunde Cserpes tunde.cserpes@mgmt.au.dk

Projects only in English

- Startups, founders, and entrepreneurial employees
- Geography and spatial strategy
- Industry studies
- Careers and human capital in and out of organisations
- Performance (employee, team, firm)

Susanne Pedersen suspe@mgmt.au.dk

- Forbrugeradfærd
- Sundhed
- Bæredygtigt forbrug
- Sociale medier
- Branding
- Børn og unge

Violeta Stancu viost@mgmt.au.dk

Only projects in English

- Social marketing
- Consumer behavior
- Food choice
- Marketing

Søren Erik Nielsen sen@mgmt.au.dk

- Anskaffelse og implementering af IT-løsninger
- Generel projektledelse, IT-projekter
- Systemudviklingsmetoder og -modeller
- ERP-systemer
- Databasemodellering og datadesign

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

Ting Huang hting@mgmt.au.dk

Only projects in English

- Public management
- Government-firm relations
- Business in China
- Organisation theory
- Quantitative methods

Yulia Muratova yulia.muratova@mgmt.au.dk

Only projects in English

- Firm internationalisation strategy
- Internationalisation of SME's and born-globals
- International business
- Firm strategy in emerging markets
- Business government relations

Tino Bech-Larsen tib@mgmt.au.dk

- Marketing processes and business models
- Consumer behaviour
- Social media marketing
- Marketing Communication
- Social Marketing

Toke Bjerregaard toke@mgmt.au.dk

- International management and business (e.g. IHRM)
- Organisational behaviour (e.g. motivation, teams)
- Culture
- Change management
- Strategy