Finding a supervisor

Your thesis process starts by you deciding on a topic; you must formulate a tentative problem statement and then you contact an academic supervisor who teaches or does research within this topic.

Before 1 December you must register/state/announce your academic supervisor and the (tentative) thesis title by completing the thesis registration webform.

The academic supervisor must approve the thesis title and problem statement and will act as a kind of consultant during your preparation of the thesis. The supervisor is also in charge of the oral exam taking the thesis as the starting point.

On the following pages, you will find a list of supervisors and their topics.
Sophie Esmann Andersen
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- Employer brand management
- Consumers and brand management
- Brand communities and consumption studies
- Market and marketing communications
- Advertising and strategic planning
- Communication planning
- Qualitative methods
- Brand management and social media

Jakob Arnoldi
jaar@mgmt.au.dk

- Firm strategy in emerging markets
- International business
- Firm strategy
- Corporate governance
- Chinese business

Jessica Aschemann-Witzel
jeaw@mgmt.au.dk

- Consumer behaviour
- Product perception and attitude
- Consumer information search and choice
- Communication and marketing communication
- Sustainability, Sustainable business
- Emerging countries, Latin America
- Food loss and waste, Organic food, Meat alternatives and Plant-based food trend

Birte Asmuß
asmuss@mgmt.au.dk

- Corporate communication
- Strategic communication
- Organizational communication
- Practice approaches to organizations
- Strategy-as-Practice
- Workplace Interaction
- Qualitative Methods
- Ethnography
- Discourse Analytical Approaches
Marija Banovic
maba@mgmt.au.dk

- Consumer Behaviour and Marketing
- Food Choices and Food-Related Behaviour
- New product development
- Decision making, cognition and emotions
- Economic Psychology
- Marketing Research Methods

Tino Bech-Larsen
tlb@mgmt.au.dk

- Market orientation
- Marketing and sustainability
- Branding and identity
- Consumer behaviour
- The service logic of marketing
- Health and fitness marketing
- Commercial marketing B2B2C
- Cross-cultural marketing
- Integrated market communication

Michela Beretta
micbe@mgmt.au.dk

- New product development
- Innovation management and creativity
- Digital innovation
- Social networks
- User innovation and online communities
- Crowdsourcing and crowdfunding

Carsten Bergenholtz
cabe@mgmt.au.dk

- Innovation management
- Individual and collective problem solving
- Experiments
- Citizen science
- Social networks
Toke Bjerregaard
toke@mgmt.au.dk

- International business and management (internationalization, MNCs etc)
- Strategy, organization and leadership
- Global careers and work (e.g., assigned expatriation, self-initiated, virtual)
- HRM, IHRM
- Organization theory (e.g., change)
- Organizational behaviour (e.g., teams, motivation)
- Culture
- Institutional theory (e.g., institutional entrepreneurship, institutional voids)
- Strategy-as-practice

Per Blenker
blenker@mgmt.au.dk

- Entrepreneurship
- Intrapreneurship
- Entrepreneurship education
- Education and learning
- Innovative learning
- Start up

Charlotte J. Brandt
chjb@mgmt.au.dk

- Digital transformation
- Organisational adoption and implementation of information systems
- Strategic use of information systems
- Enterprise architecture
- Project management and portfolio management
Markus Brunner
mab@mgmt.au.dk

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

Karen Brunsø
kab@mgmt.au.dk

- Consumer behaviour
- Market communication
- Branding
- Cross-cultural marketing
- Food marketing

Anne Bøllingtoft
anns@mgmt.au.dk

- Organisational behaviour
- Leadership
- Change management

Eliane Choquette
elianec@mgmt.au.dk

- Internationalization strategy (for example, but not limited to: location decision, entry mode choice, timing, speed, diversification/concentration, etc.)
- De-internationalization/Divestment
- Born Globals/International Entrepreneurship
- Upper echelons/top executives
- International Marketing
- Firm performance & strategy
- Quantitative analysis of topics related to International Business and/or strategy
Polymeros Chrysochou
polyc@mgmt.au.dk

- Brand management
- Marketing communications
- Packaging design
- Food and health marketing
- AI and technology acceptance
- Experimental and preference methods

Michael S. Dahl
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Not available 2020
- Entrepreneurship and start-ups
- Innovation, technology and strategy

Chris Ellegaard
chrel@mgmt.au.dk

- Buyer-supplier relationship management
- Global sourcing
- Outsourcing
- Strategic purchasing

Lars Esbjerg
lae@mgmt.au.dk

- B-t-B relationships and networks
- Marketing channels
- Market practices
- Retailer branding and retailer brand management
- Retailer buying
- Inter-organisational relationships

Jacob Kjær Eskildsen
eskildsen@mgmt.au.dk

- Performance measurement & management
- Human Resource Management
- Job satisfaction
- Marketing Research
- Customer satisfaction
- Quantitative methods
Finn Frandsen
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- Crisis management and crisis communication
- Change management and change communication
- Risk management
- Impression management
- Communicative institutionalism

Lars Frederiksen
l.frederiksen@mgmt.au.dk

- Innovation Management
- Entrepreneurship
- Digital transformation
- Start-ups and business development
- Strategic technology management
- Online communities and social networks
- Boards in new ventures

Signe Hedeboe Frederiksen
signehf@mgmt.au.dk

- Entrepreneurship
- Organizational behaviour
- Identity
- Practice-based studies
- Qualitative methods

Adam Gordon
adg@mgmt.au.dk

- Strategy
- Strategic foresight
- Digital innovation
- Design thinking
- Systems dynamics
- Organizational learning
- Leading & managing transformation
Klaus Grunert
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- Competitor analysis
- Consumer behaviour
- Innovation
- Food and agribusiness marketing
- Market research methods
- Marketing strategy
- Product development

Alice Grønhøj
alg@mgmt.au.dk

- Consumer behaviour
- Marketing and sustainability
- Social Marketing
- Young consumers
- Family decision making processes
- Qualitative and Mixed method

Franziska Günzel-Jensen
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- Entrepreneurship – social and for profit
- New Venture Creation
- Business model creation and innovation
- Corporate Entrepreneurship
- Born Globals
- Innovation

Lars Haahr
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- Robotics in Business
- Digital knowledge sharing and communication
- Digital platform strategy and management
- Digital human resource management
- Social media strategy and management
Jesper Rosenberg Hansen
jhansen@mgmt.au.dk

- Strategy
- Industry analysis
- Resource-based view of strategy
- Strategy-as-practice
- Organizational behaviour
- Public sector management
- Strategy in public organizations
- Organizational behaviour and leadership in public organizations

Lars Kristian Hansen
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- Project, program and portfolio management
- Scaling project agility
- Problem solving
- Change management

Niels Hansen
nh@mgmt.au.dk

- Negotiation

Anna Holm
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- Human Resource Management and Development (HRM & HRD)
- Electronic and digital HRM (e-HRM & d-HRM)
- Employer branding
- Staffing: recruitment, selection and retention
- Business model and business model innovation
- Digital strategies
- News media
John Howells
joh@mgmt.au.dk

- Entrepreneurship
- Entrepreneurship that exploits patents for business growth
- Innovation
- Information systems implementation
- Danish innovation policy
- Operations Management
  - Attempts to go ‘lean’
- Patents
  - Business experiences with first-time patenting
  - Business experiences with first-time litigation
  - Small firms and their patenting strategies in Denmark (Europe)
- Research and development (R&D)
  - Efforts to increase productivity of R&D
  - Efforts to gain patent position through R&D
  - Efforts to build an R&D activity (from nothing)

Marco Hubert
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- E and M-commerce
- Digital Marketing
- Smart technology/Internet-of-Things
- Digital Touchpoints/Social Media
- Technostress
- Decision-Making
- Neuromarketing
- Consumer Neuroscience
- Marketing Research
- Innovation

Christiane Marie Høvring
cmoh@mgmt.au.dk

- Corporate communication
- CSR and CSR communication
- Brands and branding
- Market communication
- Social marketing
- Qualitative methods
Dorthe Døjbak Håkonsson
dod@btech.au.dk

- Organization and Management Theory
- Organizational Design
- Organizational Behavior
- Emotions and Cognitions
- Dynamics of cooperation

Lina Jacobsen
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- Marketing
- Co-creation
- Consumer behaviour
- Online communities
- Cross-functional communication
- Product development and innovation

Morten Jakobsen
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- Management accounting
- Performance measurement
- Management control systems
- Behavioural aspects of management accounting and control

Birger Boutrup Jensen
bbo@mgmt.au.dk

- Pricing Strategy
- Value-based pricing B2B
- Consumer-related pricing issues
- Online pricing
- Consumer behaviour and adolescents/young people
- Price promotions
- Store loyalty
- Consumer-to-consumer selling/buying (e.g. DBA)
Winni Johansen
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- Crisis management and crisis communication
- Crisis communication and social media
- Change management and change communication
- Corporate Branding and reputation management
- Communication/management consulting
- Employee communication and internal social media

Knud Erik Jørgensen
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- Knowledge implementing
- Knowledge organisation
- Knowledge sharing
- Organisational analysis
- Organisational change
- Organisational development
- Team theory and development
- Deep involvement
- Empowerment

Constance Elizabeth Kampf
cka@mgmt.au.dk

- Managing innovation projects
- Internet of Things
- Information systems and social technical design
- Social Media Management
- Knowledge Management in Project Contexts
- Project Management

Peter Kesting
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- Innovation
- Business models and business model change
- Entrepreneurship
- China-related topics
- Negotiation
- History of economics
- Philosophy of science
- Joseph Schumpeter
Ingo Kleindienst
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- Corporate strategy
- Strategic management
- Diversification strategy
- Internationalization strategy
- Top management team
- Upper echelon
- CEO succession
- Mergers and acquisitions

Henrike Konzag
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- Buyer-supplier relationships
- Interorganizational relationships
- Business-to-business marketing
- Supplier involvement in innovation and product development
- Qualitative methods

Hanne Kragh
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- Buyer-supplier relationships
- Interorganizational relationships
- Business-to-business marketing
- Supplier involvement in innovation and product development
- Qualitative methods

Sarah Krøtel
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- Organisation theory
- Organisational change
- Organisational behaviour
- Quantitative methods
- Management
- Public management
- Human resource management
Annamaria Kubovcikova
anku@mgmt.au.dk

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

Nikolaj Kure
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- Organizational change
- Change communication
- Qualitative methods
- Philosophy of science
- New economic theories
- Ecological economics
- Management accounting

Erik Reimer Larsen
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- Strategic management
- Organizational theory
- Strategic operations
- Electricity markets
- Business Dynamics / Systems thinking

Jakob Lauring
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- International management
- Culture
- Diversity
- Teams
- Virtual work
- Expatriates
- HRM
- Organizational behaviour
Bo Laursen
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- Organisations and the mass media (press work/media relations)
- Public relations
- Change and crisis communication
- Internal communication/management communication
- Social media in external and internal strategic communication
- Political and public sector communication
- Interest and advocacy organisations
- The institutions of the European Union

Klaus Brønd Laursen
Klausb.laursen@mgmt.au.dk

- Ecological economics
- Business network
- Business-to-Business
- Critical management studies
- Qualitative methods
- Inter-organisational relationships
- Organic food production
- Business ethics

Nina Lidegaard
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Not available spring 2020

- Purchasing strategy
- Buyer-supplier relations
- Purchasing and sourcing
- Outsourcing
- Cross-functional teams
- Internal integration
- Intra-organisational integration
- Purchasing organization
Mai Skjøtt Linneberg  
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- CSR and Sustainability in business
- International business
- The multinational enterprise
- Knowledge Management
- Organizational Behavior
- Standards and Certification
- Paradox in Organizations

Liisa Lähteenmäki  
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- Consumer behaviour
- Social marketing
- Sensory marketing
- Food marketing and labelling
- Sustainability, health and novelty in marketing
- Food waste
- Consumers’ value creation
- Co-creation and consumer motivation in new product development

Erik Kloppenborg Madsen  
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- Consumer behaviour
- Environmental issues
- Market communication
- Social responsibility

Mona Toft Madsen  
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- Organizational Change
- Management roles and identities
- Leadership
- Managerial Discourses
- Process Consultation
Margit Malmmose
mmalmmose@mgmt.au.dk

- Management Accounting
  - Public sector
  - Budgetting
  - Costing
  - Performance measures

Panos Mitkidis
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- Behavioral Economics
- Organizational Psychology and Design
- Moral Psychology
- Cooperation and Productivity
- Health Decision Making
- Donation Psychology
- Experimental Design (Lab-Field)
- Business Ethics
- Nudging

Yulia Muratova
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- Firm internationalization strategy (location choice, entry mode, partner selection)
- Strategy of foreign firms operating in emerging markets
- Strategy of emerging market firms operating in developed markets
- Firm resources and innovation strategy
- Institutions, stakeholder management and business-government relations

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

- Organizational behaviour/theory
- Absenteeism and presenteeism
- Strategic Human Resource Management
- Job attitudes (e.g. job satisfaction and commitment)
- Leadership
- Public sector organisations
- Quantitative and Qualitative methods
Sune Dueholm Müllersd@mgmt.au.dk

- Digital transformation
- Digital innovation
- IT and Information Systems innovation
- Process innovation
- Business model innovation
- Artificial Intelligence & machine learning

Helle Neergaard
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- Women in leadership
- Women entrepreneurs

Anne Ellerup Nielsen
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- A qualitative approach (content/discourse analysis) to:
  - Corporate communication
  - Corporate branding
  - Stakeholder relation management/communication
  - CSR and sustainability management/communication
  - Corporate volunteering
  - Community engagement

Søren Erik Nielsen
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- IT-project management
- General project management
- Change management
- IT-implementation
- Systems development
- Requirement specification
Hanne Nørreklit
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• Management control
• Performance management
• Strategic management accounting
• Management accounting and the social context
• Transfer pricing
• Management rhetoric
• Management by digitalisation

Børge Obel
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• Organizational design
• Hospital management
• Strategy
• Digital transformation

Robert Ormrod
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• Political marketing
• Stakeholder management
• Business-to-Consumer marketing
• Business-to-Business marketing
• Social marketing
• Crisis management
• Branding
• Marketing in the postmodern world
• Online marketing
• Social media marketing

Jacob Orquin
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• Nudging
• Consumer behaviour
• Economic psychology
• Neuromarketing
• Neuroeconomics
Tobias Otterbring
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- Consumer psychology
- Sensory marketing
- Conspicuous consumption
- Sex and sex differences
- Non-verbal cues (e.g., smiling, appearance, interpersonal touch)
- Field experiments
- Evolutionary psychology
- Social psychology
- Retailing
- Consumer choice

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

Susanne Pedersen
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- Consumer behaviour
- Consumer psychology
- Marketing communication
- Children, adolescents, families
- Sustainability
- Health
- Qualitative and quantitative methods
Anne Peschel
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Not available spring 2020

- Quantitative marketing research including experimental approaches
- Consumer behaviour /customer insights
- Customer segmentation
- Pricing
- Sustainability
- Health

Irene Pollach
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- Corporate reputation management
- Corporate reputation & the news media (business news)
- Corporate reputation and CSR
- Corporate reputation and social media
- CSR reporting
- Accounting narratives
- Texts as data, computer-assisted text analysis

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

Iris Rittenhofer
iri@mgmt.au.dk

- Globalization
- Qualitative methods
- Intervention strategies: equality and diversity
- Inter-/cross cultural business communication
- Creative industries
- Business and/for society
Robson Sø Rocha
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- Internationalization Strategies
- Entry Market Strategies
- International Marketing
- International Management
- Knowledge management
- Standardisation
- BRICS
- Internationalization in Emerging Markets
- Corporate Sustainability
- Circular Economy

Anna Gerstrøm Rode
agerstroem@mgmt.au.dk

Not available spring 2020

- 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)

Heidi Houlberg Salomonsen
hhs@mgmt.au.dk

- Public Sector Organization
- Public Management
- Reputation Management
- Organizational Culture and Identity
- Organizational Change
- Political and Government Communication
- Public Relations
- Management Communication
- Mediatization
- Leadership
- Motivation
Stefan Schaper  
stefan.schaper@mgmt.au.dk

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

Bjarne Rerup Schlichter  
brs@mgmt.au.dk

- ERP 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

Hans Skytte  
sky@mgmt.au.dk

- Organizational Identity  
- Strategy  
- Social Construction of Markets  
- Business models  
- Branding  
- Export  
- Competitive Advantage  
- Qualitative methods
Pernille Smith
pernelle.smith@mgmt.au.dk

- Digital transformation
- Innovation management
- Knowledge management
- Knowledge sharing
- Open innovation
- Interdisciplinary collaboration
- Teams
- Leadership
- Identity
- Change management
- Organisational behaviour
- Qualitative methods

Violeta Stancu
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- Consumer behaviour
- Food choice
- Marketing

Elmer Steensen
elm@mgmt.au.dk

- Strategic analysis
- Strategy development
- Strategic management
- Marketing strategy

Per Svejvig
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- Project Management and Project Studies
- Rethinking Project Management
- Benefit Realization Management
- Project Value Creation
- Project management of complex IS/IT projects
- ERP / Enterprise Systems implementation and use with technical and organizational aspects
- Managing IT-enabled change
- Outsourcing
Helle Alsted Søndergaard
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- Innovation management
- Open innovation
- New product development
- Design thinking
- Market orientation
- Lead User innovation
- Radical/digital innovation

Mikael Søndergaard
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- International Management
- International Business
- Cross cultural management
- International HR
- Globalization
- Boundary Spanning

Henrik B. Sørensen
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- Organization theory (design and behaviour)
- Strategy and disruption
- HRM
- Culture

Christa Thomsen
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- Corporate social responsibility (CSR) and sustainability management
- Strategic communication
- Change management and communication
- HR communication
- Leadership and organizational communication
- Public sector communication
- Strategy-as-Practice
- Qualitative methods
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

John Thøgersen
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- Cause-related marketing
- Consumer complaint behaviour
- Energy saving/conservation
- Environmental issues
- Environmental marketing
- Labelling
- Recycling
- Consumer behaviour
- Consumer policy
- Organic food
- Social marketing
- Sustainable consumption
- Transport
- Behavioural economics

Lise Tordrup Heeager
lth@mgmt.au.dk

- Agile methods
- Software development
- IT project management
- Change management
- Knowledge management
John Parm Ulhøi
jpu@mgmt.au.dk

- Business Development and Business Model Change
- Change Management
- Organizational Behaviour
- Organizational Design
- Organizational Development
- Organizational Digitalization
- Innovation and Entrepreneurship
- Environmental Management
- Corporate Social Responsibility

Anders Ryom Villadsen
Avilladsen@mgmt.au.dk

- Employee diversity
- Organisational behaviour
- Organisational change
- Power and influence in organizations
- Quantitative methods
- Leadership
- Public sector organisations

Oana Vuculescu
oanav@mgmt.au.dk

- Strategy
- Innovation management
- Organization 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)
Christian Waldstrøm  
cwa@mgmt.au.dk  
Not available spring 2020

- Organizational Theory
- Social network analysis (SNA)
- Knowledge sharing / Cooperation
- Organizational Behaviour
- Management
- Humour in organizations

Michael Zaggl  
zaggl@mgmt.au.dk

- Innovation management
- Crowds (Crowdsourcing, Crowdfunding)
- Online communities
- Open source software development
- Online labor markets
- Complexity