

Selected peer-reviewed papers in international journals

Morsing, M & Oswald, D. (2009). Sustainable leadership: management control systems and organizational culture in Novo Nordisk A/S. *Corporate Governance: The International Journal of Business in Society*, vol. 9, issue 1, pp. 83-99

Morsing, M. and Perrini, F. (2009) Editorial: CSR in SMEs. Do SMEs matter for the CSR agenda?, Introduction paper to special issue edited by Morsing, M. and Perrini, F., *Business Ethics: a European Review*, vol. 18, no. 1, pp. 1-6

Morsing, M & Oswald, D. (2008). Novo Nordisk A/S: Integrating sustainability into business practice. *Journal of Business Ethics Education*, vol. 5, pp. 137-166

Morsing, M., Schultz, M. & Nielsen, K.U. (2008) The catch 22 of communicating CSR: Findings from a Danish study. *Journal of Marketing Communications*, vol. 14, no. 2, pp. 97-111

Christensen, L.T., Cornelissen, J. and Morsing, M. (2007). Corporate communications and its critics: A comment on Llewellyn and Harrison. *Human Relations*, vol 60, no. 40, pp. 653-661

Guthey, E. Morsing, M. and Langer, R. (2006). La responsabilidad social corporativa como moda de gestión empresarial. *Harvard-Deusto Business Review*, no. 150, October, pp. 56-67

Morsing, M. and Schultz, M. (2006). Corporate social responsibility communication: stakeholder information, response and involvement strategies. *Business Ethics: a European Review*, 15(4), pp. 323-338

Morsing, M. (2006). CSR as strategic auto-communication – on the role of external stakeholders for member identification. *Business Ethics: A European Review*, 15 (2), pp.171-182

Morsing, M. (2006). Corporate moral brands – the question of aligning employees. *Corporate Communications: an international journal*, vol. 11, no. 2, pp. 97-108

Morsing, M. (2005). Message in a bottle: communicating responsibility. *Business Strategy Review*, vol 6, issue 2, pp. 84-88

Morsing, M. (2003). CSR – a religion with too many priests? Interview with Harvard professor Michael Porter. *European Business Forum*, issue 15, autumn, pp. 41-42

Morsing, M. (2002). Corporate branding basics. *The Danish Design Centre Journal*. Vol. 1, pp. 33-44

Morsing, M. and Kristensen, J. (2001). The question of coherency in corporate branding – over time and across stakeholders. *Journal of Communication Management*. Vol.6; 1, pp. 24-40

Morsing, M. (1999). The media boomerang: the media's role in changing identity by changing image. *Corporate Reputation Review*. Vol.2, no.2, Spring, pp. 116-135

Selected international book chapters

Chouliaraki, L. & Morsing, M. (2009) Towards an understanding of the interplay between media and identity. An introduction. In: Chouliaraki, L. and Morsing, M. (Eds.) *Media, Organizations and Identity*. London: Palgrave MacMillan

Kjærgaard, A. & Morsing, M. (2009). Strategic auto-communication in identity-image interplay: The dynamics of mediatizing organizational identity. In: Chouliaraki, L. & Morsing, M.: *Media, Organizations, and Identity*. London: Macmillan Palgrave

Kjær, P. and Morsing, M. (accepted for publication). Corporate reputation and the news media in Denmark. In: Carroll, C. (Ed) *Corporate Reputation and Media. Global Studies*. London: Oxford University Press

Morsing, M. (2009). Corporate Social Responsibility in Organizational Behavior. In: Smith, C. and Lenssen, G. (Eds.) *Mainstreaming Corporate Responsibility. Cases and Text for Integrating Corporate Responsibility across the Business School Curriculum*. London: John Wiley, pp. 438-447

Morsing, M & Oswald, D. (2009). Novo Nordisk A/S: Integrating sustainability into business practice. In: Smith, C. and Lenssen, G. (Eds.) *Mainstreaming Corporate Responsibility. Cases and Text for Integrating Corporate Responsibility across the Business School Curriculum*. London: Wiley (OBS: reprint of journal article), pp. 142-166

Morsing, M., Midttun, A. and Palmås, K. (2007). Corporate social responsibility in Scandinavia – a turn towards the business case? In: May, S., Cheney, G. and Roper, J. (Eds.) *The Debate Over Corporate Social Responsibility*. London: Oxford University Press, pp. 98-127

Morsing, M. and Schultz, M. (2006). Stakeholder communication strategies. In: Morsing, M. and Beckmann, S.C. (Eds.) *Strategic CSR Communication*. Copenhagen: DJØF Publishing, 2006, pp. 133-157

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Beckmann, S.C., Morsing, M. and Reisch, L. (2006). Strategic CSR communication: An emerging field. In: Morsing, M. and Beckmann, S.C. (Eds.). *Strategic CSR Communication*. Copenhagen: DJØF Publishing, pp. 11-36

Morsing, M. (2006). Strategic CSR Communication - the challenge of telling others how good you are". In: Jonker, J. & Witte, M.C. (Eds.) *Management Models for CSR: A Comprehensive Overview*. Springer Verlag: Berlin, pp. 237-245

Morsing, M. and Oswald, D. (2006). Novo Nordisk – Integrating sustainability into the business strategy. In: Kakabadse, A. & Morsing, M. (Eds.). *Corporate Social Responsibility – Reconciling Aspiration with Application*. London: Palgrave Macmillan, pp. 183-216.

Morsing, M. and Vallentin, S. (2006). CSR and stakeholder involvement: the challenge of organizational integration. In: Kakabadse, A. & Morsing, M. (Eds.) *Corporate Social Responsibility – Reconciling Aspiration with Application*. London: Palgrave Macmillan, pp. 245-254

Kakabadse, A. and Morsing, M. (2006). Introduction: Corporate social responsibility: reconciling aspiration with application. In: Kakabadse, A. & Morsing, M. (Eds.) *Corporate Social Responsibility – Reconciling Aspiration with Application*. London: Palgrave Macmillan, pp. 1-6

Morsing, M. (2004). Inclusive labour market strategies: Denmark. In: Habisch, A., Jonker, J., Wegner, M. & Schmidpeter, R. (Eds.) *Corporate Social Responsibility Across Europe – Discovering National Perspectives of Corporate Citizenship*. Berlin: Springer, pp. 23-36

Morsing, M. (2003). Conspicuous responsibility: communicating responsibility – to whom? In: Morsing, M. and Thyssen, C. (Eds.) *Corporate Values and Responsibility – The Case of Denmark*. Copenhagen: Samfundslitteratur, pp. 145-154

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Morsing, M. and Pruzan, P. (2002). Values in leadership – perspectives, potentials and perplexities. In: Zsolnai, L. (Ed.) *Ethics in the Economy. Handbook of Business Ethics*, Peter Lang AG-European Academic, pp. 259-294

Morsing, M. and Eiberg, K. (1998). Introduction. In: Morsing, M. and Eiberg, K. (Eds.) *Managing the Unmanageable for a Decade*. Copenhagen: Oticon Press, pp.10-17

Morsing, M. (1998). Conflicts as the driving force in project organizations. In: Morsing, M. and Eiberg, K. (Eds.) *Managing the Unmanageable for a Decade*, Copenhagen: Oticon, pp. 91-102

Morsing, M. (1993). Oticon A/S - a nontraditional performance and process measurement

system. In: *Performance Measurement: The New Agenda - Using Non-Financial Indicators to Improve Profitability*, Business Intelligence Ltd., pp. 262-269

Morsing, M. (1993). Grundfos: measuring and appraising quality. In: *The New Look of Corporate Performance Measurement*, The Economist Intelligence Unit, pp. 71-79

Selected books

Chouliaraki L. and Morsing, M. (Eds.) (2009) *Media, Organisation and Identity*, London: Palgrave MacMillan

Morsing, M., Vallentin, S. & Hildebrandt, S. (Eds.) (2008) *Forretning eller ansvar? Social ansvarlighed i små og mellemstore virksomheder*. Copenhagen: Børsens Forlag. 302 pages

Christensen, L.T. and Morsing, M. (2008) *Bag om Corporate Communication*. Copenhagen: Samfundslitteratur (2 revised edition). 172 pages

Christensen, L.T., Morsing, M. and Cheney, G. (2008) *Corporate Communications: Convention, Challenge, Complexity*. London: Sage Publications . 251 pages

Morsing, M. and Beckmann, S.C. (Eds.) (2006). *Strategic CSR Communication*. Copenhagen: DJØF Publications. 301 pages

Kakabadse, A. and Morsing, M. (Eds.) (2006). *Corporate Social Responsibility – Reconciling Aspiration with Application*. London: Palgrave MacMillan. 311 pages

Christensen, L.T. and Morsing, M. (2005). *Bagom Corporate Communication*. Copenhagen: Samfundslitteratur. 155 pages

Morsing, M. and Thyssen, C. (Eds.) (2003). *Corporate Values and Responsibility – The Case of Denmark*. Copenhagen: Samfundslitteratur. 306 pages

Morsing, M. and Kristensen, J. (2001). *Tværfagligt samarbejde – om fire måder at møde "de andre" på*. København: Dansk Industri's Forlag

Morsing, M. and Christensen, B. (Eds.) (1996). *Læringsprocesser i virksomheden*. København: Dansk Industri's Forlag

Morsing, M. (1995). *Omstigning til paradis? - Oticon i processen fra hierarki til spaghetti*. København: Copenhagen Business School Press. (Baseret på Ph.d. afhandling som modtog Tietgen's Guld Medalje i 1993).

Morsing, M. (1991). *Den etiske praksis. En introduktion til det etiske regnskab*. Copenhagen: Copenhagen Business School Press

Danish articles

- Christensen, L.T. and Morsing, M. (2009). Corporate communication: en udfordring om styring og fleksibilitet. I: Merksel, H. (Ed.) *Public Relations Handbook*. København: Samfundslitteratur
- Morsing, M. & Schultz, M. (2009) Corporate social responsibility – en udfordring for strategisk kommunikation. In: Merksel, H. (Ed.) *Public Relations Handbook*. København: Samfundslitteratur
- Frandsen, S. & Morsing, M (2009) Udfordringer ved at anvende CSR som employer branding strategi. I: Buchhave, B. (Ed.) *Employer branding*. Coreworkers: København
- Christensen, L.T. & Morsing, M. (2008). Fra produktbranding til corporate branding. In: Eiberg, K., Karsholt, E. & Torp, S. (Eds.) *Integreret markeds kommunikation*. København: Samfundslitteratur, pp. 29-40
- Vallentin, S. & Morsing, M. (2008). Introduktion: virksomheders samfundsansvar i smv'er. In: I: Morsing, M., Vallentin, S. & Hildebrandt, S. (Eds.) *Forretning eller ansvar? Samfundsansvar i små og mellemstore virksomheder*. København: Børsens Forlag, pp. 8-36
- Morsing, M. & Vallentin, S. (2008) Virksomheders samfundsansvar i små og mellemstore virksomheder – kortlægning og status. In: Morsing, M., Vallentin, S. & Hildebrandt, S. (Eds.) *Forretning eller ansvar? Samfundsansvar i små og mellemstore virksomheder*. København: Børsens Forlag, pp. 40-63
- Morsing, M. and Schultz, M. (2007) Tre kommunikationsstrategier for CSR. In: *Børsens Ledeshåndbog*, 10.4, juli, pp.1-20
- Morsing, M. and Beckmann, S.C. (2006). Virksomhedens sociale ansvar: Danske CSR traditioner i lyset af angelsaksiske og kontinentale CSR traditioner. In: Djurså, H. and Neergaard, P. (Eds.) *Sociale regnskaber og social ansvarlighed*. Århus: Systime Academic, pp. 103-114
- Morsing, M. (2005). En CSR kommunikationsmodel. In: Reismann, M. & Thon, A. (Eds.): *Social ansvarlighed – en håndbog*, København: Forlaget Andersen, kapitel 9.1, pp. 2-12 (internet-version www.forlagetandersen.dk)
- Morsing, M., Schultz, M. and Nielsen, K.U. (2004). Social ansvarlighed giver ikke automatisk respekt. *Ledelse i Dag*, November, pp. 32-40
- Morsing, M. (2001). *Værdier i danske virksomheder. Skitse af et fænomen med mange ansigter*. Working paper, Center for Corporate Communication, Copenhagen, Copenhagen Business School, 2001 (81 pages)

Morsing, M. (1996). Konflikt som projektorganisationens drivkraft. *Ledelse og Erhvervsøkonomi*, 60.årgang, juli, pp. 165-177

Morsing, M. (1995). Organisatorisk læring af anden orden. *Virksomhedens strategi og ledelse*, Børsens Forlag, oktober, pp. 1-28

PhD Supervision

- Ph.d. supervisor for Christina Lollike, "Integrating CSR and communication in a knowledge organization", co-financed by CBS, COWI A/S and the Ministry of Science, 2009-2012
- Ph.d. supervisor for Ph.d. candidate Robert Strand, "Public Trust. Integration of non-financial issues into internal and external communication", co-financed by CBS, PricewaterhouseCoopers and the Ministry of Science, 2009-2012
- Ph.d. supervisor for Ph.d. candidate Carina Christine Skovmøller, "Sustainable Living – an analysis of CSR as a driver corporate communication in an international company", industrial researcher in collaboration with Velux, 2008-2011
- Ph.d. supervisor for Ph.D. candidate Anne Vestergaard, "Branding of Humanitarian Organizations", 2007-2009, IKL. CBS
- Ph.d. supervisor for Claus Strue Frederiksen "CSR policies and the philosophy of morals", industrial researcher in collaboration with Coloplast, Trygvesta and Danfoss, in collaboration with Copenhagen University and CBS, 2009-2012
- Ph.d. supervisor for Ph.d. candidate Sanne Frandsen, "Employer Branding and CSR", Industrial researcher in collaboration with TDC, at CBS, 2008-2011
- Ph.d. supervisor for Ph.d. candidate Peter Mejlby, cand.merc.int. "Values-Based Leadership and Power", CBS, 2003-2007
- Ph.d. supervisor for Ph.d. candidate Joachim Boll, cand.scient.pol, "CSR Strategies and Human Resources", National Institute for Social Sciences and CBS, 2003-2007
- Ph.d. supervision of Katrin Willst, Hamburger Universität, visiting Ph.d. scholar at Center for Corporate Values and Responsibility, CBS, September-October 2006

PhD pre-defense opponent

- Pre-defence opponent for Ph.d. candidate Caroline D. Ditlev-Simonsen, BI Norwegian School of Management, Oslo, Norway, November 22, 2008
- Pre-defence opponent for Ph.d. candidate Merete Wedell-Wedellsborg, "Identitet og identitetsledelse. The global soldier", CBS, May 18, 2006
- Pre-defence opponent for Ph.d. candidate Yun Mi Antorini, "The AFOL experience. Brand community in a customers value and innovation perspective: An instrumental case study of the Adult Fans of Lego", CBS, June 28, 2006
- Pre-defence opponent for Ph.d. candidate Susanne Justesen. "Rethinking innovation management: From homogeneity to diversity and back", CBS, December 19, 2006

PhD assessment committees

- Member of Ph.d. assessment committee alias “external examiner” of Ph.d. candidate Krista Bondy: “Implementing CSR strategy within MNCs: An institutional approach”, Nottingham University, September 22, 2008
- Chair for the assessment committee of Ph.d. candidate Anne Roepstorff's Ph.d. thesis: “Holdning for Handling – en etnologisk undersøgelse af virksomheders sociale ansvar”, CBS, defense on April 28, 2008
- Member of the Ph.d assessment committee (external examiner) of Ph.d. candidate Nina Seppala: “Business and Human Rights”. Warwick University, April 25, 2007
- Chair for the assessment committee of Ph.d. candidate Yun Mi Antorini's Ph.d. thesis, “Brand Community Innovation – an Intense Study of Adult Fans of Lego”, CBS, Defense on December 12, 2007
- Member of Ph.d. assessment committee, ph.d. candidate Jan Kristensen, "Den selvopfyldende profeti der tryllebinder. Hvordan tilfredse medarbejdere bliver mere effective". Copenhagen University, Department of Psychology, February 22, 2007
- Member of Ph.d. assesment committee, Ph.d. candidate Jean Paul Peronard. "Sense-making: et bidrag til en forståelse af virksomhedsnetværk i feltet mellem konvergens og modsætninger." University of Southern Denmark, May 31, 2006
- Member of Ph.d. assesment committee, Ph.d. candidate John Mogensen. Århus Business School, 2004