

ANNE-MARIE SØDERBERG

CURRICULUM VITAE

(updated September 2020)

PRESENT POSITION

Professor of Intercultural Communication and Cross-cultural Management
Department of Management, Society and Communication
Copenhagen Business School
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2000 Frederiksberg
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HOME ADDRESS

Vilvordevej 64
DK 2920 Charlottenlund
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AREAS OF SPECIALIZATION

International Business Studies (mergers and acquisitions, HQ-subsiary relations, and global virtual teams)
Cross-Cultural Management and Cultural Learning Processes
Organization and Management studies
Culture Theory and Culture Analysis
Corporate Communications
Organizational Communication
Critical Discourse Analysis

PREVIOUS ACADEMIC POSITIONS

2011- 2014 Visiting senior research fellow at Indian Institute of Management Bangalore, India.

2006 Visiting senior scholar at Stanford University, Scandinavian Consortium of Organizational Research, California, USA

- 2003 Visiting professor at the Department of Management and Organization, Swedish School of Economics and Business Administration (HANKEN), Helsinki, Finland
- 2002-2009 Professor with special responsibilities within the field of International and Corporate Communications,
Department of Intercultural Communication and Management, Copenhagen Business School
- 1993-2002 Associate Professor of Communication Studies
Department of Intercultural Communication and Management, Copenhagen Business School
- 1989-93 Associate Professor of Communication Theory and Speech Analysis
Faculty of Modern Languages, Copenhagen Business School
- 1985-89 Assistant Professor of Didactics of the Humanities
Department of Educational Sciences, Copenhagen University
- 1982-85 Post doc research fellow (seniorstipendiat)
Department of Scandinavian Languages and Literature, Copenhagen University
- 1981 External lecturer (ekstern lektor) of Didactics and Theories of Science
Department of Nordic Studies, Odense University
- 1981 External lecturer (ekstern lektor) of Didactics
Department of Scandinavian Languages and Literature, Copenhagen University
- 1979-81 PhD scholar (kandidatstipendiat)
Department of Scandinavian Languages and Literature, Copenhagen University
- 1975-78 Research fellow in the interdisciplinary project "Speech in the School" (Projekt Skolesprog)
Department of Applied and Computational Linguistics, Copenhagen University
- 1976-78 External lecturer in Speech Analysis and Socialization Theory
Department of Scandinavian Languages and Literature, Copenhagen University
- 1974-76 Teaching assistant (undervisningsassistent) in Communication Analysis
Department of Scandinavian Languages and Literature, Copenhagen University

EDUCATION

Research management 2007

Management of complex projects 2004

Research education as graduate and senior research fellow, Copenhagen University, 1979-81 and 1982-85

BA (Danish: bifag) in Psycholinguistics, Copenhagen University 1978

MA (Danish: hovedfag) in Scandinavian languages and literature, Copenhagen University 1976

LANGUAGES

Danish (native tongue), Swedish, Norwegian (5 of 5)

German and English (relatively fluent) (4+ of 5)

French (good working knowledge) (3 of 5)

MEMBERSHIP OF PROFESSIONAL BOARDS

The editorial board of Sage Handbook of Contemporary Cross Cultural Management 2018-

The advisory editorial board of Amity Journal for Cross Cultural Management 2015-

The scientific committee for the International Research Network Programme, The Danish Ministry of Science, Technology and Innovation 2014 -2018

The scientific steering committee for the International Conference on Intercultural Collaboration (ICIC)/ Collaboration across Borders: Culture, Distance and Technologies (CABS) 2010-2016.

National representative in the board of European Academy of Management (EURAM) 2009-2012.

International scientific advisory board for AICIS, the Aaland International Institute of Comparative Island Studies, 2007-2010, chairman 2008 – 2010.

International scientific advisory board for Stavanger Centre for Innovation Research, Stavanger University, Norway, 2008-2010.

Governmental committee on the bibliometric research indicator within '*communication studies, journalism, information studies and rhetorics*', The Danish Ministry of Science, Technology and Innovation. 2008-2010.

Governmental committee on '*language issues in business life*', The Danish Ministry of Culture 2007.

The Board of *Forum Business Communication*, Copenhagen Business School, 2007-2011.

Advisory board of the Doctor of Business Administration studies, Copenhagen Business School, 2007 –2009.

Editorial board of *Journal of International and Intercultural Communication* 2010-2014
Editorial board of *Language and Dialogue* 2010-2012

Editorial board of *Dialogue Studies*, John Benjamin Publishers 2006-2012

Editorial board of *Scandinavian Journal of Management* 2006-

Scientific advisory board of the book series ‘*The Communicating Organization*’, Samfundslitteratur Publishers 2006 –

The Board of the Research Centre for Story-Telling, Roskilde University Centre 2004-2009

The Board of the Danish Communication Association (Dansk Kommunikationsforening) 2002-2004

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS

International Organizations Network

Academy of International Business

Academy of Management

European Academy of Management

European Group for Organization Studies

Research associate at the Center for Intercultural New Media Research, Marquette University, USA

AD HOC REVIEWER

Academy of International Business

Academy of Management

European Academy of Management

European Journal of International Management

European Management Review

Group & Organization Management

Higher Education Research and Development

Human Relations

Human Resource Management

International Communication Association. Division: Organizational Communication

International Journal of Cross Cultural Management

International Journal of Human Resource Management

Journal of International Business Studies

Journal of International Management
 Journal of Management Studies
 Journal of Managerial Psychology
 Journal of Small Business and Entrepreneurship
 Journal of World Business
 Ledelse og Erhvervsøkonomi
 Management Communication Quarterly
 Nordiska Organisationsstudier
 Nordiske Udkast
 Organization
 Organization Studies
 Personnel Review
 Scandinavian Journal of Management
 Tidsskrift for Arbejdsliv

AWARDS AND GRANTS

- 2017 Order of Dannebrog/ Ridder af Dannebrog
- 2010 Grant (18 mill DKK) from The Danish Council for Strategic Research for a six years research project 'Next Generation Technologies and Processes for Global Software Development' in collaboration between the IT-University, Copenhagen Business School and Indian Institute of Management Bangalore. (research director: professor Jakob Bardram, ITU, principal investigator of ethnographic work place studies: professor Anne-Marie Søderberg, CBS).
- 2009 Award (200.000 DKK) from the Danish Business Research Academy (DEA) as '*business scholar of the year within culture and communication research*'
- 2009 Travel Grant from the Otto Mønsted Foundation for conference at Stanford University, USA
- 2008 Grant from the Humanities in the European Research Area (HERA) for EU researcher match-making event in Paris, France.
- 2008 Grant from the Danish Council for Strategic Research (300.000 DKK) to the research project 'Cultural Understanding as a strategic resource for Danish 'born-globals' on Asian emergent markets
- 2007 Grant (8,6, mill DKK) from the Danish Council for Strategic Research to the research project 'Cultural Intelligence as a Strategic Resource' (2008-2011)

- 2006 Grants from the Augustinus Foundation, the Otto Mønsted Foundation and the Hedorf Foundation to support a four months' residence as visiting senior fellow at Stanford University, California
- 2003 The Dean's Award for '*excellent communication of research findings to a multiplicity of audiences*' (CBS formidlingspris: 25.000 DKK)
- 1998 Grant from CBS's top management committee to support of communication research within the project '*The Development of Communicative and Intercultural Competencies in Companies involved in International Acquisitions*'
- 1998 Grant from CBS's committee to support of communication research to develop a workshop on '*Organizational Discourse*'
- 1997 The Department of Intercultural Communication and Management's award (institutpulje) for '*outstanding contributions to the development of research and teaching at a department in rapid change*'
- 1995 The President of CBS's award (ledelsespulje) for '*the development of a new discipline (organizational communication) at the Faculty of Modern Languages*'.

ADMINISTRATIVE EXPERIENCE

Chairman or member of numerous external and internal assessment committees for full professorships, associate professorships, assistant professorships and PhD scholarships in Denmark, Finland and Sweden.

External examiner of 27 Danish and international PhD theses.

Principal investigator of ethnographic workplace studies in the research project 'Next Generation Technologies and Processes of Global Software Development' 2011-2016

Director of the research programme 'Cultural Intelligence as a Strategic Resource' 2008-2011

General co-chair of the International Conference of Intercultural Collaboration, Copenhagen, August 18-20, 2010.

Chair of the international scientific advisory board for AICIS, the Aaland International Institute of Comparative Island Studies, 2008-2009.

Member of the international scientific advisory board for Stavanger Centre for Innovation Research 2008-2010.

Member of the departmental advisory board at the Department of Intercultural Communication and Management 2008-17.

Deputy academic program director of the BSc study program in Business Administration and Organizational Communication and the MSc study program in Communications management 2006-2008

Academic program director of the interdisciplinary B.Sc. study program in Business Administration and Organizational Communication (HA (kom), 2002 -2005.

Chairman and responsible leader of steering committee for the development of a new crossdisciplinary MSc program in Communications Management at the Faculty of Economics and Business Administration (cand. merc.(kom)), Copenhagen Business School, 2004-2006.

Chairman and responsible leader of steering committee for the development of a new crossdisciplinary B.Sc. program in Business Administration and Organizational Communication at the Faculty of Economics and Business Administration (HA (kom), Copenhagen Business School, 1999-2004.

Chairman of cross-facultary expert committee regarding research and teaching within the field of communication at CBS, 1996-97. Author of the reports "Fokus på Kommunikation på HHK" vol. 1-2.

PhD Coordinator at Department of Intercultural Communication and Management, CBS 1993-2002

Deputy head of department at Department of Intercultural Communication and Management, CBS 1994-96

Chairman of PhD (licentiat) committee at the Faculty of Modern Languages, CBS, 1990-93

Deputy head of the Centre for International Business Administration and Modern Languages, CBS, 1993

Co-editor of *Copenhagen Studies in Language*, 1993-95

Member of the *interim study board of Organizational Communication and Economy*, Faculty of Modern Languages, CBS, 1994

Member of the *research committee of Centre for International Business Administration and Modern Languages*, CBS, 1991-92

Member of research and co-ordination team for *Mediestøttet Åbent Universitet* (the first

Danish mass media supported Open University program), *University of Copenhagen and DR (The Danish National Broadcasting Corporation)*, 1986-89

Academic program director at the Department of Educational Science, University of Copenhagen, 1988-89

Member of the Faculty Board, Faculty of Humanities, University of Copenhagen, 1985-86

Initiator of *Netværk for Danske Uddannelsesforskere* (Danish Network of Educational Researchers), 1985

Initiator of *Forum for Humanistisk Fagdidaktik* (Forum for Humanistic Didactics), 1983
Member of committee in *Dansklærerforeningen* (Association for Teachers of Danish as Mother-Tongue) regarding syllabi for Danish courses in the elementary school, 1983-84.

Scandinavian co-ordinator of study groups within socialization theory and social critique in all Nordic university cities, *The Nordic Summer University* 1980-1983.

RESEARCH EDUCATION

Main supervisor for the following PhD students:

1. MSc. Anna Kirkebæk Johansson Gosovic, Department of Management, Society and Communication, Copenhagen Business School, and Ferring A/S:
Ethics as Practice: An ethnographic study of business ethics in a multi-national biopharmaceutical company Ensuring ethical standards within the multinational company. (1.1.2017- 15.12.2017)
2. MA (cand.mag) Kristina Kazuhara, Department of International Economics and Management, Copenhagen Business School: *Unfolding bicultural talent within Japanese multinational companies abroad and at home.* (1.9.2017-1.6.2018)
3. MSc. (cand.IT) Mia Olsen, Department of Intercultural Communication and Management, Copenhagen Business School, *Mobile payments, their users and contexts.* (1.5.2012 – 31.12.2018)
4. MSc. Morten Hove Tang-Jensen, Department of Intercultural Communication and Management, Copenhagen Business School and Bech-Bruun Law firm: *The Hidden Role of Anti-Corruption in Joint Ventures in Emerging Markets.* (1.1. 2012-
5. Mari Bjerck, Department of Intercultural Communication and Management, Copenhagen Business School, and The National Department of Consumer Research, Norway as well as Helly Hansen A/S, Norway: *Apparel at Work – Work uniforms and women in male dominated manual occupations.*(1.3.2015-18.1.2017)

6. MSc. (cand.merc.fil) Thomas Tøth, Department of Intercultural Communication and Management, Copenhagen Business School, and HCL: *Trustworthiness: Enabling Global Collaboration. – An Ethnographic Study of Trust, Distance, Control, Culture and Boundary Spanning within Offshore Outsourcing of IT Services.* (1. 11. 2011 – 23.12. 2014)
7. MA (cand.comm.) Carina Christine Skovmøller, VELUX A/S and Department of Intercultural Communication and Management, Copenhagen Business School: *CSR som noget særligt. Et case studie om styring og menings-skabelse i relation til CSR ud fra en intern optik.* (1.1.2008 -31.12.2011)
8. MSc. (cand.psych) Gitte Petersen Jakobsen, Right Management and Department of Organization, Copenhagen Business School: *Stories of Leader Identity: A Narrative Investigation of Leader Identity Construction.*(1.1.2007 – 1.3.2009)
9. MSc. (cand.psych) Merete Wedell-Wedellsborg, The Royal Danish Defence Academy, Faculty of Leadership and Psychology and Copenhagen Business School: *The End of Uniformity? Reflections on the Creation of a Temporary Identity in Multinational Military Organizations. Towards a Contingency Perspective on Military Corporate Identity.* (1.9. 2003 – 31.8. 2006)
10. MA (cand. mag.) Sidsel Fabech, Department of French, Italian, Russian, Spanish, and German (FIRST), CBS: *Von welchem Österreich ist hier die Rede? Diskursive forhandlinger og magtkampe mellem rivaliserende nationale identitetskonstruktioner I østrigske pressediskurser.* (Rivalling national identities and the power struggles over their media representation in Austria. – A study based on discourse analyses of the constructions of national identities in Austrian daily newspapers and weekly newsmagazines) (1.11.2000-30.10.2003)
11. MA. (cand. mag.) Erik Ernø Kjølhedde, Department of Management, Politics and Philosophy, CBS and The Ministry of Research (administrative research training program): *Managing collaborative research in the European "Triple Helix" – an analysis of researchers' views on management and collaboration in EU-funded research projects.* (1.4.1998- 1.5.2001)
12. MA. (cand.mag.) Henrik Rye Møller, Department of German Studies, HHK: *Østtysk mentalitet – set med danske øjne. En bevidsthedssociologisk undersøgelse* (East German Mentality – in the eyes of the Danes – an empirical investigation and a theoretical approach to East German mentalities) (1.8.1997-1.3.2000)

13. MA (cand.comm.) Roy Langer, Department of German Studies, CBS: *Zwischen Gefühl und Vernunft. – Zur Darstellung Deutschlands in dänischen Mediendiskursen* (Picturing Germany in Danish Media Discourses) (1.9.95-31.8.98)
14. MA (cand.negot.) Maria Anne Skaates, Department of Intercultural Communication and Management, CBS: *Kulturforskelles betydning i kommunikationen mellem danske moderselskaber og deres tyske datterselskaber* (The significance of cultural differences in the communication between Danish parent companies and their German subsidiaries (1.1.1997-1.4.1998)

Chairman or member of assessment committees for the following PhD theses /Doctoral Theses:

1. Anders Kryger: *'Aligning future employee action and corporate strategy in a resource scarce environment'*. Copenhagen Business School 2018.
2. Rasmus Eskild Jensen: *Adjusting to Persistent Discontinuities in Global Software Development Teams through Closely Coupled Work Practices*. Faculty of Technologies in Practice, the IT University of Copenhagen, 2015.
3. Kristian Lange Østergaard: *The Individual in the Intercultural Interplay – Examples of Authenticity, In-Authenticity and Everydayness from Grundfos and H. Lundbeck*. Aalborg University 2013.
4. Maja Rosenstock: *CSR – hvor svært kan det være? Kulturanalytisk casestudie om udfordringer og dilemmaer med at forankre Coops CSR-strategi*. Department of Intercultural Communication and Management, Copenhagen Business School 2012.
5. Jacob Holm Hansen: *Is Social Integration Necessary for Corporate Branding? A study of corporate branding strategies at Novo Nordisk*, Department of Management, Politics and Philosophy, Copenhagen Business School, 2012.
6. Sampo Tukainen: *Finnishness in Cross Cultural Interaction in International Engineering Projects*. Aalto University School of Economics, Finland 2010.
7. Salla Huttunen: *Problematic talk. The role of multiple understandings in project meetings*. Aalto University School of Economics, Finland 2010.
8. Louise D. Bringselius: *Personnel resistance in mergers of public professional service organizations. A case study of the merger of two audit organizations in Sweden*. Department of Business Economics, Lund University 2008
9. Peter Mejlby: *Frihed og fængsel, en del af den samme drøm? Et phronetisk baseret casestudie af frigørelsens og kontrollens sameksistens i værdibaseret*

- ledelse*. (Freedom and prison – parts of the same dream? A phronetic case-study of the coexistence of freedom and control when practicing values-based management) Copenhagen Business School 2007
10. Elina M. Antila: *The Role of Human Resource Management in International Mergers and Acquisitions*. University of Vaasa, Finland 2006
 11. Charlotte Albrechtsen: *Fortælling og fortolkning i Jyske Bank. Strategisk storytelling i intern organisationskommunikation* (Storytelling and interpretation in 'Jyske Bank'. Strategic storytelling in internal organizational communication). Aarhus School of Business 2006
 12. Annie Aarup Nielsen: *Udvikling og tilegnelse af interkulturel kompetence i praksis*. (Development and Acquisition of intercultural competence in practice). Institut for Sprog og Internationale Kulturstudier. Aalborg Universitet 2003.
 13. Ole Emil Rasmussen: *De (u)artige piger. Sociale og kulturelle omlæringsprocesser i det almene gymnasium*. (The (mis)behaving young women. Social and cultural relearning processes in the Danish upper secondary school.) Dansk Institut for Gymnasiepædagogik, Syddansk Universitet, Odense 2002
 14. Esben Karmark: *Organizational Identity in a Dualistic Subculture - A Case Study of Organizational Identity Formation in Lego Media International*. Department of Intercultural Communication and Management, Copenhagen Business School 2002.
 15. Annegrethe Ahrenkiel: *Kontrol og dynamik i pædagogiske processer. Et diskursanalytisk studie af kommunikation i en 'usynlig' pædagogisk læringskontekst med daghøjskolen som eksempel* (Control and dynamics in pedagogical processes. A discourse-analytical study of communication at a Day High School within an 'invisible pedagogic context'), Graduate school of Life-Long Learning, Roskilde University 2002.
 16. Marita Svane: *En interkulturel forståelsesmodel over ledelsesprocessen i udviklingen og organiseringen af det interkulturelle virksomhedssamarbejde*. (An intercultural model for the understanding of the managerial process in the development and organization of intercultural corporate co-operation), Department of History and International Studies, Aalborg University 2001.
 17. Helle Pedersen: *Forandringskommunikation. En organisations- og kommunikationsteoretisk analyse af værdibaserede læreprocesser* (Communication of Change. An organization- and communication-theoretical analysis of values-based learning processes). Novo Nordisk and Department of Nordic Philology, University of Copenhagen 2001.

18. Jutta Eschenbach: *Ola Nordmann in deutschen Blätterwald. Zu stereotypenhaften Aussagen über Norwegen in der deutschen Presse.* (On stereotypical statements on Norway in the German Press), Department of German and Dutch Studies, University of Göteborg, Sweden 2000 (Swedish Doctoral Thesis)

19. Anette Therkelsen: *Picturing Places. Image Formation Processes in a Tourism Context.* Department of Language and International Studies, University of Aalborg 2000.

20. Dennis Day: *Linguistic Ethnic Group Categorizations at Two Work Places.* Department of Language and International Studies, University of Aalborg 1999.

21. Richard Jones: *Issue Management as a Strategic Marketing Tool. A Rhetorical Approach to Organisations' External Communication.* Department of Marketing, University of Southern Denmark, University of Odense 1998.

22. Elin Fredsted: *"Ich hab' eine Frage" eller "Hva' ka' man se her?" Undersøgelser af dansk og tysk talesprog inden for turistbranchen.* (Examinations of Danish and German speech communication in the tourist industry) Department of Economics and Foreign Languages, The Southern Denmark Business School 1996.

23. Kirsten Jæger: *Uddannelse af den interkulturelle aktør (The education of the intercultural actor)* Department of Language and International Studies, University of Aalborg 1996.

24. Karl-Heinz Pogner: *Energiekonzept für Wendenburg. Arbeitsteilige Produktion fremdsprachlicher Texte am technischen Arbeitsplatz.* (On the division of labour in the production of foreign language texts in a technical work place) Department of Language and Communication, University of Odense 1996.

25. Birgitte Norlyk: *Virksomhedskommunikation. Inden for området virksomhedskommunikation ønskes en undersøgelse af, hvilke sproglige karakteristika, der præger kommunikationen i virksomhedens forskellige afdelinger. Undersøgelsen skal relateres til virksomhedens faglige kulturer m.s.h.p. en samlet vurdering af de kommunikationsbarrierer, virksomheden står overfor, såvel internt som eksternt.* (Corporate Communication. An investigation of the linguistic devices characterizing the communication in different departments of a corporation) Tietgen prize thesis from Copenhagen Business School 1995 (subsequently accepted as PhD thesis at Department of Economics and Foreign Languages, Business School South, Denmark).

26. Annica Danielsson: *Tre antologier - tre verkligheter. En undersökning av gymnasiets litteraturförmedling 1945-1975.* (An examination of the teaching of literature in Swedish high schools 1945-75) (Swedish Doctoral thesis) Faculty of Humanities, University of Lund, Sweden 1988.
27. Anne Scott Sørensen: *Pigekulturer og pigepædagogik. Overvejelser over terminologi i teori og praksis* (*Girls' cultures and girls' education. Considering the terminology in theory and practice*) Centre for Women's Studies, University of Odense 1987.