

## CV for Esben Karmark

Born 1967

### Education

Ph.D. Identity in Organizations  
Copenhagen Business School (2002)

M.Sc. International Business Administration  
Copenhagen Business School (1995)

B.Sc. International Business Administration  
Copenhagen Business School (1991)

### Positions

**2008** - Associate Professor - Department of Intercultural  
Communication and Management, Copenhagen Business School

**2005 – 2008** External Lecturer - Department of Intercultural  
Communication and Management, Copenhagen Business School

**2002 – 2005** Assistant Professor - Department of Intercultural  
Communication and Management, Copenhagen Business School.  
Member of BrandStudies research network

**1997 – 2002** Ph.D. Student/research assistant - Department of  
Intercultural Communication and Management, Copenhagen  
Business School

**1995 – 1997** Consultant – Andersen Consulting (Accenture) –  
Copenhagen and Brussels offices

## Main research and teaching focus areas

Corporate Communication  
Corporate Branding  
Organizational and Corporate Identity  
Corporate Culture  
Cross-Cultural Management and Leadership

## Publications

Karmark, Esben (2013) "Corporate Branding and Corporate Reputation" in Carroll, C. (ed.). *The Handbook of Communication and Corporate Reputation*. London: JohnWiley & Sons

Karmark, Esben (2010) "Mediatizing a Global Brand - Effects on LEGO Group's Corporate Brand of Establishing a Media Company". In: L. Chouliararki & M. Morsing (eds.) *Media, Organization, Identity*. London: Palgrave

*Karmark, E. & Remke, R. (Forum Editors) (forthcoming). "Pure Luxury? The Rebranding of Georg Jensen". Management Communication Quarterly*

Gjøls-Andersen, P. & Karmark, E. (2005), "Corporate Brand Stretch: Brand Extension in a Corporate Branding Perspective". In: Schultz, M., Antorini YM. & F. Csaba (eds.), *Corporate Branding Purpose/People/Process*. Copenhagen: CBS Press

Karmark, E. (2005) "Living the Brand". In: Schultz, M., Antorini, YM & Fabian Csaba (eds.), *Corporate Branding Purpose/People/Process*. Copenhagen: CBS Press

Karmark, Esben (2002) "Organizational Identity in a dualistic subculture: A case study of organizational identity formation in Lego Media". Copenhagen: SL Books

Karmark, E. & Holden, N. (2001) "LEGO- Transferring Identity

Knowledge” in: Holden, N.J. *Cross-Cultural Management: A Knowledge Management Perspective*. London: Financial Times/Prentice Hall

Karmark, E. (2007) “Beyond Product Branding – How Corporate Branding Builds Sustainable Brand Equity”. In: *Globes Special Issue on Brands (Israel)*, Aug. 5<sup>th</sup>

Karmark, E. & P. Lundberg Andreassen (2003) “Danisco France”, in: Cumberland, F (ed.). *Marketing Casesamling*. Copenhagen: SL Books

Karmark, E. & P. Lundberg Andreassen (2003). “Danisco Tyskland” in: Cumberland, F (ed.). *Marketing Casesamling*. Copenhagen: SL Books

## **Selected Conference Papers**

“Sustainability Governance as an Emergent Narrative for Cities and Local Governments: A Leadership Communication Perspective” (co-authored with D. Salkov-Iversen & R. Remke). Presented at: The 4<sup>th</sup> Global Communication Forum. Shanghai Jiao Tong University . 29-30 September 2010 (Best Paper Award)

“The Identity Work of Complex Organizations – Outlining the Use of Strategic Ambiguity in Branding of Higher Education” (co-authored with D. Kärreman and R. Remke). Presented at the 2<sup>nd</sup> Conference for Process Studies, Rhodes, Greece. Jun 11-13 2010

“Building Sustainability into the Corporate Brand – The Case of Maersk”. Presented at the 14<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil. May 19-21 2010

## **Teaching/Program Management**

### **Program Coordinator**

Organizational Communication and Business Administration  
Graduate Program (Cand.merc. (kom.) 2008-2012

Business, Language & Culture Graduate Program 2012 –

### **Course Coordinator (2008-2013)**

Strategy and Communication. Organizational Communication and  
Business Administration Graduate Program

Leadership and Communication. Organizational Communication  
and Business Administration Graduate Program

Organization and Corporate Communication. Business, Language  
& Culture Undergraduate Program

Course Coordinator: M.sc. in International Law, Economics and  
Management. Elite Program in cooperation with Copenhagen  
University.

**Ph.D./Doctoral School of Organization & Management Studies**  
Committee Chair 2012, 2013 (2)