

CV – Jesper Clement

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Education

Ph.D. in Consumer Behaviour from Department of Marketing, Copenhagen Business School – 2008
Master in Graphic Design from Graphic Art Institute of Denmark – 1997
Architect/Designer from Royal Academy of Fine Art, School of Architecture, Copenhagen – 1988

Present position

Associate Professor at Copenhagen Business School, Department of Marketing
Leader of Decision Science Research Cluster (DNRC) - research in behavioural neuroscience, visual perception and non-conscious decision-making

PhD supervisions

Seidi Suurmets (2015 – 2018) Application of eye-tracking and biometric sensors in marketing research
Sönnich Dahl Sönnichsen (2016 – 2019) Creating a researched based model with which it is possible to evaluate the economic and environmental consequences of a transition from linear to circular economic public procurement
Leticia Vedolin Sebastiao (2019 – 2022) Mindful consumption and opportunities for marketing

Peer Reviewed Articles

Plangger, Montecchi, Danatzis, Etter, **Clement**, (2020), Strategic enablement investments: Exploring differences in human and technological knowledge transfers to supply chain partners, *Industrial Marketing Management*, vol. 91
Sönnichsen & **Clement**, (2019). Review of green and sustainable public procurement: Towards circular public procurement. *Journal of Cleaner Production*
Ciceri, Russo, Songa, Gabrielli, **Clement**, (2019), A Neuroscientific Method for Assessing Effectiveness of Digital vs. Print Ads. *Journal of Advertising Research*, vol. 59(4)
Jensen, Stets, Suurmets, **Clement**, Aanaes (2017) Wearable Gaze Trackers: Mapping Visual Attention in 3D. In: *Sharma P., Bianchi F. (eds) Image Analysis. SCIA 2017. Lecture Notes in Computer Science*, vol 10269. Springer, Cham
Sönnichsen, **Clement** & Kornum; (2017). *Innovation Broker in a Circular Economic Context*. Conference proceeding at "Opening the Bin" Helsingborg, Sweden
Clement; Smith; Zlatev; Gidlöf; Van de Weijer (2017) Assessing Information on Food Packages. *European Journal of Marketing*, Vol. 51, No. 1, 2017, p. 219-237
Clement, Aastrup & Forsberg; (2015). Decisive visual saliency and consumers' in-store decisions. *Journal of Retailing and Consumer Services*
Halloran, **Clement**, Kornum, Bucatariu & Magid; (2014). Addressing food waste reduction in Denmark. *Food Policy*
Clement, Kristensen & Grønhaug; (2013): The influence of packaging design features on visual attention – Understanding consumers' in-store visual perception, *Journal of Retailing and Consumer Services*, vol.20
Clement & Scriver; (2012). Visuel identitet som strategi – hvordan virksomheden får det fulde udbytte. *Ledelse og Erhvervsøkonomi*, vol.3