Professor Majken Schultz
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Majken Schultz, PhD, is Professor of Organization Studies and Management at Copenhagen Business School, Denmark since 1996 and affiliated with the Centre for Organization and Time. From 2021 to 2025 she is co-managing a research project on "Making Distant Futures Actionable: Innovating for a Zero-Carbon Future" funded by Novo Nordisk Foundation. She a member of the Royal Danish Academy of Sciences and Letters. Since 2000 Majken holds several board memberships of major international companies. Since 2022 she is Chair of Carlsberg Foundation and deputy char in Carlsberg Group. She is a founding member of Board Leadership Society and has been a member of VL 48 since 1999

Her current research addresses various aspects of organizational time and temporality and how they address distant futures, focusing on climate change. She has studied how actors connect past and future, as they engage in identity reconstruction, make linkages between identity to strategy or reinterpret the use of their history. Her previous work focused on relations between organizational culture, identity, and image with implications for corporate branding. Her work comprises more than 60 articles in international peer-reviewed journals, including papers in all the major leading A-journals in the field of organization and management. She has edited or co-authored more than a dozen books, some of which have been translated into other languages, including Spanish, Korean, Turkish, Persian and Danish. She is among the most cited researchers at CBS and currently has over 32.000 citations on Google Scholar.

Majken has received several awards and has spoken at numerous international and national academic and practitioner conferences, including the Academy of Management, European Group of Organization Studies, World Economic Forum and the Conference Board. She has a daughter and is married to professor Tor Hernes.
See also CBS Research Portal https://research.cbs.dk/en/persons/majken-schultz

EDUCATION AND AFFILIATIONS

Master of Political Science 1984 University of Copenhagen, Political Studies.
PhD Copenhagen Business School 1988. Awarded Tietgen Gold Medal
1988 and on Assistant and Associate Professor, CBS, Department of
Organization Studies and Industrial Sociology
1988 and 1989 Visiting scholar, Stanford University
2000 – 2003 Affiliated Professor part time, LEGO Group
1996 – 2006 Professor at Department of Intercultural Communication and Management, CBS
Since 2006 Professor at Department of Organization, CBS

2009-2022 International Research Fellow, Centre for Corporate Communication, Saïd Business School, Oxford University
Since 2015 Member of Royal Danish Academy of Sciences and Letter

AWARDS AND HONORS
Ridder af Dannebrog /Order of Dannebrog 2015;
FUHU Research Price 2009;
Jorcks Foundation Award 2002;
Danish Marketing Award 2002;
Marie Løngaard's Award 2000.

BOARD EXPERIENCE AS NON-EXECUTIVE MEMBER.
Current positions:
Carlsberg Foundation, Chair, since 2022
Carlsberg A/S Board member, since 2019

Former positions:
Danish Crown 2013-2020; Bang & Olufsen 2013-2019; Danske Spil 2012-2019; Academy of Management 2009-2012; Danske Bank 2000-2013; COWI A/S 2005 – 2011; Carl Bro 2001 – 2004; VL Grupperne 2007 – 2011; Foreningen Realdanmark 1998-2000, Realdania 2000 – 2023, last periods as Deputy Chair.

RESEARCH LEADERSHIP (PI)

2021 – 2025: Making Distant Futures Actionable: Innovating for a Zero-Carbon Future"

Funded by Novo Nordisk Foundation. Majken Schultz (PI) co-manages the project with professor Tor Hernes, assistant professor Miriam Feuls, postdoc Jonathan Feddersen and postdoc Sunny Mosangzi Xu. The project is a collaboration between the Centre for Organization and Time and five international research partners: Professor Tima Bansal, Ivey Business School (Canada), Professor Raghu Garud, Penn State University (US) Professor Juliane Reinecke, Saïd Business school, University of Oxford (UK), Professor Daniel Nyberg, University of Newcastle (Australia) and professor Jennifer Howard-Grenville, University of Cambridge. See more at https://www.cbs.dk/en/research/departments-and-centres/department-of-organization/centres-and-groups/centre-organization-and-time-cot/projects.

2015 – 2019: Changing in time

Funded by Tuborg Foundation. Focus on Carlsberg Group and Arla. With Professor Tor Hernes and PhD student Jonathan Feddersen, Copenhagen Business School.

2009 -2013: Linking Organizational Identity to Corporate Branding: The Roles of History, Organizational Structures and Boundary Management

Funded by Tuborg Foundation. Focus on Carlsberg Group. With Professor Mary Jo Hatch University of Virginia and PhD student Lærke Højgaard Christiansen.

2001 – 2004: Corporate Branding in a global context
Funded by Edith and Godtfred Kirk Christiansens Fond and National Social Science CouncilFocus on LEGO Group and establishment of global brand initiative as research driven partnership:including Novo Nordisk, Johnson and Johnson, Nissan, Telefonica, ING, SONY and Boeing.With Professor Mary Jo Hatch, University of Virginia. PhD student Yun Mi Antorini, PhD student Esben Karmark, PhD student Pernille Gjøls-Andersen.

1996 – 2000: Value-based organizations, including study of Wolff Olins and Bang and Olufsen
Funded by National Social Science Council
With professor Mary Jo Hatch, Cranfield School of Management.
Professor Davide Ravasi, University of Bocconi & research assistants

ADDITIONAL ACADEMIC SERVICES:

Royal Danish Academy of Science and Letters:
- Research Political Committee (2015-2018)
- Climate Change Committee

Reviewing for:
- Organization Theory
- Strategic Organization
- Academy of Management Review
- Academy of Management Journal
- Organization Science
- Organization Studies
- Administrative Science Quarterly

TEACHING EXPERIENCE

Recent Teaching Experience:

Master of Business Development at Copenhagen Business School since 2018
Master of Board Governance since 2012 with CBS Executive
Master of Science in Strategy, Organization and Leadership since 2008
MBD: Master of Business Development since 2019
MMD: Master of Management Development since 2000;

Executive and Graduate Courses covering
Identity and sensemaking in changing organizations
Strategy and identity
Board Culture and leadership
Identity and Corporate Branding
Change Management

PhD Courses:
Engaged Scholarship (with late Andrew Van de Ven, U. of Minnesota)
Perspectives on Organizational Analysis
Organizational Identity
Time and history

PhD Supervision:
Pernille Gjøls-Andersen
Esben Karmark
Can Seng Ooi
Stine Hedegaard
Rina Hansen
Lærke Højgaard Christiansen
Jonathan Feddersen
Dimitra Makri Andersen

ACADEMIC WORK IN DETAIL

Papers in International Peer-Reviewed Journals:

Blagoev, B; Hernes, T, Kunisch, S. and Schultz, M. (2023) Time as a Research Lens: A Conceptual Review and Research Agenda; *Journal of Management*. https://doi.org/10.1177/01492063231215032.

Schultz, M. (2022) The strategy–identity nexus: The relevance of their temporal interplay to climate change. *Strategic Organization* https://doi.org/10.1177/14761270221125881

Hernes,T. Feddersen, J. and Schultz, M. (2021) Material Temporality: How materiality 'does' time in food organizing". *Organization Studies* 42:2: 351-371. https://doi.org/10.1177/0170840620909974.

Hernes, T. & Schultz, M. (2020) Translating the Distant into the Present: How actors address distant past and future events through situated activity. *Organization Theory*,1(1): https://doi.org/10.1177/2631787719900999

Schultz, M. and Hernes, T. (2020): Temporal interplay between strategy and identity: Punctuated, subsumed and sustained modes. *Strategic Organization*. 18(1) 106–135.

Oriol, I., Ind, N. and Schultz, M. (2019) History Matters: The Role of History in Corporate Brand Strategy. *Business Horizons*. 63:1: 51-60. DOI: 10.1016/j.bushor.2019.09.005.

Hatch, M. J. Hatch and Schultz, M. (2017) Toward a Theory of Using History Authentically Historicizing in the Carlsberg Group. *Administrative Science Quarterly*. 62/4: 657-697.

Schultz, M (2017) Corporate Reputation from Within. *Corporate Reputation Review*. 20/ 3-4:171-172.

Schultz, M. (2015) Time for Culture. *Journal of Business Anthropology*. 4(1):117-124.

Ind, N.; Inglesias, O. and Schultz, M. (2015) How Adidas found its Second Wind. *Strategy+ Business*. August, Issue 80 (9 pages).

Hatch, M. J., Schultz, M. and Skov, A.M. (2015) Organizational identity and culture in the context of managed change: Transformation in the Carlsberg Group 2009–2013. *Academy of Management Discoveries*. 1(1):56-88.

Lejeune, C. Schultz, M. and Vas, A. (2015) How does accreditation influence the dynamics of organizational identity for business schools? *Management International*. 2(14):1-16.

Maguire S. and Schultz, M. (2013) Identity In and Around Organisations: *The European Business Review* May-June: 8 – 12.

Ind, N. Iglesias, O. and Schultz, M. (2013) Building Brands Together: Emergence and Outcome of Co-Creation: *California Management Review*. 55(3): 5-29.

Hatch, M.J. and Schultz, M. (2013) The Dynamics of Corporate Brand Charisma: Routinization and

Activation at Carlsberg IT. *Scandinavian Journal of Management*. 29(2):147-162.

Schultz, M. and Hernes, T. (2013) A Temporal Perspective on Organizational Identity. *Organization Science*. 24(1):1–21.

Schultz, M. (2012) Relationships Between Culture and Institutions: New Interdependencies in a Global World? *Journal of Management Inquiry*. 21(1):102 - 106.

Hatch, M Jo, and Schultz, M. (2010) Toward a Theory of Brand Co-Creation with Implications for Brand Governance. *Journal of Brand Management*. 17(8):590–604.

Ind, N. and Schultz, M. (2010) Brand Building, Beyond Marketing. *Strategy + Business.* Issue 78:1-4.

Schultz, M. (2010) Reconciling Pragmatism and Scientific Rigor. *Journal of Management Inquiry*. 19(3):274-277.

Schultz, M. and Hatch, M. J. (2009) Of Bricks and Brands: From Corporate to Enterprise Branding. *Organizational Dynamics.* 38(2):117-130.

Schultz, M. and Hatch, M. J. (2008) Corporate Branding as Organizational Change. *Brandmanager.* 3: 42-47.

Rubin, J., Schultz, M. and Hatch, M.J. (2008) Coming to America: Can Nordic brand values engage American stakeholders? *Journal of Brand Management.* 16(1-2) Online Edition

Morsing, M., Schultz, M. and Nielsen, K. U. (2008) The 'Catch 22´of communicating CSR: Findings from a Danish Study. J*ournal of Marketing Communication*.14(2): 97 – 111.

Schultz, M. and Hatch, M.J. (2007) Third Wave Branding: Breaking the ice. *Communication Director* issue 4: 58 – 62.

Schultz, M. (2007) Desafios da gestâo da marca nas organizacôes, In *A Revista da Fundacâo Dom Cabral*. 3/July: 12 - 13.

Morsing, M. and Schultz, M. (2006) Corporate Social Responsibility Communication: Stakeholder information, response and involvement strategies*; Business Ethics: A European Review*. 15(4):323-338.

Ravasi, D. and Schultz, M. (2006) Responding to Identity Threats: Exploring the role of Organizational Culture. *Academy of Management Journal.* 49(3): 1 – 30.

Schultz, M. and Hatch, M. J. (2005) Building Theory from Practice, *Strategic Organization*. 3 (August): 337 – 348.

Schultz, M. and Boege, S. (2004) The Drivers of Corporate Reputation; *Nordisk Forsikringstidsskrift*. 2:183-189.

Aperia, T., Bronn, P. and Schultz, M. (2004). Corporate Reputations in Scandinavia*. Corporate Reputation Review*. 7(3): 218 – 230.

Ravasi, D. and Schultz, M. (2003) Practicing Identity: A Process Model of Identity Change Management in Organizations. *SDA BOCCONI Working Paper* No. 03-85.

Schultz, M. and Hatch, M. J. (2003) Cycles of Corporate Branding: The Case of LEGO Company. *California Management Review*. 46(1): 6-26. Translated into Portuguese and Spanish (reprinted under the title "Desafio superado" in Gestión (2004) 9:44-52)

Hatch, M. J. and Schultz, M. (2003) Bringing the Corporation into Corporate Branding. *European Journal of Marketing*. 37(7/8):1041 – 1064.

Reprinted in Balmer, John (2006) *Revealing the Corporate Brand.* London: Routledge.

Reprinted in Elliott, Richard (2008) Brands and Brand Management: Critical Perspectives. London: Routledge.

Schultz, M. and Chernatony, L. (2002) Introduction to special double issue on Corporate Branding (first editor), *Corporate Reputation Review.* 5(2-3): 105 – 112.

Hatch, M. J. and Schultz, M. (2002) The Dynamics of Organizational Identity*, Human Relations.* 55(8): 989-1017.

Reprinted in Portuguese journal *Communição and Sociedade:* 8. (2005).

Hatch, M. J. and Schultz, M. (2001) Are the Strategic Stars Aligned for Your Corporate Brand? *Harvard Business Review*. 79(2): 129 – 134.

Reprinted in *Harvard Business Review on Marketing* (1999, 2000, 2001) Harvard Business School Press, 109-126.

Reprinted in Elliott, Richard (2008) Brands and Brand Management: Critical Perspectives. London: Routledge.

Schultz, M., Mouritsen, J. and Gabrielsen, *G*. (2001) Sticky Reputation: Analyzing a Ranking System, *Corporate Reputation Review*. Vol 4(1) 2001: 24 – 41.

Gioia, D., Schultz, M. and Corley, K. (2000) Organizational Identity, Image and Adaptive Instability *Academy of Management Review*. 25(1):63-81. Nominated for Best Paper Award Academy of Management 2000.

Schultz, M. and Ervolder, L. (1998) Culture, Identity and Image Consultancy: Crossing Boundaries between Management, Advertising, Public Relations and Design, *Corporate Reputation Review*. 3: 29 - 51.

Hatch M. J. and Schultz, M. (1997): A European View on Identity. Interview with Wally Olins*; Journal of Management Inquiry.* 6: 330 – 339.

Hatch, M. J. and Schultz, M. (1997) Relations between Organizational Culture, Identity and Image. *European Journal of Marketing*. 31(6): 356 – 365.

Schultz, M: and Hatch, M. J: (1996*)* Living with Multiple Paradigms: The Case of Paradigm Interplay in Organization Culture Studies. *Academy of Management Review*. 21(2): 529-557.

Schultz, M. and Hatch, M. *(1995)* Restructuring Culture or Celebrating Valhalla. *Studies of Society, Culture and Organizations.* 1(1):

Kreiner, K. and Schultz, M. (1995) Soft Cultures. The symbolism of Cross-border Organizing*. Studies of Society, Culture and Organizations. .* 1(1): 63-81.

Schultz, M. (1995) The Cultural Closure of the Managerial Mind; *Organization*s. 2(1).

Kreiner, K. and Schultz, M. (1993) Informal collaboration in RandD. The formation of networks across organizations. *Organizational Studies* Vol. 14(2): 189-209.

Schultz, M. (1992) Postmodern picture of organizational culture, *International Studies of Management and Organization*. Special issue on postmodernism summer 1992.

Schultz, M. (1991) Transitions between symbolic domains in organizations, *Organization Studies* 12(4): 489-507.

Academic books:

Inglesias, O, Ind, N. & Schultz, M. (2022) (eds) *The Routledge Companion to Corporate Branding.* Routledge.

Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds) (2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press.

Foss, Nicolai J., Pedersen, Torben and Pyndt, J. Schultz, M. (2012) *Innovating Organization and Management. – New Sources of Competitive Advantage*. Cambridge University Press.

Schultz, M, McGuire, S., Langley, A., Tsoukas, H. (Eds) (2012) *The Construction of Identity in and around Organizations. O*xford: Oxford University Press.

Bukh, P.N; Hildebrandt, S., Jenster, P.; Klausen, K.K, Schultz, M., 2011 (Eds) *Ledelseskanon.* København Gyldendal Business: A.P. Møller Mærsk. ISS, Jysk, LEGO; Novo Nordisk. (5 volumes)

Hatch, M.J. and Schultz, M. (2008) *Taking Brand Initiative: How Corporations Can Align Strategy, Culture and Identity through Corporate Branding.* San Francisco: Wiley/Jossey-Bass.

Translations: *Marka Girişimi* (2012): *Kurumsal Markalaşma ile Şirket Stratejisini, Kültürünü ve Kimliğini Uyumlu Hale Getirme Yöntemleri*. Brandage Yayinlari

Esencia De Marca (2010)*: Desvelan cómo las empresas pueden alinear su estrategia, cultura e identidad a través de la marca corporativa con Mary Jo Hatch.* LID Editorial Empresarial

Brug dit Brand (2009) Copenhagen: Gyldendal Business.

Schultz, M., Antorini, Y. M. and Csaba, F. (Eds) (2005) *Corporate Branding Purpose/People/Process* Copenhagen: CBS Press.

Hatch, M. J. and Schultz, M. (Eds)(2004) *Reader on Organizational Identity.* Oxford: Oxford University Press

Schultz, M., Hatch, M. J. and Larsen, M. H. (Eds) (2000*) The Expressive Organization: Linking Identity, Reputation and The Corporate Brand,* Oxford: Oxford University

Translations: Arabic (Obeikan Bookshop and Publishing, Riyadh, Saudi Arabia, 2004)

Portuguese (Pensamento-Cultrix, Sao Paulo)

Schultz, M. and Holten Larsen, M. (1998) *Den udtryksfulde virksomhed.* Copenhagen*:* Bergsøe 4.

Schultz, M. and Hildebrandt, S. (Eds) (1997) *Fokus på Sygehusledelse*. Copenhagen: Munksgaard.

Schultz, M. (1995) *On Studying Organizational Cultures: Diagnosis and Understanding.* Berlin: Walter de Gruyter.

Schultz, M. (1990) *Organisationskultur: Funktion eller symbol*. Copenhagen: Handelshøjskolens forlag.

Schultz, M. and Molin, J. (Eds)(1989) *Kalejdoskopiske Fortællinger fra en Videnskabelig Verden*. Copenhagen: Akademisk Forlag.

Larsen, J. and Schultz, M. (1984) *Bureaukrati og videnskab - organisationskulturer i centraladministrationen. Copenhagen:* Forlaget Politiske Studier.

Non-academic books:

Hernes, T. and Schultz, M. (2016) *Bjergtaget. At vandre sammen fra Mont Blanc til Middelhavet*. København: Gyldendal. 278 pages.

Chapters in International Books:

Schultz, M. & Hernes, T. (2023) Integrating the Missing Link of Episodic Continuity into Change Theorizing. In Hernes, T. & Feuls, M. (eds). *Research Agenda for Organisational Continuity and Change.* Cheltenham: Edward Elgar Publishing, p. 23-45.

Schultz, M. (2022) Balancing the past and future in corporate branding. In Inglesias, O, Ind, N. & Schultz, M. (2022) (eds) *The Routledge Companion to Corporate Branding.* Routledge: 408-417.

Inglesias, O. Ind , N. & Schultz, M. (2022) Introduction. In Inglesias, O, Ind, N. & Schultz, M. (2022) (eds) *The Routledge Companion to Corporate Branding.* Routledge: 3-24.

Ravasi, D. & Schultz, M. (2021) Organizational identity and culture change. In Poole, M. S. and Van de Ven, A. (eds) *The Oxford Handbook of Organizational Change and Innovation.* Oxford University Press.

Suddaby, R, Schultz, M. and Israelsen, T. (2020) Autobiographical Memory and Identities in Organizations:The role of temporal fluidity**.** In Brown, A. (ed) *Oxford Handbook on Organizational Identities*. Oxford: Oxford University Press.

Hernes, T. and Schultz, M. (2016) A temporal understanding of the connections between organizational culture and identity. In Tsoukas, H. and Langley, A. (Eds) *Sage Handbook of Process Organizational Studies*. London: Sage Publications. Chapter 22.

Schultz, M. and Hatch, M. J. 2016 Brand Co-creation Model: *The SAGE Encyclopedia of Corporate Reputation*. Carroll, C. E. (ed). Thousand Oaks, CA: Sage Publications, Incorporated, p. 79-81.

Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (2016). Introduction to Organization Identity. In (Eds) Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds)(2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press: 1-21.

Pratt, M., Ashforth, B. M. Schultz, and Ravasi, D. (2016) Conclusion: On the Identity of Organizational Identity. (Eds)(2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press: 494-501.

Schultz M. (2016) Identity Change and Temporality. In Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds). 2016. *Handbook of Organizational Identity*. Oxford: Oxford University Press: 93-105.

Schultz, M., Hatch, M.J. and Adams, N. (2012) Managing corporate reputation through corporate branding; in Barnett, M. and Pollock, T. *Handbook of Corporate Reputation*. Oxford: Oxford University Press.

Schultz, M., and Hatch, M.J. (2009) Managing Organizational Expression; In S. Clegg and C. Cooper (Eds) *The Sage Handbook of Organizational Behavior, Volume 2: Macro Approaches*. London: Sage Publications: 374-390.

Schultz, M. (2008) Snapshot: Identity Hijack; In D. Barry and H. Hansen (Eds) *New Approaches in Management and Organization*. London: Sage Publications: 447 – 449.

Schultz, M. (2007) Entry on: Organizational Image in I*nternational Encyclopedia of Organization Studies*, London: Sage Publications: 1081 - 1084.

Ravasi, D. and Schultz, M. (2007). "Organizational culture and identity at Bang and Olufsen.". In L. Lerpold et al. (Eds) *Practicing Identity*, London: Routledge:103-120.

Schultz, M. and Hatch, M. J (2006) A culture perspective on Corporate Branding. In Schroeder, S. and Salzer. M. (Eds). *Brand Culture,* London: Routledge:15 – 33.

Schultz, M., Hatch, M. J and Ciccolella, F. (2006) Living the brand through symbols and artifact*s. In* Rafaeli, A. and Prat, M. (Eds). *Artifacts in Organizations*. Erlbaum Publishers:141 – 160.

Schultz, M (2005), Personal Branding – Myths and Opportunities. In Kambhamettu, S. S. and Posa, V. N. *Personal Branding an introduction*, India: Magnus School of Business: 27 – 38.

Hatch, M.J. and Schultz, M.S. (2000) Scaling the Tower of Babel: Relational differences between identity, image and culture in organizations. In Schultz, M., Hatch, M.J. and Larsen, M.H. (Eds) *The expressive organization: Linking identity, reputation, and the corporate brand*, 13-35. Oxford University Press: 11-35.

Schultz, M. and Morsing, M. (1998) The Spagetti Way of Organizing. In Morsing and Eiberg (Eds) *Managing the Unmanageable for a Decade; Copenhagen*: Oticon.

Schultz, M. (participating conversationalist) (1998) The Identity of Organizations *Organizational Identity: Building Theory through Conversations*. In Whetten, D and Paul C. Godfrey, P. C. (Eds) Beverly Hills, Sage Publications: 33 – 83.

Schultz, M. and Rindova, V. (1998) On the relationship between Organizational and Corporate Identity; in *"Organizational Identity: Building Theory through Conversations".* In Whetten, D and Paul C. Godfrey, P. C. (Eds) Beverly Hills, Sage Publications: 46 – 51.

Schultz, M. (1999) Does Culture Matter? In Kreiner, K. and Sevon, G. (Eds) *Constructing RandD Collaboration. The Enactment of EUREKA*. Copenhagen: Copenhagen Business school Press: 85 – 115.

Gioia, D. and Schultz, M. (1995) Creative Post-Processing. On Making Turbulence Valuable. In Gioia (ed) *Creativity in Organization*s. London: Sage Publications.

Schultz, M. (1993) Reconstructing Cultural Analysis in Organizations: Alternatives to the Modernist Tale, in Ahonen, P. (Ed) *Tracing the Semiotic Boundaries of Politics*, Berlin, Mouton de Gruyter.

Larsen, J. and Schultz, M. (1990) Artifacts in a Bureaucratic Monastery. In Gagliardi, P. (Ed) *Symbols and Artifacts: Views of the Corporate Landscap*e. Berlin: Walter de Gruyter.

Papers in Danish Journals and Books:

Schultz, M. (2021), Bestyrelsesdynamik. *Lærebog i bestyrelsesledelse.* Thomsen, S. (ed.). København: *Djøf Forlag,* p. 49-77 29 p.

Gimbel, H. C. & Schultz, M. (2021) Vores teater i vores by: *Gentagelser, flertydighed og forandring: Lederudvikling og effekt?*. Molin, J. & Balslev, L. (eds.). Frederiksberg: *Samfundslitteratur*, p. 65-82.

Schultz M. (2014) Organisationskultur: In Vikkelsø, S. and Kjær, P. (Eds) *Klassisk og moderne organisationsteori*. København: Hans Reitzels Forlag: 209-233.

Morsing, M. and Schultz, M. (2010) Corporate Social Responsibillity: Strategier for kommunikation af social ansvarlighede. In *Håndbog i strategisk public relations*. Merkelen, H. (red.). Frederiksberg: Samfundslitteratur: 87-106.

Schultz, M. and Nome, D. (2009): Glem ikke stakeholderne, Ledelse idag. nr.4, April

Antorini, Y.M. and Schultz, M. (2008): Mærkefællesskaber, nettets gave til brandejere?, *Market Magazine*, December

Morsing, M. and Schultz, M. (2007): Tre kommunikationsstrategier for Corporate Social Responsibility: Stakeholder information, Stakeholder Response og Stakeholder Involvement. Copenhagen*: Børsens Ledelseshåndbog.*

CBS Executive (2006) *The road to excellence* interview in CBS Executive pp.16-17, Copenhagen

Schultz, M. (2004) Corporate Branding som strategy. i Viden om ledelse, (red) Ulhøj. København, Børsens Forlag. P. 390 – 402

Antorini, Y. M. and Schultz, M. 2005 Corporate Brandings ny besindighed. Tema nummer Mandag Morgen Oktober 2004: 41 - 44

Schultz, M. (2004) Netværk om Corporate Branding*; Ledelse I dag*, marts 2004: 14 – 17.

Schultz, M. (2004). Introduktion til, Olins, W. *Om Brands*. København. Børsens forlag (dansk oversættelse)

Schultz, M. (2004) Personlig branding - myter and muligheder. Børsen Magasiner. (in Danish and English): 51 – 54

Schultz, M., Morsing, M. and Nielsen, K. U (2004) Kommunikation af social ansvarlighed. *Ledelse i dag*. December 2004: 32-40

Schultz, M. (1991) *Værdibaseret ledelse, in En Ny Tids Ledelse - en debatbog om ledelse i staten*. København: Finansministeriet 1999: 147 – 161

Schultz, M. (1997) *Værdier som konkurrenceparatemeter: Samspil imellem virksomhedens kultur, identitet og image*, i Professorbogen, (Eds. S. Hildebrandt and E. Johnson), Copenhagen: Forlaget Børsen: 119 – 147

PODCASTS:

CBS Sustain: On Making Distant Futures Actionable

Live podcast episode with Professor Majken Schultz, Department of Organization, CBS, and chair of the Carlsberg Foundation, and conducted by Associate Professor Emil Husted, Department of Organization. This live podcast interview with Majken is about her ongoing research project called "Making distant futures actionable" that took place at the Green Business Forum event in April 2023 at CBS.

https://podcasts.apple.com/dk/podcast/live-interview-with-majken-schultz/id1669730944?i=1000616990197&l=da

TEACHING CASES in alliance with University of Virginia and Darden Case-Clearing
Novo Nordisk:
"Focusing the Corporate Brand". 2005
Majken Schultz, Mary Jo Hatch, James Rubin and Kasper Andersen 2004.
CBS, University of Virginia, Darden
Nissan:
"Taking Infiniti to Japan" 200 James Rubin, Mary Jo Hatch, Majken Schultz
Darden, University of Virginia