

CURRICULUM VITAE

Name: Peter Ditlev Ørberg Jensen

Year of birth: 1964

Nationality: Danish

Family: Married, one child

Education: Ph.D. in International Business, Copenhagen Business School, 2009

M. Sc. Political Science, Department of Political Science,
University of Aarhus, Denmark, 1991

Baccalaureate (studentereksamen), Mulernes Legatskole,
Odense, Denmark, 1983

Contact details

Copenhagen Business School
Department of Strategy and Innovation
Kilevej 14, office 2.62
DK-2000 Frederiksberg, Denmark
Phone: +45 3815 2658
Mobile: +45 3013 9822
Email: poe.si@cbs.dk

Profile

Peter D. Ørberg Jensen's research interests focus on economic globalization and firm internationalization. His research specializes on the global sourcing of advanced and high-value activities, and the managerial, organizational and contractual aspects related to the sourcing arrangements between firms from advanced, high-cost economies, and firms from emerging economies. Peter's career track record includes 11 years in business consulting in the Danish firm Rambøll Management, during 2000-2006 as Chief Consultant, and a 3-year assignment at United Nations Development Programme in New York (1996-99). His research is published in journals in the fields of management, economic geography, and international business. Peter served as the Academic Director of the CEMS Master in International Management program (2014-2018), and from 2012-2017 as a co-organiser and facilitator at TON, *The Outsourcing and Offshoring Network*, a learning network of Danish firms with international outsourcing and offshoring business operations.

Employment

- Institution:** **Copenhagen Business School (CBS), Department of Strategy and Innovation, Copenhagen, Denmark**
Position: Associate Professor of Strategy and International Management
Period: July 2018 – present position
- Institution:** **Copenhagen Business School (CBS), Department of Strategic Management and Globalization, Copenhagen, Denmark**
Position: Associate Professor of Strategy and International Management
Period: July 2012 – July 2018
- Institution:** **Copenhagen Business School (CBS), Department of Strategic Management and Globalization, Copenhagen, Denmark**
Position: Assistant Professor of International Business
Period: July 2008 – June 2012
- Institution:** **Copenhagen Business School (CBS), Center for Business and Development Studies, Copenhagen, Denmark**
Position: Research Fellow
Period: January 2006 – June 2008
- Institution:** **Rambøll Management Consultant, Copenhagen, Denmark**
Position: Chief Consultant, Private Sector Development
Period: January 2000 – December 2005
- Institution:** **PLS Consult Ltd. Copenhagen, Denmark**
Position: Consultant, Private Sector Development
Period: April 1999 – January 2000
- Institution:** **United Nations Development Programme, New York NY, USA**
Position: Program Officer, Private Sector Development
Period: September 1996 – April 1999
- Institution:** **PLS Consult Ltd., Copenhagen, Denmark**
Position: Consultant, Evaluation and Analysis
Period: April 1992 – July 1996
- Institution:** **City of Copenhagen, Denmark; Directorate of Economic Affairs**
Position: Civil servant; Head of Section
Period: January 1992 – March 1992

Institution: Local Governments Research Institute /
University of Aarhus, Denmark
Position: Project analyst
Period: October 1990 – July 1991 (20 hrs/week)

Institution: United Nations Educational, Scientific and
Cultural Organization, Paris, France
Position: Internship
Period: Fall semester 1989

Languages

(1 = Basic level, 5 = High level)

| | Spoken | Written |
|---------|---------------|----------------|
| English | 5 | 5 |
| German | 3 | 3 |
| French | 3 | 1 |
| Danish | Mother tongue | |

List of Publications

a) Published articles in peer-reviewed journals (chronological)

- Brandl, Kristin; Jensen, Peter D. Ørberg & Lind, Manya Jaura (2018). 'Advanced Service Offshore Outsourcing: Exploring the Determinants of Capability Development in Emerging Market Firms'. *Global Strategy Journal*. Vol. 8(2): 324-350.
- Jensen, Peter D. Ørberg & Petersen, Bent (2014). 'Value Creation Logics and Internationalization of Service Firms'. *International Marketing Review*. Vol 31(6): 557-575.
- Jensen, Peter D. Ørberg; Larsen, Marcus Møller & Pedersen, Torben (2013). Editors of special issue of the *Journal of International Management*: 'Developing offshoring capabilities for the contemporary offshoring organization'. *Journal of International Management*.
- Jensen, Peter D. Ørberg & Petersen, Bent (2013) 'BOT outsourcing contracts – Boon or bane to emerging market vendor firms?' *Journal of International Management*. Vol. 19(3): 220-231.
- Haakonsson, Stine J.; Jensen, Peter D. Ørberg & Mudambi, Susan (2013) 'A co-evolutionary perspective on the drivers of the international sourcing of pharmaceutical R&D to India'. *Journal of Economic Geography*. Vol. 13(4): 677-700.

- Jensen, Peter D. Ørberg & Petersen, Bent (2013). 'Global sourcing of services: Risk, process, and collaborative architecture'. *Global Strategy Journal*. Vol. 3(1): 67-87.
- Jensen, Peter D. Ørberg & Pedersen, Torben (2012). 'Offshoring and international competitiveness: Antecedents of offshoring advanced tasks'. *Journal of the Academy of Marketing Science*. Vol. 40(3): 313-328.
- Jensen, Peter D. Ørberg (2012). 'A passage to India: A dual case study of activities, processes and resources in offshore outsourcing of advanced services'. *Journal of World Business*. Vol. 47(2): 311-326
- Jensen, Peter D. Ørberg & Petersen, Bent (2012). 'Global sourcing of services vs. manufacturing activities: Is it any different'. *The Service Industries Journal*. Vol. 32(4): 591-604.
- Jensen, Peter D. Ørberg & Pedersen, Torben (2011). 'The economic geography of offshoring: The fit between activities and local context'. *Journal of Management Studies*, 48(2): 352-372.
- Jensen, Peter D. Ørberg (2009). 'A learning perspective on the offshoring of advanced services'. *Journal of International Management*, 15(2): 181-193.
- Jensen, Peter D. Ørberg; Kirkegaard, Jacob Funk & Laugesen, Nicolai Søndergaard (2009). 'Beyond job losses: The net effects of offshoring and inshoring on employment in the Danish economy'. *Strategic Outsourcing Journal*, 2(2): 123-144.

b) Books and book chapters (chronological)

- Brandl, Kristin; Jensen, Peter D. Ørberg; Jones, Andrew & Ström, Patrik (2020). 'The characteristics of international business-to-business services: The 4C framework'. In: Rob van Tulder, Alain Verbeke, Yingqi Wei & Elizabeth Rose (Eds.) *Progress in International Business Research*, Vol. 15. Emerald, Bingley UK.
- Hansen, Michael Wendelboe; Jensen, Peter D. Ørberg & Petersen, Bent (2016). 'Drivers and Strategies of International Service Firms in Emerging Markets'. In: Merchant, Hemant (Ed.) *Handbook of Contemporary Research on Emerging Markets*. Edgar Elgar Publishing: Cheltenham UK.
- Jensen, Peter D. Ørberg; Petersen, Bent & Schweizer, Roger (2016). 'Global Sourcing Readiness: On Opportunity Recognition, Feasibility and Comfort Zones'. In: Berg, L.; Ivarsson, I.; Lindahl, R. & Ström, P. (eds.) *Gränsöverskridande – Vänbok til Claes G. Alvstam*. Centrum for Europaforskning vid Göteborgs universitet, Skrift nr. 30.

- Pedersen, Torben; Bals, Lydia; Jensen, Peter D. Ørberg & Larsen, Marcus M. (Eds.) (2013). *The Offshoring Challenge: Strategic Design and Innovation for Tomorrow's Organization*. Springer Publishing: London.
- Bals, Lydia; Jensen, Peter D. Ørberg; Larsen, Marcus M. & Pedersen, Torben (2013). 'Exploring layers of complexity in offshoring research and practice'. In Pedersen, T.; Bals, L.; Jensen, P.D.Ø.; Larsen, M.M. (Eds.) *The Offshoring Challenge: Strategic Design and Innovation for Tomorrow's Organization*. Springer Publishing: London.
- Jensen, Peter D. Ørberg; Pedersen, Torben & Petersen, Bent (2013). 'Do expectations match reality when firms consider the risks of offshoring? A comparison of risk assessment by firms with and without offshoring experience'. In Pedersen, T.; Bals, L.; Jensen, P.D.Ø. & Larsen, M.M. (Eds.) *The Offshoring Challenge: Strategic Design and Innovation for Tomorrow's Organization*. Springer Publishing: London.
- Jensen, Peter D. Ørberg & Pedersen, Torben (2010). 'The globalization of high-value activities: Why do firms offshore advanced tasks?'. In Alegre, J. & Barber, J. P. (Eds.). *Progress in International Business Research (vol. 5) – Reshaping the Boundaries of the Firm in an Era of Global Interdependence* (pages 3-28, lead paper). Bingley: Emerald Publishing Group.
- Jensen, Peter D. Ørberg (2008). *Offshoring of Advanced and High-Value Technical Services: Antecedents, Process Dynamics and Firm-Level Impacts* (PhD series 23.2008). Copenhagen: Copenhagen Business School.
- Jensen, Peter D. Ørberg; Kirkegaard, Jacob Funk & Laugesen, Nicolai Søndergaard (2006). 'Offshoring in Europe - Evidence of a Two-Way Street from Denmark'. *Institute for International Economics Working Paper Series, WP 06-3*. (In print April 2007 in "Working Papers: Volume II" by IIE; ISBN: 978-0-88132-404-4)
- Jensen, Peter D. Ørberg & Bjørnkilde, Thomas (2004). 'New trend in evaluation: From evaluation studies to streams of evaluative knowledge', in H. Machkova (ed.) "Companies and competitiveness in the European Union". University of Economics, Prague, and Konrad Adenauer Stiftung, ISBN 80-245-0724-2.
- Winter, Søren, Haahr, Jens Henrik & Ørberg, Peter (1995). *The Labour Market Reform, Evaluation of Regionalization and Planning*. The Danish Labour Market Agency, Copenhagen (in Danish).
- Brøndum, Søren, Madsen, Poul Thøis, Høstrup, Jan & Ørberg, Peter (1995). *Public Tenders and Business Opportunities for Small and Medium Sized Enterprises*. The Danish Agency for Trade and Industry, 1995 (in Danish).
- Winter, Søren, Jensen, Torben Pilegaard, Manniche, Jesper & Ørberg, Peter (1991). Measures to combat long-term unemployment: Evaluation of job training and education for unemployed people. Local Governments Research Institute, Copenhagen (in Danish).

c) Other publications (chronological)

- Jensen, Peter D. Ørberg & Petersen, Bent (2011). 'Human asset internationalization and global sourcing of services – A strategic management analysis on activity-level'. SMG Working Paper Series (SMG WP 1/2011).
- Rambøll Management Consulting & Jensen, Peter D. Ørberg (2010). 'Evaluering af innovationscentre – Silicon Valley, Shanghai & München'. Forsknings- og Innovationsstyrelsen & Eksportrådet (in Danish).
- Jensen, Peter D. Ørberg & Pedersen, Torben (2007). 'Whether and what to offshore?'. SMG Working Paper Series (SMG WP 4/2007).
- Jens Vilstrup & Peter Ørberg (2001). '3 Stories from 2025, Scenarios for the Danish Welfare State and the Public Sector'. Ministry of Finance of Denmark (awarded as winner of prize competition – award 50,000 DKR – commissioned by the Ministry of Finance of Denmark).

d) Research papers accepted at peer-reviewed conferences

- Academy of International Business, Annual Meetings 2007-2015, 2018-2020.
- National University of Singapore, Conference on 'Global Production Networks', December 2017.
- Academy of International Business Mini-Conference, 'Breaking up the global value chain – possibilities and consequences', Bocconi University, Milan, Italy, 2015.
- Strategic Management Society, Annual International Conference, 2007, 2010, 2011, 2014, 2016, 2018.
- 3rd Annual Offshoring Research Conference and Paper Development Workshop, April 2009, Duke University, NC, USA
- European International Business Academy, Annual Conference, 2008, 2009, 2012, 2019.
- 3rd and 4th Conference on Internationalization of Companies and Intercultural Management, Aalborg University, 2008, 2012.
- 25th DRUID (Danish Research Unit on Industrial Dynamics) Conference, CBS, Copenhagen June 2008.

- Conference on the Offshoring and Outsourcing of High-Value Company Functions, Bocconi University, Milan, Italy, 2008.
- 9th International Business Research Forum & 2nd Offshoring Research Conference, April 2008, Temple University, Philadelphia, PA, USA.
- European Group of Organizational Studies (EGOS), 2007, 2010, 2011.
- European Academy of Management, 2007, 2010.
- 1st Annual Offshoring Research Conference and Paper Development Workshop, April 2007, Duke University, NC, USA.

Honours and Awards

- 2015: Best Reviewer Award at the Academy of International Business Annual Conference.
- 2012: Best Paper Award at the 4th Aalborg University Conference on "Revisiting Internationalization: Dynamics, Diversity and Sustainability" (paper co-authored with Bent Petersen)
- 2012: Best Reviewer Award at the Academy of International Business Annual Conference.
- 2011: Nominated for *Best Paper for Practice Implications* at the Strategic Management Society 31st Annual International Conference (paper co-authored with Bent Petersen).
- 2010: Winner of the *Highly Commended Paper Award* at the Literati Network Awards for Excellence 2010 by Emerald Group Publishing Ltd.
- 2009: Nominated for *Best Paper Award* at the Annual Meeting of the Academy of International Business (single-authored paper; top 10 among 1000 submitted conference papers).
- 2007: Awarded the "Elite Researcher Travel Scholarship" (DKR 250,000/USD 48,000) from the Danish Research Council and Ministry for Science and Technology
- 2001: Winner of prize competition commissioned by the Ministry of Finance, Denmark on "Scenarios for the Danish public sector and welfare state in 2025" (DKR 50,000).

Guest Lectures and Research Dissemination

- 2013-2017: Co-organiser and facilitator of TON, The Outsourcing and Offshoring Network; a learning network of 20 Danish firms with business operations in the field of outsourcing and offshoring.
- October 2013: University of Gothenburg, Sweden: "Value Creation Logics and Firm Internationalization".
- September 2012: DEA Dansk Erhvervsforsknings Akademi, InnovationExpress seminar, Copenhagen, Denmark: "Internationalization of services and knowledge work – why, where, how?"
- January 2012: BI Norwegian Business School, Oslo, Norway: "Exploring linkages between the value creation logics framework and international business research".
- November 2011: Technical University of Denmark: "How to source globally? An analytical framework for strategic global sourcing of advanced value chain activities."
- May 2011: Keynote address at the *Global Supply Chain Forum*, Stresa, Italy: "Globalization, Supply Chain Governance and Corporate Strategy – Strategic Aspects of Doing Business in the Global Economy".
- March 2011: BI Norwegian Business School, Oslo, Norway: "The Globalization of High-Value Activities: Why do Firms Offshore Advanced Tasks?"
- March 2011: Cfl Danish Centre for Leadership, Copenhagen, Denmark: "A Strategic Management Perspective on the Risks and Returns of Global Sourcing".
- October 2009: University of Gothenburg, Sweden: "The Economic Geography of Offshoring".
- November 2008: The Franklin Center for Global Policy Exchange, 24th Transatlantic Conference, Amsterdam, The Netherlands: "Competitiveness in a Global Market".
- October 2008: University of Gothenburg, Sweden: "Offshoring of Advanced Services".
- January 2007: Danske Bank, Bangalore, India: "Offshoring Trends".
- November 2006: Danish Agency for Governmental Management, Copenhagen: "Offshoring To and From Firms in Denmark – Current Status and Future Trends".

Academic Service

- 34th Euro-Asia Management Studies Association's (EAMSA) annual conference "The Turning Tide of Globalization: Implications for European-Asian Business Collaboration". Copenhagen Business School, 15-18 November 2017, member of the organizing committee.
- Member of the Editorial Board of *Management and Organization Review* (Wiley).
- Member of the Editorial Board (2013-2019) of *Journal of Asia Business Studies* (Emerald).
- Member of the Assessment Committee of Dr. Marissa Ekdahl's PhD defense; University of Gothenburg, December 2017.
- Chairman of the Assessment Committee of Dr. José D. Balarezo's PhD defense; Copenhagen Business School, July 2015.
- Faculty Discussant at PhD Pre-defense of Dr. José D. Balarezo, Copenhagen Business School, September 2014.
- Faculty Discussant at PhD Pre-defense of Dr. Thomas Tøth, Copenhagen Business School, June 2014.
- Faculty Examiner at PhD defense of Dr. Petra Edoff, Mälardalen University, Sweden, April 2014.
- Faculty Discussant at PhD Pre-defense of Dr. Kristin Brandl, Copenhagen Business School, April 2014.
- Chairman of the Assessment Committee of Dr. Tamara Stucchi's PhD defense; Copenhagen Business School, May 2013.
- Convener and organizer of paper development workshop *Internationalization of Service Firms*, Copenhagen Business School, June 2013 (in collaboration with Bent Petersen).
- Convener and organizer of paper development workshop *Organizational Design Perspectives on Offshoring*, Copenhagen Business School, 27-28 October 2011 (in collaboration with Lydia Bals, Marcus Møller Larsen and Torben Petersen).
- Ad-hoc reviewing for the following journals and conferences:
 - Journal of Management Studies
 - Journal of World Business
 - Management International Review
 - Journal of International Business Studies
 - Industry & Innovation

- Research Policy
- Strategic Outsourcing Journal
- the Academy of International Business
- the European Academy of International Business

Teaching

1. Academic Director of CEMS Master in International Management at Copenhagen Business School, January 2014 – December 2018.
2. Coordinator and instructor in the CEMS MIM Business Project, since spring semester 2013.
3. Lectures on international business, global strategic management, foreign direct investments, offshoring, outsourcing and globalization (miscellaneous graduate level courses), Copenhagen Business School, since 2007 and ongoing. University of Gothenburg, School of Business, Economics and Law, since fall semester 2008 and ongoing.
4. Supervision of student projects at undergraduate and graduate level (mainly bachelor thesis and master thesis projects), Copenhagen Business School. Since 2006 and ongoing.
5. Graduate course on 'Managing Foreign Direct Investment Projects in Emerging Economies', Copenhagen Business School, since 2009 and ongoing. Course coordination/management and lecturing.
6. Graduate course on 'International Business and Economic Development', Copenhagen Business School, since 2009 and ongoing. Course coordination/management and lecturing.
7. Graduate course on 'Managing Development Interventions', Copenhagen Business School, from 2006 – 2015. Course coordination/management and lecturing.
8. Undergraduate course on industry analysis, industry cluster dynamics, and industry level research methods. Business, Language and Culture Studies Program, undergraduate level, Copenhagen Business School. Spring semester 2005 - 2011.
9. Lecturer in globalization module on Master in Construction Consultancy (post-graduate education). School of Architecture, Aarhus, Denmark, 2009 and 2011.
10. Coordinator of workshop on interdisciplinary research methods, Business, Language and Culture Studies Program, undergraduate level, Copenhagen Business School. 2009-2011.

11. Lectures on globalization and offshoring in course 'Globalization, Governance and Corporate Strategy'. Business Administration and Philosophy Studies Program, graduate level, Copenhagen Business School, 2009-2010.
12. Lectures on consulting roles and ethics, Business, Language and Culture Studies Program, undergraduate and graduate levels, Copenhagen Business School. Spring semester 2007 – 2013.
13. Lectures on industrial organization, welfare state models, and equality in course 'Culture, Society and Communication'. Business, Language and Culture Studies Program, undergraduate level, Copenhagen Business School, 2008 - 2009.
14. Introductory course in Logical Framework Analysis (project identification, development and planning), Rambøll Management, 2000 – 2006.
15. Course coordination and lecturing in continuing education course on 'Organization and Management', Danish School of Public Administration, 1994-1995.

Continuing Education and Courses

- **Assistant Professor Program**, Copenhagen Business School, 2009-2012. Awarded the overall grade: "*very competent*"
- **The Political Framework for Global Business**, London School of Economics, 1998 (Duration: 1 month)
- **Logical Framework Analysis**, Danish Ministry of Foreign Affairs and UNDP, 1996; Rambøll, 1995 (Duration: around 4 weeks)
- **Management Consulting**, Danish Association of Management Consultants, 1994 (Duration: 10 training sessions over a 6 month period)
- **Diplome de langue et civilisation française**, Université de Sorbonne, Paris, 1984-1985 (Duration: 1 semester)
- **Studies in English and French languages and literature**, The Kalø School of Languages, Denmark, 1983-1984 (Duration: 4 months)