

Torben Pedersen

Professor in International Business

Department of Strategic Management and Globalization



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Torben Pedersen
Professor
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Personal:

Born: 3. January 1958 in Hillerød, Denmark

Status: Married, two (adult) children

Education:

Ph.D. in International Business, Copenhagen Business School, 1994.

M.Sc. in Political Science, University of Roskilde, Institute of Economics and Planning, 1988.

Current and past positions:

- 1999- Professor in International Business, Copenhagen Business School
- 2002-05 Head of Department at the Department of International Economics and Management
- 1997-99 Associate Professor (tenured), Copenhagen Business School
- 1993-97 Assistant Professor, Copenhagen Business School
- 1989-93 Ph.D.-Student, Copenhagen Business School
- 1988-89 Research Assistant, University of Copenhagen

Awards:

- Fellow of the Academy of International Business (2011)
- The FUHU dissemination prize (2006)
- AIB Best Paper Award (2003)
- The Statoil Prize for Excellent Research in Business Economics (1998)
- The Tietgen Prize (gold medal) for my Ph.D.-project (1992)

Visiting appointments:

Visiting Professor at Padova University, Italy (April-June 2009), Park Global Business School, Chennai, India (December 2008), Vienna University (September 2008), University of Valencia, Spain (May, 2008 and 2010), Gothenburg University, Sweden (February-April, 2006), Bocconi University, Italy (September-December,

2005, 2006, 2007 and 2009), The University of Auckland, New Zealand (June 2002), The University of New South Wales and AGSM, Australia (Jan-June 2002)

Visiting Research Scholar at Stanford University, CA, USA (July-December 1998), Rutgers University, NJ, USA (January-June 1992)

Major research support received:

GONE-project (2009-2012), Selmer Thranes Fond (2007-2010), Diversity Management (2008-2009), Knowledge Management in Public Sector (2006-2008), The Power Mapping Project (2002), The Centre of Excellence Project (1997-2000), Social Science Research Council (1994), The Research Academy (1992)

Editorial activities:

Editorial roles:

Co-editor of *Global Strategy Journal*

Co-editor of *Advances in International Management*

Guest editor of *Journal of International Business Studies* (Special Issue, 2004 and Special Issue, 2005),

Management International Review (Special Issue, 2003), *Journal of Management Studies* (Special Issue, 2010)

Review Board Member:

Journal of International Business Studies, 2000-2006

Journal of International Management, 2006 -2010

Strategic Management Journal, 2009-2011

International Business Review, 2007 -

Ad Hoc Reviewer for:

Management International Review, *International Business Review*, *Journal of Business Research*, *Academy of Management Journal*, *Journal of Economics of Business*, *Journal of International Management*, *Journal of Management and Governance*, *Journal of International Marketing and Organizational Science*.

Track Chair:

Academy of International Business, 2007, 2008, 2010

European International Business Academy, 2005, 2007, 2008, 2009, 2011

Miscellaneous University activities:

Head of Department at the Department of International Economics and Management (2002 - 2005)

Member of the Research Committee at the Faculty of Economics, Copenhagen Business School (2001-2005)

Danish representative in the board of *European International Business Academy* (1999 - 2009)

Chair of the *Western European Chapter of Academy of International Business* (2006 - 2010)

Vice-chairman of *European International Business Academy* (2007 - 2010)

Vice-President for *Academy of International Business* (2008-2010)

Program Chair for the AIB-conference 2009 in San Diego

Board member of the Global Strategy Interests Group at *Strategic Management Society* (2009 -)

Organizer of the 29th EIBA-conference in Copenhagen, 11-13 December, 2003.

Co-organizer of the Nordic IB-workshop in Reykjavik, 26-28 May, 2005

Co-organizer of the JIBS-Frontier Issues-conference in Rotterdam, 28-30 September, 2005.

Senior faculty of Doctoral Tutorials: AIB (2003, 2005), EIBA (2004, 2005)

Senior faculty of Junior Faculty: AIB (2004), AoM BPS-division (2004)

Member of the AoM International Division Research Committee (2007-2010)

Miscellaneous Business activities:

Academic Judge for the IAOP GEO Awards (2010, 2011)

Co-chair IAOP Nordic Chapter (2010 -)

Torben Pedersen
Professor in International Business

Publications

REFEREED ARTICLES IN ENGLISH:

- 2011:

1. Knowledge Transfer and Accomodation Effects in Multinational Corporations: Evidence from European Subsidiaries (with Christian Geisler Asmussen & Nicolai J. Foss). *Journal of Management* (forthcoming).
2. Offshoring Strategy and International Competitiveness: Exploring the Antecedents of Offshoring Advanced Tasks (with Peter Ørberg Jensen). *Journal of Marketing Science* (forthcoming).
3. Why a Central Network Position isn't Enough: The Role of Motivation and Ability for Knowledge Sharing in Employee Networks (with Mia Reinholt and Nicolai J. Foss). *Academy of Management Journal*, Vol 54 (6), 2011.
4. Internationalization Revisited: The Big Step Hypothesis (with J. Myles Shaver). *Global Strategy Journal*, Vol. 1(3-4): 263-275, 2011.
5. Linking Customer Interaction and Innovation: The Mediating Role of New Organizational Practices (with Nicolai J. Foss and Keld Laursen). *Organization Science*, vol 22 (4): 980-999, 2011.
6. The Globalization of High-Value Activities: Why do Firms Offshore Advanced Tasks? (with Peter Ørberg Jensen). *Journal of Management Studies*, Vol 48 (2): 352-372, 2011.
7. Governance Mechanism for the Promotion of Social Capital for Knowledge Transfer in Multinational Corporations (with Dana Minbaeva and Paul Goodeham). *Journal of Management Studies*, Vol 48 (1): 123-150, 2011.

- 2010:

8. Reconceptualizing the Firm in a World of Outsourcing and Offshoring: The Organizational and Geographical Relocation of High-Value Company Functions (with Farok Contractor, Vikas Kumar and Sumit Kundu). *Journal of Management Studies*, Vol 47 (8): 1417-1433, 2010
9. Organizational design mechanisms for the R&D function in a world of offshoring (with Ulf Andersson). *Scandinavian Journal of Management*, Vol 26 (4): 431-438, 2010.
10. Governing Individual Knowledge Sharing Behaviour (with Dana Minbaeva). *International Journal of Strategic Change Management*, Vol 2 (2/3): 200 – 222, 2010.

- 2009:

11. The Global Value Chain Hypothesis (with Sjoerd Beugelsdijk and Bent Petersen). *Journal of International Management*, Vol 15(2): 126-141, 2009.
12. Encouraging knowledge sharing among employees: How job design matters (with Nicolai J. Foss, Dana B. Minbaeva and Mia Reinholt). *Human Resource Management*, vol. 48(6): 871-893, 2009
13. Does Knowledge Sharing Pay? An MNC Subsidiary Perspective on Knowledge Outflows (with Volker Mahnke and Markus Venzin). *Advances in International Management*, vol 22: 123-150, 2009.
14. The Performance of Group-affiliated Firms during Institutional Transition: A Longitudinal Study of Indian Firms (with Alessandro Zattoni and Vikas Kumar). *Corporate Governance: An International review*, vol 17(4): 510-523, 2009.

- Received the Corporate Governance: An International Review's 2009 Best Paper "Runner-

up” Award.

15. MNC Strategies and Linkages Effects in Developing Countries (with Michael W. Hansen and Bent Petersen). *Journal of World Business* (no. 2, 2009).
16. Host-country environment and subsidiary competence: Extending the diamond network model (with Christian Geisler Asmussen and Charles Dhanaraj). *Journal of International Business Studies*, vol 40 (1): 42-58, 2009 – *lead article*.

- 2006-2008:

17. Closing Knowledge Gaps in Foreign Markets (with Marjorie Lyles and Bent Petersen). *Journal of International Business Studies*, vol 39 (7): 1097-1114, 2008 – *lead article*.
18. The role of path dependency and managerial intentionality: a perspective on international business research (with Thomas Hutzschenreuter and Henk W. Volberda). *Journal of International Business Studies*, vol 38 (7): 1055-1069, 2007.
19. How Do We Capture “Global Specialization” When Measuring Firms’ Degree of Globalization? (with Christian Geisler Asmussen and Bent Petersen). *Management International Review*, vol 47 (6), pp 1-23, 2007.
20. Learning by offshoring – from corporate cost reduction to knowledge seeking when outsourcing to low-cost countries (with Peter Maskell and Bent Petersen). *Industry and Innovation*, vol 14 (3), pp. 239-257, 2007.
21. The termination dilemma of foreign intermediaries: performance, anti-shirking measures and hold-up safeguards (with Gabriel Benito and Bent Petersen). *Advances in International Marketing*, vol 16, pp. 317-339, 2006.
22. Blockholder ownership: Effects on firm value in market and control based governance systems (with Steen Thomsen and Hans Kurt Kvist). *Journal of Corporate Finance*, vol 12, pp. 246-269, 2006

- 2003-2005:

23. Export Channel Dynamics: An Empirical Investigation (with Gabriel Benito and Bent Petersen). *Managerial and Decision Economics*, vol 26 (3), pp. 159-173, 2005.
24. The Impact of Knowledge Management on MNC Subsidiary Performance: The Role of Absorptive Capacity (with Volker Mahnke and Markus Venzin). *Management International Review*, Special Issue (2), pp. 101-119, 2005.
25. Organizing knowledge processes in the multinational corporation: an introduction (with Nicolai J. Foss). *Journal of International Business Studies*, 35(5): pp. 340-350, 2004.
26. Learning about Foreign Markets – Are Entrant Firms Exposed to a ‘Shock Effect’? (with Bent Petersen). *Journal of International Marketing*, 12 (1), pp. 103-123, 2004.
27. MNC Knowledge Transfer, Subsidiary Absorptive Capacity and HRM (with Ingmar Björkman, Carl F. Fey, Dana Minbaeva and Hyeon Jeong Park). *Journal of International Business*, vol 34 (6), pp. 586-599, 2003.
28. Introduction - Governing Knowledge-Processes (with Volker Mahnke). *Management International Review*, Special Issue (3), pp. 3-6, 2003.
29. Knowledge Transfer Performance of Multinational Companies (with Bent Petersen and Deo Sharma). *Management International Review*, Special Issue (3), pp. 69-90, 2003.
30. Ownership structure and value of the largest European firms: the importance of owner identity (with Steen Thomsen). *Journal of Management and Governance*, vol. 7, pp. 27-55, 2003.
31. Multinational Enterprises from Small Economies (with Gabriel Benito, Jorma Larimo and Rajneesh Narula). *International Studies of Management and Organization*, vol. 32 (1), pp. 57-78, 2002/03.

- *Reprinted* in Daniel Van Den Bulcke, Alain Verbeke & Wenlong Yuan (eds.), *Handbook on Small Nations in the Global Economy*. Edward Elgar (2010).

- 2000-2003:

32. Coping with Liability of foreignness: different learning engagements of entrant firms (with Bent Petersen). *Journal of International Management*, vol 8, pp. 339-351, 2002.
33. Change of foreign operation method: impetus and switching costs (with Gabriel Benito and Bent Petersen). *International Business Review*, vol 11, pp. 325-45, 2002.
34. Transferring knowledge in MNCs: The role of sources of subsidiary knowledge and organizational context (with Nicolai J. Foss). *Journal of International Management*, vol 8, pp 1-19, 2002.
 - *Reprinted* in Nicolai J. Foss, *Knowledge, Economic Organization and Property Rights – Selected Papers*. Edward Elgar (2009).
35. Subsidiary Performance in MNCs: The Importance of Technology Embeddedness (with Ulf Andersson and Mats Forsgren). *International Business Review*, vol 10, pp. 3-23, 2001.
36. Foreign Bank Penetration of Newly Opened Markets in the Nordic Countries (with Lars Engwall, Rolf Marquardt and Adrian Tschoegl). *Journal of International Financial Markets*, vol 11, pp 53-63, 2001.
37. The Internationalization Process of Danish Firms - gradual learning or discrete rational choices? *Journal of Transnational Management Development*, vol 5, no. 2, pp. 75-89, 2000.
38. Ownership Structure and Economic Performance in the Largest European companies (with Steen Thomsen). *Strategic Management Journal*, vol 21, pp. 689-705, 2000.
39. Replacing the foreign intermediary: motivators and deterrents (with Gabriel Benito and Bent Petersen). *International Studies of Management and Organization*, vol 30, no. 1, pp. 45-62, 2000.

- Before 2000:

40. Business Systems and Corporate Governance (with Steen Thomsen). *International Studies of Management and Organization*, vol 29 (summer), no. 2, 1999.
41. Fast and Slow Ressource Commitment to Foreign Markets - What Causes the Difference? (with Bent Petersen). *Journal of International Management*, vol 5, no. 2, 1999.
42. Economic and Systemic Explanations of Ownership Concentration among Europe's Largest Companies (with Steen Thomsen). *International Journal of the Economics of Business*, vol 6, no. 3, 1999
 - *Reprinted* in *Corporate Governance – Critical perspectives on business and management*, vol 3, edited by Thomas Clarke (2005).
43. Foreign Operation Methods and Switching costs: Conceptual Issues and Possible Effects (with Gabriel Benito and Bent Petersen). *Scandinavian Journal of Management*, vol 15, pp. 213-229, 1999.
44. Accounting for the Strenghts of MNC Subsidiaries: the Case of Foreign-Owned Firms in Denmark (with Mats Forsgren and Nicolai J. Foss). *International Business Review*, vol 8, pp. 181-96, 1999.
45. Industry and Ownership Structure (with Steen Thomsen). *International Review of Law and Economics*, vol 18, pp. 385-402, 1998.
46. Explaining Gradually Increasing Resource Commitment to a Foreign Market (with Bent Petersen). *International Business Review*, vol 7, pp. 483-501, 1998.
47. European Patterns of Corporate Ownership: A Twelve Country Study (with Steen Thomsen). *Journal of International Business Studies*, no. 4, 1997.
48. Nationality and Ownership: The 100 Largest Companies in six European Nations (with Steen Thomsen). *Management International Review*, 2/1996, pp. 149-66.

REFEREED ARTICLES IN DANISH:

1. Produktion i Danmark eller udflytning af produktion (with Jan Arlbjörn, Brian Vejrum Wæhrens and John Johansen). *Ledelse og Erhvervsøkonomi*, 2/2011, pp. 7-23
2. Nye arbejdsorganisationsformer i de danske virksomheder – hvordan virker de? (with Nicolai J. Foss). *Ledelse og Erhvervsøkonomi*, vol 69 (1), pp. 5-12, 2005.
3. Virksomhedens Viden og Virksomhedens Grænser: Illustreret ved en Case (with Nicolai J. Foss). *Ledelse og Erhvervsøkonomi*, 1/1996, pp. 53-64.
4. Effekten af udenlandske opkøb på udviklingen af danske virksomheder (with Finn Valentin). *Økonomi og Politik*, 2/1995, pp. 43-53.
5. Danske virksomheders internationaliseringsproces - en test af Internationaliseringsmodellen. *Ledelse og Erhvervsøkonomi*, 1/1995, pp. 13-26.

BOOKS:

1. *Innovating Organization & Management: New Sources of Competitive Advantage* (with Nicolai J. Foss, Jacob Pyndt & Majken Schultz). Cambridge University Press, 2011.
2. *Advances in International Management, Vol. 24: Dynamics of Globalization: Location-Specific Advantages or Liabilities of Foreignness?* (with Christian Geisler Asmussen, Timothy Devinney and Laszlo Tihanyi). Emerald, 2011.
3. *Large firm dynamics on the Nordic-Baltic scene* (with Pontus Braunerhjelm, Torbjörn Halldin, Per Heum, Tarmo Kalvet, Mika Pajarinen and Pekka Ylä-Anttila), SNF, Bergen, 2010.
4. *Global Outsourcing and Offshoring: The Spatial and Organizational Reconfiguration of Knowledge and Innovation* (with Farok Contractor, Vikas Kumar and Sumit Kundu), Cambridge University Press, 2010.
5. *Advances in International Management, Vol. 23: The Past, Present & Future of International Business & Management* (with Timothy Devinney and Laszlo Tihanyi). Emerald, 2010.
6. *Strategies in emerging markets: A case book on Danish multinational corporations in China and India* (with Michael W. Hansen, Marcus M. Larsen, Bent Petersen and Peter Wad). Copenhagen Business School Press, 2009.
7. *Globalisering starter I Danmark – Virksomhedens udfordringer* (with Ole Kirkelund, Jette Steen Knudsen, Rikke Kolbech Andersen and Jacob Pyndt). Handelshøjskolens Forlag. 128. sider. 2006.
8. *Danish Investments in Developing Countries – A Global Value Chain Perspective* (with Michael W. Hansen and Bent Petersen). Copenhagen Business School Press. 80 pages. 2006.
9. *Managing Global Offshoring Strategies – A Case Approach* (with Jacob Pyndt). Copenhagen Business School Press. 210 pages. 2006.
10. *Dansk erhvervslivs placering i globaliseringen*, Århus: Magtudredningen. 95 pages. 2004.
11. *Knowledge flows, governance and the multinational enterprise* (with Volker Mahnke (eds.)). Basinstoke: Palgrave. 294 pages. 2003.
12. *Danske virksomheders etableringer i udlandet – Etableringsundersøgelsen 2003* (with Søren Bjerregaard, Camilla Jensen, Bent Petersen and Mette Rose Skaksen). Kbh.: Dansk Industri. 64 pages. 2003.
13. *E-business i Industrien - En Undersøgelse af Virksomhedernes Internationale Afsætningsprofil* (with Anders Holbech Jespersen and Bent Petersen). Kbh: Dansk Industri. 40 pages. 2002.

14. *Ejerskab og indflydelse i dansk erhvervsliv* (with Steen Thomsen and Jesper Strandskov). Kbh.: Magtudredningen. 129 pages. 2002.
15. *Managing Centres of Excellence* (with Ulf Holm (eds.)). Basingstoke: MacMillan. 271 pages. 2000.
16. *Danske Virksomheders Etableringer i Udlandet* (with Stine Fangel, Thierry Levert Hoppe and Anders Holbech Jespersen). Kbh: Dansk Industri. 59 pages. 1998.
17. *Strategiske virksomhedsrelationer. Bilag 5 for Velfærdskommissionen* (with Poul Andersen, Bent Dalum, Finn Valentin and Gert Villumsen). Kbh. 282 pages. 1995.
18. *Ejerforhold og konkurrenceevne i dansk erhvervsliv* (with Jesper Strandskov and Steen Thomsen). Kbh: Erhvervsfremme Styrelsen. 117 pages. 1994.
19. *Danske virksomheders direkte investeringer i udlandet og udenlandske virksomheders direkte investeringer i Danmark*. Ph.D.-afhandling. 303 pages. 1994. Guldmedalje for besvarelsen af Tietgenprisopgave.
20. *Udenlandsk ejet industri i Danmark - Virksomhedsprofiler og udviklingsmønstre* (with Finn Valentin). Kbh: Industri- og Handelsstyrelsen. 47 pages. 1993.
21. *Danske virksomheders etableringer i udlandet – Hovedresultater fra en empirisk undersøgelse* (with Poul Schultz and Harald Vestergaard). Kbh: Handelshøjskolens Forlag. 77 pages. 1993.

CHAPTERS IN BOOKS:

1. The importance of internal and external knowledge sourcing and firm performance: A latent class estimation (with Christine Soo and Timothy Devinney). In Asmussen, Pedersen, Devinney and Tihanyi (2011), *Dynamics of Globalization: Location-Specific Advantages or Liability of Foreignness?* Emerald.
2. Introduction: Dynamics of Globalization: Location-Specific Advantages or Liability of Foreignness? (with Christian Geisler Asmussen, Timothy Devinney and Laszlo Tihanyi). In Asmussen, Pedersen, Devinney and Tihanyi (2011), *Dynamics of Globalization: Location-Specific Advantages or Liability of Foreignness?* Emerald.
3. The Globalization of High-Value Activities: Why do Firms Offshore Advanced Tasks? (with Peter Ø. Jensen). J. Pla-Barber and J. Alegre (eds.): *Reshaping the Boundaries of the Firm in an Era of Global Interdependence*. Emerald, Bingley, UK, 2010.
4. Internal versus external knowledge sourcing of subsidiaries and the impact of headquarters control (with Jens Gammelgaard). U. Andersson and U. Holm (eds.): *Managing the Contemporary Multinational – The Role of headquarters*. Edward Elgar, Cheltenham, UK, 2010.
5. Strategy and Management in MNE Subsidiaries (with Julian Birkinshaw). Alan Rugman (ed.): *Oxford Handbook of International Business*, second edition, chapter 14, 367-389, 2009.
6. Decision Factors Influencing MNEs Regional Headquarters Location Selection Strategies (with John Holt, William R. Purcell and Sidney J. Gray). In: Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult and David A. Griffith (eds): *Thought Leadership in Advancing International Business Research*. Palgrave Macmillan, New York, 2008.
7. Vejen til offshore outsourcing – fra reducering af omkostninger til videnssøgning (with Peter Maskell, Bent Petersen and Jens Dick-Nielsen). Diff-orientering, nr. 7, 2006.
8. Determining Factors of Subsidiary Development. In: Ana Tavares and Aurora Teixeira (eds): *Multinationals, Clusters and Innovation*. Palgrave, Basingstoke, 2006.
9. The Role of Knowledge in Firms' Internationalisation Process: Wherefrom and Whereto? (with Bent Petersen and Deo Sharma). In: Anders Majgaard and Deo Sharma (eds): *Learning in the internationalisation process of firms*. Edward Elgar Publishing Limited, Cheltenham, 2003.

10. E-business i industrien (with Anders Holbech Jespersen and Bent Petersen). In: *Internethåndbogen, Børsens Ledelseshåndbøger*, Børsens Forlag, 2003.
11. IS Innovation: Adoption of B2B E-Commerce (with Kim V. Andersen and Helle Z. Henriksen). In: João L. Monterio, Paula M.C. Swatman & Luis V. Tavares (eds), *Towards the Knowledge Society*, London: Kluwer, 2002.
12. Sources of Subsidiary Knowledge and Knowledge Transfer in MNCs (with Nicolai J. Foss. In: Sarianna M. Lundan (ed.), *Network Knowledge in International Business*, Edward Elgar, 2002.
13. Centres of Excellence in Multinational Companies: The Case of Denmark (with Mats Forsgren). In: J. Birkinshaw & N. Hood (eds), *Multinational Corporate Evolution and Subsidiary Development*, London: Macmillan, 1998.
14. Change of Foreign Operation Method: Impetus to Change and Switching Costs (with Gabriel Benito and Bent Petersen). In: Jorma Larimo (ed.), *Internationalization and Foreign Direct Investment Behavior in OECD and Asian Countries*, Proceedings of the University of Vaasa, 1997.
15. Danske virksomheders operationsformer i udlandet: Myter, realiteter og trends (with Bent Petersen). In: N. J. Foss & L. Hedaa (eds), *Strategi og organisation: Teori for praksis*, pp. 123-39. Kbh: Handelshøjskolens Forlag, 1997.
16. Twenty years after - Support and critique of the Uppsala Internationalization Model (with Bent Petersen). In: M. Forsgren & I Björkman (eds): *A Nordic Perspective on International Business Research*, pp. 117-34. Kbh: Handelshøjskolens Forlag, 1997.
17. The Impact of Foreign Acquisition on the Evolution of Danish Firms: A Competence-based Perspective (with Finn Valentin). In: N. J. Foss & C. Knudsen (eds): *Towards a Competence Theory of the Firm*, pp. 150-74. London: Routledge, 1996.
18. Virksomhedsstyring i Europæisk Perspektiv (with Steen Thomsen). In: P. Nedergaard (ed.), *Europa 2010*, pp. 24-52. Kbh: Dansk Industri, 1995.
19. Ejerforhold og international konkurrenceevne (with Jesper Strandskov and Steen Thomsen. In: Per Heum & Dag Stokland (eds), *Internasjonalisering og nasjonal næringspolitikk*, FAFO-rapport 173, s. 115-38. Oslo: FAFO, 1994.
20. Choice of International Investment Mode - The Transformation from Positive to Normative Business Theory (with Bent Petersen). In: *Global Change and Transformation - Economic Essays in Honor of Professor Karsten Laursen*, s. 249-63. København: Handelshøjskolens Forlag, 1993.

CASES:

1. Bestseller – Facing a New Competitive Landscape in China (with Michael W. Hansen and Marcus Møller Larsen). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B11M054 and Teaching Note no. 8B11M054, 2011
2. Danfoss – Global Manufacturing Footprint (with Jacob Pyndt). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B11M049 and Teaching Note no. 8B11M049, 2011
3. Carlsberg in Emerging markets (with Michael W. Hansen and Marcus Møller Larsen). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B11M009 and Teaching Note no. 8B11M009, 2011
4. LEGO Group – An Outsourcing Journey (with Marcus Møller Larsen and Dmitriy Slepnirov). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B10M094 and Teaching Note no. 8B10M094, 2010
 - Reprinted in Pearce II, J. and R. B. Robinson, 2012, *Strategic Management, 13/E*, Irwin McGraw-Hill

- *Reprinted* in Frank T. Rothaermel, 2012, *Strategic Management: Gaining and Sustaining Competitive Advantage, Concepts and Cases*, 1/E, Irwin McGraw-Hill
5. Vestas Wind System A/S – Exploiting Global R&D Synergies (with Marcus Møller Larsen). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B09M079 and Teaching Note no. 8B09M79, 2009
 6. MAN B&W Diesel A/S – Managing Licensees in a Globalized World (with Bo Bernhard Nielsen and Jacob Pyndt). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B09M030 and Teaching Note no. 8B09M30, 2009
 7. Ribe Maskinfabrik A/S – Developing New Business Areas (with Bo Bernhard Nielsen and Jacob Pyndt). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B09M012 and Teaching Note no. 8B09M12, 2009
 - *Reprinted* in Meyer, K. and M. Peng, 2011, *International Business*, Cengage Learning.
 8. Coloplast A/S – Organizational Challenges in Offshoring (with Bo Bernhard Nielsen and Jacob Pyndt). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B08M031 and Teaching Note no. 8B08M31, 2008.
 9. ECCO A/S – Global Value Chain Management (with Bo Bernhard Nielsen and Jacob Pyndt). Registered with *Ivey Publishing*, The University of Western Ontario. Case no. 9B08M014 and Teaching Note no. 8B08M14, 2008.
 - *Reprinted* in Bartlett, C.A. and P.W. Beamish, 2011, *Transnational Management: Text, Readings and Cases in Cross Border Management*, 6/E, Burr Ridge, Illinois, Irwin McGraw-Hill.