

## CV FOR URSULA PLESNER

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DEPARTMENT OF ORGANIZATION, COPENHAGEN BUSINESS SCHOOL, [UP.IOA@CBS.DK](mailto:UP.IOA@CBS.DK)

### ACADEMIC POSITIONS

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2012- Associate Professor, Department of Organization, Copenhagen Business School  
2009-2012: Assistant Professor, Department of Organization, Copenhagen Business School  
2006-2009: PhD Fellow, Department of Communication, Business and Information Technologies, Roskilde University  
2002-2005: Maternity leave x 2 (1.11.2002-1.2.2005)  
2001-2006: External lecturer, CBS and Roskilde University

### EDUCATIONAL BACKGROUND

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2009: PhD from the Department of Communication, Business and Information Technologies, Roskilde University  
2001: MA in Sociology, New School for Social Research, New York  
2001: MA in Communication (cand.com.), Roskilde University  
1997: BA in Psychology and Communication, Roskilde University

### RESEARCH AREAS

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Digitalization and organizational change

- Digitalization and changes in public sector organizations
- Digitalization and changing work tasks, professional relations, managerial work and strategy work

## PUBLICATIONS

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### JOURNAL ARTICLES, PEER REVIEWED

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- \***Plesner, U.** & Justesen, L. (2021) 'Digitalize and deny: Pluralistic collective ignorance in an algorithmic profiling project' in *ephemera – theory and politics in organization* (online first)
- \***Plesner, U.** & Justesen, L. (2021) 'The Double Darkness of Digitalization: Shaping Digital-ready legislation to reshape the conditions for Public-Sector Digitalization' in *Science, Technology and Human Values* (online first)
- Winkler, T, Krogh, S., **Plesner, U.**, Justesen, L. & Jensen, T.B. (2020) 'A Real 'Killer' Application?: Organization-system Misfits of the Danish Health Platform' in *Proceedings of the 41<sup>st</sup> International Conference on Information Systems (ICIS)*
- \*Gulbrandsen, I.T., Raviola, E. & **Plesner, U.** (2019) 'New media and strategy research: towards a relational agency approach' in *International Journal of Management Reviews* 22 (1), 33-52
- \***Plesner, U.**, L. Justesen & C. Glerup (2018) 'The Transformation of Work in Digitized Public Sector Organizations' in *Journal of Organizational Change Management* 31 (5), 1176-1190.
- \*Husted, E. & **Plesner, U.** (2017) 'Spaces of open-source politics: Physical and digital conditions for political organization' in *Organization* 24 (5), 648-670.
- \***Plesner, U.** & Raviola, E. (2016) 'Digital Technologies and a Changing Profession: New Management Devices, Practices and Power Relations in News Work' in *Journal of Organizational Change Management* 29 (7), 1044-1065.
- \***Plesner, U.** & Gulbrandsen, I.T. (2015) 'Strategy and New Media: A research agenda' in *Strategic Organization*, 13(2), 153-162.
- Plesner, U.** & Horst, M. (2013) 'Before Stabilization: Communication and non-standardization of 3D models in the building industry' in *Information, Communication and Society*, 13(2), 153-162.
- Plesner, U.** & Horst, M. (2012) 'Selling the Selling Point: How Innovation Communication creates Users of Virtual Worlds Architecture' in *Convergence: The International Journal of Research into New Media Technologies*, 18(1), 49-70.
- Plesner, U.** (2012) 'The Performativity of 'Media Logic' in the Mass Mediation of Science' in *Public Understanding of Science* 21(6), 674-688.
- Plesner, U.** (2011) 'Studying sideways – displacing the problem of power in research interviews with sociologists and journalists' in *Qualitative Inquiry* 17(7), 471-482.
- Liboriussen, B. & **Plesner, U.** (2011) 'Imagining Technicities : ICT Taste and Skill as Elements in the Configuration of Virtual Worlds Architecture. *International Journal of Emerging Technologies and Society*, 9(2), 81-93
- Plesner, U.** (2009) An Actor-Network Perspective on Changing Work Practices: Communication technologies as actants in newswork. *Journalism - Theory, Practice & Criticism*, 10(5), 604-626.

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## BOOKS, PEER REVIEWED

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\***Plesner, U.** & Husted, E. (2019) *Digital Organizing – revisiting themes in organization studies*, Palgrave Macmillan/Red Globe

**Plesner, U.** & Phillips, L. (eds.) (2013) *Researching Virtual Worlds – Methodologies for Studying Emergent Practices*, Routledge.

**Plesner, U.** (2009) *Disassembling the Mass Mediation of Research – A study of the construction of texts, relations and positions in the communication of social science*. Ph.D. dissertation, Roskilde University.

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## BOOK CHAPTERS, PEER REVIEWED

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\*Husted, E. & **Plesner, U.** (2021) 'Et eklektisk blik på politisk organisering: Diskursteori, materiel semiotik og affektteori' i *Eklektiske analysestrategier* (eds. Husted, E. & Pors, J.G.). Frederiksberg: Samfundslitteratur

Justesen, L., **Plesner, U.** & Glerup, C. (2020) Arbejdets forandring i digitaliserede offentlige organisationer i *Digitalisering i offentlig forvaltning* (eds. J. Hundebøl, A.S. Pors, & L.H. Sørensen), Frederiksberg, Samfundslitteratur.

\***Plesner, U.** & Justesen, L. (2020) 'Managerial Work with Digitalization: A multi-sited approach to Data and Data-driven Management in Practice in *The Routledge Companion to Anthropology and Business*, Routledge (eds. Fayard & Mir)

**Plesner, U.** (2020) 'Reassembling cultural journalism in the digital age' in *Technology and creativity: new frontiers for creative industries*, Palgrave Macmillan (eds. J. Strandgaard, B. Slavich, & M. Khaire)

**Plesner, U.** (2013) 'Introduction: Approaching the study of virtual worlds' in *Researching Virtual Worlds – Methodologies for Studying Emergent Practices* (eds. U. Plesner & L. Phillips). New York: Routledge, 1-15.

**Plesner, U.** (2013) 'Virtual Worlds as Emerging Cyber-Hybrids: Accounting for the Travel between Research Sites with Actor-Network-Theory' in *Researching Virtual Worlds – Methodologies for Studying Emergent Practices* (eds. U. Plesner & L. Phillips). New York: Routledge, 16-33.

**Plesner, U.** (2013) 'Building Networks with Vague Intentions: A Vocabulary of Enrolment and Negotiations in Collaborative Research Practice' in *Knowledge and Power in Collaborative Research: A Reflexive Approach*. (eds.) L. Phillips; M. Kristiansen; M. Vehviläinen; E. Gunnarsson. New York: Routledge, 236-254.

**Plesner, U.** (2012) 'When Citizens Matter in the Mass Mediation of Science: The Role of Imagined Audiences in Multidirectional Communication Processes' in *Citizen Voices: Performing Public Participation in Science and Environment Communication*. (eds.) L. Phillips; A. Carvalho; J. Doyle. Bristol: Intellect Ltd, 21-46

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## DANISH JOURNAL ARTICLES, PEER REVIEWED.

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**Plesner, U.** & Justesen, L. (2018) 'Merproduktion af målbarhed: synlighed og nye ledelsesopgaver' i *Tidsskrift for Arbejdsliv* 20 (4), 109-115

Justesen, L. & Plesner, U. (2018) 'Fra skøn til algoritme: Digitaliseringsklar lovgivning og automatisering af administrativ sagsbehandling' i *Tidsskrift for Arbejdsliv* 20 (3), 9-23

## GRANTS AND RESEARCH MANAGEMENT

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2022: Co-applicant for "Future Challenges in the Nordics", which was granted 1.000.000 Euro from Svenska Litteratursällskapet i Finland for the project "Unpacking the contention between openness and security in the Nordic region: Digital public surveillance practices at three state borders".

2019: Received 5.843.617 kr. from the Independent Research Council for the collaborative project *Valuing Invisible Work: Efficiency ambitions and digitalization projects in practice* (with Lise Justesen]. Research management.

2019: Received 1.978.096 kr. from the SparNord Foundation for the PhD-project *Opening up disruption: a study of fintech in the Danish financial sector*. Research management.

2018-: Co-applicant for the CBS *Digital Transformations* BiS platform and director of the *Digital Organization Cluster*

2017-20: Management of research project *The Transformation of Work in Public Sector Organizations* (with Lise Justesen).

2014-17: Head of the Scientific Committee planning the scientific program of the EGOS 2017

2010: Responsible for the CBS part of the strategic research project hosted by RUC, Sense-making strategies and user-driven innovation in virtual worlds, funded by the Danish Research Council (grant no. 09-063261). Employment of research assistants, financial responsibility, production of journal articles and an anthology.

1999-2016: Travel grants and scholarships for New School for Social Research, University of California San Diego, and Stern Business School at New York University.

## INTERNATIONAL EXPERIENCE AND RELATIONS

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2022: Distinguished Visiting Scholar at Royal Holloway, London University (School of Business and Management, Digital Organization and Society Research Center)

2016: Visiting Scholar at New York University (Stern Business School)

2014: Visiting Research Fellow at University of Sydney (Department of Media and Communications)

2011: Visiting scholar at Stanford University (Human-Sciences and Technologies Advanced Research Institute)

2007: Visiting scholar at University of California San Diego (The Science Studies Program)

## **BOARDS AND COUNCILS**

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2018-2021: Member of the board of EGOS

- Organizer of young scholar pre-colloquium activities (keynotes, roundtables)
- Responsible for best paper awards (nominations, assessments and presentations)
- Head of sustainability task force
- Co-author of diversity and inclusion policy

2015-2019: Head of the study board of the BA and MA programs in Business Administration and Psychology

## **ORGANIZER OF INTERNATIONAL CONFERENCES AND WORKSHOPS**

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2020: Convener of EGOS subtheme in Hamburg: The politics and ethics of making organizations digitizable

2019: 'Making Organizations Digitizable', CBS

2017: European Group of Organizational Scholars, CBS, approximately 2400 participants (chair of organizing committee)

2012: *4S – Society for the Social Studies of Science*, CBS, approximately 1700 participants (part of organizing committee).

2012: 'Research Meets Practice: Innovation and market creation in and around virtual worlds', CBS

## **ACTIVITIES IN THE EDUCATIONAL AREA (SELECTED)**

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2020-: PhD-coordinator at the Department of Organization (app. 35 PhD-fellows)

- Head of PhD-policy working group; drafting of career support policy, information material for PhDs, etc.
- Development of annual wheel of career support activities + organization of events (such as: The Art of Academic Reviewing; Crafting Articles – the genres and styles; How to approach the publication process; Teaching as a PhD; Methods problems in practice; Engaging with practice; Framing your PhD-contribution; Alumni-events)

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## **PROGRAM MANAGEMENT**

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2015-19: Academic program director:

- BA in Business Administration and Psychology, CBS (enrollment: 160 students per year)  
[In 2018/19 evaluations/would highly recommend the program: 4,48 mean]

- MA in Business Administration and Psychology, CBS (enrollment: 90 students per year)  
[In 2018/19 evaluations/would highly recommend the program: 4,36 mean]

2014: Line coordinator, CM(SOL) (enrollment: 70 students per year)

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### PROGRAM DEVELOPMENT

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Initiator of and responsible for restructuring the HA(psyk) program (from 2015):

- Establishment of 7 new courses and renaming or reform of others
- Establishment of new structure – four disciplinary ‘strings’ (psychology, organization, business administration and methods) running through the years, with interdisciplinary projects interweaving them on 1<sup>st</sup>, 3<sup>rd</sup>, and 6<sup>th</sup> semester.
- Engaging 14 new course coordinators (from 2015-2019)
- New narrative, new study regulations, and new competency profile

Initiator of and responsible for *grade free first year* experiment at BA program (from 2018):

- New didactics (focus on academic socialization, replacement of graded final exams with a high number of activities to pass throughout the semester)
- Continuous assessment (feedback on individual and group activities from early on in each course)
- Substantial changes in study regulations
- Part of study culture project focusing on learning and engagement, carried out with faculty, administration and students (received the Fonnesbech TAP/VIP prize 2019).

Both projects resulting in increased satisfaction and quality of learning, and experiences were widely shared across CBS.

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### COURSE COORDINATION AND TEACHING AT PHD-LEVEL

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Development and co-teaching of course in Actor Network Theory (2010, 2012)

Teaching in *Contemporary Social Scientific Debates in Organization Studies* (2013)

Discussant at PhD work-in-progress seminars

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### COURSE COORDINATION AND TEACHING AT MA-LEVEL

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Development and teaching of *Organizing Digitalization*, SOL (2021)

Development and teaching of *Organizing technologies*, SOL (2013, 2014)

Course coordinator of *The Digital Organization*, KOM (2015)

Supervision of theses in several programs (PSYK, KOM, SOL, CLM, OIE, PKL)

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## COURSE COORDINATION AND TEACHING AT BA-LEVEL

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Development and course coordination of *Digitalization and Organization* (BA in Business Administration and Psychology), 2018- [S19 overall satisfaction in evaluations: 4,2]

Development and course coordination of *Communication and organization* (BA in Business Administration and Psychology), 2017-2018

Teaching of *Strategy*, HA(almen) 2010-2013, thereafter course co-coordination

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## COURSE COORDINATION AND TEACHING IN THE EXECUTIVE AREA

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Development, course coordination and teaching of *Digitalization, Organization and Management* (Master of Public Governance), 2019- [E19 overall satisfaction in evaluations: 4,8]

Course coordinator and teaching in Communication and Leadership (Master of Public Governance), 2010-2018

Master thesis supervision (Master of Public Governance)

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## PHD SUPERVISION

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Louise Jørring (IOA, 2020-): Invisible Casework in the Automated Public Sector (Secondary supervisor)

Jack Jones (IOA, 2019-): Opening up disruption: a study of fintech in the Danish financial sector (Primary supervisor)

Cecilie Kampmann (IOA, 2017-): Short of time: Organization, work and technology among the kinetic elite (Primary supervisor)

Marie Larsen Ryberg (Graduated from MPP in 2020): Governing interdisciplinarity: Stakes and translations of interdisciplinarity in Danish high school education (Secondary supervisor)

Lone Christensen (Graduated from MPP in 2019): En kvalificering af proceskonsulenters arbejde med strategi-implementering (Secondary supervisor)

Emil Krastrup Husted (Graduated from IOA in 2017): There is always an alternative: A study of control and commitment in political organization (Primary supervisor)

Andreas Kamstrup (Graduated from IOA in 2017): Crowdsourcing and the architectural competition (Primary supervisor)

Jacob Brogaard-Kay (Graduated from IOA in 2015): Constituting Performance Management. A field study of a Pharmaceutical Company (Secondary supervisor)

Mie Plotnikov (Graduated from IOA in 2015): Challenges of Collaborative Governance – An Organizational Discourse Study of Public Managers' Struggles with Collaboration across the Daycare Area (Secondary supervisor)