

Curriculum Vitae Anne Vestergaard, PhD

Assistant Professor

Center for Corporate Social Responsibility/

Dept. of Intercultural Communication and Management

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Education

- 2011 PhD in Organization and Management Studies, Copenhagen Business School
- 2000 MA in Linguistics and Cognitive Science, State University of New York at Buffalo
- 1997 BA in General and Applied Linguistics, University of Copenhagen

Employment

- 2010 – 2014 Assistant Professor. Center for Corporate Social Responsibility. Department of Intercultural Communication and Management, Copenhagen Business School (June) (2012 Feb-Nov: Maternity Leave)
- 2006 – 2010 Doctoral Researcher. Department of Intercultural Communication and Management. Copenhagen Business School (2009: Maternity Leave)
- 2004 – 2005 Research Officer. CBS Media Hub, Copenhagen Business School
- 2003 – 2005 Communication Consultant. Amnesty International, Denmark
- 2002 – 2003 Computational Linguist. Ankiro- Digital Tools on Human Terms, Copenhagen
- 2000 – 2002 Computational Linguist, Lernout & Hauspie Speech Products, Belgium

International Affiliations

Network for Social Innovation and Civic Engagement (nSICE)
European Business Ethics Network
European Group for Organization Studies
Danish Association for Media and Communication Researchers (SMID)
International Communication Association, Division for Organizational Communication
International Communication Association, Division for Global Communication and Social Change
Research Network on Celebrity and North-South Relations

Publications

Books

Uldam, J. & Vestergaard, A. (Eds - under preparation). *Civic Engagement and Social Media*. Cambridge Scholars Publishing (w/ foreword by prof. Lance Bennett, University of Washington)

Peer-reviewed journal articles

Vestergaard, A. (forthcoming) *Mediatized Humanitarianism. Trust and Legitimacy in the Age of Suspicion*. Journal of Business Ethics.

Vestergaard, A. (under review) *Political? Stakeholder Perceptions of the Role of the Firm. Responses to Child Trafficking in the Cocoa Industry*. Journal of Business & Society

Vestergaard, A. (2013) *Humanitarian Appeal and the Paradox of Power*. Journal of Critical

Discourse Analysis, vol. 10, 4.

Vestergaard, A. (2010) *Identity and Appeal in the Humanitarian Brand* in Chouliaraki, L. & Morsing, M. (eds): *Media, Organisations and Identity*, Palgrave.

Vestergaard, A. (2008) *Branding the Humanitarian. The case of Amnesty International*. *Journal of Language and Politics*, vol. 7, 3.

Peer-reviewed conference papers

Vestergaard, A. (2012) *Stakeholder perceptions of the role of the firm*. 2nd Social Media for Social Purposes International Conference. CBS, Copenhagen.

Vestergaard, A. (2012) *Negotiating the Role of the Firm Online*. International Sustainability Conference, Basel.

Vestergaard, A. (2012) *Informal Power. 40 years of Humanitarian Appeal*. Academy of Management Conference (AoM), Boston.

Vestergaard, A. (2012) *Stakeholder Perceptions of the Political Role of the Firm. Responses to Child Trafficking in the Cocoa Industry*. European Group for Organization Studies (EGOS), Helsinki.

Vestergaard, A. (2011) *The voice of our children? Stakeholder discourses on child slavery in the chocolate industry*. International Association for Media and Communication Research (IAMCR). Istanbul.

Vestergaard, A. (2011) *Humanitarian Appeal and the Paradox of Power*. International Communication Association (ICA), Boston, May

Vestergaard, A. (2011) *Mediatized Humanitarianism. Trust and Legitimacy in the Age of Suspicion*. European Business Ethics Network Annual Meeting (EBEN), Antwerp.

Vestergaard, A. (2011) *Who cares? Stakeholder discourses on child slavery*. 1st Social Media for Social Purposes International Conference. CBS, Copenhagen.

Vestergaard, A. (2010) *Humanitarian Communication. Trust and Legitimacy in the Age of Uncertainty*. National Communication Association Conference (NCA), San Francisco.

Vestergaard, A. (2008) *Cosmopolitan Appeal? A methodology for investigating the normativity of humanitarian discourse*. International Association for Media and Communication Research (IAMCR), Stockholm.

Vestergaard, A. (2007) *Humanitarian Appeals. Promoting Cosmopolitanism or Perpetuating Compassion Fatigue?* International Communication Association (ICA), San Francisco.

Vestergaard, A. (2006) *Branding in the Non-Profit Sector. Construction of Morality by Humanitarian Organizations*. annual meeting of the Academy of Management (AoM), Atlanta, Georgia.

Invited talks

Vestergaard, A. (2012). *Contesting the Multinational Corporation? Discursive Struggle and the Negotiation of Responsibility*. Workshop on Media, Discursive Struggles and Political Agency, November, Bruxelles.

Vestergaard, A. (2007) *Cosmopolitan Appeal? A case study into the normativity of humanitarian discourse*. Symposium on Cosmopolitanism and the Media, Swedish Defence College, Stockholm.

Other dissemination

- 2012 *Webvagthunde straffer firmaer*. Interview on CSR and social media. Politiken, 05.12.12
- 2011 *Dine medarbejdere kan redde dig på nettet*. Interview on Social Media, Magasinet Lederne, 04.05.11
- 2010 *Prison Branding* Interview on branding initiatives in Vestre Prison. DR1, Ildsjæle
- 2009 *De glade amatører*. Interview on the professionalization of NGOs in the culture magazine Højskolebladet, June 2009
- 2008 *Humanitarian Communication in the Ethical Economy* Speaker and discussant at seminar w Amnesty International & Forbundet Sprog og Kommunikation.

Teaching

- 2006 -2011 Media Development and Digital Communication, Bachelor of Business Administration and Communication, Copenhagen Business School
- 2010-2011 Branding in Theory and Practice, Bachelor of Business Administration and Communication, Copenhagen Business School
- 2003-2004 Danish Language and Culture, Danish Technical University, Higher education examination program for foreign language scholars
- 1998-1999 Danish Language and Culture, World Languages Institute Bachelor program, State University of New York
- 1998 Etymology and History of the English Language, Bachelor program, Department of Linguistics, State University of New York
- 1997 Introduction to Linguistics, Bachelor program Department of Linguistics, State University of New York

Study Administration

- 2009 - Course coordinator, bachelor project, Bachelor of Business Administration and Communication, Copenhagen Business School
- 2007 - Course coordinator, 2nd year project, Bachelor of Business Administration and Communication, Copenhagen Business School
- 2009 - Course coordinator, 1st year project, Bachelor of Business Administration and Communication, Copenhagen Business School
- 2009 - Course coordinator, Internship, Master's of Business Administration and Communication, Copenhagen Business School
- 2009 - Course coordinator, Internship, Bachelor of Business Administration and Communication, Copenhagen Business School

Course Development

- 2012-2013 Corporate Governance and Stakeholder Communication, Development of track (specialization) in Master of Business Administration and Organizational Communication, Copenhagen Business School. To be implemented from 2014.
- 2006-2007 Media Development and Digital Communication, Bachelor of Business Administration and Organizational Communication, Copenhagen Business School. Development of detailed course manual for all teachers of the course (in use since 2006)

Service & Boards

- 2013 - Vice-president, Danish Association for Media and Communication Research (SMID)
- 2013 - Board member, Study board of HA(kom) and CM(kom)
- 2013 - Cluster Director. Cluster for Communicative and Civil Society Aspects of Sustainability. Copenhagen Business School, Sustainability Platform.

- 2012 - Hub-coordinator (Developing cross-sector partnerships) Network for Social Innovation and Civic Engagement (n-SICE)
- 2006-13 Board member, Danish Association for Media and Communication Research (SMID)
- 2007-09 Board member, The Research School for Media, Communication and Journalism (FMKJ)
- 2007-08 Board member, PhD School in Economics and Business Administration, CBS
- 2007-08 PhD representative, Department Board, Intercultural Communication and Management, Copenhagen Business School
- 2012 - Editor for ICA division of Philosophy, Theory and Critique
- 2012 - Editor for Journal of Visual Communication (ad hoc)
- 2012 - Editor for Journal of Business Ethics (ad hoc)

Conference organization

- 2014 *International Symposium on the Celebrity-Business-Development-Nexus*. Copenhagen Business School, May.
- 2013 *'CSR & Communication. Extending the Agenda'* Preconference to Conference of International Communication Association (ICA), London, June. Under endorsement of divisions of Public Relations and Organizational Communication.
- 2012 *'Media and Civic Engagement'* Bi-annual Conference of Association of Danish Media and Communications Researchers (SMID), Hotel Vejle Fjord, November.
- 2012 *'Social Media and Civic Engagement. Contesting the Mainstream'*. Workshop of Network for Social Innovation and Social Change (nSICE). Hotel Vejle Fjord, November.
- 2012 *2nd Social Media for Social Purposes Conference*, Copenhagen Business School, November
- 2011 *1st Social Media for Social Purposes Conference*, Copenhagen Business School, October
- 2008 *Mediatization and Cultural Community*. Biannual Conference Association of Danish Media and Communications Researchers, December
- 2005 *European Satellite Cultures. Transformations of Territorial and Symbolic Power*. International conference in collaboration with University of Otago, New Zealand, Copenhagen Business School.
- 2003-2004 *MediaDemos*, Series of 8 seminars with international scholars, CBS Media Hub