

**Anne Vestergaard**  
Copenhagen Business School  
Dalgas Have 15, 2000 Frederiksberg, Denmark

**Scientific qual:** PhD, Organization and Management Studies, Copenhagen Business School, 2011  
MA, Linguistics and Cognitive Science, State University of New York, 2000

**Employment:** 2014 – Associate Professor of CSR and Organizational Communication, CBS  
2010 – 2014 Assistant Professor, cbsCSR, CBS (incl. maternity leave)  
2006 – 2010 Doctoral Fellow, ICM, CBS (incl. maternity leave)

**Management positions**

2024 - Head of Communication Research Group  
2017 – 2022 Academic Program Director, BSc and MSc Business Administration and Organizational Communication (+1000 students)  
2015 – 2017 Vice Program Director, BSc and MSc Business Administration and Organizational Communication

**Research management**

2025 – Principle Investigator, *The Crisis of Migration Discourse: A Participatory approach for a new Lexicon of Migration* (HERA/Chance)  
2017 – 2020 Co-coordinator, Interventions - Network for the Study of Humanitarian Culture and Politics  
2012 – 2015 Hub coordinator, Developing Cross-Sector Partnerships, Research Network for Social Innovation and Civic Engagement (nSICE)  
2012 – 2016 Co-director, Research cluster on Communicative and Civil Society Aspects of Sustainability, Copenhagen Business School

**Trusted positions**

2025 - Board member, Dept of Intercultural Communication and Management, CBS  
2024- Shop Steward, Dept of Intercultural Communication and Management, CBS  
2016 – 2017 Board member, Dept of Intercultural Communication and Management, CBS  
2013 – 2015 Vice-president, Danish Association for Media and Communication Research  
2007 – 2009 Board member, The Research School for Media, Communication and Journalism  
2007 – 2008 Board member, PhD School in Economics and Business Administration, CBS

**Teaching**

Bachelor level: HA(kom)	Master level: Cand.merc(kom)
Medieudvikling og kommunikation	Sustainability, Governance and Communication
Branding i teori og praksis	Societal Actors, Issues and Agendas
Almen kommunikation	
Kommunikationsteori	Executive education:
	Master of Business Development: Strategic Communication
	Master of Public Governance: Missionsdrevet ledelse

PhD Supervision: Daniel Lundgaard. *Using Social Media to Discuss Global Challenges: A Study of the Climate Change Debate on Twitter* MSC, Copenhagen Business School. 2017-2020

**PhD Assessment:**

- Alessandra Costagliola, *Framing Empowerment: Representation and Reception of Mobile Technology and the Female Figure in INGO Advertising*, University of Westminster
- Christina Plesner Volkdal, *Unraveling the Triple Nexus: Exploring the Intersections between Humanitarian, Development, and Peacebuilding Interventions*, Copenhagen Business School (Head of Assessment Committee)
- Minttu Tikka, *The Active Agency of Ordinary People in Mediatized Crises*, University of Helsinki
- Christiane Marie Overgaard Høvring, *A Discursive Struggle for Getting the Balance Right? An Explorative Study of Communicating Corporate Social Responsibility as Shared Value Creation*, Aarhus University, Denmark

## **Publications**

### Books

Chouliaraki, L., & **Vestergaard**, A. (Eds.). (2022). *Routledge Handbook of Humanitarian Communication*. Routledge.

Uldam, J. & **Vestergaard**, A. (2015). *Civic Engagement and Social Media. Political Participation Beyond Protest*. Basingstoke : Palgrave Macmillan

### Articles

**Vestergaard**, A. & Ruamps, C. (2025). Possibilities and Constraints of Humanitarian Partnerships. A Principle-Based Assessment Framework. In *Academy of Management Proceedings* (Vol. 2025, No. 1, p. 24606). Valhalla, NY 10595: Academy of Management.

**Vestergaard**, A. & Ruamps, C. (2025). Humanitarian partnerships and the risky business of normalizing crisis. In *EGOS 2025: Creativity that goes a long way*.

Uldam, J., & **Vestergaard**, A. (2024). Activist Barbie and the Blurring Boundaries of Movements and Markets. In *EGOS 2024: Crossroads for Organizations: Time, Space, and People*.

Lundgaard, D., Uldam, J., Bogner, L., & **Vestergaard**, A. (2024). Sustainability and Fear of Criticism: Challenges to Aspirational Talk on Social Media. In *EGOS 2024: Crossroads for Organizations: Time, Space, and People*.

**Vestergaard**, A. (2023) Corporate Civic Imaginaries. Exploring the democratic implications of corporate societal governance. *European Group of Organization Studies*

**Vestergaard**, A., & Uldam, J. (2022). Legitimacy and cosmopolitanism: Online public debates on (corporate) responsibility. *Journal of Business Ethics*, 176(2), 227-240.

**Vestergaard**, A., & Uldam, J. (2022). Corporate Activism as PCSR Communication. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 14823). Briarcliff Manor, NY 10510: Academy of Management.

**Vestergaard**, A., Langevang, T., Morsing, M., & Murphy, L. (2021). Partnerships for development. Assessing the impact potential of cross-sector partnerships. *World Development*, 143, 105447.

**Vestergaard**, A., & Uldam, J. (2021). Legitimacy and cosmopolitanism: Online public debates on (corporate) responsibility. *Journal of Business Ethics*, 1-14.

**Vestergaard**, A., Murphy, L., Morsing, M., & Langevang, T. (2020). Cross-sector partnerships as capitalism's new development agents: Reconceiving impact as empowerment. *Business & Society*, 59(7), 1339-1376.

**Vestergaard**, A., Schade, F., & Etter, M. (2019). How to Study Public Negotiation of Responsibilities: A Communicative Approach to Business and Human Rights Research. *Nordic Journal of Human Rights*, 37(1), 18-41.

Etter, M. & **Vestergaard**, A. (2016). Facebook and the public framing of a crisis. *Corporate Communication: An international Journal*, 20(2), 1-17.

**Vestergaard**, A. (2015) *The Ironic Spectator. Posthumanitarian Solidarity*. Visual Communication. Vol. 14, Nr. 1, 2015, s. 125-129

**Vestergaard**, A. (2014) *Mediatized Humanitarianism. Trust and Legitimacy in the Age of Suspicion*. Journal of Business Ethics. Vol. 120, Nr. 4, 2014, s. 509-525

**Vestergaard**, A. (2013) *Humanitarian Appeal and the Paradox of Power*. Journal of Critical Discourse Analysis, vol. 10, 4.

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

#### Book chapters

Chouliaraki, L., & **Vestergaard, A.** (2021). Introduction: Humanitarian communication in the 21st century. *Routledge Handbook of Humanitarian Communication*, 1-22.

**Vestergaard, A.** (2021). Text-analytical approaches to humanitarian communication. In *Routledge Handbook of Humanitarian Communication* (pp. 104-118). Routledge.

Hansen, H.K & **Vestergaard, A.** (2018) On the Contest of Lists and their Governing Capacities. In: Lindblad, S., Pettersson, D., & Popkewitz, T. S. (Eds.). *Education by the Numbers and the Making of Society: The Expertise of International Assessments*. Routledge.

**Vestergaard, A.** & Etter, M (2018) Business and Human Rights : Exploring the Limits of an Expanding Agenda on Corporate Responsibility. In: Brysk, A. & Stohl, M. (Eds), *Contracting Human Rights: Crisis, Accountability, and Opportunity*. Cheltenham : Edward Elgar Publishing

Etter, M. & **Vestergaard, A.** (2016) Role of Social Media in the Corporate Communication Field. In L. Guo & M. McCombs (Eds.), *The Power of Information Networks: New Directions for Agenda Setting*. New York: Routledge

Uldam, J. & **Vestergaard, A.** (2015) *Introduction: Social Media and Civic Engagement*. In: Uldam, J. & Vestergaard, A. (eds) *Civic Engagement and Social Media: Political Participation Beyond Protest*. Basingstoke : Palgrave Macmillan 2015, s. 1-20

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