

Curriculum Vitae: Fumiko Kano Glückstad

A. Personal data

Nationality Japanese with permanent residence permit (relocated to Denmark in 1996)
Language Japanese (Native), English (Fluent), Danish (Fluent)

B. Education

2017 - 2018 Harvard Business School - Project Management Leadership course funded by Innovation Fund Denmark: Pasteur Program 2017
2013-2015 Assistant Professorship Program, Copenhagen Business School (CBS)
2012 (8. Nov.) PhD in Cross-Cultural Cognition, Copenhagen Business School (CBS)
Major PhD schools affiliated and courses attended:
2011 Course attendance “Introduction to Machine Learning and Data Modeling”
Technical University of Denmark, DTU Compute
2011 Summer School of the Swedish Graduate School in Cognitive Science
2010 European Summer School of Logic, Language and Information
2009 Nordic Graduate School of Language Technology
2008- Forskerskole Øst (University of Copenhagen, CBS, Roskilde Univ.)
2008 Master of Language Administration, Copenhagen Business School (CBS)
1991 Bachelor of Art in Psychology, Doshisha University, Japan

C. Employment

07.2016 – present Associate Professor, Dept. of Management, Society and Communication, CBS
02.2020 – 12.2020 Associate Professor (20% part-time), Dept. of Technology & Innovation, SDU
10.2013 – 06.2016 Assistant Professor, Dept. of International Business Communication, CBS
01.2013 – 09.2013 Postdoc Researcher, Dept. of International Business Communication, CBS
06.2012 – 12.2012 Research Assistant, Dept. of International Business Communication, CBS
12.2008 – 05.2012 PhD fellow, Dept. of International Business Communication, CBS

05.2004 – 11.2008 Independent Research Associate for WIP, Japan and London Research International
10.2000 – 04.2004 Senior Coordinator, Phase One A/S
01.1998 – 09.2000 Columnist for Nikkei Net Business
04.1991 – 11.1997 Consumer Research & Business Development, Panasonic Corporation, Home Appliance Enterprise (consumer research and business development)

D. Academic Awards

- Nomination for Undervisningsprisen 2022, Uddannelses- og Forskningsstyrelsen
- Best Excellent Paper Award “Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis” 2018 Global Marketing Conference at Tokyo, July 2018
- Nomination for Best Paper Awards for the paper “*Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis*” at the 48th TTRA (The Travel and Tourism Research Association) annual international conference, 2017, Quebec, Canada
- Best Paper Award for the paper “*Asymmetric similarity and cross-cultural communication process*” at the 9th Int. Conf. on Terminology and Artif. Intelligence 2011, Paris, France.
- Nomination for Best Paper Awards for the paper “*Alignment of remote cultures*” at the 2nd International Conference on Culture and Computing (IEEE), 2011, Kyoto, Japan.

E. Management activities

- 2021-2024 Study board (vice program director) of BSc. International Business, Asia

F. Fund-raising activities and project management

- 2021-2024 **PI and recipient** of “iBeauty: Intercultural Personas of Beauty & Values” fully funded by KOSE Corporation, Japan. Amount funded: **1.1M DKK**
- 2017-2020 **recipient and co-leader** of the Innovationsfonden (IFD) Grand Solution project: UMAMI (Understanding Mindset across Markets, Internationally) Amount applied: **4.684.863 DKK**. Partners: Technical University of Denmark, Visit Denmark, Wonderful Copenhagen, Visit North Sealand, Visit Carlsberg, Dept. of Marketing@CBS. <http://sf.cbs.dk/umami>
- 2017 **PI and recipient** of the International Network Program, Danish Ministry of Higher Education and Science: Cool Japan – Smart Denmark Initiative (Integration of data sciences in the tourism research). Amount applied: **287.636 DKK** Partners: Hitotsubashi University, Japan, National Institute of Advanced Industrial Science and Technology, Japan
- 2013 **Co-recipient and co-funded** as postdoctoral researcher by the Carlsberg Foundation as part of the Global English project headed by Prof. Durst-Andersen. Amount applied: **6.6 mil. DKK**

G. Scientific focus areas

- Social, Cognitive & Cross-Cultural Psychology
- Consumer Psychology
- Psychology of Beauty
- Tourism
- Application of Natural Language Processing and Artificial Intelligence to Social Sciences

H. Academic communities

- Member of the European Association of Methodology (EAM)
- Member of the Asian Association for Social Psychology (AASP)
- Member of the International Association for Cross-Cultural Psychology (IACCP)
- Member of Global Alliance of Marketing & Management Associations (GAMMA)
- Member of the European Marketing Academy (EMAC)

I. Other noteworthy academic activities

- Reviewer of Annals of Tourism Research (AJG-4)
- Reviewer of Journal of Cross-Cultural Psychology (AJG-3)
- Reviewer of Journal of Destination Marketing & Management (AJG-1)
- Invited talk: “Testing a model of destination image formation – revisited” 2025 Marketing Symposium @ Institute of Business Research, Chuo University, Tokyo, Japan
- Organizer of the 2016-2020 *thematic session* “Comprehending Consumers: Computing Complexity of Cultures” under the overall framework of the 5-years project “Challenge for Realizing Early Profits” coordinated by the Japanese Society of Artificial Intelligence (JSAI)
- Invited talk: Data-driven analysis of cultural dynamics: towards mutual understanding across cultures, presented on 20 Jan. 2014 at the CBS-KU Symposium on Designing Multicultural Creative Environment, Kyoto University, Japan (design.kyoto-u.ac.jp/archive/3263/)
- Invited talk: *Should ontologies be language independent or dependent?* Presented on 25-28 Jan. 2011 at The Second Kyoto EU - FP7 ICT Work Programme Workshop in Gifu, Japan.

J. Supervisions of students (2016-2025)

- 30 bachelor projects
- 50 master projects (one thesis received the best paper award from HBH trouble shooting prize, 2022)
- 2 postdocs (co-supervision)

Full list of Publications by Fumiko Kano Glückstad (2011-present)

Peer-reviewed journal articles (2011-present)

- Haas, B. W., Lou, X., Glückstad, F. K., Krys, K. (2025). Beliefs about a brighter future for all humanity as an evolutionary adaptation to pathogen prevalence. *Personality and Individual Differences*, Vol. 247, 113398.
- Sánchez-Rodríguez, A., Górski, M., ... **Glückstad, F. K.**, ... Bond, M. H., (2025). Mind the gap: Perceived economic inequality and the well-being gap around the globe. *Social Psychological and Personality Science*, <https://doi.org/10.1177/19485506251345>
- Śmieja, M., Walczak, A., Cacek, J., **Glückstad, F. K.** Krys, K., (2025). Love, culture, and well-being: How values moderate the link between relationship status and well-being across 57 countries. *International Journal of Intercultural Relations*. Vol. 108, 102232.
- Okvitawanli, A., Gajewska, O., Joshanloo, M., Glückstad, F. K., Krys, K. (2025). Love beyond east and west: How cultural models of selfhood predict frequency of being in love. *International Journal of Intercultural Relations*, Vol. 108, 102233.
- Olechowski, M., Górski, M., Joshanloo, M., Azhar Hussain, M., ... **Glückstad, F. K.**, ... Krys, K. (2025). Cultural religiosity moderates the relationship between being in love and subjective well-being. *International Journal of Intercultural Relations*, Vol. 108, 102227.
- Wasielec, A., Górski, M. R., Bond, M. H., Yeung, V. W. L., Akaliyski, P., Akello, G., Park, J., Joshanloo, M., Sokolov, B., Hussain, M. A., Li, L. M. W., Olechowski, M., Vignoles, V. L., Guemaz, F., Boussena, M., Rabby, M. R. A., Okvitawanli, A., Myślińska-Szarek, K., Haas, B. W., ... **Glückstad, F. K.**, ... Krys, K. (2025). Examining the connection between position-based power and social status across 70 cultures. *The British Journal of Social Psychology*, 64 (2), e12871.
- **Glückstad, F. K.**, Kobayashi, H., Seddig, D., Davidov, E., & Nakamura, R. (2025). Personal Beauty Values: Development and validation of a multi-dimensional measurement scale. *Journal of Consumer Behaviour*, 24 (1). 282-303.
- Hardt, D. & **Glückstad, F. K.** (2024). A Social Media Analysis of Travel Preferences and Attitudes, Before and During Covid-19. *Tourism Management*, 100(2).
- Nielsen, K.R., Kaiser, M. & **Glückstad, F. K.** (2024). The effect of macroscopic herd inputs on individual investment behaviour. *Scientific Reports* 14, 3302.
- **Glückstad, F. K.** (2022). A Cross-cultural Analysis of Risk Perceptions, Attitudes, and Intentions to Ward Traveling during Corona-crisis: Japan and Italy. *Hitotsubashi Business Review*, Autumn, 48-61.
- **Glückstad, F. K.** (2022). Risk-perceptions, attitudes and behavioral intentions to spend on experiences in the post-Corona crisis: Data from Italy, Denmark, China and Japan. In: *Data in Brief*. 42.108259
- Schmidt, M. N., Mørup, M., Albers, K. J., Seddig, D., Davidov, E., Bauer, J. M. & **Glückstad, F. K.** (2021). Latent profile analysis of human values: What is the optimal number of clusters? *Methodology: European Journal of Research Methods for the Behavioral and Social Sciences*, 17(2), 127–148
- **Glückstad, F. K.**, Wiil, U.K., Mansourvar, M., & Andersen P. T. (2021). Cross-Cultural Bayesian Network Analysis of Factors Affecting Residents' Concerns About the Spread of an Infectious Disease Caused by Tourism. *Frontiers in Psychology*, 12:635110.
- Albers, J. K, Mørup, M., Schmidt, M. N. & **Glückstad, F. K.** (2020). Predictive Evaluation of Human Value Segmentations *Journal of Mathematical Sociology*, 46(1), 28–55

- **Glückstad, F. K.**, Schmidt, M. N. & Mørup, M. (2020). Testing a Model of Destination Image Formation: Application of Bayesian Relational Modeling and fsQCA. *Journal of Business Research*, 120, 351-363.
- **Glückstad, F. K.**, Schmidt, M. N. & Mørup M. (2017). Examination of Heterogeneous Societies: Identifying subpopulations by contrasting cultures. *Journal of Cross-Cultural Psychology*, 48(1), 39-57
- **Glückstad, F. K.**, Herlau, T., Schmidt, N. M., & Mørup, M. (2014). Cross-categorization of legal concepts across boundaries of legal systems: in consideration of inferential links. *Artificial Intelligence and Law*, 22(1), 61-108,
- **Glückstad, F.K.** (2013). Aligning Mental Representations. *Journal of Advanced Computational Intelligence and Intelligent Informatics*, 17(4).
- **Glückstad, F.K.** (2011). Application of classical psychological theory to terminological ontology alignment. *Copenhagen Studies in Language*, 41, 227-238.

Peer-reviewed conference proceedings (2011-present)

- **Glückstad, F. K.** & Hardt, D. (2024). Psychographic classifications of Reddit authors using the word-embedding technique: Travel sentiments and risk awareness of conservative and open-minded authors during the Covid-19 crisis. *Proceedings of the 38th Annual Conference of the Japanese Society for Artificial Intelligence*, Hamamatsu, Japan, June 2024
- **Glückstad, F.K.** (2024). Consumers' Personal Beauty Values and Brand Associations: Intercultural Segmentation. *Proceedings of 2024 Global Fashion Marketing Conference*, Milan, July 2024.
- **Glückstad, F.K.** Kanno, K., Kobayashi, H. & Nakamura, R. (2024). Comparison of human versus AI generated measurements of personal beauty values. *Proceedings of the XXVII International Congress of The International Association of Cross-Cultural Psychology*, Bali, Indonesia, August 2024
- Wedenborg, A.E. J., Harborg, M.A., Bigom, A., Elmgreen, O., Presutti, M., Råskov, **Glückstad, F.K.**, Schmidt, M. & Mørup, M. (2024). Modeling Human Responses by Ordinal Archetypal Analysis. *Proceedings of 2024 IEEE International Workshop on Machine Learning for Signal Processing*, London, UK, September 2024
- **Glückstad, F.K.**, Kobayashi, K., Nakamura, & Jin, C. (2023). Taiwanese Translation of Personal Beauty Value Scale, *Abstract proceedings of the 15th Biennial Conference of the Asian Association of Social Psychology*, 2023
- **Glückstad, F.K.**, Seddig, D., Kobayashi, H., Kotakeyama, Y., Nakamura, R., & Davidov, E. (2022). Examining the Measurement of Properties of the Human Beauty Value Scale in English and Japanese. *The RC20 Regional Conference on Comparative Sociology & the 2nd RC33 Regional Conference on Social Science Methodology: Asia*. Japan Women's University, p. 9.
- Kotakeyama, Y., Nakamura, R., Kobayashi, H. & **Glückstad, F.K.** (2022). Analysis of Relationship between Schwartz' Basic Value Classification and Beauty Values: Comparison of Persona Classification Methods Based on Basic Values and Beauty Values. *Proceedings of the 50th Annual Meeting of the Behaviormetric Society*. Mori, K. (ed.). Okinawa: Behaviormetric Society, pp. 168-171
- Kobayashi, H., Nakamura, R., Kotakeyama, Y. & **Glückstad, F.K.**, (2022). Development of a World Cross-cultural Beauty Persona based on Values. *Conference Proceedings of Japan Marketing Academy*, Hosei University. 11, p. 340
- **Glückstad, F.K.**, Schmidt, M. N., Seddig, D., Davidov, E., Mørup, M. Albers, K.J. & Bauer, J.M. (2022). Latent Profile Analysis of Human Values / Group Behavior. In: Invited Symposium: Individual

Differences in Values and Political Individual/Group Behavior. ed. /Eldad Davidov. Madrid: *European Association of Personality Psychology 2022*, pp. 11-12

- Hardt, D. & **Glückstad, F.K.** (2020). Mining Links Between Travel Motivations and Mental Representation of Destinations from Twitter Postings. *2020 Global Marketing Conference at Seoul Proceedings*. red. /Jeonghye Choi; Yeolim Yoon. Changwon: Global Alliance of Marketing & Management Associations 2020, pp. 1025-1029.
- **Glückstad, F.K.** & Takahashi, Y. (2019). Who are those Chinese Traveling to Europe?: Value-based Classification of Chinese People and their Traveling Experiences. In *The International Society for the Study of Individual Differences. 2019 Conference, Personality and Individual Differences*, p. 157, 2020.
- **Glückstad, F.K.** & Takahashi, Y. (2019). Interpretation of Schwartz Theory of Ten Basic Human Values in the Japanese context. *The 13th Biannual Asian Society of Social Psychology 2019*, Taipei, 11th – 13th July, 2019
- **Glückstad, F.K.**, Schmidt, M.N., & Mørup M. (2018). Testing a model of destination image formation: Application of nonparametric Bayesian relational modelling to destination image analysis. *2018 Global Marketing Conference at Tokyo, Japan. Proceedings*. ed. /Jeonghye Choi. Seoul : Global Alliance of Marketing & Management Associations 2018, pp. 63-64. **Best Excellent Paper Award**
- Litong-Palima, M., Albers, K.J. & **Glückstad, F.K.** (2018). Stability and Similarity of Clusters under Reduced Response Data. *The 32nd Annual Conference of the Japanese Society for Artificial Intelligence*, 2018
- Albers, K.J., Schmidt, M.N., Litong-Palima, M., Mørup, M., Bonnevie, R., & **Glückstad, F.K.** (2018). Understanding Mindsets Across Markets, Internationally : A Public-private Innovation Project for Developing a Tourist Data Analytic Platform. *Proceedings of the 42nd IEEE Annual Computer Software and Applications Conference: COMPSAC 2018. Volume 2*. ed. /Sorel Reisman; Sheikh Iqbal Ahamed; Claudio Demartini; Thomas Conte; William Claycomb; Motonori Nakamura; Edmundo Tovar; Stelvio Cimato; Chung-Horng Lung; Hiroki Takakura; Ji-Jiang Yang; Toyokazu Akiyama; Zhiyong Zhang; Kamrul Hasan. Los Alamos, CA : IEEE 2018, pp. 159-164
- **Glückstad, F.K.**, Kock, F., Josiassen, A. & Assaf, A. (2017). Categorization of Destinations and Formation of Mental Destination Representations: A Parallel Biclustering Analysis. *Proceeding of the annual conference of the Travel and Tourism Research Association: Advancing Tourism Research Globally*. P. 12. **Nominated for the Best Paper Award**
- **Glückstad, F.K.** (2017). UMAMI: Understanding Mindsets Across Markets, Internationally. *The proceeding of the 31st Annual Conference of the Japanese Society for Artificial Intelligence*. JSAI 2017.
- **Glückstad, F.K.** & Josiassen, A. (2016). 価値観ベースの異文化マーケティングの課題と将来展望, *The proceedings of the 30th Annual Conference of the Japanese Society for Artificial Intelligence*. JSAI 2016.
- **Glückstad, F.K.** (2015). Automatic alignment of multiple knowledge systems: Its application to intercultural opinion survey analysis. *The 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management*. 12-14 November 2015, Lisbon, Portugal
- **Glückstad, F.K.** & Tanida, Y. (2015). Comprehending Consumers: Computing Complexity of Cultures. *Proceedings of 29th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2015)*, June 2015, Hakodate, Japan
- Mørup, M., **Glückstad, F.K.**, Herlau, T. & Schmidt, N. M. (2014). Nonparametric statistical structuring of knowledge systems using binary feature matches. *Porceedings of 2014 IEEE International Workshop on Machine Learning for Signal Processing*.

- **Glückstad, F.K.**, Herlau, T., Schmidt, N. M., Rafal Rzepka, Kenji Araki & Mørup, M. (2013). Analysis of conceptualization patterns across groups of people. *Proceedings of 2013 Conference on Technologies and Applications of Artificial Intelligence (TAAI 2013)*, Taiwan, IEEE 2013, DOI 10.1109/73 pp. 349-354
- **Glückstad, F.K.**, Herlau, T., Schmidt, N. M., & Mørup, M. (2013). Unsupervised Knowledge Structuring: Application of Infinite Relational Models to the FCA Visualization. *The 9th International Conference on Signal Image Technology & Internet Based Systems. SITIS 2013*. ed. /Kokou Yetongnon; Albert Dipanda; Richard Chbeir. Los Alamitos, CA: IEEE 2013, pp. 233-240
- **Glückstad, F.K.**, Herlau, T., Schmidt, N. M., & Mørup, M. (2013). Analysis of Subjective Conceptualizations towards Collective Conceptual Modelling. *Proceedings of 27th Annual Conference of the Japanese Society for Artificial Intelligence, (JSAI 2013)*, June 2013, Toyama, Japan
- **Glückstad, F.K.** & Mørup, M. (2012). Feature-based Ontology Mapping from an Information Receivers' Viewpoint. *Proceedings of the 9th International Workshop on Natural Language Processing and Cognitive Science (NLPCS 2012)*, ICEIS 2012, Wroclaw, Poland, 28-29 June 2012 / Portugal: SciTePress, pp. 34-43. ISBN: 978-989-8565-16-7
- **Glückstad, F.K.** & Mørup, M. (2012). Flexible- or Strict Taxonomic Organization? - Impact on culturally-specific knowledge transfer. *Proceedings of Terminology and Knowledge Engineering Conference 2012 (TKE 2012)*, Madrid, Spain, 20-21 June 2012, pp. 65-80. ISBN 978-84-695-4333-7
- **Glückstad, F.K.** (2012). Cross-cultural Concept Mapping of Standardized Datasets. *Proceedings of Workshop on Challenges to Knowledge Representation in Multilingual Contexts, TKE 2012*, Madrid, Spain, 19 June, pp. 9-16. ISBN 978-84-695-4333-7
- **Glückstad, F.K.** & Mørup, M. (2012). Application of the Infinite Relational Model combined with the Bayesian Model of Generalization for Effective Cross-Cultural Knowledge Transfer. *Proceedings of The 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012)*, Yamaguchi, Japan 12-15 June
- **Glückstad, F.K.** (2012). Bridging Remote Cultures: Influence of cultural prior-knowledge in cross-cultural communication. *Proceedings of the 26th Annual Conference of the Japanese Society for Artificial Intelligence (JSAI 2012)*, Yamaguchi, Japan 12-15 June, 2012
- **Glückstad, F.K.** (2011). Alignment of remote cultures. *Proceedings of the 2nd International Conference on Culture and Computing*. Kyoto, Japan, October 2011 / red. Juan E. Guerrero. Los Alamitos: IEEE Computer Society Press pp. 21-26. **Nominated for the Best Paper Award**
- **Glückstad, F.K.** (2011). Asymmetric similarity and cross-cultural communication process. *The 9th International Conference on Terminology and Artificial Intelligence*. Institut National des Langues et Civilisations Orientales, Paris, France, November, 2011, pp. 59-65. **Best Paper Award**
- **Glückstad, F.K.** (2011). Terminological ontology and cognitive processes in translation. *Proceedings of the 24th Pacific Asia Conference on Language, Information and Computation*. red. / Ryo Otaguro; Kiyoshi Ishikawa; Hiroshi Umemoto; Kei Yoshimoto; Yasunari Harada. Tohoku: Institute for Digital Enhancement of Cognitive Development, Waseda University. pp. 629-636. ISBN 978-4-905166-00-9

Non-peer-reviewed journal articles and conference proceedings (2011-present)

- Kobayashi, H., Kanno, K., Tai, K., Nakamura, R., & **Glückstad, F.K.** (2024). 世界にはどのような美の価値観があるのか: 美容価値観指標を用いた日本、アメリカ、中国、デンマーク及びイギリスの比較. *Abstract from 29th JFACE Annual Conference*, Japan.

- Tanida, Y. & **Glückstad, F.K.** (2020). NFC-1: Comprehending Consumers: Computing Complexity of Cultures. *Journal of the Japanese Society for Artificial Intelligence*, 35(6), The 34th Annual Conference of the Japanese Society for Artificial Intelligence. JSAI 2020, 2020, 2 s., s. 807-808
- Tanida, Y. & **Glückstad, F.K.** (2019). NFC-1: Comprehending Consumers: Computing Complexity of Cultures. *Journal of the Japanese Society for Artificial Intelligence*, 34(6), The 33rd Annual Conference of the Japanese Society for Artificial Intelligence. JSAI2019, 2019, 2 s., s. 854-855
- Tanida, Y. & **Glückstad, F.K.** (2018). NFC-4: Comprehending Consumers: Computing Complexity of Cultures. *Journal of the Japanese Society for Artificial Intelligence*, 33(6), 2018
- Tanida, Y. & **Glückstad, F.K.** (2017). Universal Value Analysis System and International Marketing. *Journal of the Japanese Society for Artificial Intelligence*, 32(6), 2017
- **Glückstad, F.K.** & Tanida, Y. (2016). 世界価値観データに基づく世界消費者の把握 *Journal of the Japanese Society for Artificial Intelligence*, 31(6), 2016, s. 913
- **Glückstad, F.K.** (2013). Computing dynamics of cultures: an interdisciplinary approach to the concept of culture. *Proceedings of International Conference - Negotiating the Humanities*, Nov. 2013, Aarhus University, Denmark
- **Glückstad, F.K.** (2010). Terminological Ontology Mapping: cognitive translation approach, *The Sixteenth Annual Meeting of the Association for Natural Language Processing*, University of Tokyo, Japan, March.
- **Glückstad, F.K.** (2009). Triangulated terminology management for transitive translations focusing on named entities, *NordTerm 2009*, Copenhagen Business School, June 2009, Ontologier og taksonomier, Copenhagen Business School, ISBN 978-87-994577-0-0.

Patent:

- Kobayashi, H. (Inventor), Kotakeyama, Y. (Inventor), Nakamura, R. (Inventor) & **Glückstad, F.K. (Inventor)** (2024). 分類方法および分類装置 (Classification Method and Classification Tool). 25 Apr 2024, IPC No. G06Q 30/0201 (2023.01), [FI] G06Q 30/02 300, Patent No. JP,2024-058268,A, 14 Oct 2022
- **Glückstad, F.K.**, Herlau, T., Schmidt, N. M., & Mørup, M. (2013). *A method, computer program and system for inferring and structuring relations between cultural specific concepts in two cultures*. European patent application filed in June 2012, published in Dec. 2013 (WO/2013 /186216)

Monograph (PhD Thesis)

- **Glückstad, F.K.** (2012). *Bridging Remote Cultures: Cross-lingual concept mapping based on the information receiver's prior knowledge*, Frederiksberg: Copenhagen Business School [Phd], 2012. 245 s. (PhD Series; Nr. 31.2012).