

Esben Karmark

Education

Ph.D. Organizational Culture and Identity – Copenhagen Business School, 2002

- Dissertation: “Organizational Identity in a Dualistic Subculture – A Case Study of Organizational Identity Formation in Lego Media”.

- Advisors: Majken Schultz and Mary Jo Hatch

M.Sc. in International Business Administration and Modern Languages – Copenhagen Business School, 1995

Research Interests

- Organizational Culture
- Organizational Identity
- Corporate Branding

Professional Appointments

Associate Professor – Copenhagen Business School, Department of Management, Communication and Society – 2008 – present

Assistant Professor – Copenhagen Business School, Department of Management, Communication and Society – 2002 – 2005

Consultant – Accenture – 1995 – 1997

Publications

Karmark, E. (2025). “Corporate Branding”. In L. Pynt Andersen et al. (Eds.), *Markedskommunikation i Praxis* (provisional title). Forthcoming. Samfundslitteratur.

Karmark, E., R. Remke & P. Buzzanell (eds.) (2016). “Communication Perspectives on a Luxury Brand Organization: The Case of Georg Jensen”. *Management Communication Quarterly*, Vol. 30(1): 121-42

Karmark, E. (2013) “Corporate Branding and Corporate Reputation”. In Carroll, C. (ed.). *The Handbook of Communication and Corporate Reputation*. London: JohnWiley & Sons

Karmark, E. (2010) “Mediatizing a Global Brand - Effects on LEGO Group’s Corporate Brand of Establishing a Media Company”. In L. Chouliararki & M. Morsing (eds.) *Media, Organization, Identity*. London: Palgrave

Gjøls-Andersen P. & E. Karmark (2005), “Corporate Brand Stretch: Brand Extension in a Corporate Branding Perspective”. In Schultz, M., Antorini YM. & F. Csaba (eds.), *Corporate Branding Purpose/People/Process*. Copenhagen: CBS Press

Karmark, E. (2005) “Living the Brand”. In: Schultz, M., Antorini, YM & Fabian Csaba (eds.), *Corporate Branding Purpose/People/Process*. Copenhagen: CBS Press

Karmark, E. (2002) “Organizational Identity in a dualistic subculture: A case study of organizational identity formation in Lego Media”. Copenhagen: SL Books

Karmark, E. & Holden, N. (2001) “LEGO- Transferring Identity Knowledge” in: Holden, N.J. *Cross-Cultural Management: A Knowledge Management Perspective*. London: Financial Times/Prentice Hall

Conference Presentations & Talks

“Sustainability Governance as an Emergent Narrative for Cities and Local Governments: A Leadership Communication Perspective” (co-authored with D. Salkov-Iversen & R. Remke). Presented at: The 4th Global Communication Forum. Shanghai Jiao Tong University . 29-30 September 2010 (Best Paper Award)

“The Identity Work of Complex Organizations – Outlining the Use of Strategic Ambiguity in Branding of Higher Education” (co-authored with D. Kärreman and R. Remke). Presented at the 2nd Conference for Process Studies, Rhodes, Greece. Jun 11-13 2010

“Building Sustainability into the Corporate Brand – The Case of Maersk”. Presented at the 14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Rio de Janeiro, Brazil. May 19-21 2010

Teaching/program management

Executive Teaching: - Designing a Core Sustainability Narrative - Sustainable Leadership and Transformation Program - CBS Executive Fonden, May 2025

Ph.D. Committee Chair - Department of Intercultural Management and Communication (2012)

Program Coordinator:

Organizational Communication and Business Administration Graduate Program - 2008-2012

Business, Language and Culture Graduate Program - master's thesis – 2012- 2014

Course Coordination/teaching:

Cross-Cultural Leadership - Organizational Communication and Business Administration Graduate Program – 2023-

Leading and Managing Intercultural Projects, Business, Language and Culture Graduate Program - 2024-25

Managing in Global Workplaces - 2021-

Organization and Corporate Communication, Business, Language and Culture B.Sc. Program - 2008-

Branding - Organizational Communication and Business Administration B.Sc. Program - 2017-

Kvalitative Metoder, Business Administration and Psychology, B.Sc. Program – 2024-

Strategy and Communication - Organizational Communication and Business Administration Graduate Program – 2008-2012

Leadership and Communication - Organizational Communication and Business Administration Graduate Program – 2008-12

Teaching:

Comparing Societies and Economic Systems - First Semester Project - Sino Danish Center, Beijing, China - 2016-17

Thesis supervision:

Business, Language and Culture Program – B.Sc. and Master's level

Organizational Communication and Business Administration Program - B.Sc. and Master's level

Business Administration and Psychology – Master's level

Interkulturelle Markedsstudier – Department of English, Germanic and Romance Studies – Master's level

B.Sc. in Business Administration and Market Dynamics and Cultural Analysis

Research Project

Brand Studies – Copenhagen Business School – 2002-2005

Role: Academic Collaborator

Service & Leadership

- Peer reviewer for:

The Scandinavian Journal of Management

International Journal of Management Reviews

Sage Handbook on Business in Society