

Curriculum Vitae

Kai Inga Liehr Storm

Languages

German (mother tongue), English (fluent), Danish (fluent), Spanish (conversational level), Latin (basic level)

Scientific Focus Areas

Management Accounting, Operations Management, Gender, Diversity, Inclusion, HRM, Supply Chain Management

Education

2016 - 2020	Ph.D., Copenhagen Business School
2014 - 2016	M.Sc. in Diversity and Change Management, CBS
2009 - 2009	B. Sc. in General Business Management, Universidad Adolfo Ibáñez, Chile
2007 - 2010	B. Sc. in General Business Studies, European Business School, Germany

Current Academic Position

Aug. 2020 – now	Assistant Professor of Management Accounting and Managerial Economics, Copenhagen Business School, Department of Operations Management
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Earlier Academic Positions

10/2019 – 08/2020	Research Assistant to Prof. Sara Louise Muhr (Copenhagen Business School, Department of Organization, Copenhagen, Denmark)
09/2016 – 04/2020	Doctoral Researcher (Copenhagen Business School, Department of Operations Management, Copenhagen, Denmark) Dissertation topic: <i>Servitization at work – On proliferation and containment</i> Supervisors: Prof. Jan Mouritsen and Prof. Christer Karlsson
04/2015 – 09/2016	Graduate Student Assistant (Copenhagen Business School, Department of Operations Management, Copenhagen, Denmark)

Earlier Industry Positions

03/2012 – 09/2013	Manager Mergers and Acquisitions (Hubert Burda Media KG - Burda Direkt Services, Offenburg, Germany)
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- 09/2011 – 02/2012 **Business Development and Cooperative Management** (Hubert Burda Media KG – Neue Verlagsgesellschaft, Offenburg, Germany)
- 06/2010 – 12/2010 **Company Development** (online marketplace start-up Avocado Store GmbH, Hamburg, Germany)
- 05/2008 – 08/2008 **Best Practice Management** (Deutsche Bahn AG, Frankfurt am Main, Germany)

Participation in Research Projects

2019 - 2022 Voluntary Code of Conduct for Gender Equality in Executive Recruitment:

This project was funded by the Danish Ministry for Gender Equality in order to investigate how executive recruiters can hire more women into Danish board and management positions. The overall aim was to follow how recruitment firms went about in achieving the goal of 33% women on their candidate lists. All large, many mid-sized and small Danish recruitments firms participated.

I was part of the steering committee and negotiated with key industry and ministry stakeholders. I was also responsible for the qualitative data collection and analysis thereof, as well as the dissemination of our findings, for which I co-organized 3 conferences with renowned industry leaders and the minister as speakers.

2018 - 2019 Co-creating Gender Equality Project:

This project explored norm-critical methods for creating gender equality in classroom and organizations and was supported by the Nordic Gender Equality Fund. The project managed by CBS, in collaboration with Hanken School of Economics, KTH Royal Institute of Technology and the GODESS Institute [Gender, Organization, Diversity, Equality and Social Sustainability], and KVINFO.

I was part of the CBS research team and my role was to help test and refine the GenderLAB workshop method that emanated from this project and help disseminate its results to the wider public, and the website I created for that can be seen here: <https://teach.cbs.dk/teaching-formats-and-activities/genderlab/>

The GenderLAB method has since become a part of CBS's teaching toolkit.

2015 - 2019 Servitization Project:

I was part of the research team that investigated how Danish industrial firms combine products and services into novel offerings ('servitization'), which anchored at the CBS department of Operations Management, and I wrote my Ph.D. under the auspices of this project. This project was funded by The Danish Industry Foundation.

Supervision

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| Bachelor Theses | I have supervised a total of 5 Bachelor theses across 4 different CBS study programs. |
| Master Theses | I have supervised a total of 12 Master theses across 7 different CBS study programs. |

Teaching

I am teaching and examining students in the following courses:

- Finance and Accounting in Bio-Business (Master level)
- Pricing Management (Master level)
- Servitization and Service Management (Master level)
- Organizational Economics (Økonomisk teori og organisationsdesign)
(Graduate Diploma level)
- Life Science Markets (Master level)
- Applied Pricing Management (Bachelor level)
- Managerial Economics (Bachelor level)

Conference Organization

- 2024 I was a co-organizer of the Danish Gender Conference, for which I managed the review process, bursary applications, room bookings, and co-managed the program design. The conference website can be found here:
<https://www.tilmeld.dk/dgc/conference>
 The conference was granted 65,000 DKK of support from the Carlsberg Foundation.
- 2018 I was part of the organizing team that arranged the Spring Servitization Conference in Copenhagen.

External Funding Applications

- 2020 Application for EU Horizon 2020 Funding for PREVALENT: A proposal for 'Preventing gender-based violence and sexual harassment in research institutions and universities'.
 I was part of the proposal drafting team from the academic side. Notable partners include CBS, the World Bank, University of Lisbon, Vienna Center for Societal Research, and the German Police University
- 2019 Application for EU Horizon 2020 Funding for IMAGRA: Proposal on developing and implementing information and communication technologies for better migrant integration.
 I was part of the proposal drafting team from the academic side and negotiating with partner organizations. Notable partners include CBS, Sorø Kommune, Stadt Offenbach, University of Ulster, and Pro Humanum
- 2019 Application to the Danish Free Research Fund: A proposal to investigate gender (in)equality in higher education, seeking to set Danish institutions in a comparison with other universities in the Nordics and to enable an overall dialogue of sharing best practices.
 I was part of the research team planning and writing the proposal and liaising with the CBS Research Support Office.

Book (forthcoming)

Luthra, P., Muhr, S. L., Storm, K. I. L.: Inclusive HRM (aimed at students and practitioners), agreed submission to Pearson UK in April 2026

Published Reports

- 2019 Muhr, S. L., Teilmann-Lock, S., Guschke, B., Christensen, J. F., Mahler, R., Månsson, E. (2019): Co-creation Gender Equality from Classroom to Organizations: Innovations in Nordic Welfare Societies
- 2017 Hsuan, J., Frandsen, T., Raja, J., Basner, K. (2017): Servitization in Industrial Firms: Mapping and Analyzing the Danish Service Landscape
- 2017 Frandsen, T., Raja, J., Østergaard, S. B., Basner, K. (2017): Expanding Markets Through Analytical Services and Solutions: A Case Study of Brüel & Kjær

Memberships

- The European Group for Organization Studies (EGOS)
- The Feminist Network that meets yearly at EGOS conferences
- Academy of Management (AOM).
- The Queer Feminist Research Network

Editorial Work

I was a co-editor for a Special Issue on 'Unconscious Bias in Organizations' in the journal Kvinder, Køn & Forskning (Women, Gender & Research), issue 32.

Reviewing Activities

I have been a reviewer for the following journals:

- Critical Perspectives on Accounting (AJG 3)
- Journal of Supply Chain Management (AJG 4)
- Equality, diversity and inclusion: An international journal (AJG 2)
- International Journal of Logistics Management (AJG 1)
- Ephemera: Theory and Politics in Organization (AJG 1)
- Gender, Work & Organization (AJG 3)
- Organization (AJG 3)

I am also regularly reviewing submissions to the annual meeting of the Academy of Management.

Published Papers

1. Muhr, S. L., & Storm, K. I. L. (2024). Accounting for change: the impact and implications of using the intervention-based research method GenderLAB at a big four accounting firm. *Equality, Diversity and Inclusion: An International Journal*. (AJG 2)
2. Storm, K. I. L., Reiss, L. K., Guenther, E. A., Clar-Novak, M., & Muhr, S. L. (2023). Unconscious bias in the HRM literature: Towards a critical-reflexive approach. *Human Resource Management Review*, 33(3), 100969. (AJG 3)
3. Storm, K. I. L., & Muhr, S. L. (2023). Work-life balance as gaslighting: Exploring repressive care in female accountants' careers. *Critical Perspectives on Accounting*, 95, 102484. (AJG 3)
4. Just, S. N., Storm, K., & Bukuru, S. L. (2023). Onlife intersectionalities as flows of playbour: The case of women in gaming. *Media, Culture & Society*, 45(5), 899-915.
5. Christensen, J. F., Guschke, B. L., Storm, K. I. L., & Muhr, S. L. (2022). The norm of norms in HRM research: A review and suggestions for future studies. *Human resource management review*, 32(4), 100859. (AJG 3)
6. Clar, M., Muhr, S. L., Reiss, L. K., & Storm, K. (2021). Unconscious bias in organizations: Discriminatory forces at work (editorial). *Kvinder, Køn & Forskning*, 32(3), 5-10.
7. Basner, K., Christensen, J. F., French, J. E., & Schreven, S. (2018). Snaptivism: A collective biography of feminist snap as affective activism. *Ephemera: Theory and Politics in Organization*, 18(4), 901-922 (AJG 1)

Work in Progress (submitted and/or under review)

1. Storm, K. I. L., Muhr, S. L.: The double bind of the ideal accountant. Revise & Resubmit in *Critical Perspectives on Accounting* (AJG 3)
2. Storm, K. I. L., Muhr, S. L., Just, S., Villséche, F.: Responsible service processes: A triadic view. Submitted to *Human Resource Management Journal* (UK) (AJG 4*)
3. Storm, K. I. L., Irbe, S. A., Wirtz, C., Muhr, S. L.: Going into labour: How motherhood norms influence mothers' labour market participation in 127 countries. Submitted to the *International Journal of Human Resource Management* (AJG 3)
4. Storm, K. I. L., Hendriksen, C., Bille, A.: From meaning well to doing well – Towards a methodologically re-flexive agenda for SCM. Under review, *Supply Chain Management: An International Journal* (AJG 3)
5. Storm, K. I. L., Muhr, S. L.: Who pays the price for gender equality? Investigating the hidden costs of placing women leaders in top leadership. Submitted to *Accounting, Organizations and Society* (AJG 4*)

Work in Development (not yet submitted)

1. Storm, K. I. L., Hrnannarsdóttir, S. M., Muhr, S. L.: On Affect, Activism and Employee Participation.

2. Storm, K. I. L., Muhr, S. L.: The hidden cost of hiring diversely.
3. Storm, K. I. L., Reiss, E., Muhr, S. L.: “We don’t have any of those here” – Navigating homosexual identities in accounting firms”
3. Wengler, M., Storm, K. I. L.: Fear and loathing in the matrix – living under a 360-degree performance system.
4. Bille, A., Vang, J., Storm, K. I. L., Min, Z. N.: Interventions in SCM research.
5. Storm, K. I. L.: Teaching in the feminist classroom

Conference Papers

1. Storm, K. I. L., Hrannarsdóttir, S. M., Muhr, S. L. (2025): Activism through employee workshops: How affect travels and translates to create impact. Conference paper accepted for presentation at EGOS Athens, 2025
2. Storm, K. I. L., Muhr, S. L. (2025): The hidden cost of hiring diversely – On professional executive recruitment for gender equality. Conference paper submitted for presentation at AOM, Copenhagen 2025
3. Bille, A., Storm, K., Brambini-Pedersen, J. V., Min, Z. N. (2024): The Road to Hell is Paved with Good Interventions. Conference paper accepted for presentation at the Danish Gender Conference, Copenhagen 2024
4. Muhr, S. L., Storm, K. I. L. (2024): Who pays the price for gender equality? Conference paper accepted for presentation at EGOS, Milano 2024
5. Hendriksen, C., Bille, A., Storm, K. (2023): From meaning well to doing well – Reflexivity, criticality, and philosophical alignment for responsible SCM research. Conference paper accepted for presentation at EurOMA, Brussels 2023
6. Storm, K. I. L., Muhr, S. L. (2023): Disrupting the ‘Ideal Worker’: A norm-critical intervention in a Big Four accounting firm. Conference paper accepted for presentation at EGOS, Cagliari 2023
7. Storm, K. I. L. (2023): Responsible service processes: A triadic view. Conference paper accepted for presentation at AOM, Boston 2023
8. Muhr, S. L., Storm, K. I. L., Gregorič, A. (2022): How much for a female CEO? Conference paper accepted for presentation at EGOS, Vienna 2022
9. Just, S. N., Storm, K. I. L. (2022): Onlife intersectionalities: Rethinking dynamics of diversity and difference for digital organization. Conference paper accepted for presentation at EGOS, Vienna 2022
10. Storm, K. I. L., Muhr, S. L. (2022): Interrupting the gendered norm of ‘the ideal accountant’: An analysis of a norm-critical intervention in an accounting firm. Conference paper accepted for presentation at EGOS, Vienna 2022
11. Reiss, L. K., Storm, K. I. L., Marković, A. (2022): Homosexuality Navigation in Accounting: A Critique of Capitalist Career Drivers in a Heteronormative Environment. Conference paper accepted for presentation at the 7th CBS Diversity&Difference Workshop, Copenhagen 2022
12. Storm, K. I. L. (2021): Towards more diversity in executive recruitment. Conference paper accepted for presentation at the 5th international DEI workshop, Copenhagen 2021
13. Storm, K. I. L. (2021): Simply the best? Resisting difference in Danish corporate leadership. Conference paper accepted for presentation at SCOS, online 2021

14. Storm, K. I. L. (2021): Responsibility as a service quality – The case of professional recruitment services. Conference paper accepted for presentation at EurOMA, online 2021
15. Basner, K., Muhr, S. L. (2020): Embedding difference in a performance culture. Paper accepted for presentation at SCOS, 2020 – conference cancelled due to Corona
16. Basner., K. I., Raja, Z. J., Frandsen, T. (2018): How to make a service trade-able? Exploring qualification processes in industrial markets. Conference paper accepted for presentation at the Spring Servitization Conference, Copenhagen 2018
17. Raja, Z., J., Basner, K. I., Chakkol, M., Frandsen, T. (2017): Mergers and acquisitions for servitization: exploring post-merger integration and the effects on service capabilities. Conference paper accepted for presentation at the annual Industrial Marketing and Purchasing conference in Rochester NY 2017
18. Basner, K. I., Frandsen, T., Raja, Z. J. (2017): Creating Markets for Servitization: Exploring Qualification Processes, Devices and Agencements. Conference paper accepted for presentation at AOM, Atlanta 2017
19. Basner, K.I., Pflueger, D., Frandsen, T., Raja, Z. J., (2017): The product strikes back: The ‘new industrial revolution’ and the qualification of services. Conference paper accepted for presentation at the 33rd European Group of Organization Studies colloquium, Copenhagen 2017
20. Basner, K. I., Frandsen, T., Raja, Z., J. (2017): R&D portfolios and technology roadmaps for services: Moving service innovation into the strategic arena of product-centric companies. Conference paper accepted for presentation at EGOS, Copenhagen 2017
21. Frandsen, T., Raja, Z. R., Basner, K. I. (2017): Product-service systems at the base of the pyramid Conference paper accepted for presentation at the annual Spring Servitization Conference, Lucerne 2017
22. Basner, K. I., Frandsen, T., Raja, J. Z. (2016): Creating markets for servitized offerings. Conference paper accepted for presentation at EurOMA, Trondheim 2016
23. Basner, K., Frandsen, T., Raja, J., Hsuan, J. (2016): Management of Service and R&D Portfolios. Conference abstract presented at INFORMS Nashville, 2016

Other Academic Initiatives and Achievements

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| 2021 | “How we talk together matters”: I developed and co-led a teaching workshop (based on the GenderLAB) on defining how we as colleagues in the Department of Operations Management want to communicate with each other, this workshop was held with all academic OM staff at the annual summer seminar |
| 2019 - today | CBS Pride: I have been a member of the organizing team, responsible for setting up and running academic events as part of CBS’s engagement at Copenhagen Pride Week and supporting the team with the logistics around the actual Pride parade itself |
| 2016 | Fonnesbech TAP/VIP Award: I have been part of the research team that won the first ever Fonnesbech TAP/VIP Award for extraordinary cooperation across TAP and VIP staff. |

Dissemination

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| 2025 | Invited talks for DJØFF on age, menopause, and inclusion in the workplace |
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- 2025 Invited talk for Bang&Olufsen on Diversity, equity, and inclusion
- 2024 Designed and planned a GenderLAB workshop, including training materials, for local human rights activists and spent one week in Egypt teaching and adjusting the materials to local needs with key stakeholders, invited by KVINFO.
- 2024 Designed, planned, and conducted a GenderLAB for human rights activists from Ukraine, invited by KVINFO
- 2024 Invited talk for Too Good To Go on Diversity, equity, and inclusion
- 2024 Invited talk for Finansforeningen on Diversity, equity, and inclusion
- 2024 Invited workshop for GEUS (Nationale Geologiske Undersøgelser for Danmark & Grønland) on Diversity, equity, and inclusion
- 2022 CBS Interview on the Voluntary Code of Conduct project:
<https://www.cbs.dk/en/cbs-agenda/areas/news/samarbejde-mellem-cbs-rekrutteringsfirmaer-sikrer-konsdiversitet-ledelser-bestyrelser>
- 2021 Invited workshop for the Confederation of Danish Industry (participants were 22 top leaders of Denmark's largest companies) on Diversity and Inclusion (online)
- 2020 - now Pricing Experts Network (PEN): I am part of the organizing team, setting up regular workshops and network meetings between academics and pricing practitioners in order to exchange knowledge.