

Jannek K. Sommer
Department of Business & Management (DBM)
Consumption, Culture and Commerce (CCC)
SDU Climate Cluster
Email: jaks@sam.sdu.dk
Phone: +4565503402



Qualifications

Business Administration, Ph.D., Market-public Dynamics: Agential, Spatial, and Temporal Reflections on Public Matters in Market Systems, Department of Business & Management (DBM)

1. Sept 2017 → 19. May 2021

Award Date: 19. May 2021

Economics and Business Administration, MSc., Watch out for the wearables: The persuasive ideologies of smartwatch advertising, Department of Business & Management (DBM)

1. Sept 2012 → 3. Jun 2015

Award Date: 3. Jun 2015

Economics and Business Administration, BSc., International sales training - Identification and analysis of strategic approaches concerning cultural diversity

1. Sept 2009 → 2. Jul 2012

Award Date: 2. Jul 2012

Employment

Department of Business & Management (DBM)

Odense M

1. Oct 2023 → present

Teaching Associate Professor, Program Responsible BSc EBA

Consumption, Culture and Commerce (CCC)

Odense M

1. Oct 2023 → present

Teaching Associate Professor, Program Responsible BSc EBA

SDU Climate Cluster

9. Apr 2024 → present

Instructor and Project Manager

1. Jan 2012 → 1. Jan 2014

Business Consultant

1. Jan 2010 → 1. Jan 2011

Sales Manager

Stepstone A/S

Copenhagen S, Denmark

1. Jan 2008 → 1. Jan 2009

Sales Manager

TDC Business

Odense S, Denmark

1. Jan 2004 → 1. Jan 2008

Research outputs

Why consumers resist wearables and what to do about it?

Sommer, J. K., 2023, *Smart clothes and wearable technology*. McCann, J. & Bryson, D. (eds.). 2. ed. Elsevier, p. 67-80 (The Textile Institute Book Series).

Market-public Dynamics: Agential, Spatial, and Temporal Reflections on Public Matters in Market Systems

Sommer, J. K., May 2021, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet.

Enacting Drone Futures: Socio-technical Imagineering of the Civilian Drone Industry

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

Imagination at Work: Technology Markets and Socio-Technical Imagineering

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

Socio-Technical Imagineering and the Future(s) of Civilian Drones

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

Consumer Culture Theory and the Socio-Cultural Investigation of Technology Consumption

Bajde, D., Nøjgaard, M. & Sommer, J. K., 2018, *Analytical Frameworks, Applications and Impacts of ICT and Actor-Network Theory*. Spoehrer, M. (ed.). IGI global, p. 171-190 (Advances in Human and Social Aspects of Technology).

"I'm an Addict" and Other Sensemaking Devices: A Discourse Analysis of Self-Reflections on Lived Experience of Social Media

Tiidenberg, K., Markham, A., Pereira, G., Rehder, M., Dremljuga, R., Sommer, J. K. & Dougherty, M., 28. Jul 2017, *Proceedings of the 8th International Conference on Social Media & Society*. Association for Computing Machinery, 10 p. 21

Discourses of Technology: Consumer Imagination and the Rejection of Google Glass

Sommer, J. K. & Knudsen, G. H., Jul 2017. 2 p.

General public's privacy concerns regarding drone use in residential and public areas

Bajde, D., Bruun, M. H., Sommer, J. K. & Waltorp, K., 2017, Syddansk Universitet. 18 p.

Public reactions to drone use in residential and public areas

Bajde, D., Woermann, N., Bruun, M. H., Gahrn-Andersen, R., Sommer, J. K., Nøjgaard, M., Christensen, S. H., Kirschner, H., Hagel Skaarup Jensen, R. & Bucher, J.-H., 2017, Aalborg Universitet. 27 p.

Activities

Teaching for Active Learning - TAL 2022

Sommer, J. K. (Panel member)
8. Nov 2022

Journal of Consumer Research (Journal)

Sommer, J. K. (Peer reviewer)
13. Jan 2022

UAS activities in South East Asia

Sommer, J. K. (Speaker)
14. Oct 2019

UAS activities in South East Asia

Sommer, J. K. (Speaker)

30. Sept 2019

10th EIASM Interpretive Consumer Research Workshop

Sommer, J. K. (Participant)
9. May 2019 → 10. May 2019

British Food Journal (Journal)

Sommer, J. K. (Peer reviewer)
1. Jan 2019 → 31. Jan 2022

Journal of Business Research (Journal)

Sommer, J. K. (Peer reviewer)
1. Jan 2019 → 31. Jan 2022

Public reactions to drone use in residential and public areas

Bajde, D. (Speaker) & Sommer, J. K. (Speaker)
23. Apr 2018

Public reactions to drone use in residential and public areas

Sommer, J. K. (Speaker)
1. Feb 2018

Drones and privacy concerns

Sommer, J. K. (Speaker)
23. Nov 2017

TUS Nordics

Sommer, J. K. (Participant)
10. Oct 2017

Consumer Culture Theory Conference

Sommer, J. K. (Participant)
9. Jul 2017 → 12. Jul 2017

General Public's Privacy Concerns Regarding Drone Use in Residential and Public Areas

Sommer, J. K. (Speaker)
15. Jun 2017

The problem of Europe

Sommer, J. K. (Organizer)
31. Oct 2016

Press/Media

Danish researchers test people's reactions to drones

Sommer, J. K.
22/01/2018
1 Media contribution

Forskere tester folks reaktioner på droner

Sommer, J. K.
19/01/2018
1 Media contribution

Lavt flyvende droner gør folk utrygge

Sommer, J. K.

26/01/2018

1 Media contribution

Nemlig.com-stifter: "Jeg er fuldstændig overbevist om, at vi kommer til at se droner og selvflyvende enheder stå for udbringning af dagligvare"

Sommer, J. K.

20/06/2019

1 Media contribution

Nemlig.com-stifter: Jeg tror rigtigt meget på droner

Sommer, J. K.

21/06/2019

1 Media contribution

Offentlighedens betydning for dronemarkedet

Sommer, J. K.

27/05/2018

1 Media contribution

Offentlighedens betydning for dronemarkedet

Sommer, J. K.

27/05/2018

1 Media contribution

Offentlighedens betydning for dronemarkedet

Sommer, J. K.

27/05/2018

1 Media contribution

Researchers test people's reactions to drones

Sommer, J. K.

19/01/2018

1 Media contribution

Wearable AI: will it put our smartphones out of fashion?

Sommer, J. K.

31/03/2024

1 Media contribution