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## Employment

### Department of Business & Management (DBM)

Odense M

7. Jan 2025 → 30. Nov 2027

### Assistant Professor

Consumption, Culture and Commerce (CCC)

Odense M

7. Jan 2025 → 30. Nov 2027

## Research outputs

### Examining antecedents to Generation Z consumers' green purchase intentions: the role of product categories

Heiberg Jørgensen, R., Møller Jensen, J. & Yang, Y., 30. Oct 2024, In: Journal of Product and Brand Management. 33, 7, p. 902-913

### Primacy effect on Instagram stories

Jørgensen, R. H. & Knudsen, G. H., Aug 2024, *Advances in advertising research XIV: harder, better, faster, stronger: advertising and communication between immediacy and sustainability*. Vignolles, A. & Waiguny, M. K. J. (eds.). Springer Gabler, p. 91-101 (European Advertising Academy).

### Exploring the Factors shaping green purchasing decision-making: the role of product categories

Yang, Y., Jensen, J. M. & Jørgensen, R. H., Jan 2024, *Proceedings of the International Conference Marketing Trends*. International Marketing Trends Conference

### Exploring Danish consumers' green grocery buying: The role of inflation and rising price level

Jensen, J. M., Jørgensen, R. H. & Yang, Y., 29. Sept 2023, *EMAC Regional 2023*.

### Changes in consumers' green grocery purchase as a consequence of high inflation

Yang, Y., Jensen, J. M. & Jørgensen, R. H., 28. Sept 2023.

### Primacy effect on Instagram stories

Jørgensen, R. H. & Knudsen, G. H., 1. Jul 2023.

### Measuring green consumption behaviour

Yang, Y., Jensen, J. M. & Jørgensen, R. H., 25. May 2023.

### Analyse af spørgeskemadata med SPSS: teori, anvendelse og praksis

Jensen, J. M., Knudsen, T. T. & Jørgensen, R. H., Jan 2023, 4. ed. Syddansk Universitetsforlag. 346 p.

### Instagram stories: how ephemerality affects consumers' responses toward Instagram content and advertising

Jørgensen, R. H., Voorveld, H. A. M. & van Noort, G., 2023, In: Journal of Interactive Advertising. 23, 3, p. 187-202

**Ephemerality, experiences and evaluation of advertising**

Jørgensen, R. H., 14. Sept 2022, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet. 149 p.

**Media context: a literature review and research agenda**

Haldborg Jørgensen, R. & Høngsmark Knudsen, G., Jul 2022, In: Journal of Marketing Management. 38, 17-18, p. 1937-1957

**Reading news in a digital format – ads, news, and tablets**

Knudsen, G. H. & Jørgensen, R. H., 2019.

**Methodological approaches to media context and future directions**

Haldborg Jørgensen, R. & Knudsen, G. H., 13. Sept 2018.

**Activities****Measuring Green Consumption Behaviour**

Yang, Y. (Speaker), Jensen, J. M. (Co-author) & Jørgensen, R. H. (Co-author)  
25. May 2023

**Responsible Conduct of Research**

Haldborg Jørgensen, R. (Participant)  
15. May 2018 → 24. May 2018

**Projektstyring**

Haldborg Jørgensen, R. (Participant)  
23. Apr 2018 → 25. Apr 2018

**Digital Media Ethnography**

Haldborg Jørgensen, R. (Participant)  
16. Apr 2018 → 20. Apr 2018

**Qualitative Research Methods**

Haldborg Jørgensen, R. (Participant)  
20. Nov 2017 → 24. Nov 2017