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## Basic pedagogical view

In my teaching I typically alter between traditional class lecturing and student interaction and activity. In the classes I have developed I have emphasized active student engagement with the literature through presentation of key works. Most of the courses have been characterized by a high number of participants (75+ students) which makes student activity and student-teacher interaction a challenge. In the M.Sc. courses Globalization Processes and Consumption Studies at SDU I developed two different formats that enabled interaction while maintaining features of the classic lecturing, and preparing the students for the specific exam form. In Globalization Processes the course is structured in two overall parts: A first part, based on traditional lecturing of the theoretical foundation of the course. After the first part the course runs in themes with one lecture per theme and one workshop for students writing term papers within that theme. In Consumption Studies, the exam form is oral exam, so here the format was to let students present key texts as a way of preparing to orally handle complex theorization on consumption. At the doctoral level there is naturally more interaction as groups are typically smaller and often there is a direct discussion of e.g. methods or theory in relation to individual phd projects. Overall I enjoy teaching and often find it synergetic with the research process. I have worked closely with several master theses students on projects that were close to my research interests, which occasionally have resulted in journal publications (e.g. Kjeldgaard, Askegaard, Rasmussen & Østergaard, forthcoming; Kjeldgaard & Nielsen 2010).

## Pedagogical/Teaching Experience

### Teaching and supervision experience

- Bachelor level: Consumer behaviour, Marketing Management, Global Value Chains
- M.Sc. level: Marketing & Culture, Consumption Studies, Globalization Processes, Advanced Consumer Research, Advanced Qualitative Methods
- Master/MBA level: course responsible and teaching at Master of Public Management (Markedsforståelse og kommunikation)
- Ad hoc teaching in globalization, markets and culture (SKEMA/IMMD, France), Marketing Trends (Gothenburg University), Consumer Culture Theory (Lund University)
- MBA, supervision of master theses
- Supervision of a large number of bachelor's and master's theses Doctoral Education Activities Supervision
- Currently main supervisor for Stine Bjerrisgaard and Charlotte Autzen, University of Southern Denmark; co-supervisor for Jonathan Schöps, Innsbruck University
- Main supervisor for Sofie Møller Bjerrisgaard, SDU, (graduated 2010), Gry Høngsmark Knudsen, SDU (graduated 2012), Co-supervisor for Erik Sloth, Aarhus School of Business (graduated July 2012), Aja Smith (graduated 2017), Anders Dahl Krabbe (graduated 2017) Doctoral level teaching
- Faculty member, "Qualitative Research in Marketing", University of Lille/SKEMA, France, November 2009, November 2010, October 2013
- Faculty member, ACR Doctoral Colloquium, European Conference of the Association of Consumer Research, London, June 2010.
- Faculty member of the doctoral course "Canon of Consumption Classics", University of Southern Denmark (August 2006, 2008, 2010, 2012, 2014, 2016)
- Faculty member of the doctoral seminar "Qualitative Data Analysis", Ann Arbor Michigan, June 2009
- Faculty member, "Consumer Culture Theory Workshop", (Evanston 2011, Tucson 2013)
- Faculty member, "Nordic Consumer Research Paper Development Workshop", Gothenburg, Sweden (2012)
- Faculty Member, ACR Doctoral Consortium 2015, ACR New Orleans
- Organized a number of ad hoc doctoral seminars at Lund University and IMMD/University of Lille
- Faculty member ACR Doctoral Colloquium, ACR Berlin October 2016

### Educational and pedagogical responsibilities

- member of the PhD Study Board • 2006-2013
- Initiator of the first full English language cand mercprogramme and Profile Coordinator, Master of Science in Business Administration profiles Marketing, Globalization, Culture.
- Instigator of further proliferation of the international M.Sc. programme due to high numbers of applicants • 2003-2008
- Social Science Coordinator, programme for Business and Modern Languages (Negot) • 2003-2007
- Head of the International Study Programmes (Formand for Samfundsvidenskabs Internationale Udvalg), Faculty of Social Science, SDU • 2003-2006
- Member of the Board, University Extension (Folkeuniversitet Odense) • 2001
- Student representative at the Ph.D. Study Board

## **Pedagogical competence**

University Teacher Education Programme at the University of Southern Denmark, 2003

Ph.D. Supervision training, 2008

Pedagogic/educational leadership, 2014