

Mikkel Ørholm Nøjgaard  
Institut for Virksomhedsledelse (IVL)  
Consumption, Culture and Commerce (CCC)  
SDU Climate Cluster  
**E-mail:** mikk@sam.sdu.dk  
**Telefon:** +4565504399



## **Ansættelse**

### **Marketingmedarbejder**

Contentor ApS

Danmark

1. jul. 2016 → 1. dec. 2016

### **Instruktor**

Syddansk Universitet

Odense, Danmark

1. feb. 2015 → 1. dec. 2015

## **Uddannelse**

Cand.negot., International Relations, Syddansk Universitet

1. sep. 2014 → 21. jun. 2016

Dimissionsdato: 21. jun. 2016

## **Undervisning og vejledning**

### **Advanced Brand Management**

Nøjgaard, M.

03/09/2018 → 31/12/2018

### **Advanced Brand Management**

Gollnhofer, J.

01/09/2018 → 31/01/2019

### **Advanced Brand Management**

Kjeldgaard, D. & Ottlewski, L.

01/09/2019 → 31/01/2023

### **Brand Management & Marketing Communication**

Nøjgaard, M.

01/02/2019 → 01/07/2019

### **Brand Management and Marketing Communication**

Bajde, D., Knudsen, G. H. & Ottlewski, L.

01/02/2019 → 31/08/2023

### **Marketing**

Nøjgaard, M.

01/02/2018 → 05/07/2018

### **Marketing (Marketing)**

Munksgaard, K. B.  
01/02/2017 → 30/06/2018

### **Marketing (Marketing)**

Munksgaard, K. B.  
01/02/2017 → 30/06/2018

### **Marketing (Marketing)**

Jensen, J. M. & Madsen, T. K.  
01/02/2015 → 30/06/2016

### **Marketing Theory**

Nøjgaard, M.  
03/09/2018 → 31/12/2018

### **Marketing Theory**

Woermann, N.  
01/09/2018 → 31/01/2025

### **Various supervisions (both bachelor and master level)**

Nøjgaard, M.  
01/07/2017 → ...

## **Publikationer**

### **(Dis)entangling actor-network theory and assemblage theory in consumer and marketing scholarship: a review and future directions**

Schneider-Kamp, A., Franco, P., Bajde, D. & Nøjgaard, M. Ø., nov. 2024, I: *Journal of Marketing Management*. 40, 17-18, s. 1634-1665

### **Ownership technologies**

Lianidis, K., Bajde, D. & Nøjgaard, M., 2. sep. 2024, (E-pub ahead of print) I: *Marketing Theory*.

### **Working with relational (material-semiotic) theories**

Bajde, D., Nøjgaard, M. Ø. & Schneider-Kamp, A., sep. 2024, *Handbook of qualitative research methods in marketing*. Belk, R. W. & Otnes, C. (red.). 2. udg. Edward Elgar Publishing, s. 150-160 (Research Handbooks in Business and Management series).

### **Choice, calculation, and consumer empowerment**

Nøjgaard, M., Bajde, D., Özçağlar-Toulouse, N. & Askegaard, S., 2024, (E-pub ahead of print) I: *Marketing Theory*.

### **Making digital stuff ownable with blockchain technology: The case of NBA topshot NFTs**

Lianidis, K., Bajde, D. & Nøjgaard, M. Ø., 25. maj 2023.

### **Cultures of Consumer Information**

Nøjgaard, M. Ø., 21. apr. 2023, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet. 180 s.

**The value-translation model of consumer activism: how consumer watchdog organizations change markets**  
Nøjgaard, M., apr. 2023, I: Journal of Consumer Research. 49, 6, s. 967-986

**The social thickening of market futures: exploring the discursive work of drone visioneers**  
Bajde, D., Nøjgaard, M. & Kuruoglu, A. P., sep. 2022, I: Marketing Theory. 22, 3, s. 311-332

**Synthetic scarcity & scarculution in the booming NFT markets**

Lianidis, K. (Medlem af forfattergruppering), Skovgaard, M. (Medlem af forfattergruppering), Nøjgaard, M. Ø. (Medlem af forfattergruppering) & Bajde, D. (Medlem af forfattergruppering), 10. jun. 2022.

**Failure: Perspectives and prospects in marketing and consumption theory**

Kjeldgaard, D., Nøjgaard, M., Hartmann, B. J., Bode, M., Lindberg, F., Mossberg, L. & Östberg, J., jun. 2021, I: Marketing Theory. 21, 2, s. 277-286

**Comparison and cross-pollination of two fields of market systems studies**

Nøjgaard, M. & Bajde, D., 2021, I: Consumption Markets & Culture. 24, 2, s. 125-146

**Smid din mobil ud - det gavner miljøet!**

Nøjgaard, M., Smaniotto, C. & Askegaard, S., 17. aug. 2020

**How the Dead Storage of Consumer Electronics Creates Consumer Value**

Nøjgaard, M., Smaniotto, C., Askegaard, S., Cimpan, C., Zhilyaev, D. & Wenzel, H., jul. 2020, I: Sustainability. 12, 14, 16 s., 5552.

**How to remain included? A critical perspective on an ICT-nursing home with an active ageing ideology**

Swane, C. & Nøjgaard, M., 23. maj 2019.

**Consumption (of) Failure**

Kjeldgaard, D., Nøjgaard, M., Hartmann, B., Lindberg, F., Mossberg, L., Östberg, J. & Bode, M., 8. maj 2019.

**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. (red.). IGI global, s. 171-190 (Advances in Human and Social Aspects of Technology).

**Familiar Strangers: Relating Market Systems Studies within Marketing Research**

Nøjgaard, M. & Bajde, D., 2018. 26 s.

**Market Systems in Contemporary Marketing Thought: A Preliminary Overview**

Nøjgaard, M. & Bajde, D., 2018.

**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 s.

## **Aktiviteter**

### **Re-Theorizing Singularization: Blockchain-Based Digital Collecting Through the Prism of Sociology of Singularities**

Bajde, D. (Underviser), Lianidis, K. (Underviser) & Nøjgaard, M. Ø. (Underviser)

26. sep. 2024 → 28. sep. 2024

### **Paneldebat - Et manifest for den regenerative have (Klimafolkemødet 2024)**

Nøjgaard, M. Ø. (Underviser)

29. aug. 2024

### **Regenerative Jordbrugsmetoder og Økodannelse i Danske Haver**

Emontspool, J. (Arrangør), Andersen, D. R. (Arrangør), Paulsen, M. (Videnskabelig komite medlem) & Nøjgaard, M. Ø. (Videnskabelig komite medlem)

31. maj 2024

### **12th EIASM Interpretive Consumer Research Workshop**

Nøjgaard, M. Ø. (Arrangør) & Dahl, C. E. (Arrangør)

19. apr. 2024

### **Sports brands venturing into the world of digital ownership**

Lianidis, K. (Oplægsholder), Bajde, D. (Medforfatter) & Nøjgaard, M. Ø. (Medforfatter)

3. maj 2023

### **Cultures of Product Reviewing**

Woermann, N. (Medforfatter) & Nøjgaard, M. (Medforfatter)

3. okt. 2020

### **Paper development workshop**

Nøjgaard, M. (Deltager)

23. okt. 2018

### **5th Interdisciplinary Market Studies Workshop**

Nøjgaard, M. (Deltager)

6. jun. 2018 → 8. jun. 2018

### **Consumer Culture Theory Conference 2018**

Nøjgaard, M. (Deltager)

1. jul. 2017 → 1. jul. 2018