Mikkel Ørholm Nøjgaard
SBS Faculty
Marketing
SDU Climate Cluster
SDU SCC Elite Center CUHRE
Consumption and Market Studies (CMS)
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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 → 31/01/2027

Various supervisions (both bachelor and master level)

Nøjgaard, M.
01/07/2017 → …

Publikationer

Når haven gør modstand: Mellemartslige friktioner og økodannelse gennem regenerativt havebrug: Feltrapport - Digging for the Climate
Reeh, D., Nøjgaard, M. Ø. & Emontspool, J., okt. 2026, University of Southern Denmark. 42 s.

Swap party, charity shop, or clothing dump? how consumer activists frame emergent object pathways to discipline their value outcomes
Nøjgaard, M., Sperti, S. & Smaniotto, C., jun. 2026, I: Marketing Theory. 26, 2, s. 189-210

Digital Singularization: The Socio-Technical Production of Uniqueness
Bajde, D., Lianidis, K. & Nøjgaard, M., 29. maj 2026, (E-pub ahead of print) I: Journal of Consumer Research.

Choice, calculation, and consumer empowerment
Nøjgaard, M., Bajde, D., Özçağlar-Toulouse, N. & Askegaard, S., mar. 2026, I: Marketing Theory. 26, 1, s. 101-119

Navigating Anthropocene Instabilities: Cultivating a Pluralistic Field of Inter- and Transdisciplinary Ecoliteracy Research
Paulsen, M., Feldt, L., Emontspool, J., Laugesen, M.H.-L., Iversen, S. M., Nøjgaard, M. Ø., Hejl, C. K., Frank, S., Ghosh, T., Thorbjørn Hansen, F., Rosenbæk Reetz, K. E., Wolsing, P., Reeh Andersen, D., Brückner, M., Svabo, C., Qvortrup, A. , Elf, N. & Philipsen, H., 2026, (Accepteret/In press) *Cross-cultural Ecoliteracies in the Anthropocene.* Paulsen, M., Blenkinsop, S. & Jordt Jørgensen, N. (red.). Routledge

Ownership technologies
Lianidis, K., Bajde, D. & Nøjgaard, M., sep. 2025, I: Marketing Theory. 25, 3, s. 497-505

Hvordan lærer man at samarbejde med naturen?
Nøjgaard, M. Ø. & Andersen, D. R., 2025, I: Praktisk Økologi. 45, 3, s. 20-24

(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

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).

Advancing a More-than-Human Perspective in Consumer Research
Grant, A., Kuruoglu, A., Emontspool, J., Waverly, J., Nøjgaard, M. Ø. & Helkkula, A., 1. jun. 2024, (Accepteret/In press) *Advances in Consumer Research.* Association for Consumer Research

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 & scarculation 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

Paper Development Workshop: Rethinking Marketing for a More-Than-Human World
Nøjgaard, M. Ø. (Arrangør), Emontspool, J. (Arrangør) & Kuruoglu, A. (Arrangør)
11. sep. 2025 → 12. sep. 2025

Jack Waverley
Nøjgaard, M. Ø. (Vært)
9. sep. 2025 → 12. sep. 2025

Gardening in a more-than-human world: tensions of multi-species co-existence
Nøjgaard, M. Ø. (Oplægsholder) & Andersen, D. R. (Oplægsholder)
14. aug. 2025

Compostist Consumer Theory?
Nøjgaard, M. Ø. (Oplægsholder) & Andersen, D. R. (Oplægsholder)
24. jun. 2025

Reimagining the Legacy of Consumer Culture Theory: Toward Post-Capitalist Conceptions of "Consumer Culture"
Arnould, E. (Oplægsholder), Thompson, C. (Oplægsholder), Askegaard, S. T. (Oplægsholder), Nøjgaard, M. Ø. (Oplægsholder), Andersen, D. R. (Oplægsholder) & Jones, H. (Moderator)
24. jun. 2025

Interspecies care in permaculture gardens
Nøjgaard, M. Ø. (Oplægsholder)
29. sep. 2024

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. (Paneldeltager)
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

Panel: Towards More-Than-Human Consumer Research: Considering Multispecies Encounters in Consumption
Nøjgaard, M. Ø. (Moderator) & Dahl, C. E. (Moderator)
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