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Consumption, Culture and Commerce (CCC)
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Employment

Marketer

Contentor ApS
Denmark
1. Jul 2016 → 1. Dec 2016

Teaching Assistant

University of Southern Denmark
Odense, Denmark
1. Feb 2015 → 1. Dec 2015

Education

Cand.negot., International Relations, University of Southern Denmark
1. Sept 2014 → 21. Jun 2016
Award Date: 21. Jun 2016

Teaching and supervision

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 → 31/01/2023

Various supervisions (both bachelor and master level)

Nøjgaard, M.
01/07/2017 → ...

Research outputs

(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, In: Journal of Marketing Management. 40, 17-18, p. 1634-1665

Ownership technologies

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

Working with relational (material-semiotic) theories

Bajde, D., Nøjgaard, M. Ø. & Schneider-Kamp, A., Sept 2024, *Handbook of qualitative research methods in marketing*. Belk, R. W. & Otnes, C. (eds.). 2. ed. Edward Elgar Publishing, p. 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) In: Marketing Theory.

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

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

Cultures of Consumer Information

Nøjgaard, M. Ø., 21. Apr 2023, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet. 180 p.

The value-translation model of consumer activism: how consumer watchdog organizations change markets
Nøjgaard, M., Apr 2023, In: Journal of Consumer Research. 49, 6, p. 967-986

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

Synthetic scarcity & scarculution in the booming NFT markets
Lianidis, K. (Member of author group), Skovgaard, M. (Member of author group), Nøjgaard, M. Ø. (Member of author group) & Bajde, D. (Member of author group), 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, In: Marketing Theory. 21, 2, p. 277-286

Comparison and cross-pollination of two fields of market systems studies
Nøjgaard, M. & Bajde, D., 2021, In: Consumption Markets & Culture. 24, 2, p. 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, In: Sustainability. 12, 14, 16 p., 5552.

How to remain included? A critical perspective on an ICT-nursing home with an active ageing ideology
Swane, C. & Nøjgaard, M., 23. May 2019.

Consumption (of) Failure
Kjeldgaard, D., Nøjgaard, M., Hartmann, B., Lindberg, F., Mossberg, L., Östberg, J. & Bode, M., 8. May 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. (ed.). IGI global, p. 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 p.

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 p.

Activities

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

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

26. Sept 2024 → 28. Sept 2024

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

Nøjgaard, M. Ø. (Guest lecturer)

29. Aug 2024

Regenerative Jordbrugsmetoder og Økodannelse i Danske Haver

Emontspool, J. (Organizer), Andersen, D. R. (Organizer), Paulsen, M. (Scientific committee member) & Nøjgaard, M. Ø. (Scientific committee member)

31. May 2024

12th EIASM Interpretive Consumer Research Workshop

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

19. Apr 2024

Sports brands venturing into the world of digital ownership

Lianidis, K. (Speaker), Bajde, D. (Co-author) & Nøjgaard, M. Ø. (Co-author)

3. May 2023

Cultures of Product Reviewing

Woermann, N. (Co-author) & Nøjgaard, M. (Co-author)

3. Oct 2020

Paper development workshop

Nøjgaard, M. (Participant)

23. Oct 2018

5th Interdisciplinary Market Studies Workshop

Nøjgaard, M. (Participant)

6. Jun 2018 → 8. Jun 2018

Consumer Culture Theory Conference 2018

Nøjgaard, M. (Participant)

1. Jul 2017 → 1. Jul 2018