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## Research outputs

### Journal articles

#### **Digital entrepreneur's platformication and rapid internationalization through brokering, making and giving sense**

Petersen, N. H. & Rasmussen, E. S., 2024, In: Small Enterprise Research. 31, 1, p. 18-38

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **Institutional investments in international joint ventures: corporate entrepreneurship in emerging market regions**

Nielsen, U. B., Rasmussen, E. S. & Wang, Y., 2022, In: International Journal of Export Marketing. 5, 3/4, p. 275-295

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **Platforms for Innovation and Internationalization**

Rasmussen, E. S. & Petersen, N. H., May 2017, In: Technology Innovation Management Review. 7, 5, p. 23-31

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **The emergence of the lean global start-up as a new type of firm**

Rasmussen, E. S. & Tanev, S., Oct 2015, In: Technology Innovation Management Review. November, 11, p. 12-19

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **Lean and global technology start-ups: linking the two research streams**

Tanev, S., Rasmussen, E. S., Zijdemans, E., Lemminger, R. & Svendsen, L. L., 29. Jun 2015, In: International Journal of Innovation Management. 19, 3, 41 p., 1540008.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **The Use of Intuition in Venture Capitalist Ecosystems**

Petersen, N. H., Hannibal, M. & Rasmussen, E. S., 2015, In: RENT Conference Papers. 13 p.

Research output: [Contribution to journal](#) › [Conference article](#) › [Research](#) › [peer-review](#)

#### **Contextualising case studies in entrepreneurship: A tandem approach to conducting a longitudinal cross-country case study**

Chetty, S. K., Partanen, J., Rasmussen, E. S. & Servais, P., 2014, In: International Small Business Journal. 32, 7, p. 818-829

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **Digital Entrepreneurship in a Traditional Production Firm: A Longitudinal Case Study**

Hannibal, M. & Rasmussen, E. S., 2014, In: International Journal of e-Services and Mobile Applications. 6, 3, p. 48-66

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **On the foundation and early development of domestic and international new ventures**

Rasmussen, E. S., Madsen, T. K. & Servais, P., 2012, In: Journal of Management and Governance. 16, 4, p. 543-556 13 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

#### **Managing Inter-Firm Collaboration in the Fuzzy Front-End: Structure as a Two-Edged Sword**

Høj Jørgensen, J., Goduscheit, R. C., Bergenholtz, C. & Rasmussen, E. S., 2011, In: International Journal of Innovation Management. 15, 1, p. 145-163 19 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **"The impact of internationalisation on small firms' choice of location and propensity for relocation"**

Rasmussen, E. S., Jensen, J. M. & Servais, P., 2011, In: *Journal of Small Business and Enterprise Development*. 18, 3, p. 457-474 18 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **SME's Alliance Dynamics in the Mobile Marketing Industry**

Knudsen, M. H. & Rasmussen, E. S., 1. Jan 2009, In: *International Business and Economics Review*. 1, 1, p. 55-68 14 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **From E to M-Commerce: Image Spill-over Effect of M-applications: The Case of a Danish Mall**

Knudsen, M. H. & Rasmussen, E. S., 2009, In: *The E-Business Review*. IX

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **Innovation, Product Development and New Business Models in Networks : How to come from case studies to a valid and opérationel theory**

Rasmussen, E. S., Jørgensen, J. H., Goduscheit, R. C. & Bergenholtz, C., 2009, In: *Revue des Sciences de Gestion*. 31, 70, p. 101-120 20 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **Action Research in Inter-Organisational Networks: Impartial Studies or the Trojan Horse?**

Goduscheit, R. C., Bergenholtz, C., Jørgensen, J. & Rasmussen, E. S., 2008, In: *Systemic Practice and Action Research*. 21, 4, p. 267-281

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **Small Manufacturing Firms' Involvement in International E-business Activities**

Servais, P., Madsen, T. K. & Rasmussen, E. S., 2006, In: *Advances in International Marketing*. 17, p. 297-318

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **The role of language skills in corporate communication**

Rasmussen, E. S. & Andersen, H., 2004, In: *Corporate Communications*. 9, 3, p. 231-242

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **The Founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking**

Rasmussen, E. S., Koed Madsen, T. & Evangelista, F., 2001, In: *Asia Pacific Journal of Marketing and Logistics*. 13, 3, p. 75-107

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

### **Små, globalt orienterede virksomheders internationalisering og kompetencer**

Madsen, T. K., Rasmussen, E. S. & Servais, P., 1999, In: *Ledelse & Erhvervsøkonomi*.

Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

## **Books and reports**

### **Cases on born globals: Elgar Cases in Entrepreneurship**

Rasmussen, E. S. (Editor), 16. Jan 2024, Edward Elgar Publishing. 184 p.

Research output: [Book/report](#) › [Anthology](#) › [Research](#) › [peer-review](#)

### **Preface**

Rasmussen, E. S., 2024, *Cases on born globals: Elgar cases in entrepreneurship*. Rasmussen, E. (ed.). Cheltenham, UK: Edward Elgar Publishing, p. xiv-xxiv 8 p.

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Book chapter](#) › [Research](#) › [peer-review](#)

### **Preface**

Rasmussen, E. S. & Petersen, N. H., 27. Feb 2023, *Handbook of Research on Business Model Innovation Through Disruption and Digitalization*. Rasmussen, E. S. & Petersen, N. H. (eds.). IGI global, p. xvii-xxvi 9 p.

Research output: Chapter in Book/Report/Conference proceeding › Preface/postscript › Research › peer-review

### **Preface**

Rasmussen, E. S. & Petersen, N. H., Feb 2023, *Handbook of research on business model innovation through disruption and digitalization*. IGI global, p. xiii-xxvi

Research output: Chapter in Book/Report/Conference proceeding › Preface/postscript › Research › peer-review

### **Handbook of research on business model innovation through disruption and digitalization**

Rasmussen, E. S. (Editor) & Petersen, N. H. (Editor), 2023, IGI global. 425 p.

Research output: Book/report › Monograph › Research › peer-review

### **Digital transformation of the SME**

Servais, P. & Rasmussen, E. S., Jul 2022, *Proceedings for Nordic Conference on Small Business (& Entrepreneurship) 2022*. Klyver, K., Ek-uru, S., Gaza, J., Jebsen, S., Korsgaard, S., Maresch, D., Løwe Nielsen, S., Søgaard Nielsen, M., Perriton, E., Raalskov, J., Senderovitz, M., Storgaard, M. & Wickstrøm, K. A. (eds.). Kolding: Syddansk Universitet, p. 83-96

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **Who Takes The Lead? How Roles And Importance Of Organizational Actors Change Throughout The Early Life Cycle Of A Cluster**

Andersen, K. V., Rasmussen, E. S. & Madsen, T. K., 14. Sept 2021, *International CINet Conference: 22nd CINet Conference*. Continuous Innovation Network, 14 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **Digitalization and Brokers in Agile Networks**

Petersen, N. H. & Rasmussen, E. S., 24. Aug 2021, *2021 IEEE International Conference on Technology and Entrepreneurship (ICTE)*. IEEE

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **Business plan basics for engineers and new technology firms**

Tanev, S., Rasmussen, E. S. & Riber Hansen, K., 21. May 2020, *Start-Up Creation: The Smart Eco-efficient Built Environment*. Pacheco-Torgal, F., Rasmussen, E., Granqvist, C., Ivanov, V., Kaklauskas, H. & Makonin, S. (eds.). 2. ed. Woodhead Publishing, p. 19-40 (Woodhead Publishing Series in Civil and Structural Engineering, Vol. 66).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

### **Lean startup**

Rasmussen, E. S. & Tanev, S., May 2020, *Start-up creation: The smart eco-efficient built environment*. Pacheco-Torgal, F., Rasmussen, E., Granqvist, C., Ivanov, V., Kaklauskas, H. & Makonin, S. (eds.). 2. ed. Elsevier, p. 41-58 (Woodhead Publishing Series in Civil and Structural Engineering, Vol. 66).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

### **International New Ventures as Integrators**

Rasmussen, E. S., 2020, *Small Firm Internationalisation and International Entrepreneurship*. Akçaoğlu, E. & Wehner, R. (eds.). Beykent University Publishing, Vol. 151. p. 55-62

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **Start-up creation: the smart eco-efficient built environment**

Pacheco-Torgal, F. (Editor), Rasmussen, E. S. (Editor), Granqvist, C.-G. (Editor), Ivanov, V. (Editor), Kaklauskas, H. (Editor) & Makonin, S. (Editor), 2020, 2. ed. Woodhead Publishing. 450 p. (Woodhead Publishing Series in Civil and Structural Engineering, Vol. 66).

Research output: Book/report › Monograph › Research › peer-review

### **Lean and global technology start-ups: Linking the two research streams**

Tanev, S., Rasmussen, E. S., Zijdemans, E., Lemminger, R. & Svendsen, L. L., 22. Mar 2019, *Managing innovation: Internationalization of innovation*. Brem, A., Tidd, J. & Daim, T. (eds.). World Scientific, p. 199-239 (Series on Technology

Management, Vol. 34).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Digital entrepreneurship: A longitudinal case study in a traditional firm**

Hannibal, M. & Rasmussen, E. S., 6. Apr 2018, *Entrepreneurship, Collaboration, and Innovation in the Modern Business Era*. Khosrow-Pour, M. (ed.). IGI global, p. 1-21 21 p.

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Digital entrepreneurship in a traditional production firm: A longitudinal case study**

Hannibal, M. & Rasmussen, E. S., 2017, *Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications*. Khosrow-Pour, M. (ed.). IGI global, p. 649-668

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Sourcing by Born Global firms**

Servais, P. & Rasmussen, E. S., 2017, *Motivating SMEs to Cooperate and Internationalize: A Dynamic Perspective*. Tesar, G. & Vincze, Z. (eds.). Routledge, p. 245-265 (Routledge Studies in Small Business).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **The intended image of a place brand: A Danish case study**

Hannibal, M. & Rasmussen, E. S., 2017, *Advertising and Branding: Concepts, Methodologies, Tools, and Applications*. IGI global, p. 932-951

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Lost in the canvases: Managing uncertainty in lean global startups**

Borseman, M., Tanev, S., Weiss, M. & Rasmussen, E. S., Mar 2016, *The Proceedings of The 2016 ISPIM Forum Boston: Charting The Future Of Innovation Management*. ISPIM, 17 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **Business plan basics for engineers**

Tanev, S., Rasmussen, E. S. & Riber Hansen, K., 2016, *Start-Up Creation: The Smart Eco-efficient Built Environment*. Pacheco-Torgal, F., Rasmussen, E., Granqvist, C.-G., Ivanov, V., Kaklauskas, A. & Makonin, S. (eds.). Duxford, UK: Woodhead Publishing, Vol. 66. p. 21-37 (Woodhead Publishing Series in Civil and Structural Engineering; No. 66).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Lean start-up: Making the start-up more successful**

Rasmussen, E. S. & Tanev, S., 2016, *Start-Up Creation : The Smart Eco-efficient Built Environment*. Pacheco-Torgal, F., Rasmussen, E., Granqvist, C.-G., Ivanov, V., Kaklauskas, A. & Makonin, S. (eds.). Duxford, UK: Woodhead Publishing, Vol. 66. p. 39-56 18 p. (Woodhead Publishing Series in Civil and Structural Engineering; No. 66).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **Start-Up Creation: The Smart Eco-efficient Built Environment**

Pacheco-Torgal, F. (Editor), Rasmussen, E. S. (Editor), Granqvist, C.-G. (Editor), Ivanov, V. (Editor), Kaklauskas, A. (Editor) & Makonin, S. (Editor), 2016, Duxford, UK: Woodhead Publishing. 479 p. (Woodhead Publishing Series in Civil and Structural Engineering, Vol. 66).

Research output: Book/report › Anthology › Research › peer-review

#### **The Intended Image of a Place Brand: A Danish Case Study**

Hannibal, M. & Rasmussen, E. S., 2016, *Global Place Branding Campaigns across Cities, Regions, and Nations*. Bayraktar, A. & Uslay, C. (eds.). IGI global, p. 74-93 (Advances in Hospitality, Tourism, and the Service Industry).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

#### **The Representation of Time in the International Entrepreneurship: Are the Norms at Play?**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2016, *ICSB 2016 World Conference Proceedings*. ICSB, 5 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **International entrepreneurship: performance and survival implications**

Servais, P. & Rasmussen, E. S., 2015, *The Routledge Companion to International Entrepreneurship*. Fernhaber, S. A. & Prashantham, S. (eds.). Routledge, p. 220-234 (Routledge Companions in Business, Management and Accounting).  
Research output: Chapter in Book/Report/Conference proceeding > Book chapter > Research > peer-review

### **Product innovation and commercialization in lean global start-ups: the challenges of turning uncertainties into risks**

Tanev, S., Rasmussen, E. S. & Zijdemans, E., 2015, *22nd Innovation & Product Development Management Conference: Improving competitiveness with innovation and product development*. European Institute for Advanced Studies in Management, (Proceedings - International Product Development Management Conference).  
Research output: Chapter in Book/Report/Conference proceeding > Article in proceedings > Research > peer-review

### **Lean and Global Technology Start-ups: Linking the Two Research Streams**

Lemming, R., Svendsen, L. L., Zijdemans, E., Rasmussen, E. S. & Tanev, S., 6. Oct 2014, *Proceedings of the ISPIM Americas Innovation Forum*. Huizingh, K. R. E., Conn, S., Torkkeli, M. & Bitran, I. (eds.). ISPIM, 13 p.  
Research output: Chapter in Book/Report/Conference proceeding > Article in proceedings > Research > peer-review

### **Current Issues in International Entrepreneurship**

Etemad, H. (Editor), Madsen, T. K. (Editor), Rasmussen, E. S. (Editor) & Servais, P. (Editor), 1. Nov 2013, 1. ed. Cheltenham, UK: Edward Elgar Publishing. 369 p. (The McGill International Entrepreneurship Series).  
Research output: Book/report > Anthology > Research > peer-review

### **Conclusion: international entrepreneurship - learning points and implications**

Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P., 2013, *Current Issues in International Entrepreneurship: The McGill International Entrepreneurship Series*. Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P. (eds.). 1. ed. Cheltenham, UK: Edward Elgar Publishing, Vol. 5.. p. 347-352  
Research output: Chapter in Book/Report/Conference proceeding > Preface/postscript > Research > peer-review

### **Introduction: the emergence of international entrepreneurship (IE) and its agents - selected issues**

Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P., 2013, *Current Issues in International Entrepreneurship: The McGill International Entrepreneurship Series*. Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P. (eds.). 1. ed. Cheltenham, UK: Edward Elgar Publishing, Vol. 5.. p. 1-10  
Research output: Chapter in Book/Report/Conference proceeding > Preface/postscript > Research > peer-review

### **Managing the Fuzzy Front End: Intra-Firm Versus Inter-Firm Networks**

Jørgensen, J. H., Rasmussen, E. S., Goduscheit, R. C. & Bergenholtz, C., 2012, *Perspectives on Supplier Innovation: Theories, Concepts and Empirical Insights on Open Innovation and the Integration of Suppliers*. Brem, A. & Tidd, J. (eds.). Imperial College Press, p. 473-498 (Series on Technology Management, Vol. 18).  
Research output: Chapter in Book/Report/Conference proceeding > Book chapter > Research > peer-review

### **Do INVs search for or create opportunities internationally?**

Rasmussen, E. S., 2011, *Proceedings from the McGill conference September 2011, Odense*.  
Research output: Chapter in Book/Report/Conference proceeding > Article in proceedings > Research > peer-review

### **Growth and Internationalization of French and Danish SMEs**

Cabrol, M., Nlemvo, F., Rasmussen, E. S., Servais, P. & Aspelund, A., 2011, *International Growth of Small and Medium Enterprises*. Nummela, N. (ed.). New York: Routledge, p. 83-96 (Routledge Studies in International Business and the World Economy, Vol. 49).  
Research output: Chapter in Book/Report/Conference proceeding > Book chapter > Research > peer-review

### **Sub-suppliers in the life science industry: the case of two Danish university spin-offs**

Rasmussen, E. S., Knudsen, M. H., Lydiksen, R. & Servais, P., 2011, *International Entrepreneurship in the Life Sciences*. Jones, M., Wheeler, C. & Dimitratos, P. (eds.). Cheltenham: Edward Elgar Publishing, p. 159-174 15 p.  
Research output: Chapter in Book/Report/Conference proceeding > Book chapter > Research

### **The KMD Case**

Goduscheit, R. C., Jørgensen, J. H., Bergenholz, C. & Rasmussen, E. S., 2011, *NEW Global ICT-based Business Models*. Lindgren, P. (ed.). 1 ed. Ålborg: River Publisher, p. 97 11 p.

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

#### **Internationalization of Danish SMEs**

Servais, P., Rasmussen, E. S., Nielsen, B. B. & Madsen, T. K., 2010, *Handbook Of Research On European Business And Entrepreneurship: Towards a Theory of Internationalization*. Dana, L.-P., Welpe, I. M., Han, M. & Rattan, V. (eds.). 2 ed. Cheltenham, UK: Edward Elgar Publishing, p. 171-184 15 p.

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

#### **The international entrepreneur: entrepreneurial orientation of local and global firms**

Rasmussen, E. S., Madsen, T. K. & Servais, P., 2009, *Internationalization, Entrepreneurship and the Smaller Firm: Evidence from Around the World*. Jones, M. V., Dimitratos, P., Fletcher, M. & Young, S. (eds.). 1 ed. Cheltenham, UK: Edward Elgar Publishing, p. 150-165 15 p.

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

#### **The Location of the SME's and the impact on their internationalisation**

Servais, P., Rasmussen, E. S. & Jensen, J. M., 2009, *Ikke angivet*. The Academy of International Business (AIB), p. 1 28 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **The Negative Spill-Over Effect Of A Place Brand: The Case of a small danish municipality**

Knudsen, M. H. & Rasmussen, E. S., 2009, *Conference Proceedings of the European Academy of Management*. European Academy of Management

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **An Examination of the Location of International New Ventures**

Servais, P. & Rasmussen, E. S., 2008, *Proceeding of the 34<sup>th</sup> EIBA conference*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **Identity and Sense-Making of the University Spin-off Entrepreneur**

Knudsen, M. H. & Rasmussen, E. S., 2008, *Proceeding of the RENT XXII conference*. European Institute for Advanced Studies in Management

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **Location and internationalization: Are international firms just as sticky as local firms?**

Jensen, J. M., Servais, P. & Rasmussen, E. S., 2008, *Proceedings of the University of Vaasa: reports 148*. Larimo, J. (ed.). Vaasan yliopisto, p. 71-89

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **The Brand of a Place as a Barrier to Entrepreneurship and SME development**

Knudsen, M. H. & Rasmussen, E. S., 2008, *Proceedings from ICSB 2008, CD Rom*. ICSB

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **The prevalence and characteristics of domestic and international new ventures**

Madsen, T. K., Rasmussen, E. S. & Servais, P., 2008, *34th EIBA Annual Conference Proceedings: International Business and the Catching-up Economies: Challenges and Opportunities*. Vissak, T. (ed.). Majandusteaduskond, p. Session 2-1 C 36 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **University spin-offs: A special way of being an entrepreneur?**

Rasmussen, E. S., Servais, P. & Knudsen, M. H., 2008, *Proceedings of the ICSB 2008 conference, CD Rom*. ICSB

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

#### **Action research in inter-organisational networks : - impartial studies or the Trojan horse?**

Goduscheit, R. C., Rasmussen, E. S., Jørgensen, J. H. & Bergenholtz, C., 2007, *Proceedings of ECRM 2007 6th European Conference on Research Methodology for Business and Management Studies, 2007*. ECRM, p. 115-124 10 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**Innovation, Product Development, and New Business Models in Networks: How to come from case studies to a valid and operational theory**

Rasmussen, E. S., Jørgensen, J. H., Goduscheit, R. C. & Bergenholtz, C., 2007, *Proceedings of 2nd International ISEOR, 2007*. ISEOR

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**Inter-firm collaboration in the Fuzzy Front-End of the innovation process - Exploring New Forms of Collaboration**

Jørgensen, J. H., Goduscheit, R. C., Bergenholz, C. & Rasmussen, E. S., 2007, *Proceedings of the VIII-th International Academic Conference «Economic Modernization and Social Development, April 3-5, 2007 - HSE, Moscow*. HSE

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**Networking as a strategy for innovation and marketing**

Rasmussen, E. S., Jørgensen, J. H., Goduscheit, R. C. & Bergenholtz, C., 2007, *Proceedings of the IMP Journal Seminar 2007*. IMP

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**The Founding Years of the International New Venture**

Rasmussen, E. S., Servais, P. & Madsen, T. K., 2007, *ICSB 2007, Conference Proceedings*. Forlag uden navn

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**The International New Venture and other types of new ventures; what happens within the first 3 years?**

Rasmussen, E. S. & Servais, P., 2007, *Proceedings of the CIMAR 2007 conference*.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**Muligheder for vækst i dansk eksport**

Madsen, T. K., Rasmussen, E. S., Servais, P., Sørensen, H. E. & Cederquist, N., 2006, *Danmarks Eksportråd*. København: Danmarks Eksportråd, p. -

Research output: Chapter in Book/Report/Conference proceeding › Report chapter › Research

**The international Entrepreneur: Entrepreneurial Orientation of Local and Global Firms**

Rasmussen, E. S., Servais, P. & Madsen, T. K., 2006, *Ikke angivet*. McGill University, p. -

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research

**Iværksætternes betydning for internationalisering af en virksomhed**

Madsen, T. K. & Rasmussen, E. S., 2005, *Danske iværksættere i den globale økonomi*. Bager, T., Hancock, M. & Madsen, T. K. (eds.). København: Børsens Forlag, p. 17-30

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

**Branding a Region**

Rasmussen, E. S. & Servais, P., 2004, *Proceedings of Rent XVIII Research in Entrepreneurship and Small Business, EIASM Bruxelles (CD-rom)*. Christensen, P. R. & Poufelt, F. (eds.). European Institute for Advanced Studies in Management

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**From Networks to Networking**

Rasmussen, E. S. & Evangelista, F., 2004, *Proceedings from the International Conference on Globalisation, Internationalisation of Companies and Cross-Cultural Management (CD-rom)*. Sørensen, O. J. (ed.).

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

**Industrial Districts, Networks and Born Global Firms**

Rasmussen, E. S. & Servais, P., 2002, *Perspectives on Marketing Relationships*. Knudsen, T., Askegaard, S. & Jørgensen, N. (eds.). København: Karnov Group, p. 125-148

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

### **Marketing og iværksættere: Hvorfor er det så svært?**

Rasmussen, E. S., 2002, *Årsrapport 2001/2002, CESFO - Center for Småvirksomhedsforskning*. Rind Christensen, P., Freytag, P. & Toftild, L. F. (eds.). Kolding: Syddansk Universitet/CESFO, p. 31-38  
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

### **The Born Global Firm: Description and Empirical Investigation in Europe and the United States**

Madsen, T. K., Rasmussen, E. S., Servais, P. & Knight, G., 2000, *Proceedings of the American Marketing Association Winter Conference. Chicago, 2000*. p. ?  
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

### **Born Globals: Connectors Between Various Industrial Districts**

Rasmussen, E. S. & Servais, P., 1999, *Proceedings from the RENT XIII conference*.  
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

### **The founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking**

Madsen, T. K., Rasmussen, E. S. & Evangelista, F., 1999, *Proceedings from The Seventh Symposium on Cross-Cultural Consumer and Business Studies*. Albaum, G. (ed.).  
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

## **Other research outputs**

### **On survival and performance of born global industrial firms: new findings and frameworks**

Servais, P. & Rasmussen, E. S., Oct 2022, p. 24-25.  
Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **New types of INVs**

Rasmussen, E. S., 2021.  
Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **Born Digitals network behavior and rhetorical strategies**

Petersen, N. H. & Rasmussen, E. S., 2020.  
Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **International New Ventures as Integrators**

Rasmussen, E. S., 2020.  
Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **Collaboration for innovation**

Brink, T. & Rasmussen, E. S., 17. Jun 2018.  
Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **The project-based INV**

Rasmussen, E. S., 2018.  
Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **International Joint Venture Termination: An Empirical Investigation**

Nielsen, U. B., Rasmussen, E. S. & Siersbæk, N., 2017. 22 p.  
Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **International Business Models Developed Through Brokerage Knowledge and Value Creation**

Petersen, N. H. & Rasmussen, E. S., 3. Dec 2016. 18 p.



Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **Driven into internationalization? The case of Reactive International New Ventures**

Servais, P. & Rasmussen, E. S., 2016. 20 p.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **Proactivity revisited**

Hannibal, M. & Rasmussen, E. S., 2015.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **The concept of proactivity revisited**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2015.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **Models in INV research – an overview and classification**

Rasmussen, E. S. & Servais, P., 20. Dec 2014.

Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **The Lean and Global Start-up**

Tanev, S. & Rasmussen, E. S., 22. May 2014.

Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

### **On the Performance of Early and Rapid International Firms'**

Servais, P. & Rasmussen, E. S., 12. Apr 2014.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **Effectively Effectuated**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2013.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **The Proactive entrepreneur revisited**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2013.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **Language and International Business, a meta-analysis**

Andersen, H. & Rasmussen, E. S., 2011.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **Marketing with M-commerce - Innovation Through Marketing**

Hannibal, M. & Rasmussen, E. S., 2009. 20 p.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **International Entrepreneurial Studies: The Problem of Longitudinal Studies**

Lydixen, R. & Rasmussen, E. S., 2008.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **An Examination of International Firms' Intentions to Relocate: A Loyalty Approach**

Jensen, J. M., Servais, P. & Rasmussen, E. S., 2007.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

### **The Founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking**

Madsen, T. K., Rasmussen, E. S. & Evangelista, F., 2000, Syddansk Universitetsforlag.

## Teaching materials

### **Samfundsvidenskabelige metoder - En introduktion**

Rasmussen, E. S., Østergaard, P. & Andersen, H., 2010, 3. ed. Odense: Syddansk Universitetsforlag. 160 p.  
Research output: Book/report › Monograph › Education

### **Essentials of Social Science Research Methodology**

Rasmussen, E. S., Østergaard, P. & Beckmann, S. C., 2006, 1 ed. Odense: Syddansk Universitetsforlag. 164 p.  
Research output: Book/report › Monograph › Education

### **Samfundvidenskabelige metoder: en introduktion**

Rasmussen, E. S. & Østergaard, P., 2005, 2. reviderede udgave ed. Syddansk Universitetsforlag. 139 p.  
Research output: Book/report › Monograph › Education

### **Samfundsvidenskabelige Metoder: en Introduktion**

Rasmussen, E. S. & Østergaard, P., 2002, Odense: Syddansk Universitetsforlag. 123 p.  
Research output: Book/report › Monograph › Education

## Communication

### **Netværksetableringens betydning for SMV'eres innovationsevne: Eksemplificeret ved m-commercesektoren**

Jørgensen, F., Ulhøi, J. P., Knudsen, M. H. & Rasmussen, E. S., 2010, *Børsen Ledeshåndbøger: Innovations- og forandringsledelse*. Ulhøi, J. P. (ed.). København: Børsen Forum A/S, p. 1-18 18 p.  
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Communication

### **Hvad er m-handel?**

Andersen, H. & Rasmussen, E. S., 1. Dec 2008, In: Market.  
Research output: Contribution to journal › Journal article › Communication

### **M-commerce. Mobilten med i drivhuset?**

Andersen, H., Rasmussen, E. S. & Boll, H. B., 23. Oct 2008, In: Gartner Tidende. 19, p. 37-37 1 p.  
Research output: Contribution to journal › Journal article › Communication

### **Brug af IKT i markedskommunikation**

Madsen, T. K., Rasmussen, E. S. & Servais, P., 2006, Danmarks Erhvervsforskningsakademi. 32 p.  
Research output: Book/report › Report › Communication

### **Branding af Odense Tandpleje**

Østergaard, P. & Rasmussen, E. S., 2005, Odense: Brand Base, SDU. 83 p.  
Research output: Book/report › Report › Communication

## Activities

### Conferences

#### **The 3rd Odense International Entrepreneurship Workshop**

Hannibal, M. (Chairman) & Rasmussen, E. S. (Organizer)  
2018

Activity: Attending an event › Organisation or participation in workshops, courses or seminars

#### **The International Entrepreneurs' proactive behaviour: A reframing**

Hannibal, M. (Speaker), Rasmussen, E. S. (Speaker) & Servais, P. (Speaker)

27. Aug 2015 → 29. Aug 2015

Activity: Talks and presentations › Conference presentations

### **The First Odense Workshop on International Entrepreneurship**

Madsen, T. K. (Chairman), Hannibal, M. (Organizer), Rasmussen, E. S. (Organizer) & Servais, P. (Organizer)

22. May 2014 → 23. May 2014

Activity: Attending an event › Conference organisation or participation

## **Teaching and supervision**

### **Teaching**

#### **International Entrepreneurship**

##### **Information**

Period 06/02/2020 → 01/06/2020

Target group Master

ECTS credits 10 ECTS

Subject Director Rasmussen, E. S., International Leadership & Management, Department of Business & Management (DBM)  
Wang, Y., International Leadership & Management, Department of Business & Management (DBM)

Managing organisational unit International Leadership & Management

#### **International Entrepreneurship**

##### **Information**

Period 01/02/2023 → 30/06/2023

Subject Director Wang, Y., Department of Business & Management (DBM), International Leadership & Management  
Rasmussen, E. S., International Leadership & Management, Department of Business & Management (DBM)  
Martin-Sanchez, V., International Leadership & Management, Department of Business & Management (DBM)

Managing organisational unit Department of Business & Management (DBM)

#### **International Entrepreneurship**

##### **Descriptions**

Description This course was co-lectured with Erik Rasmussen. The content of my part was related to IE in and from emerging markets

##### **Information**

Period	01/02/2018 → 30/06/2018
Target group	Master
ECTS credits	10 ECTS
Subject Director	Rasmussen, E. S., International Leadership & Management, Department of Business & Management (DBM) Wang, Y., International Leadership & Management, Department of Business & Management (DBM)
Managing organisational unit	International Leadership & Management

### **International Entrepreneurship**

#### **Information**

Period	01/02/2019 → 30/06/2019
Target group	Master
ECTS credits	10 ECTS
Subject Director	Rasmussen, E. S., International Leadership & Management, Department of Business & Management (DBM) Wang, Y., International Leadership & Management, Department of Business & Management (DBM)
Managing organisational unit	International Leadership & Management

### **Marketing**

#### **Descriptions**

Description	UVA: H770002101
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#### **Information**

Period	01/02/2018 → 31/08/2018
Target group	Bachelor
ECTS credits	5,0 ECTS
Subject Director	Rasmussen, E. S., Faculty of Humanities
Managing organisational unit	Faculty of Humanities

### **Projects**

#### **Brew locally - drink globally**

Formålet med dette netværksprojekt er at give Mikro-bryggerierne mulighed for at trække på andre virksomheders erfaringer og på den allerede eksisterende forskningsviden, opnået via resultaterne fra undersøgelsen "Virksomheder, Viden og Vækst" samt tidligere samarbejdsprojekter således, at ikke al viden skal opbygges fra grunden af.

Vi ønsker i dette netværksprojekt at fokusere på fynske micro-bryggerier, der:

- 1.Arbejder med produktion, fremstilling eller udvikling af lokalt øl.
- 2.Er forholdsvis nyetablerede – med en grænse på cirka 6 år
- 3.Er internationalt orienterede – ikke nødvendigvis med et stort salg til udlandet p.t. men med et potentiale til at kunne afsætte øl til udlandet.
- 4.Er små – med en størrelse på maximalt 20 medarbejdere

Denne type virksomhed har et stort potentiale for at udvikle sig, men har ofte meget travlt med de daglige forretninger, således at der ikke bliver tid til strategiske overvejelser. Virksomhederne er ofte fokuseret på et smalt område og har derfor et stort behov for sparring med andre virksomheder i branchen.

Netværket, der etableres vil bestå af ca. 15 virksomheder fra Fyn, 2 forskere fra SDU og 2-3 konsulenter fra Udvikling Fyn/øl klynge samarbejdet. Derudover vil der blive tilknyttet forskellige indlægsholdere.

Rasmussen, E. S. (PI), International Leadership & Management, Department of Business & Management (DBM)

Project number 55117

01/07/2016 → 28/02/2018

Supplemental project  
type Research, Danish Public Sources

Collaborators  
(organisations) Account Name Det Fynske Øl klynge samarbejde Det Fynske Øl klynge samarbejde , University of Southern Denmark

#### **Kursus i Projektledelse**

Abstract kommer senere

Rasmussen, E. S. (PI), International Leadership & Management, Department of Business & Management (DBM)

Project number 55133

01/01/2017 → 30/06/2018

Supplemental project  
type Research, Danish Private Sources

#### **Strategisk Innovation i havneområdet**

Abstract kommer senere

Rasmussen, E. S. (PI), International Leadership & Management, Department of Business & Management (DBM)

Project number 55133

01/01/2017 → 30/06/2018

Supplemental project  
type Research, Danish Public Sources