

Majbritt Rostgaard Evald
Department of Entrepreneurship and Relationship Management
Entrepreneurship and Organization
Postal address:
Universitetsparken 1
6000
Kolding
Denmark
Email: mre@sam.sdu.dk
Mobile: 20930433
Phone: 65501315
Web address: <http://www.sdu.dk/ansat/mre.aspx>,
<http://www.sdu.dk/ansat/mre.aspx>, <http://www.sdu.dk/ansat/mre.aspx>



Education

2005: PhD in Intrapreneurship and Organization, University of Southern Denmark
1999: Master of Science (Politics and Administration), Aalborg University, Denmark
1997: Bachelor (Politics and Administration), Aalborg University, Denmark

Management Experience

2020-: Head of Research Group 'Entrepreneurship and Organisation', IER, SDU
2019-21: Development Manager of IER Development (development unit), IER, SDU
2018-20: Study Director of the Danish MSc in Economics and Business Administration: Entrepreneurship and Leadership, IER, SDU
2015-19: Study Director of the International MSc in Economics and Business Administration: Strategic Entrepreneurship, IER, SDU
2016: Department Coordinator for development activities on Certified Programmes, SDU
2013-16: Research Coordinator for cross-departmental research on Welfare Innovation at the Business and Social Sciences Faculty, SDU
2010-: Principal Investigator of Research Team focused on PPI, IER, SDU
2009-: Associate Professor (Intrapreneurship and Organisation), IER, SDU

Management Diplomas

2020-21: Leadership Introductory Program, HR, SDU
2015: Research Project Facilitation, HR, SDU
2015: Management of Social Processes in Research Projects, HR, SDU
2011: Research Project Management, HR, SDU
2010: PhD Supervisor, HR, SDU
2008: Lecturer Training Programme, SDU

PI Experience and Project Management (SELECTED)

-2020-2023: Participator: The role of SMEs in solving 'Grand Challenges' via PPI: Three-year project with researchers from the Center for Sustainable Business Development and Policy at SDU. A postdoc is financed by Spar Nord Fund
-2020-2022: PI: The Nordic Research Network in PPI: Two-and-a-half-year project with researchers from Norway, Finland, and Denmark. Financed by The Joint Committee for Nordic research councils in the Humanities and Social Sciences (NOS-HS/NordForsk)
-2017-2020: Participator and supervisor: H2020 CATCH program, WP3: Three-year project, supervising two European Industrial Ph.D. students in Public-Private Innovation, commercialization, and design. Financed by H2020 Marie Curie (ITN)
-2017-2018: lead/PI: SDU's Strategic Focus on Welfare Innovation (formerly the Lighthouse project): One-year project, cross-faculty collaboration. Financed by SDU's Strategic Fund
-2016-2019: Lead/PI: PPI Living Design Lab (OPI LDL): Three-year project in collaboration with 3 municipalities, 3 business support councils and 12 private firms. Financed by: The European Regional Development Fund (ERDF)
-2015-2019: PI: Commercializing PPI-solutions: Three-year project in collaboration with Region of Southern Denmark and 34 private firms. Financed by The European Regional Development Fund (ERDF)
-2016-2017: Participator: e-Patient PPI-project: Two-year project in collaboration with Odense University Hospital and 6 private firms. Financed by The European Regional Development Fund (ERDF)
-2013-2016: PI: Cross-department research on Welfare Innovation at Faculty of Business and Social Science, University of Southern Denmark: Three-year project. A Ph.D. and postdoc were co-financed by the Business and Social Science Faculty and IER
-2013-2014: PI: 2 PPI Projects: One-year projects in collaboration with Municipalities of Kolding and Varde and Ministry for Social affairs. Financed by The European Regional Development Fund (ERDF)
-2010-2013: PI: PPI Project. Sub-project to The Fully Automatic Centralized Sterilization Centre and Procedure Packing Project (DEFU-STEPP). Three-year project with hospitals and private firms. Financed by The European Regional Development Fund (ERDF)
-2010-2013: Participator: PPI Project. Sub-project to The User-driven Innovation project (BIV): Three-year project with hospitals and private firms. Financed by The European Regional Development Fund (ERDF)

Recent research projects (SELECTED)

1. 'Commercialization of Public-Private Innovation Solutions' (Danish: Syddansk OPI-pulje 2019-2022)

Financed by: The European Regional Development Fund (ERDF)

The purpose of the project 'Commercialization of PPI-solutions' is to support firms in getting their prototypes ready for the market. In other words; 'getting proof of concept', which is turning an early prototype into a working prototype to demonstrate that it works and evaluate its feasibility. However, the road from concept to market is fraught with obstacles, and many businesses fail to pass beyond the development stage into the commercialization stage. This is also why this transformation process is often called the 'Valley of Death'. By supporting the firms economically (through EU regional funds) it is expected that the project will contribute positively to growth in employment, sales, and export opportunities for the firms. Besides financial support, it is also anticipated that firms' solutions will be validated through the Public-Private Innovations, as the partners will jointly test, develop and adjust the solutions. Funding is only provided when private firms collaborate with public parties to test and develop their prototypes. By connecting private firms to public organizations, firms improve their chances of adjusting their solutions in accordance with valuable public domain knowledge and feedback.

Link: <https://www.welfaretech.dk/projekter/syddansk-opi-pulje-2019-2021>

2. The Public-Private Innovation Nordic Research Network

Financed by: The Joint Committee for Nordic research councils in the Humanities and Social Sciences (NOS-HS)

The objective of the Public-Private Innovation Nordic Research Network is to explore and advance the research field of PPI and provide knowledge and guidelines on how PPI can create value for public and private parties. Knowledge is needed on how solutions are jointly developed, how challenges are overcome, and opportunities are created to enhance our understanding of how solutions are applied and diffused to the public market and to leverage and scale the opportunities. The Nordic countries take a unique lead position in PPI as the countries have invested in various PPI activities and created value from these. Since throughout Europe there is increased emphasis on PPI as an essential driver for solving 'Grand Challenges' presented by United Nations Sustainable Development Goals (SDGs), we have a unique position to enhance research novelty. Joint network activities take place at three interrelated workshops. The purpose is to explore, enhance and elaborate on scattered PPI research conducted in Finland, Norway, and Denmark and across various literature streams.

Link: <https://www.aka.fi/en/nos-hs/funded-projects/nos-hs-workshops/>

PhD Supervisor

2023-26: Francisca Fellegi (current), co-supervisor

2017-20: Mercé Bonjorn Dalmau (completed), main supervisor

2017-20: Juan Miguel Munoz Penas (completed), co-supervisor

2016-19: Wafa Said Mosleh (completed), co-supervisor

2013-16: Helle Aarøe Nissen (completed), main supervisor

2012-15: Annelie Tallig (completed), main supervisor

2010-14: Mette Søgaard Nielsen (completed), co-supervisor

2009-12: Susanne Wiatr Borg (completed), co-supervisor

Language Skills

Danish (Native)

English (C1 level, qualified as English-speaking lecturer)

Publications (SELECTED)

-Muñoz-Penas, J, Clarke, A. H. and Evald, M. R. (2024), Building a commercialization capability: A dynamic capability view, *Industrial Marketing Management*, 17: 344-355.

-Evald, M. R., Hoholm, T., Mainela, T., & Torvinen, H. (e-pub 2023). Creating and maintaining momentum: Relational work in public-private innovation partnerships. *Public Management Review*. <https://doi.org/10.1080/14719037.2023.2239826>

-Evald, M. R., Freytag, P. V. and Clarke, A. H. (2023), New-buy situations and emerging public buying centers, *Industrial Marketing Management*, 114: 125-136.

-Lindgren, A., Di Benedetto, C. A., Clarke, A. H., Evald, M. R., Bjørn-Andersen, B. and Lambert, D. M. (2021), How to define, identify, and measure societal value, *Industrial Marketing Management*, 97: A1-A13.

-Evald, M. R., Clarke, A. H. & Boyd, B. (2021), An Open Innovation Project Typology of Exploration and Exploitation: Managerial Implications and Empirical Applications, *Journal of the Knowledge Economy*, 12: 740-755.

-Starostka, J., Evald, M. R., Clarke, A. H. & Hansen, P. R. (2021), Taxonomy of design thinking facilitation, *Creativity, and Innovation Management*, 30(4): 836-844.

-Munksgaard, K. B., Evald, M.R., Clarke, A. H. and Damgaard, T. (2017), What's in it for me: Firms strategizing for public private innovation, *IMP Journal*, 11(1): 72-90.

-Senderovitz, M. and Evald, M. R. (2016), Controlling unintended Growth: An Exploratory Study of Coping with Unintended Growth in Small and Medium-sized Firms, *The Journal of Applied Management and Entrepreneurship*, 21(3): 36-56.

-Nissen, H. A., Evald, M. R. and Clarke, A. H. (2015), Firms' reshaping of commercialization practices to overcome the 'not invented here' phenomenon in public healthcare organizations, *The Innovation Journal*, 20(3): 1-27.

-Evald, M. R., Nissen, H. A., Clarke, A. H. and Munksgaard, K. B. (2014), Reviewing cross-field Public-Private Innovation literature: Current research themes and future research themes yet to be explored, *International Public Management Review*, 15(2): 32-57.

-Evald, M. R. and Senderovitz, M. (2014), Exploring internal corporate venturing in SMEs: Effectuation at work in a new context, *Journal of Enterprising Culture*, 21(3): 275-299.

-Nissen, H.A., Evald, M.R., and Clarke, A.H. (2014), Knowledge sharing in heterogeneous teams through collaboration and cooperation: Exemplified through Public-Private-Innovation partnerships, *Industrial Marketing Management*, 43(3): 473-482.

-Klyver, K., Nielsen, S. L. and Evald, M. R. (2013), Women's self-employment: An act of institutional (dis)integration? A multilevel, cross-country study, *Journal of Business Venturing*, 28(4): 474–488.

Teaching and supervision

Certifikatprojekt

Freytag, P. V. & Jensen, J. M.
01/09/2013 → 01/01/2025

Coherence and Co-creation

Evald, M. R.
01/09/2020 → 31/01/2021

Doing Entrepreneurship Research

Evald, M. R.
01/09/2015 → 31/01/2018

Doing Entrepreneurship Research

Evald, M. R.
01/09/2014 → 31/01/2015

Entrepreneurship

Evald, M. R.
01/09/2019 → 31/01/2020

Innovation Management

Nielsen, S. L.
01/02/2020 → 31/08/2022

Innovation Project

Jensen, J. M.
01/02/2018 → 31/08/2024

Intra and Entrepreneurship Theory and Policy

Evald, M. R.
01/09/2018 → 31/01/2019

Intra- and Entrepreneurship Theory and Policy

Evald, M. R.
01/09/2014 → 31/01/2018

Intra- og Entreprenørskab

Evald, M. R.
01/09/2013 → 31/01/2014

Ledelse af innovation via netværk

Evald, M. R. & Clarke, A. H.
08/12/2021 → 08/12/2021

Master Thesis

Riis, E. & Jensen, J. M.
01/09/2013 → 31/08/2024

Methods Project

Freytag, P. V., Jensen, J. M. & Evald, M. R.
01/09/2010 → 01/01/2025

Metode

Evald, M. R. & Thielsen, S.
01/02/2008 → 30/06/2009

New Nordic Design Thinking

01/02/2019 → 31/08/2019

Ph.d. Supervisor

Evald, M. R.
01/05/2012 → ...

Ph.d. Supervisor

Evald, M. R.
15/09/2013 → ...

Qualifying private firm's commercialization efforts through stakeholder interactions

Clarke, A. H. & Evald, M. R.
01/02/2017 → 31/01/2019

Supporting Commercialization of technology-enabled cancer solutions through design thinking

Evald, M. R. & Munksgaard, K. B.
01/06/2017 → ...

Universitetspædagogikum

Evald, M. R.
01/09/2016 → 31/08/2017

Universitetspædagogikum

Evald, M. R.
01/09/2013 → 31/08/2014

Universitetspædagogikum

Evald, M. R.
01/09/2010 → 31/08/2011

Universitetspædagogikum

Evald, M. R.

01/09/2014 → 31/08/2017