

Teaching Philosophy

My pedagogical activities take place through four domains: Teaching; supervision of master's and bachelor's theses, internships, and seminar papers; mentoring; and podcasting. In all of these activities, I implement research-based and active-learning approaches in order to better support students in their ability to question, think, and theorize by engaging with academic texts, and to cultivate their research skills. I strive to facilitate a caring and inclusive atmosphere that is conducive to activate students, and to encourage them to participate in knowledge production and dissemination.

I teach courses about consumer culture, cultural marketing, and Science and Technology studies. In my teaching as well as my research, I see theory as a way to critically orient one's self to and within the world. In a marketing and management context, this also requires a critical appraisal of businesses and consumption spaces, socialities, and experiences in terms of their alignment with the sustainable development goals that SDU is also committed to. My particular emphases are social (especially gendered) equality and environmental sustainability, but I also emphasize the need to critically assess global and local hierarchies (especially classed, gendered, and racial), historically uneven development trajectories, and to recognize the harmful repercussions of (neo)colonial and orientalist practices of governance, business, and research. I find these values to be foundational to the MMA (Market and Management Anthropology) program as well as the Cand Merc profiles where I teach and supervise; as I believe they are stepping stones towards building and managing societies and businesses that are socially and culturally inclusive, as well as environmentally sustainable.

In the classroom, I employ a mixture of traditional lecturing methods and participative active-learning methods that employ e-tools, and research projects (depending on class size, individual or in groups). While I am able to conduct workshops and one-on-one feedback sessions in smaller classes, in larger classes I also engage in group supervisions and Q&A sessions. I design exams that will allow the students to reflect on and apply course learnings towards unpacking the global as well as local complexities of consumption, addressing marketing challenges, and probing into the role of technology and science in society.

I have developed and co-host a podcast with my colleague Anuja Pradhan, which is geared towards our students as well as our academic community and the larger public. In this podcast, we involve our students by asking them to contribute, in an informal and friendly atmosphere, with their research or insights about a consumption related theme. This model of participation enables students to take part in a community of knowledge production and dissemination, and allows the audience to listen to research-informed content as a leisure activity. As such, it complements the research-based and active-learning approaches that I implement in the classroom.

Teaching, Supervision and Administrative Experience at SDU

Master's Courses

Marketing Across Cultures
Science, Technology and Society (Co-Instructor)
The Globalization of Markets (Co-Instructor)

Bachelor's Courses

Global Consumer Cultures (Course Responsible and Instructor)

Thesis Supervision

Master's theses: 23 completed, 6 ongoing (SDU IMM; Cand. Merc. and Cand. Negot)
Bachelor's theses: 28 completed, 8 ongoing (SDU IMM; MMA and Negot programs)

Social Science faculty coordinator for the Bachelor's degree in Business, Language and Culture (Negot) at SDU

Pedagogical Competences

Participant in SDU's Lecturer Training Program, to be completed in May 2021.

Completed courses as part of SDU-LTP:

Engage your students with discussion forums, blogs and wikis (0.5 ECTS)

Questioning (1 ECTS)

Students as Learners

Research-based Teaching (Online self-paced course)

Completed the "Speaking and presentation skills" workshop

Conference Presentations and other Pedagogical Communications

"Tales of Podcasting: Developing critical, reflexive marketing pedagogies" (with Anuja Pradhan) accepted for presentation at the "Transformative and Critical Marketing Pedagogies" workshop as part of the Academy of Marketing Conference, July 5-7 2021 (online)

"Turning Research in to Easy Listening" IMM Departmental communication about podcasting activities in collaboration with Anuja Pradhan and prepared by Christina Elvira Dahl

Communication about the Pedagogical Affordances of Podcasting in a "Lunch/Zoom and Learn" (with Anuja Pradhan) Workshop, IMM, SDU, March 2021