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Consumption, Culture and Commerce (CCC)
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Positions

Employment

Department of Business & Management (DBM)

Odense M
6. Nov 2024 → present

Professor, Acting Head of Research Unit

Consumption, Culture and Commerce (CCC)

Odense M
6. Nov 2024 → present

Professor

SDU SCC Elite Center PACA

9. Dec 2024 → present

VIP

SDU Climate Cluster

Odense M, Denmark
1. Nov 2024 → present

VIP

DIAS

1. Nov 2024 → present

part time professor

Aalto University

Aalto, Finland

1. Aug 2017 → 31. Jul 2019

part time professor

University of Lille

Lille, France

1. Jan 2008 → present

Distinguished Visiting Scholar

Suffolk University

Boston, United States

1. Aug 2007 → 31. Dec 2007

part time professor

Lund University

Lund, Sweden

1. Jan 1999 → 31. Dec 2002

Fulbright Visiting Professor

University of California, Irvine
Irvine, United States

1. Jan 1995 → 1. Jul 1995

Research outputs

Journal articles

The limits of artificial intelligence: prospects and challenges in the clinical workplace

Schneider-Kamp, A. & Askegaard, S. T., Mar 2025, In: *Current Opinion in Epidemiology and Public Health*. 4, 1, p. 7-12

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

Interview Bot: Can Agentic LLM's Perform Ethnographic Interviews?

Beltoft, S. L., Schneider-Kamp, P. & Askegaard, S. T., 2025, In: *International Conference on Agents and Artificial Intelligence*. 1, p. 702-709 8 p.

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

Barriers and facilitators of prevention of infections related to cancer: a systematic literature review

Rageliene, T., Schneider-Kamp, A. & Askegaard, S. T., Oct 2024, In: *Heliyon*. 10, 19, 26 p., e37959.

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

After 50 years, it is time to talk about value hierarchy and inequality

Trujillo-Torres, L. E., Deberry-Spence, B., Grier, S. A. & Askegaard, S., Jun 2024, In: *Journal of Consumer Research*. 51, 1, p. 79-90

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

'It's not for the children's sake': a qualitative inquiry into the barriers and facilitators underlying parents' decision-making for vaccinating children against influenza in Denmark

Schneider-Kamp, A., Millward, G., Benn, C. S., Venkatraman, S., Reiss, M. S. & Askegaard, S. T., Jun 2024, In: *SSM - Qualitative Research in Health*. 5, June, 9 p., 100449.

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

Trying to buy more sustainable products: Intentions of young consumers

Gidaković, P., Zabkar, V., Zečević, M., Sagan, A., Wojnarowska, M., Sołtysik, M., Arslanagic-Kalajdzic, M., Dlacic, J., Askegaard, S. & Cleff, T., 1. Jan 2024, In: *Journal of Cleaner Production*. 434, 10 p., 140200.

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

Look up! cinq propositions de recherche pour repenser le marketing dans une société post-croissance

Rémy, E., Roux, D., Arnould, E., Askegaard, S., Beudaert, A., Galluzzo, A., Giannelloni, J. L. & Marion, G., Jan 2024, In: *Recherche et Applications en Marketing*. 39, 1, p. 78-100

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

Look up! Five research proposals for rethinking marketing in a post-growth society

Rémy, E., Roux, D., Arnould, E., Askegaard, S., Beudaert, A., Galluzzo, A., Giannelloni, J.-L. & Marion, G., Jan 2024, In: *Recherche et Applications en Marketing*. 39, 1, p. 73-93 21 p.

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

Choice, calculation, and consumer empowerment

Nøjgaard, M., Bajde, D., Özçağlar-Toulouse, N. & Askegaard, S., 2024, (E-pub ahead of print) In: *Marketing Theory*.

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

Reassembling the elderly consumption ensemble: retaining independence through smart assisted living technologies

Schneider-Kamp, A. & Askegaard, S. T., 2022, In: Journal of Marketing Management. 38, 17-18, p. 2011-2034
Research output: Contribution to journal › Journal article › Research › peer-review

Do you care or do I have a choice? Expert authority and consumer autonomy in medicine consumption

Schneider-Kamp, A. & Askegaard, S., 6. Sept 2021, In: Consumption Markets & Culture. 24, 5, p. 419-438
Research output: Contribution to journal › Journal article › Research › peer-review

Consumption logistics and the ordering of market systems

Smaniotto, C., Emontspool, J. & Askegaard, S., Mar 2021, In: Marketing Theory. 21, 1, p. 93-111
Research output: Contribution to journal › Journal article › Research › peer-review

Rétablir l'anthropos dans la recherche sur le consommateur: au-delà des réductionnismes

Askegaard, S., Jan 2021, In: Recherche et Applications en Marketing. 36, 1, p. 89-102
Research output: Contribution to journal › Journal article › Research › peer-review

The living, the dead, and the obsolete: A characterization of lifetime and stock of ICT products in Denmark

Zhilyaev, D., Cimpan, C., Cao, Z., Liu, G., Askegaard, S. & Wenzel, H., Jan 2021, In: Resources, Conservation and Recycling. 164, 11 p., 105117.

Research output: Contribution to journal › Journal article › Research › peer-review

Ethical consumption as subjectivation: constituting the ethical consumer subject

Smaniotto, C. & Askegaard, S., 2021, In: Advances in Consumer Research. 49, p. 82-86
Research output: Contribution to journal › Journal article › Research › peer-review

Putting the anthropos back in consumer research: Beyond reductionisms

Askegaard, S., 2021, In: Recherche et Applications en Marketing. 36, 1, p. 90-102
Research output: Contribution to journal › Journal article › Research › peer-review

Putting patients into the Centre: Patient Empowerment in Everyday Health Practices

Schneider-Kamp, A. & Askegaard, S., 1. Nov 2020, In: Health. 24, 6, p. 625-645
Research output: Contribution to journal › Journal article › Research › peer-review

Religious ritual and sociopolitical ideologies: Circumcision costumes in the turkish marketplace

Alimen, N. & Askegaard, S., Oct 2020, In: International Journal of Fashion Studies. 7, 2, p. 211-236
Research output: Contribution to journal › Journal article › Research › peer-review

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.

Research output: Contribution to journal › Journal article › Research › peer-review

Three Decades of Research in Health and Food Marketing: A Systematic Review

Silchenko, K., Askegaard, S. & Cedrola, E., 1. Jun 2020, In: Journal of Consumer Affairs. 54, 2, p. 541-580
Research output: Contribution to journal › Journal article › Research › peer-review

Mapping moralities of food and health in marketing research literature

Silchenko, K. & Askegaard, S., 2020, In: Journal of Marketing Management. 36, 9-10, p. 794-829
Research output: Contribution to journal › Journal article › Research › peer-review

Powered by healthism? Marketing discourses of food and health

Silchenko, K. & Askegaard, S., 2020, In: European Journal of Marketing. 55, 1, p. 133-161
Research output: Contribution to journal › Journal article › Research › peer-review

Consumers' Collective Action in Market System Dynamics: A Case of Beer

Kjeldgaard, D., Askegaard, S., Rasmussen, J. Ø. & Østergaard, P., 1. Mar 2017, In: Marketing Theory. 17, 1, p. 51-70
Research output: Contribution to journal › Journal article › Research › peer-review

Food Portions and Marketing: Editorial

Askegaard, S., Dubelaar, C., Zlatevska, N. & Holden, S. S., 2017, In: Journal of Business Research. 75, June, p. 172-175
Research output: Contribution to journal › Editorial › peer-review

Healthism in Denmark: State, market, and the search for a "Moral Compass"

Kristensen, D. B., Lim, M. & Askegaard, S., 1. Sept 2016, In: Health. 20, 5, p. 485-504
Research output: Contribution to journal › Journal article › Research › peer-review

Consumer Culture Theory – Neo-liberalism's 'useful idiots'?

Askegaard, S., 19. Dec 2014, In: Marketing Theory. 14, 4, p. 507-511
Research output: Contribution to journal › Comment/debate › Research

Moralities in Food and Health Research

Askegaard, S., Ordabayeva, N., Chandon, P., Cheung, T., Chytкова, Z., Cornil, Y., Corus, C., Edell, J. A., Mathras, D., Junghans, A. F., Kristensen, D. B., Mikkonen, I., Miller, E. G., Sayarh, N. & Werle, C., 2014, In: Journal of Marketing Management. 30, 17/18, p. 1800-1832
Research output: Contribution to journal › Journal article › Research › peer-review

'If it makes you feel good it must be right': Embodiment strategies for healthy eating and risk management

Kristensen, D. B., Askegaard, S. & Jeppesen, L. H., Jul 2013, In: Journal of Consumer Behaviour. 12, 4, p. 243-252 10 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Consumer Culture Theory: The Ironies of History

Askegaard, S. & Scott, L., 1. Jun 2013, In: Marketing Theory. 13, 2, p. 139-147
Research output: Contribution to journal › Editorial › peer-review

Consumer Culture Theory: The Seven Year Itch

Askegaard, S., Belk, R. W. & Scott, L., 2012, In: Research in Consumer Behavior. 14, p. xiii-xvi
Research output: Contribution to journal › Editorial

Glocal Yoga: Reappropriation in the Indian Consumptionscape

Askegaard, S. & Eckhardt, G., 2012, In: Marketing Theory. 12, 1, p. 43-58
Research output: Contribution to journal › Journal article › Research › peer-review

Non-Western Contexts: The Invisible Half

Jafari, A., Firat, F., Süerdem, A., Askegaard, S. & Dalli, D., 2012, In: Marketing Theory. 12, 1, p. 3-12
Research output: Contribution to journal › Editorial › peer-review

Leaving the Milky Way! The Formation of a Consumer Counter Mythology

Kristensen, D. B., Boye, H. & Askegaard, S., 2011, In: Journal of Consumer Culture. 11, 2, p. 195-214
Research output: Contribution to journal › Journal article › Research › peer-review

Still Crossing Borders: Migration, Consumption and Markets

Askegaard, S. & Özcaglar-Toulouse, N., 2011, In: Consumption Markets & Culture. 14, 3, p. 217-222
Research output: Contribution to journal › Editorial

The New Work Ethics of Consumption and the Paradox of Mundane Brand Resistance

Ulver-Sneistrup, S., Askegaard, S. & Kristensen, D. B., 2011, In: Journal of Consumer Culture. 11, 2, p. 215-38
Research output: Contribution to journal › Journal article › Research › peer-review

Towards an Epistemology of Consumer Culture Theory: Phenomenology and the Context of Context

Askegaard, S. & Linnet, J. T., 2011, In: *Marketing Theory*. 11, 4, p. 381-404

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

Vers une épistémologie de la théorie de la culture du consommateur (CCT): phénoménologie, structure et contexte du contexte

Askegaard, S. & Linnet, J. T., 2011, In: *Perspectives culturelles de la consommation*. 1, 1, p. 15-42 27 p.

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

Experience Economy in the Making: Hedonism, Play and Coolhunting in Automotive Song Lyrics

Askegaard, S., 2010, In: *Consumption Markets & Culture*. 13, 4, p. 351-371

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

Social Discourses of Healthy Eating. A Segmentation Approach

Chrysochou, P., Askegaard, S., Grunert, K. G. & Kristensen, D. B., 2010, In: *Appetite*. 55, 2, p. 288-297

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

Promoting Health: Producing Moralisms?

Askegaard, S., Hauge Jeppesen, L., Kristensen, D. B. & Anker, T. B., 2010, In: *Advances in Consumer Research*. 23 p.

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

Good Theory Is Always Critical...

Askegaard, S., 1. Mar 2009, In: *Scandinavian Journal of Management*. 25, 1, p. 129-130

Research output: [Contribution to journal](#) › [Literature review](#) › [Research](#)

Epistemological Pitfalls in (Consumer) Research

Askegaard, S. & Linnet, J. T., 2009, In: *Finanza Marketing e Produzione*. 27, 4, p. 9-23

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

Marketing Communications and Consumer Behavior: Introduction to the Special Issue from the 2007 La Londe Conference

Askegaard, S., Merunka, D. R. & Sirgy, M. J., 2008, In: *Journal of Business Research*. 61, 10, p. 1027-1029

Research output: [Contribution to journal](#) › [Editorial](#)

Here, There, and Everywhere: Place Branding and Gastronomic Glocalization in a Macromarketing Perspective

Askegaard, S. & Kjeldgaard, D., 2007, In: *Journal of Macromarketing*. 27, 2, p. 138-147 10 p.

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

Laddering: How (Not) To Do Things With Words

Sørensen, E. B. & Askegaard, S., 2007, In: *Qualitative Market Research*. 10, 1, p. 63-77 15 p.

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

The Glocalization of Youth Culture: The Global Youth Segment as Structures of Common Difference

Kjeldgaard, D. & Askegaard, S., 1. Sept 2006, In: *Journal of Consumer Research*. 22, p. 231-247

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

Post-Assimilationist Ethnic Consumer Research: Qualifications and Extensions

Askegaard, S., Arnould, E. & Kjeldgaard, D., 1. Jun 2005, In: *Journal of Consumer Research*. 32, 1, p. 160-170

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

When Hershey Met Betty: Love, Lust and Co-Branding

Askegaard, S. & Bengtsson, A., 2005, In: *Journal of Product and Brand Management*. 15, 5, p. 322-329

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

Consuming modernities: the global youth segment as a site of consumption

Kjeldgaard, D. & Askegaard, S., 2004, In: *Advances in Consumer Research*. 31, p. 104-105
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

The Fire of Desire: A Multisited Inquiry into Consumer Passion

Belk, R. W., Ger, G. & Askegaard, S., 1. Dec 2003, In: *Journal of Consumer Research*. 30, 3, p. 326-351
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Det vand, fisken svømmer i? Relationer mellem marketing og kultur i globaliseringens tidsalder

Askegaard, S. & Kjeldgaard, D., 2003, In: *Ledelse i Dag*. 13, 3, p. 310-323
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#)

Fighting Culture: Mobile Phone Consumption Practices as Means of Consumer Resistance

Moisio, R. & Askegaard, S., 2003, In: *Advances in Consumer Research*. 5, p. 24-29
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#)

The Body Consumed: Reflexivity and Cosmetic Surgery

Askegaard, S., Gertsen, M. C. & Langer, R., 2002, In: *Psychology & Marketing*. 19, 10, p. 793-812
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Corporate Identity and Corporate Image Revisited: A Semiotic Perspective

Christensen, L. T. & Askegaard, S., 2001, In: *European Journal of Marketing*. 35, 4, p. 292-315
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Experiential Nature of Product-Place Images: Image as a Narrative

Güliz, G., Askegaard, S. & Christensen, A., 1999, In: *Advances in Consumer Research*. XXVI, p. 165-169
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Food-Related Life Styles in Singapore: Preliminary Testing of a Western European Research Instrument in Southeast Asia

Askegaard, S. & Brunsø, K., 1999, In: *Journal of Euromarketing*. 7, 4, p. 65-86
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Lipophobia: A Transatlantic Concept?

Askegaard, S., Flemmert Jensen, A. & Holt, D. B., 1999, In: *Advances in Consumer Research*. XXVI, p. 331-336
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Malls and the Orchestration of the Shopping Experience in a Historical Perspective

Faurholt Csaba, F. & Askegaard, S., 1999, In: *Advances in Consumer Research*. XXVI, p. 34-40
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Marketing, the Performing Arts and Social Change: Beyond the Legitimacy Crisis

Askegaard, S., 1999, In: *Consumption Markets & Culture*. 3, 1, p. 1-25
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

The local and the global: Exploring traits of homogeneity and heterogeneity in european food cultures

Askegaard, S. & Madsen, T. K., 1998, In: *International Business Review*. 7, p. 549-568 19 p.
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Consumer Desire in Three Cultures: Results from Projective Research

Belk, R. W., Ger, G. & Askegaard, S., 1997, In: *Advances in Consumer Research*. 24, p. 24-28
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Metaphors of Consumer Desire

Belk, R. W., Ger, G. & Askegaard, S., 1996, In: *Advances in Consumer Research*. 23, p. 369-373
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Fødevareforbrug: Et regionernes Europa? Perspektiver for danske virksomheder

Askegaard, S. & Madsen, T. K., 1993, In: *Ledelse & Erhvervsøkonomi*. 4, p. 233-248 15 p.

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

Danske kulturbarrierers betydning for virksomhederne

Askegaard, S., Geertsen, M. C. & Madsen, T. K., 1991, In: *Ledelse & Erhvervsøkonomi*. 3, p. 111-122 11 p.

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

Books and reports

Health capital: an integrative resource-based framework for understanding health behavior and illness prevention

Schneider-Kamp, A., Millward, G. & Askegaard, S. T., Dec 2024, *Handbook of concepts in health, health behavior and environmental health*. Liamputtong, P. (ed.). Singapore: Springer Nature, 15 p.

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

Post-anthropocentric transformations of consumption in the anthropocene: beyond the nature-culture divide

Askegaard, S., Bajde, D. & Arnould, E., Aug 2024, *The handbook of organizing economic, ecological and societal transformation*. Weik, E., Land, C. & Hartz, R. (eds.). De Gruyter Mouton, p. 49-67

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

Postcolonial branding - from the subcontinent: for all

Pradhan, A. & Askegaard, S. T., Apr 2024, *Postcolonial marketing communication: images from the margin*. Das, A., Chaudhuri, H. R. & Turkdogan, O. S. (eds.). Singapore: Springer, p. 63-81

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

Conceptualiser la consommation en santé grâce à la notion de capital santé

Schneider-Kamp, A. & Askegaard, S. T., Dec 2022, *Santé, consommation et marchés*. Gorge, H. (ed.). EMS Management & Société, p. 61-84

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

La santé heideggérienne: techniques, soi et post-humanisme

Lianidis, K. & Askegaard, S. T., Dec 2022, *Santé, consommation et marchés*. Gorge, H. (ed.). EMS Management & Société, p. 301-324 (Societing).

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

The first is free: promoting Facebook in emerging markets

Strandby, K. & Askegaard, S. T., 1. Jan 2022, *Promotional practices and perspectives from emerging markets*. Rana, S., Shrivastava, A. K. & Raut, S. K. (eds.). London: Routledge, p. 103-126

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

Bringing Consumer Culture Theoretics to Policy Debate

Askegaard, S. & Arnould, E., 2020, *Proceedings of the Consumer Culture Theory Conference Leicester 2020*.

Patsiaouras, G., Fitchett, J. & Earley, A. J. (eds.). Leicester, p. 95-96 2 p. (Research in Consumer Culture Theory, Vol. 3).

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

Cultural Corporate Branding: An Encounter of Perspectives

Askegaard, S. & Moberg Torp, S., 2020, *Marketing Management: A Cultural Perspective*. Visconti, L. M., Peñaloza, L. & Toulouse, N. (eds.). 2. ed. London: Routledge, p. 199-215

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

Exploring the construction of the consumer subject in the healthcare system: Digitalization of Everyday Home Care:

Constructing the Vulnerable Consumer Subject

Gorge, H., Press, M., Dunnett, S., Hamilton, K., Schneider-Kamp, A. & Askegaard, S., 2020, *Proceedings of the*

Consumer Culture Theory Conference Leicester 2020. Patsiaouras, G., Fitchett, J. & Early, A. J. (eds.). Consumer Culture Theory, p. 59-63 (Research in Consumer Culture Theory, Vol. 3).

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

Introduction: The Institution and the Imaginary in a Northern Light

Askegaard, S. & Östberg, J., 2019, *Nordic Consumer Culture: State, Market and Consumers*. Askegaard, S. & Östberg, J. (eds.). London: Palgrave Macmillan, p. 1-21

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

Mythologies of Finnishness in Advertising

Pietilä, J., Tillotson, J. S. & Askegaard, S., 2019, *Nordic Consumer Culture: State, Market and Consumers*. Askegaard, S. & Östberg, J. (eds.). London: Palgrave Macmillan, p. 239-265

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

Nordic Consumer Culture: State, Market and Consumers

Askegaard, S. (Editor) & Östberg, J. (Editor), 2019, Palgrave Macmillan. 332 p.

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

Canonical Authors in Consumption Theory

Askegaard, S. (Editor) & Heilbrunn, B. (Editor), 2018, London: Routledge. 290 p.

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

Edgar Morin: The Uniduality of the Magical and the Real

Askegaard, S., 2018, *Canonical Authors in Consumption Theory*. Askegaard, S. & Heilbrunn, B. (eds.). London: Routledge, p. 250-257

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

In Search of Consumption...

Askegaard, S. & Heilbrunn, B., 2018, *Canonical Authors in Consumption Theory*. Askegaard, S. & Heilbrunn, B. (eds.). London: Routledge, p. 3-11

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

Marketing and consumer research: An uneasy relationship

Bode, M. & Askegaard, S., 2017, *Routledge Handbook on Consumption*. Keller, M., Halkier, B., Wilska, T.-A. & Truninger, M. (eds.). London and New York: Routledge, p. 61-71 (Routledge International Handbooks).

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

Programmatic Authenticity: Culinary Place Branding in Greenland

Askegaard, S., Kjeldgaard, D. & Arnould, E., 2017, *Handbook on Place Branding and Marketing*. Campelo, A. (ed.). Cheltenham, UK: Edward Elgar Publishing, p. 108-123 (Research Handbooks in Business and Management series).

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

'Authentic food' and the double nature of branding

Askegaard, S., Kristensen, D. B. & Ulver-Sneistrup, S., 31. Mar 2016, *The Practice of the Meal: Food, families and the market place*. Cappellini, B., Marshall, D. & Parsons, E. (eds.). London: Routledge, p. 15-30 (Routledge Interpretive Marketing Research, Vol. 10).

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

Consumer Culture Theory (CCT)

Askegaard, S., 2015, *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies*. Cook, D. T. & Ryan, M. (eds.). Chichester: Wiley, p. 124-127

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

The Role of Cultural Capital in Creation Glocal' Brand Relationships

Kjeldgaard, D., Askegaard, S. & Eckhardt, G. M., 2015, *Strong Brands, Strong Relationships*. Fournier, S., Breazeale, M. J. & Avery, J. (eds.). Routledge, p. 48-60

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

Journeys of Desire - Desire for Journeys

Askegaard, S., 2014, *Legends in Consumer Behavior: Russell W. Belk: Collecting, Luxury and the Production of Consumer Desire*. Askegaard, S. (ed.). SAGE Publications, Vol. 8. p. xxiii-xxviii

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

Legends in Consumer Behavior: Russell W. Belk: Collecting, Luxury, and the Production of Consumer Desire

Askegaard, S. (Editor), 2014, SAGE Publications.

Research output: Book/report › Anthology › Research

The Global Self

Askegaard, S. & Kjeldgaard, D., 2013, *The Routledge Companion to Identity and Consumption*. Ruvio, A. A. & Belk, R. W. (eds.). London: Routledge, p. 336-343

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

Weddings as Waste

Strandby, K. & Askegaard, S., 2013, *Research in Consumer Behavior*. Belk, R. W., Price, L. & Penaloza, L. (eds.). 1 ed. Bingley: Emerald Group Publishing, Vol. 15. p. 145-165 (Research in Consumer Behavior, Vol. 15).

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

Research in Consumer Behavior

Belk, R. W. (Editor), Askegaard, S. (Editor) & Scott, L. (Editor), 2012, Bingley: Emerald Group Publishing. 369 p.

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

Channels of desire

Askegaard, S., 2011, *Encyclopedia of Consumer Culture*. Southerton, D. (ed.). London: SAGE Publications, Vol. 1. p. 152-154

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

'Coldfeet Café': A Mundane Consumption Experience (While It Lasts?)

Askegaard, S., Kjeldgaard, D. & Østergaard, P., 2011, *European Advances in Consumer Research*. Bradshaw, A., Hackley, C. & Maclaran, P. (eds.). Duluth MN: Association for Consumer Research, Vol. 9. p. 37-38

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

'Metacculturation': Cultural Identity Politics in Greenlandic Food Discourses

Askegaard, S., Kjeldgaard, D. & Arnould, E., 2011, *NA - Advances in Consumer Research*. Association for Consumer Research, Vol. 38. p. 143 1 p. (Advances in Consumer Research).

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

Nordic Consumer Culture

Kjeldgaard, D., Bode, M., Østergaard, P. & Askegaard, S., 2011, *Proceedings of the Interpretive Consumer Research Conference*. European Institute for Advanced Studies in Management

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

Promoting Health: Producing Pathologies?

Kristensen, D. B., Askegaard, S. & Jeppesen, L. H., 2009, *Proceedings*. Consumer Culture Theory Conference, p. 1-20 20 p.

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

Reflexive Culture's Consequences

Askegaard, S., Kjeldgaard, D. & Arnould, E., 2009, *Beyond Hofstede: Culture Frameworks for Global Marketing and Management*. Nakata, C. (ed.). Palgrave Macmillan, p. 101-124

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

Symbolism and semantic responses towards healthy eating among Danish consumers

Chrysochou, P., Kristensen, D. B., Jeppesen, L. H., Grunert, K. G. & Askegaard, S., 2009, *Proceedings of the 14th International Conference on Corporate and Marketing Communications*. Pappasolomou, I. (ed.). University of Nicosia, 1 p.
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Home Away from Home: Home as Order and Dwelling in Mobility

Bardhi, F. & Askegaard, S., 2008, *Explorations in Consumer Culture Theory*. Sherry Jr., J. F. & Fischer, E. (eds.). London & New York: Routledge, p. 83-97
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

This Car of Mine: Hedonism, Play and Coolhunting in Southern Californian Music Lyrics

Askegaard, S., 2008, *Consumer Culture Theory Conference*. Consumer Culture Theory, 20 p.
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Marketing Communications and Consumer Behavior: Proceedings of the 34th International Research Conference in Marketing, La Londe 2007

Askegaard, S. (Editor), Merunka, D. (Editor) & Sirgy, J. M. (Editor), 2007, Aix-en-Provence: Aix Graduate School of Management. 286 p.
Research output: Book/report › Anthology › Research

Brands as a Global Ideospace

Askegaard, S., 2006, *Brand Culture*. Schroeder, J. & Salzer-Mörling, M. (eds.). Spon press, p. 91-102
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Place Branding and Regional Development: the Case of the Funen Food Centre

Askegaard, S. & Kjeldgaard, D., 2005, *Marketing Contributions to Prosperity and Peace, Proceedings of the 9 Conference of Marketing and Development, Baruch University/University of Thessaloniki*. Ziamou, L. & Zotos, Y. (eds.). Forlag uden navn, 31 p.
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

A Three-Country Study of Desire

Belk, R. W., Ger, G. & Askegaard, S., 2003, *Crossing the Barriers in Business: A Cultural Dimension*. Pomorski, J. M. (ed.). Krakow: Akademia Ekonomiczna w Krakowie, p. 55-74
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Brands as a Global Ideospace

Askegaard, S. & Khadgi, S., 2003, *Globalization, Transformation, and Quality of Life: Proceedings of the 8th International Conference on Marketing and Development*. Schultz, C., Ratz, D. & Speece, M. (eds.). Rijeka: University of Rijeka, Faculty of Economics, p. 26-35
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Cross-Border Shopping in the Open European Market: 1 Litre of Hard Liquor, 20 Litres of Wine, 24 Litres of Beer, 400 Cigarettes, max. 30 Kilo!

Bengtsson, A., Östberg, J. & Askegaard, S., 2002, *European Advances in Consumer Research, bd. 5*. Groeppel-Klein, A., Esch & F.R. (eds.). Valdosta, GA: Association for Consumer Research, p. 246-252
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Konsumentenverhalten: Der europäische Markt

Askegaard, S., Solomon, M. & Bamossy, G., 2002, München: Pearson Longman.
Research output: Book/report › Monograph › Research

The Water Fish Swim In? Relations Between Marketing and Culture in the Age of Globalization

Askegaard, S. & Kjeldgaard, D., 2002, *Perspectives on Marketing Relationships*. Knudsen, T., Askegaard, S. & Jørgensen, N. (eds.). Copenhagen: Karnov Group, p. 13-35 22 p.
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Daily Consumption in Risk Society: The Case of Genetically Modified Foods

Ekström, K. & Askegaard, S., 2000, *Advances in Consumer Research, bind XXVII*. Hoch, S. & Meyer, R. (eds.). Provo, UT: Association for Consumer Research, p. 237-243

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

Discourses of Globalization: Identity and Imagery of Western Products in a Transforming Society

Askegaard, S., Christensen, A. & Ger, G., 2000, *Marketing and Development Challenges in the 21st Century: Proceedings of the 7th International Conference on Marketing and Development, Accra: School of Administration, University of Ghana*. Juul Sørensen, O. & Arnould, E. (eds.). p. 163-174

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

The Good, the Bad, and the Jolly: Taste, Image, and Symbolic Resistance to the Coca-Colonization of Denmark

Askegaard, S. & Csaba, F. F., 2000, *Imagining Marketing: Art, Aesthetics, and the avant-Garde*. Brown, S. & Patterson, A. (eds.). London: Spon press, p. 124-140

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

The Missing Streetcar Named Desire

Belk, R. W., Ger, G. & Askegaard, S., 2000, *The Why of Consumption*. Ratneshwar, S., Mick, D. G. & Huffman, C. (eds.). London: Routledge, p. 98-119 (Routledge Interpretive Marketing Research).

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

Management of the Human Factor in Concurrent Enterprising: Lessons from an Organizational Culture Perspective

Askegaard, S. & Søndergaard, M., 1999, *The Concurrent Enterprise in Operation: Proceedings of the 5th International Conference on Concurrent Enterprising*. Wognum, N., Thoben, K. D. & Pawar, K. S. (eds.). Nottingham: Centre for Concurrent Enterprising, Nottingham University, p. 557-561

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

Product-Country Images: Towards a Contextualized Approach

Askegaard, S. & Ger, G., 1998, *European Advances in Consumer Research, vol. 3*. Englis, B. & Olofsson, A. (eds.). Provo, UT: Association of Consumer Research, p. 50-58

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

Product-Country Images as Stereotypes: A Comparative Study

Askegaard, S. & Ger, G., 1996, *Social and Economic Representations*. Roland-Lévy, C. (ed.). Vol. 1. p. 13-28

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

Toward a semiotic structure of cultural identity

Askegaard, S. T., 1991, *Marketing and semiotics: selected papers from the Copenhagen Symposium*. Hartvig Larsen, H., Mick, D. G. & Alsted, C. (eds.). Copenhagen: Nyt Nordisk Forlag Arnold Busck, p. 11-30 (Studies from the Marketing Institute; No. 62, Vol. Serie F).

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

Other research outputs

Consuming health – producing inequalities: capital-based view on consumers' cancer prevention practices

Schneider-Kamp, A. & Askegaard, S. T., Jun 2023.

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

Postcolonial branding: from the subcontinent, for all

Pradhan, A. & Askegaard, S. T., Jun 2023.

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

Reassembling the elderly consumption ensemble: Retaining independence for challenged elders through Smart Assisted Living Technologies

Schneider-Kamp, A. & Askegaard, S. T., 25. Mar 2022.

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

Creating Responsible Consumer Subjects: Ethical Consumption as Subjectivation

Smaniotto, C. & Askegaard, S. T., 2022.

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

Postcolonial branding – from the subcontinent, for all

Pradhan, A. & Askegaard, S. T., 2021.

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

Medical Authority in Geriatric Care: Dissecting the Elderly Consumption Ensemble

Schneider-Kamp, A., Askegaard, S. & Kristensen, D. B., 2018.

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

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

Askegaard, S., Atik, D. & Borghini, S., 2014.

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

Got Milk? then Get Rid of It. The Making of a Mythology of Family Health

Kristensen, D. B. & Askegaard, S., 2014.

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

Cell Phone Culture: Opportunities and Constraints for Agricultural Innovation in East Africa

Arnould, E., Press, M. & Askegaard, S., 2013.

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

Coaching and the Perpetuating Self-actualization Process

Kjeldgaard, D. & Askegaard, S., 2013.

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

Gender Issues in Glocalized Youth Consumer Culture in Cairo

Askegaard, S. & Wali, F., 2012. 20 p.

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

The Wedding in Times of Crisis: Navigating between Conspicuous Consumption and Conspicuous Romanticism

Strandby, K. & Askegaard, S., 2012.

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

Consumption Practices as Marketplaces Resources – the Case of Women's DIY

Kjeldgaard, D., Askegaard, S. & Knudsen, G. H., 2011.

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

New Consumer Pathologies: The Case of Sugar Addiction

Kristensen, D. B. & Askegaard, S., 2011.

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

Food and the Sacred: Consumption and identity among Danish consumers

Boye, H., Kristensen, D. B. & Askegaard, S., 11. Sept 2010. 20 p.

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

Daily Brand Resistance and the Consumption of Brand Authenticity

Ulver-Sneistrup, S., Askegaard, S. & Kristensen, D. B., 2010. 22 p.

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

Leaving the Wilky Way! Moralism in Pharmacologized Food Consumption

Kristensen, D. B., Boye, H. & Askegaard, S., 2010.

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

Markets and Mirrors: Mythologies of the Consumer

Askegaard, S., 2010.

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

Coaching for Capacity or Incapacity: Self-Actualization and Consumer Welfare

Askegaard, S. & Kjeldgaard, D., 2008.

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

"Metacculturation": Reflexivity and Identity Politics in Greenlandic Food Discourses

Askegaard, S., Kjeldgaard, D. & Arnould, E., 2008. 41 p.

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

Transmigrant Consumption Practices: A Multi-Sited Ethnographic Study of Turkish Immigrants in Denmark

Ücok, M. & Askegaard, S., 2008.

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

Roundtable: Nordic Consumer Culture: Towards a Research Agenda

Kjeldgaard, D., Östberg, J. & Askegaard, S., 2007.

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

Ethnographic data from Celebration, Florida

Kjeldgaard, D. (Producer), Bjerrisgaard, S. M. (Producer), Östberg, J. (Producer), Bengtsson, A. (Producer), Bode, M. (Producer) & Askegaard, S. (Producer), 2006

Research output: Non-textual form › Sound/Visual production (digital) › Research

Gerthasminde. Modern Utopia and Posts Modernity

Kjeldgaard, D. (Producer), Bjerrisgaard, S. M. (Producer) & Askegaard, S. (Producer), 2006

Research output: Non-textual form › Sound/Visual production (digital) › Research

Enhancing Cross-Cultural Competences in Management Education in a Time of Globalization

Askegaard, S., 2005.

Research output: Contribution to conference without publisher/journal › Poster › Research

Female Consumers' Experience of Lipophobia: A Swedish Study

Askegaard, S. & Östberg, J., 2002, University of Southern Denmark: Dept. of Marketing.

Research output: Working paper › Research

Identity and Acculturation: The Case of Food Consumption by Greenlanders in Denmark

Askegaard, S., Kjeldgaard, D. & Arnould, E., 1999, Aarhus School of Business: Aarhus.

Research output: Working paper › Research

Consumer Desire

Belk, R. W., Ger, G. & Askegaard, S., 1998, p. 141-151.

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

In Pursuit of Ugliness - Searching for a Fashion Concept in the Era After Good Taste

Jensen, A. F. & Askegaard, S., 1998, Odense University: Dept. of Marketing.

Research output: Working paper › Research

Commissioned

Projekt Det Fynske Madhus: En forbrugeradfærdsbaseret vurdering

Askegaard, S. & Kjeldgaard, D., 2004.

Research output: Working paper › Commissioned

Teaching materials

Consumer Behaviour: A European Perspective

Solomon, M. R., Bamossy, G., Askegaard, S. & Hogg, M. K., 2016, 6. ed. London: Pearson Longman. 706 p.

Research output: Book/report › Monograph › Education

Real people, real decisions: decision time at the Kjaer Group

Askegaard, S. & Møberg Torp, S., Feb 2013, *Marketing: Real people, real decisions*. Solomon, M. (ed.). 2. ed. ed. Pearson Education, p. 299-300

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

Consumer Behaviour: A European Perspective

Solomon, M. R., Bamossy, G. J., Askegaard, S. & Hogg, M. K., 2013, 5 ed. Harlow: Pearson Longman. 704 p.

Research output: Book/report › Monograph › Education

Turning a Corporate Brand Upside Down: A Case of Cultural Corporate Brand Management

Askegaard, S. & Torp, S., 2012, *Marketing Management: A Cultural Perspective*. Peñaloza, L., Toulouse, N. & Visconti, L. (eds.). Routledge, p. 212-228 16 p.

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

Consumer Behaviour: A European Perspective

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M., 2009, 4 ed. Harlow: Prentice-Hall. 700 p.

Research output: Book/report › Monograph › Education

Consumentengedrag

Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. & Verhagen, W., 2008, Amsterdam: Pearson Longman. 429 p.

Research output: Book/report › Monograph › Education

Consumer Behaviour: A European Perspective

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M., 2006, 3 ed. London: Prentice-Hall. 701 p.

Research output: Book/report › Monograph › Education

Readings for Marketing and Culture

Askegaard, S., 2006, Odense: Center for Forskning i Idræt, Sundhed og Civilsamfund, SDU. 656 p.

Research output: Book/report › Compendium/lecture notes

Readings for Marketing & Culture 2005

Askegaard, S., 2005, Syddansk Universitetsforlag.

Research output: Book/report › Compendium/lecture notes

Consumer Behaviour: A European Perspective

Solomon, M., Bamossy, G. & Askegaard, S., 2001, 2 ed. Harlow: Pearson Longman. 630 p.

Research output: Book/report › Monograph › Education

Konsumentenverhalten - Der europäische Markt

Solomon, M., Bamossy, G. & Askegaard, S., 2001, 1 ed. München: Stollfuß Medien. 688 p.

Research output: Book/report › Monograph › Education

Consumer Behaviour: A European Perspective

Solomon, M., Bamossy, G. & Askegaard, S., 1998, 1 ed. London: Prentice-Hall. 589 p.
Research output: Book/report › Monograph › Education

Communication

Interview with Lars Fogh Mortensen, European Environmental Agency

Askegaard, S., 2023, In: *Consumption Markets & Culture*. 26, 6, p. 466-476
Research output: Contribution to journal › Journal article › Communication

Health and Food

Askegaard, S., 13. Oct 2020, *The Dictionary of Coronavirus Culture*. Bradshaw, A. & Hietanen, J. (eds.). Repeater, p. 97-102

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

Troen på mad som frelse

Kristensen, D. B., Jacobsen, C. B. & Askegaard, S., 2019, *Folkesundhed: bag om intentioner og strategier*. Glasdam, S. & Boelsbjerg, H. B. (eds.). København: Gad, p. 305-315

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

Branding i stedet for madpyramider?

Kristensen, D. B. & Askegaard, S., 6. Jan 2009, In: *Fyens Stiftstidende*. 1 p.

Research output: Contribution to journal › Contribution to newspaper - Feature article

Frihedens pris - bagsiden af forbrugersamfundet

Askegaard, S., 2009, *Forandringer af betydning*. Bouchet, D. (ed.). Ørbæk: Afveje, p. 237-246

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

Legen som by-brand - skal man tage det alvorligt?

Askegaard, S., 2009, In: *Danske Kommuner*. p. 12-13

Research output: Contribution to journal › Journal article › Communication

Martin Lindstrøm har så ganske ret!

Askegaard, S., 1. Dec 2008, In: *Brand Base*. 26, p. 12-15

Research output: Contribution to journal › Literature review › Communication

Begærets dunkle mål

Askegaard, S., 2008, *Sprog og forførelse: Om sandhed og løgn i religion og politik, litteratur og filosofi*. Götke, P. (ed.). Frederiksberg: Alfa, p. 73-85

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

Brand fællesskaber

Askegaard, S., 2008, In: *Brand Base*. 24, p. 4-7

Research output: Contribution to journal › Journal article › Communication

Branding i en globaliseret verden.

Kjeldgaard, D. & Askegaard, S., 18. Dec 2007, In: *Fyens Stiftstidende*. p. 2-3 2 p.

Research output: Contribution to journal › Contribution to newspaper - Feature article

Antologi som opdyrker nyt land i brandscapet

Askegaard, S., 2006, In: *Brand Base*. 15, p. 4-5

Research output: Contribution to journal › Literature review › Communication

Causeri om branding

Askegaard, S., 2006, In: Brand Base. 18, p. 3-5

Research output: Contribution to journal › Journal article › Communication

Hvad opbygger et stærkt brand?

Askegaard, S. & Østergaard, P., 2006, In: Market. 2, 10, p. 26-30

Research output: Contribution to journal › Journal article › Communication

Branding: flygtigt fænomen eller kulturel kommunikation?

Askegaard, S. & Østergaard, P., 2005, In: Market. 1, 3, p. 20-22

Research output: Contribution to journal › Journal article › Communication

Teorien på hovedet - Historien om et samarbejde mellem Kjaer Group og Brand Base

Askegaard, S. & Torp, S., 2004, In: Brand Base. 9

Research output: Contribution to journal › Journal article › Communication

Perspectives on Marketing Relationships

Knudsen, T., Askegaard, S. & Jørgensen, N., 2002, København: Karnov Group.

Research output: Book/report › Monograph › Communication

Mærknings rolle i forbruget

Kjeldgaard, D. & Askegaard, S., 1999, In: Aktuelt Miljø.

Research output: Contribution to journal › Journal article › Communication

Activities

Editorial work

Journal of Marketing (Journal)

Askegaard, S. (Peer reviewer)

2019 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

Corporate Reputation Review (Journal)

Askegaard, S. (Peer reviewer)

1. Jan 2015 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

Journal of Marketing Management (Journal)

Askegaard, S. (Peer reviewer)

4. Feb 2011 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Journal of Macromarketing (Journal)

Askegaard, S. (Peer reviewer)

2011 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

Social Science Quarterly (Journal)

Askegaard, S. (Peer reviewer)

2011 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

Perspectives culturelles de la consommation (Journal)

Askegaard, S. (Peer reviewer)

27. Sept 2010 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

Consumption Markets & Culture (Journal)

Askegaard, S. (Peer reviewer)

1. Jan 2007 → ...

Activity: Editorial work and peer review › Editor of research journal › Communication

Memberships and boards

Forsknings og Innovations-ministeriet (External organisation)

Askegaard, S. (Chairman)

1. Jan 2017 → ...

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Conservatoire National des Arts et Métiers (External organisation)

Askegaard, S. (Member)

30. Jun 2015

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Network of International Business and Economics School (External organisation)

Askegaard, S. (Chairman)

2015 → 2019

Activity: Membership › Board duties in companies, associations, or public organisations

SKEMA Business School (External organisation)

Askegaard, S. (Member)

5. Jun 2014

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Consumer Culture Theory Consortium (External organisation)

Askegaard, S. (Member)

15. Apr 2014 → 15. Apr 2016

Activity: Membership › Board duties in companies, associations, or public organisations

University of Leicester (External organisation)

Askegaard, S. (Member)

6. Nov 2013 → 4. Dec 2013

Activity: Membership › Membership of research networks or expert groups

Review committees

University of Tunis (External organisation)

Askegaard, S. (Member)

15. Jan 2022

Activity: Membership › Membership of review committee

Evaluation of doctoral dissertation and oral defense (Event)

Askegaard, S. (Member)

30. Mar 2021

Activity: Membership › Membership of review committee

Evaluation of doctoral dissertation and oral defense (Event)

Askegaard, S. (Member)

2. Oct 2020

Activity: Membership › Membership of review committee

Committee for evaluation of doctoral dissertation, University of Cergy, France (Event)

Askegaard, S. (Member)

9. Jan 2020

Activity: Membership › Membership of review committee

Dauphine University (External organisation)

Askegaard, S. (Member)

5. Jun 2019

Activity: Membership › Membership of review committee

The University of Manchester (External organisation)

Askegaard, S. (Member)

8. Feb 2019

Activity: Membership › Membership of review committee

Promotion to Senior Lecturer at Lancaster University (Event)

Askegaard, S. (Chairman)

1. Jan 2019 → 31. Jan 2019

Activity: Membership › Membership of review committee

Università della Svizzera italiana (External organisation)

Askegaard, S. (Member)

22. May 2018

Activity: Membership › Membership of review committee

University of Lille (External organisation)

Askegaard, S. (Chairman)

10. Nov 2017

Activity: Membership › Membership of review committee

Foundation Getulio Vargas (External organisation)

Askegaard, S. (Chairman)

6. Sept 2017

Activity: Membership › Membership of review committee

University of Illinois at Chicago (External organisation)

Askegaard, S. (Chairman)

24. Aug 2017

Activity: Membership › Membership of review committee

Lund University (External organisation)

Askegaard, S. (Member)

8. Jun 2017

Activity: Membership › Membership of review committee

University of Geneva (External organisation)

Askegaard, S. (Chairman)

4. Nov 2016

Activity: Membership › Membership of review committee

Iowa State University (External organisation)

Askegaard, S. (Chairman)

10. Oct 2016

Activity: Membership › Membership of review committee

Lund University (External organisation)

Askegaard, S. (Chairman)

8. Jun 2016

Activity: Membership › Membership of review committee

Doctoral dissertation committee (External organisation)

Askegaard, S. (Member)

4. Dec 2015

Activity: Membership › Membership of review committee

University of Paris Ouest Nanterre (External organisation)

Askegaard, S. (Chairman)

6. Nov 2015

Activity: Membership › Membership of review committee

Jury de thèse de doctorat (External organisation)

Askegaard, S. (Member)

2. Oct 2015

Activity: Membership › Membership of review committee

University of Exeter (External organisation)

Askegaard, S. (Member)

5. Sept 2014

Activity: Membership › Membership of review committee

International Society for Marketing and Development (External organisation)

Askegaard, S. (Member)

25. May 2012 → 2014

Activity: Membership › Membership of review committee

Conferences**EMAC conference 2023**

Freytag, P. V. (Chairman), Munksgaard, K. B. (Organizer), Clarke, A. H. (Organizer), Hjalager, A.-M. (Participant), Kjeldgaard, D. (Organizer), Bajde, D. (Organizer), Askegaard, S. T. (Organizer) & Hannibal, M. (Organizer)

23. May 2023 → 26. May 2023

Activity: Attending an event › Conference organisation or participation

NIBES Research Session

Askegaard, S. (Participant)

23. Nov 2021

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

« Anthropocène et Consommation :le marketing doit-il penser sa propre disparition ? »

Askegaard, S. (Participant)

17. Nov 2021

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

The globalization of discursive structures of a culinary taste regime: Insights from Greenland

Kjeldgaard, D. (Guest lecturer), Askegaard, S. (Speaker) & Arnould, E. (Guest lecturer)

30. Oct 2021

Activity: Talks and presentations › Conference presentations

Consumer Culture Theory Consortium Board meeting

Askegaard, S. (Participant)

24. Jun 2020

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

NIBES executive board meeting

Askegaard, S. (Participant)

28. Apr 2020

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

Nordic Consumer Culture Theory Workshop

Askegaard, S. (Organizer)

10. Oct 2019 → 11. Oct 2019

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

Workshop on Health, Consumption & Markets

Askegaard, S. (Participant)

3. Oct 2019 → 4. Oct 2019

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

Optimization Technologies

Askegaard, S. (Participant)

12. Sept 2019 → 13. Sept 2019

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

Academy of Consumer Culture Equitability and Sustainability Studies

Askegaard, S. (Organizer)

29. Aug 2019 → 30. Aug 2019

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

Bottom-of-the-Pyramid Field Work Immersion Workshop

Askegaard, S. (Participant)

24. May 2019 → 28. May 2019

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

10th Workshop on Interpretive Consumer Research

Askegaard, S. (Participant)

9. May 2019 → 11. May 2019

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

PhD workshop

Askegaard, S. (Participant)

31. Jan 2019

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

Association for Consumer Research Asia-Pacific Conference 2019

Askegaard, S. (Participant)

10. Jan 2019 → 12. Jan 2019

Activity: Attending an event › Conference organisation or participation

Beyond reductionism – towards a bio-anthropology of consumer research

Askegaard, S. (Lecturer)

2019

Activity: Talks and presentations › Conference presentations

Network of International Business and Economics Schools

Askegaard, S. (Chairman)

3. Jul 2018 → 5. Jul 2018

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

Consumer Culture Theory Conference

Askegaard, S. (Participant)

28. Jun 2018 → 1. Jul 2018

Activity: Attending an event › Conference organisation or participation

"We Are Homo Demens": The Consumer between Individuality, Biology and Society

Askegaard, S. (Guest lecturer)

5. Apr 2018 → 7. Apr 2018

Activity: Talks and presentations › Conference presentations

Network of International Business and Economics Schools

Askegaard, S. (Participant)

26. Jul 2017 → 29. Jul 2017

Activity: Attending an event › Conference organisation or participation

Consumer Culture Theory Conference

Askegaard, S. (Participant)

9. Jul 2017 → 12. Jul 2017

Activity: Attending an event › Conference organisation or participation

Association for Consumer Research Latin American Conference

Askegaard, S. (Participant)

6. Jul 2017

Activity: Attending an event › Conference organisation or participation

9th Workshop on Interpretive Consumer Research

Askegaard, S. (Participant)

27. Apr 2017 → 28. Apr 2017

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

Nordic Consumer Culture Theory Workshop

Askegaard, S. (Participant)

2. Oct 2016 → 4. Oct 2016

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

EMAC Regional Conference

Askegaard, S. (Participant)

14. Sept 2016 → 16. Sept 2016

Activity: Attending an event › Conference organisation or participation

Network of International Business and Economics Schools

Askegaard, S. (Chairman)

16. Jul 2016 → 19. Jul 2016

Activity: Attending an event › Conference organisation or participation

Doctoral seminar on qualitative methods and research design

Askegaard, S. (Participant)

16. Nov 2015 → 20. Nov 2015

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

The Nordic CCT Workshop

Askegaard, S. (Participant)

18. Oct 2015 → 20. Oct 2015

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

HCR

Askegaard, S. (Participant)

28. Sept 2015 → 30. Sept 2015

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

Historical Constitution of Consumption

Askegaard, S. (Participant)

17. Sept 2015

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

Consumer Culture Theory Conference

Askegaard, S. (Participant)

18. Jun 2015 → 21. Jun 2015

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

Association of African Business Schools Connect Conference

Askegaard, S. (Participant)

17. May 2015 → 20. May 2015

Activity: Attending an event › Conference organisation or participation

Doctoral seminar on qualitative methods and research design

Askegaard, S. (Speaker)

20. Oct 2014 → 24. Oct 2014

Activity: Talks and presentations › Conference presentations

Network of International Business and Economics Schools

Askegaard, S. (Participant)

29. Jun 2014 → 2. Jul 2014

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

Research Day

Askegaard, S. (Participant)

2. Jun 2014

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

Cross Cultural Research Conference

Askegaard, S. (Participant)

8. Dec 2013 → 11. Dec 2013

Activity: Attending an event › Conference organisation or participation

Network of International Business and Economics Schools

Askegaard, S. (Participant)

4. Oct 2013 → 8. Oct 2013

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

Nordic Symposium in Tourism and Hospitality Research

Askegaard, S. (Keynote speaker)

25. Sept 2013

Activity: Talks and presentations › Conference presentations

Transformative Consumer Research

Askegaard, S. (Participant)

24. May 2013 → 25. May 2013

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

Business and Society: Responsibility and Fairness

Askegaard, S. (Organizer)

8. Apr 2010 → ...

Activity: Attending an event › Conference organisation or participation

Talks and presentations

Research Context

Askegaard, S. (Guest lecturer)

7. Dec 2021 → 10. Dec 2021

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Réflexions sur les vies des signes et les signes de la vie: CCT et la biosémiotique

Askegaard, S. (Guest lecturer)

18. Nov 2021 → 19. Nov 2021

Activity: Talks and presentations › Talks and presentations in private or public companies

Jean Baudrillard: Consumer Society as the Simulacrum of the Gift?

Askegaard, S. (Guest lecturer)

12. Nov 2021

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Homo Desiderans and Consumer Culture

Askegaard, S. (Guest lecturer)

29. Sept 2021

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Biosociality and CCT (or: What I would really like to do...)

Askegaard, S. (Guest lecturer)

10. Jun 2021

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Consumer Culture Theory - a biographical history

Askegaard, S. (Guest lecturer)

9. Nov 2020

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Teaching and project supervision at doctoral seminar

Askegaard, S. (Guest lecturer)

11. Nov 2019 → 15. Nov 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Consumer Culture Theory and the Context of Context

Askegaard, S. (Guest lecturer)

1. Nov 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Consumption and culture

Askegaard, S. (Guest lecturer)

28. Oct 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Biology and Consumer Culture Theory: Friends or Foes?

Askegaard, S. (Guest lecturer)

3. Jun 2019

Activity: Talks and presentations › Talks and presentations in private or public companies

Marketing and Seduction Revisited

Askegaard, S. (Guest lecturer)

3. Jun 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Sustainable Economy - what is that?

Askegaard, S. (Guest lecturer)

4. Apr 2019

Activity: Talks and presentations › Talks and presentations in private or public companies

Putting the Consumer Back to Life

Askegaard, S. (Guest lecturer)

30. Jan 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Ethnographic methods in Consumer Research

Askegaard, S. (Guest lecturer)

9. Jan 2019

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

co-teacher at PhD seminar

Askegaard, S. (Guest lecturer)

8. Nov 2018 → 9. Nov 2018

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Culture and consumer behaviour

Askegaard, S. (Guest lecturer)

5. Nov 2018

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

co-teacher at PhD seminar

Askegaard, S. (Guest lecturer)

18. Oct 2018 → 19. Oct 2018

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Consumer Culture Theory - History and Prospective

Askegaard, S. (Guest lecturer)

19. Sept 2018

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Teaching/mentoring at Association for African Business Schools' Research Excellence Workshop

Askegaard, S. (Guest lecturer)

12. Feb 2018 → 14. Feb 2018

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Doctoral seminar "Qualitative Methods and Research Design"

Askegaard, S. (Guest lecturer)

13. Nov 2017 → 17. Nov 2017

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Market Formation and Change in the Glocal Food Market

Askegaard, S. (Guest lecturer)

3. Jul 2017

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Guest lecture "Seduction as an Institutional Dynamics in the Fashion Market"

Askegaard, S. (Guest lecturer)

1. Feb 2017

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Teacher at GIMPA postgraduate modular programme

Askegaard, S. (Guest lecturer)

11. Jan 2016 → 23. Jan 2016

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Food and identity: Reflexive culture's consequences from personal projects to programmatic authenticity

Askegaard, S. (Lecturer)

25. Nov 2015

Activity: Talks and presentations › Talks and presentations in private or public companies

Doctoral Seminar on Qualitative Methods and Research Design

Askegaard, S. (Guest lecturer)

16. Nov 2015 → 20. Nov 2015

Activity: Talks and presentations › Guest lectures, external teaching and course activities at other universities

Tutorial mentoring

Askegaard, S. (Other)

16. Jun 2015 → 18. Jun 2015

Activity: Talks and presentations › Talks and presentations in private or public companies

Qu'est-ce que la valeur du point de vue des consommateurs?

Askegaard, S. (Lecturer)

17. Nov 2014

Activity: Talks and presentations › Talks and presentations in private or public companies

What is value to consumers & Why is Maslow pyramid of needs upside down? An anthropologist point of view on your markets

Askegaard, S. (Lecturer)

4. Jun 2014

Activity: Talks and presentations › Talks and presentations in private or public companies

Forførelsens marked

Askegaard, S. (Lecturer)

24. Apr 2014

Activity: Talks and presentations › Talks and presentations in private or public companies

culture and consumer behavior

Askegaard, S. (Lecturer)

27. Nov 2013

Activity: Talks and presentations › Talks and presentations in private or public companies

Forførelse og salg

Askegaard, S. (Lecturer)

2. Nov 2013

Activity: Talks and presentations › Talks and presentations in private or public companies

Consumer Culture Theory: a very short history of socially contextualized consumer research

Askegaard, S. (Lecturer)

22. May 2013

Activity: Talks and presentations › Talks and presentations in private or public companies

Other activities

Member, Scientific Advisory Board

Askegaard, S. (Participant)

2021 → ...

Activity: Other activities › Other

President, Consumer Culture Theory Consortium

Askegaard, S. (Other)

1. Jul 2020 → 30. Jun 2023

Activity: Other activities › Other

strategic research collaboration with University of Lille

Askegaard, S. (Participant)

17. Mar 2019 → 19. Mar 2019

Activity: Other activities › Other

PhD supervisor for doctoral student Ksenia Silchenko

Askegaard, S. (Participant)

11. Apr 2017

Activity: Other activities › Other

Medlem, Det Faglige Udvalg for den Bibliometriske Forskningsindikator

Askegaard, S. (Participant)

2017 → 2021

Activity: Other activities › Other

Research visits

Dauphine University

Askegaard, S. (Visiting researcher)

12. Apr 2018 → 16. Apr 2018

Activity: Visiting another research institution

Dauphine University

Askegaard, S. (Visiting researcher)

4. Apr 2016 → 8. Apr 2016

Activity: Visiting another research institution

University of Southern Denmark

Askegaard, S. (Visiting lecturer)

17. Jan 2015 → 20. Jan 2015

Activity: Visiting another research institution

SKEMA Business School

Askegaard, S. (Visiting researcher)

13. Nov 2014 → 19. Nov 2014

Activity: Visiting another research institution

University of Lille

Askegaard, S. (Visiting researcher)

23. May 2013 → 29. May 2013

Activity: Visiting another research institution

Teaching and supervision

Teaching

Business anthropology

Descriptions

Description 4th semester course in the MMA program (Market and management anthropology). The course focuses mainly on culture and organizational anthropology, management and values within business anthropology and design anthropology.

Information

Period 03/02/2017 → 02/06/2017

Target group Bachelor

ECTS credits 5,0 ECTS

Subject Director Petersen, M. A., Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)
Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM)

Managing organisational unit Department of Business & Management (DBM)

Business Anthropology

Descriptions

Description 4th semester course in the MMA program (Market and management anthropology). The course focuses mainly on culture and organizational anthropology, management and values within business anthropology and design anthropology.

Information

Period 02/02/2018 → 25/05/2018

Target group Bachelor

ECTS credits 5,0 ECTS

Subject Director Petersen, M. A., Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)
Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM)

Managing organisational unit Department of Business & Management (DBM)

Consumer Behaviour

Information

Period	03/09/2018 → 31/01/2019
Target group	Bachelor
ECTS credits	10 ECTS
Subject Director	Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM) Dam, C., Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)
Managing organisational unit	Department of Business & Management (DBM)

Consumer Behaviour

Information

Period	03/09/2018 → 31/01/2019
Target group	Bachelor
ECTS credits	5,0 ECTS
Subject Director	Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM) Dam, C., Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)
Managing organisational unit	Department of Business & Management (DBM)

Field Research Design

Descriptions

Description	UVA: B150054101
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Information

Period	01/09/2018 → 31/01/2022
Target group	Master
ECTS credits	10 ECTS
Subject Director	Askegaard, S. T., Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Issues in Global Development

Information

Period	03/02/2020 → ...
Target group	Master
ECTS credits	10 ECTS
Subject Director	Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM) Lianidis, K., Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)
Managing organisational unit	Department of Business & Management (DBM)

Project- and Trainee Period**Descriptions**

Description UVA: B500037101

Information

Period	01/02/2021 → 31/08/2023
Target group	Bachelor
ECTS credits	10 ECTS
Subject Director	Askegaard, S. T., Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Project- and Trainee Period**Descriptions**

Description UVA: B500036101

Information

Period	01/02/2021 → 31/08/2023
Target group	Bachelor
ECTS credits	5,0 ECTS
Subject Director	Askegaard, S. T., Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Seminar in Market and Management Anthropology

Descriptions

Description UVA: B500032101

Information

Period	01/02/2020 → 31/08/2020
Target group	Bachelor
ECTS credits	Other
Subject Director	Askegaard, S. T., Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Seminar in Market and Management Anthropology

Descriptions

Description UVA: B500031101

Information

Period	01/02/2020 → 31/08/2020
Target group	Bachelor
ECTS credits	Other
Subject Director	Askegaard, S. T., Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Supervision

Ph.d. Co-supervisor

Descriptions

Description Aja Smith

Information

Period	01/02/2013 → ...
Target group	Ph.D
Subject Director	Askegaard, S., Consumption, Culture and Commerce (CCC), Department of Business & Management (DBM)
Managing organisational unit	Department of Business & Management (DBM)

Prizes

Best Special Session Award, Consumer Culture Theory Conference

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 9. Jul 2016

Chevalier de l'ordre national du mérite

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 2011

Granting organisation République Francaise

Dansk Erhvervsforsknings Akademi Forskningspris for Erhverv og Samfund

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 2008

Granting organisation Dansk Erhvervsforsknings Akademi

Dansk Markedsføringsforbunds Forskningspris

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 2005

Fyens Stiftstidendes Forskningspris

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 2017

Odense Bys 1000 års jubilæums forskningspris

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 1992

Granting organisation Odense Kommune

Ridder af Dannebrog

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 2013

Degree of recognition National

Statoil erhvervsforskningspris

Askegaard, S. (Recipient), Department of Business & Management (DBM), Consumption, Culture and Commerce (CCC)

Details

Awarded date 1999

Press/Media

13,1 millioner passagerer i juli: Vi køber masser af Ryanair-billetter mens de ansatte strejker

Askegaard, S.

05/08/2018

1 Media contribution

19:30 - 18. apr. 2025

Askegaard, S. T.

18/04/2025

1 Media contribution

3 råd fra juleforskeren - så din gave ikke bliver glemt eller byttet

Askegaard, S.

17/12/2018

1 Media contribution

Åbning af SDU Business School

Askegaard, S.

23/08/2021

1 Media contribution

Anskerne går ikke ned på sp rtsgrejet

Askegaard, S.

10/09/2016

1 item of Media coverage

Apples byt-til-nyt-koncept kan snyde dig for flere hundrede kroner

Askegaard, S.

29/04/2016

1 item of Media coverage

Bank i bordet og maden smager bedre

Askegaard, S.

24/08/2013

1 item of Media coverage

Bevidste forbrugere: Danskerne siger nej tak til buræg

Askegaard, S.

26/06/2019

1 Media contribution

BFI kvæler dansksproget forskning

Askegaard, S.

16/08/2018

1 Media contribution

Billige bøffer og en sød hund i reklamefilm møder kritik

Askegaard, S.

29/10/2019

1 Media contribution

Black Friday topper i år

Askegaard, S.

20/11/2018

1 Media contribution

Bøger vendte udviklingen for Ingstrup

Askegaard, S.

03/09/2021

1 Media contribution

Bøger vendte udviklingen for Ingstrup

Askegaard, S.

04/09/2021

1 Media contribution

Burgerkæder brager frem i Danmark

Askegaard, S.

04/09/2014

1 item of Media coverage

Burgerkrigen har bredt sig til hele Danmark

Askegaard, S.

01/03/2016

3 items of Media coverage

Burgerkrigen har bredt sig til hele Danmark

Askegaard, S.

02/03/2016

8 items of Media coverage

Burger og forbrugeradfærd

Askegaard, S.

09/03/2018

1 Media contribution

Byggegigant afslører sin strategi: Hvilken kundetype er du?

Askegaard, S.

25/08/2019

1 Media contribution

Bytte bytte købmand

Askegaard, S.

31/03/2017

1 item of Media coverage

Carlsberg med i global Microsoft-film: Ekspertter tvivler på værdien

Askegaard, S.

29/03/2019

1 Media contribution

Chauffør: »Vi er nødt til at stå sammen og gøre det, som vi hver især bedst kan«

Askegaard, S. T.

07/03/2022

1 Media contribution

Cirkeline håber på at få løn om et år

Askegaard, S.

26/03/2017

2 items of Media coverage

Citattilbud fra DR SYD: Færdigretter bliver revet ned fra hylderne

Askegaard, S.

09/11/2015

1 item of Media coverage

Cool, billigt og miljøvenligt

Askegaard, S.

09/03/2016

1 item of Media coverage

Crowdfunding spreder sig til landbrug og fødevarer

Askegaard, S.

16/04/2018

1 Media contribution

Crowdfunding spreder sig til mere end små forbrugergoder

Askegaard, S.

16/04/2018

1 Media contribution

Dancake, flæskesvær og frysepizza: Derfor spiser vi den "forbudte" mad, selvom vi ved, vi ikke bør

Askegaard, S.

28/04/2019

1 Media contribution

Danske forbrugere er blandt de flittigste boykottere

Askegaard, S.

16/10/2020

1 Media contribution

Danskere er nogle blandt flittigste boykottere

Askegaard, S.

16/10/2020

1 Media contribution

Danskerne boykotter i stigende grad brands

Askegaard, S.

15/10/2020

1 Media contribution

Danskerne outsourcer de sure pligter:»Jeg har ikke selv strøget en skjorte i fem år«

Askegaard, S.

15/08/2018

1 Media contribution

Danskerne siger nej tak til buræg

Askegaard, S.

24/06/2019

1 Media contribution

Danskerne siger nej tak til buræg

Askegaard, S.

24/06/2019

1 Media contribution

Danskerne spiser flere færdigretter

Askegaard, S.

09/11/2015

1 item of Media coverage

Danskerne vælger fornuft over forbrug. Det er blevet utjekket at shoppe løs

Askegaard, S.

04/05/2015

1 item of Media coverage

Debat: DAGENS CITAT

Askegaard, S.

23/06/2013

1 item of Media coverage

De er et eksempel på en modtendens til butiksdød: Ude på landet i Nordsjælland er et lille opgør i gang

Askegaard, S.

26/03/2021

1 Media contribution

DEKORERING

Beck-Nielsen, H., Askegaard, S. & Holmskov, U.

14/10/2013

1 item of Media coverage

Delebler ikke kun et københavnerfænomen

Askegaard, S.

12/10/2015

1 item of Media coverage

Den perfekte julegave giver besvær for forlag

Askegaard, S.

02/12/2019

1 Media contribution

Den perfekte julegave giver besvær for forlag

Askegaard, S.

02/12/2019

1 Media contribution

Den perfekte julegave giver besvær for forlag

Askegaard, S.

02/12/2019

1 Media contribution

DEN STIGENDE DIGITALISERING VIL SMITTE AF PÅ DIT FORBRUG

Askegaard, S.

04/01/2016

1 item of Media coverage

Den store burgerkrig er langt fra slut

Askegaard, S.

30/11/2019

1 Media contribution

De takkede dronningen

Askegaard, S.

17/12/2013

1 item of Media coverage

Det skal være en totaloplevelse at shoppe

Askegaard, S.

08/04/2016

2 items of Media coverage

Det skal være en totaloplevelse at shoppe

Askegaard, S.

19/04/2016

1 item of Media coverage

Det skal være en totaloplevelse at shoppe

Askegaard, S.

23/04/2016

1 item of Media coverage

Det spontane møde er blevet sjældnere

Askegaard, S.

21/03/2019

1 Media contribution

Det spontane møde er blevet sjældnere

Askegaard, S.

22/03/2019

1 Media contribution

Det spontane møde er blevet sjældnere

Askegaard, S.

21/03/2019

1 Media contribution

Det spontane møde er blevet sjældnere

Askegaard, S.

22/03/2019

1 Media contribution

Disney: Film vækker opsigt

Askegaard, S.

16/03/2017

1 item of Media coverage

Drop in-yoga og drop in-morgensang: Tør vi ikke forpligte os til noget længere?

Askegaard, S.

31/08/2019

1 Media contribution

Dyr fritid: Gå ikke ned på sportsgrejet

Askegaard, S.

16/08/2016

1 item of Media coverage

Dyr fritid: Gå ikke ned på sportsgrejet

Askegaard, S.

17/08/2016

1 item of Media coverage

Dyr fritid: Gå ikke ned på sports-grejet

Askegaard, S.

13/08/2016

1 item of Media coverage

En fest for forskning

Rubahn, H.-G., Clemensen, J. & Askegaard, S.

28/04/2017

1 item of Media coverage

En modtendens til butiksdøden: I Nordsjælland er et opgør i gang

Askegaard, S.

26/03/2021

1 Media contribution

Færdigretter bliver revet ned fra hylderne

Askegaard, S.

11/11/2015

2 items of Media coverage

Færdigretter bliver revet ned fra hylderne

Askegaard, S.

11/11/2015

1 item of Media coverage

Færdigretter er tiltagende populære

Askegaard, S.

20/11/2015

1 item of Media coverage

Færdigretter rives ned fra hylderne

Askegaard, S.

02/12/2015

1 item of Media coverage

Færdigretter rives ned fra hylderne

Askegaard, S.

02/12/2015

2 items of Media coverage

Få luft i økonomien med bevidst forbrug

Askegaard, S.

30/12/2017

1 Media contribution

Få luft i økonomien med bevidst forbrug

Askegaard, S.

30/12/2017

1 Media contribution

Flere landbrugsprojekter starter op som crowdfunding

Askegaard, S.

16/04/2018

1 Media contribution

Flere og flere dropper ind: Det passer godt i hverdagen

Askegaard, S.

31/08/2019

1 Media contribution

Flest er til hr og fru Danmark-mad

Askegaard, S.

10/08/2013

1 item of Media coverage

Foræringer: På tre forskellige måder

Askegaard, S.

19/04/2014

1 item of Media coverage

Forsker: Folk søger en ny form for fællesskab

Askegaard, S.

06/04/2017

1 item of Media coverage

Forsker: Ingen grænser for nem mad

Askegaard, S.

11/02/2014

1 item of Media coverage

Fremtidens forstad rimer på fællesskab og nem hverdag

Askegaard, S.

10/04/2018

1 Media contribution

Fremtidens forstad rimer på fællesskab og nem hverdag

Askegaard, S.

10/04/2018

1 Media contribution

Frisør har fået slik, vin og ekstra betaling

Askegaard, S.

10/04/2021

1 Media contribution

Frisør har fået slik, vin og ekstra betaling

Askegaard, S.

10/04/2021

1 Media contribution

Frisør har fået slik, vin og ekstra betaling

Askegaard, S.

10/04/2021

1 Media contribution

Frisør har fået slik, vin og ekstra betaling: Kunderne har savnet salonerne og med god grund

Askegaard, S.

10/04/2021

1 Media contribution

Frisør har fået slik, vin og ekstra betaling: Kunderne har savnet salonerne og med god grund

Askegaard, S.

10/04/2021

1 Media contribution

Frontløberne tager den første bid

Askegaard, S.

25/06/2013

1 item of Media coverage

Fuld fart på salget af færdigretter

Askegaard, S.

08/08/2016

1 item of Media coverage

Genbrug for Gud

Askegaard, S.

04/08/2018

1 Media contribution

Genbrugsguld og en på opleveren

Askegaard, S.

20/12/2016

1 item of Media coverage

Godt nytår!

Askegaard, S.

29/12/2015

1 item of Media coverage

Gummistøvle-dronningen i strid modvind: Det her kan redde hende

Askegaard, S.

16/10/2018

1 Media contribution

Har energiministeren ret i, at lavere afgift på elbiler ikke virker?

Askegaard, S.

24/09/2018

1 Media contribution

Har Lilleholt ret i, at lavere afgift på elbiler ikke virker?

Askegaard, S.

01/10/2018

1 Media contribution

HCA er Odenses svar på Nobel

Askegaard, S.

03/06/2016

2 items of Media coverage

Her får du flest penge for en brugt iPhone

Askegaard, S.

05/04/2016

2 items of Media coverage

Hjemmelavede julegaver er bedst

Askegaard, S.

18/12/2018

1 Media contribution

Hjemmelavede julegaver er bedst

Askegaard, S.

18/12/2018

1 Media contribution

HØRING: Solen skinner på de triste danske forbrugere

Askegaard, S.

21/06/2013

1 item of Media coverage

Hvad koster din sundhed? Her er 9 steder at spare.

Askegaard, S.

12/07/2018

1 Media contribution

HVAD KOSTER DIN SUNDHED? Quinoa er bare sjovere end ris

Askegaard, S.

31/05/2018

1 Media contribution

-Hvis man kan fremelske en lille smule mere storbymentalitet, er det fint

Askegaard, S.

04/10/2014

1 item of Media coverage

I genbrugsbutikken i Gilleleje arbejder man for Gud

Askegaard, S.

04/08/2018

1 Media contribution

Internettet har forandret bylivet: Butikslejepriserne for høje, hvis centrum skal være mere levende

Askegaard, S.

03/01/2021

1 Media contribution

Internettet har forandret bylivet: Butikslejepriserne for høje, hvis centrum skal være mere levende

Askegaard, S.

03/01/2021

1 Media contribution

»Jeg betragter dem lidt som vores kæledyr, og så er æggene bare en bonus«

Askegaard, S. T.

31/03/2023

1 Media contribution

»Jeg betragter dem lidt som vores kæledyr, og så er æggene bare en bonus«

Askegaard, S. T.

01/04/2023

1 Media contribution

»Jeg har ikke selv strøget en skjorte i fem år«

Askegaard, S.

15/08/2018

1 Media contribution

Jensens Bøfhus får kritik for ny reklame: Nu svarer direktøren

Askegaard, S.

31/10/2019

1 Media contribution

Jensens Bøfhus svarer igen på kritik af reklamefilm

Askegaard, S.

01/11/2019

1 Media contribution

Jesper boykotter sportsbutik: - Jeg vil ikke støtte Putins krigskasse

Askegaard, S. T.

27/02/2022

1 Media contribution

Josefine fra Odense er hoppet med på fænomen

Askegaard, S. T.

12/06/2024

1 Media contribution

Josefine fra Odense er hoppet med på fænomen

Askegaard, S. T.

12/06/2024

1 Media contribution

Josefine fra Odense er hoppet med på fænomen

Askegaard, S. T.

12/06/2024

1 Media contribution

Josefine fra Odense er hoppet med på fænomenen

Askegaard, S. T.

12/06/2024

1 Media contribution

Josefine fra Odense er hoppet med på fænomenen: Når du har set det en gang, ser du det overalt

Askegaard, S. T.

05/06/2024

1 Media contribution

Josefine fra Odense er hoppet med på fænomenen: Når du har set det en gang, ser du det overalt

Askegaard, S. T.

05/06/2024

1 Media contribution

Juleforsker: Sådan undgår du, at din gave bliver glemt eller byttet

Askegaard, S.

18/12/2018

1 Media contribution

Julen er forbrugets fest

Askegaard, S.

02/12/2016

1 item of Media coverage

Jyder spiser mest svin, mens københavnere er mere til vin

Askegaard, S.

17/02/2014

1 item of Media coverage

Kun nødhjælpskassen mangler

Askegaard, S.

21/08/2021

1 Media contribution

Længslen efter 00erne

Askegaard, S.

05/09/2015

1 item of Media coverage

Længslen efter 00'erne

Askegaard, S.

12/09/2015

6 items of Media coverage

Lær at lave grøn mad og at sortere dit affald

Askegaard, S. T.

18/04/2022

1 Media contribution

Langt fra bæredygtig holdning til bæredygtig handling

Askegaard, S.

13/12/2021

1 Media contribution

Langt fra bæredygtig holdning til bæredygtig handling

Askegaard, S.

13/12/2021

1 Media contribution

Langt fra bæredygtig holdning til bæredygtig handling

Askegaard, S.

16/12/2021

1 Media contribution

Livsstil at jage det gode fund

Askegaard, S.

20/11/2015

1 item of Media coverage

Manden spænder sine indkøbsmuskler

Askegaard, S.

31/08/2013

1 item of Media coverage

Meet the SCC elite centre PACA

Wolf, P., Yazell, B. & Askegaard, S. T.

03/12/2023

1 Media contribution

Mellem æblegård og humlehave

Askegaard, S.

25/06/2013

1 item of Media coverage

-Mere effektivt end traditionel reklame

Askegaard, S.

30/07/2016

1 item of Media coverage

Nye ejere: Jensens Bøfhus var to minutter fra konkurs

Askegaard, S.

28/10/2019

1 Media contribution

Ny kæde optrapper den danske burgerkrig

Askegaard, S.

23/10/2015

3 items of Media coverage

Ny kæde optrapper den danske burgerkrig

Askegaard, S.

23/10/2015

1 item of Media coverage

Nyt navn til Vollsmose er ikke nok

Askegaard, S.

06/02/2018

1 Media contribution

Nyt navn til Vollsmose er ikke nok

Askegaard, S.

06/02/2018

1 Media contribution

Odense vil være international : Kulturby

Askegaard, S.

24/08/2013

1 item of Media coverage

P4 Esbjerg regionale nyheder

Askegaard, S.

29/11/2019

1 Media contribution

P4 Esbjerg regionale nyheder

Askegaard, S.

29/11/2019

1 Media contribution

På et tidspunkt brydes bølgen og burgerkrigen ender: "Vi kan jo ikke alle sammen spise burgere, hver gang vi skal ud at spise"

Askegaard, S.

30/11/2019

1 Media contribution

Pengegaver udvander gavekonceptet

Askegaard, S.

18/12/2018

1 Media contribution

Professor: Butikslejepriserne for høje, hvis centrum skal være mere levende

Askegaard, S.

03/01/2021

1 Media contribution

Professor: Butikslejepriserne for høje, hvis centrum skal være mere levende

Askegaard, S.

03/01/2021

1 Media contribution

Restauranter toppe den kulturelle ønskeseddel

Askegaard, S.

10/08/2013

1 item of Media coverage

Restaurant vinder på gratis mad

Askegaard, S.

30/07/2016

1 item of Media coverage

SALGET AF FÆRDIGRETTER STIGER VOLDSOMT

Askegaard, S.

25/08/2016

1 item of Media coverage

SCC PACA Biopic Episode 1

Askegaard, S. T., Wolf, P., Yazell, B. & Henner, L. L.
07/06/2024
1 Media contribution

SCC PACA Biopic Episode 2

Wolf, P., Askegaard, S. T., Yazell, B. & Henner, L. L.
27/08/2024
1 Media contribution

Skjulte skatte i skuffer og skabe

Askegaard, S.
04/06/2020
1 Media contribution

Snart vil du møde en død skildpadde på tampon- og cigaretpakker

Askegaard, S.
04/03/2021
1 Media contribution

Snart vil du møde en død skildpadde på tampon- og cigaretpakker

Askegaard, S.
04/03/2021
1 Media contribution

Storbyfænomen: To nye vinbarer åbner

Askegaard, S.
06/11/2015
1 item of Media coverage

Til kamp mod plastikaffald: Snart vil du møde en død skildpadde på cigaretpakkerne - men måske dør den forgæves

Askegaard, S.
04/03/2021
1 Media contribution

Til kamp mod plastikaffald: Snart vil du møde en død skildpadde på cigaretpakkerne - men måske dør den forgæves

Askegaard, S.
04/03/2021
1 Media contribution

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Askegaard, S.
04/03/2021
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Askegaard, S.
04/03/2021
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Askegaard, S.
04/03/2021
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Askegaard, S.
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Askegaard, S.
04/03/2021
1 Media contribution

Til kamp mod plastikaffald: Snart vil du møde en død skildpadde på cigaretpakkerne - men måske dør den forgæves
Askegaard, S.
04/03/2021
1 Media contribution

Tomme butikker giver kedelige byer
Askegaard, S.
13/01/2021
1 Media contribution

Træt af tynde og hvide modeller? Nu kræver en ny generation troværdige rollemodeller
Askegaard, S.
18/12/2017
1 Media contribution

Tre forskere skal have avisens pris
Askegaard, S., Rubahn, H.-G. & Clemensen, J.
24/04/2017
1 item of Media coverage

TV 2 Fyn 19.30
Askegaard, S.
28/10/2019
1 Media contribution

TV 2 Fyn 19.30

Askegaard, S.

29/10/2019

1 Media contribution

Tysk dyrevelfærdskurs smitter ikke af på danske grise i morgen

Askegaard, S. T.

07/03/2022

1 Media contribution

Unge rygere og forbrugeradfærd

Askegaard, S.

04/05/2018

1 Media contribution

Vaffelhus i shitstorm:»Skal der så bare være endnu et Frisko-hjørne med minigolf?«

Askegaard, S. T.

21/04/2023

1 Media contribution

»Vi er nødt til at stå sammen og gøre det, som vi hver især bedst kan«

Askegaard, S. T.

04/03/2022

1 Media contribution

Vi har altid interesseret os for mærkevarer - nu er vi bare blevet rigere

Askegaard, S.

30/09/2018

1 Media contribution

Vi køber os til mere tid

Askegaard, S.

27/08/2016

1 item of Media coverage

vin og ekstra betaling

Askegaard, S.

10/04/2021

1 Media contribution

vin og ekstra betaling

Askegaard, S.

10/04/2021

1 Media contribution

XL-Byg afslører: Tjener millioner på at sætte kunder i kundetype-kasser

Askegaard, S.

26/08/2019

1 Media contribution

XL-Byg afslører: Tjener millioner på at sætte kunder i kundetype-kasser

Askegaard, S.

26/08/2019

1 Media contribution

XL-Byg afslører: Tjener millioner på at sætte kunder i kundetype-kasser
Askegaard, S.
26/08/2019
1 Media contribution

XL-Byg afslører: Tjener millioner på at sætte kunder i kundetype-kasser
Askegaard, S.
27/08/2019
1 Media contribution

XL-Byg afslører: Tjener millioner på at sætte kunder i kundetype-kasser
Askegaard, S.
27/08/2019
1 Media contribution