

Dannie Kjeldgaard  
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## Employment

### Head of Department, Professor

Department of Business & Management (DBM)

Odense M

16. Sept 2024 → present

### Honorary Visiting Professor

School of Business, Economics and Law, University of Gothenburg  
Sweden

1. Jan 2020 → present

### Visiting Professor

Juridiska institutionen, Göteborgs Universitet  
Göteborg, Sweden

1. Jan 2016 → 1. Jan 2019

### Sparbanken Öresund Visiting Chair of Marketing

Lund University

Lund, Sweden

1. Jan 2013 → 1. Jan 2015

### Guest Professor

University of Lille

Lille, France

1. Jan 2011 → 1. Jan 2018

### Visiting researcher

University of Arizona

Tucson, AZ 85721-0081, United States

1. Oct 2008 → 1. Feb 2009

## Prizes

**Consumption, Markets and Culture Best Paper Award, Honorable Mention**  
Kjeldgaard, D. (Recipient), 2013

**Most cited paper for 2006, Journal of Consumer Research**  
Kjeldgaard, D. (Recipient), 2016

### Tietgenprisen

Kjeldgaard, D. (Recipient), 2007

## Projects

### **Carlsberg Conference; Consumer Culture Theory Conference (CCTC) 2018**

Kjeldgaard, D. (PI)  
01/06/2018 → 31/07/2018

### **Editor-in-Chief, Consumption, Markets and Culture**

Kjeldgaard, D. (PI)  
01/01/2017 → 28/04/2024

### **NOS-HS, Dannie Kjeldgaard**

Kjeldgaard, D. (PI)  
01/09/2014 → 01/06/2015

### **Storytelling NGO**

Kjeldgaard, D. (PI)  
15/11/2010 → 31/12/2011

## Activities

- 13th Consumer Culture Theory Conference**  
Kjeldgaard, D. (Organizer)  
2018 → ...  
Activity: Attending an event › Conference organisation or participation
- 13th Consumer Culture Theory Conference**  
Kjeldgaard, D. (Panel member)  
2018 → ...  
Activity: Attending an event › Conference organisation or participation
- Altingets verdensmålsuge**  
Kjeldgaard, D. (Participant)  
24. Sept 2020  
Activity: Attending an event › Conference organisation or participation
- Consumer Culture Theory Conference**  
Kjeldgaard, D. (Participant)  
10. Jun 2010 → 13. Jun 2010  
Activity: Attending an event › Conference organisation or participation
- Consumer Culture Theory Conference 2017**  
Kjeldgaard, D. (Participant)  
2017 → ...  
Activity: Attending an event › Conference organisation or participation
- 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
- European workshop on consumer acculturation**  
Kjeldgaard, D. (Organizer)  
12. Oct 2007 → ...  
Activity: Attending an event › Conference organisation or participation
- Project meeting: Sociohistoric glocalization of European coffee consumption culture**  
Kjeldgaard, D. (Organizer)  
31. Mar 2009 → 1. Apr 2009  
Activity: Attending an event › Conference organisation or participation
- The problem of Europe**  
Kjeldgaard, D. (Participant)  
2016  
Activity: Attending an event › Conference organisation or participation

10. **Workshop on Interpretive Consumer Research**  
Kjeldgaard, D. (Participant)  
2. Apr 2009 → 3. Apr 2009  
Activity: Attending an event › Conference organisation or participation
11. **1st Consumer Culture Theory Workshop**  
Kjeldgaard, D. (Participant)  
2021  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
12. **2nd Nordic CCT workshop**  
Kjeldgaard, D. (Organizer)  
17. Mar 2013 → 18. Mar 2013  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
13. **Canon of Consumption Classics**  
Kjeldgaard, D. (Organizer)  
2006 → 2014  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
14. **Doctoral Colloquium, European Conference of the Association of Consumer Research**  
Kjeldgaard, D. (Participant)  
24. Sept 2010 → ...  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
15. **Doctoral seminars**  
Kjeldgaard, D. (Organizer)  
2010 → ...  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
16. **Doctoral seminars at IMMD**  
Kjeldgaard, D. (Organizer)  
2012 → ...  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
17. **Nordic Consumer Culture Theory Workshop**  
Kjeldgaard, D. (Participant)  
10. Oct 2019 → 11. Oct 2019  
Activity: Attending an event › Organisation or participation in workshops, courses or seminars
18. **Consumption Markets & Culture (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
1. Jan 2016 → 1. Jan 2022  
Activity: Editorial work and peer review › Editor of research journal › Research
19. **Journal of Marketing Management (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2021 → ...  
Activity: Editorial work and peer review › Editor of research journal › Research
20. **AMS Review (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2. Dec 2020  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
21. **Association for Consumer Research (Event)**  
Kjeldgaard, D. (Peer reviewer)  
2010 → ...  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
22. **Association of Consumer Research Conference 2016 (Event)**  
Kjeldgaard, D. (Editor)  
27. Oct 2010 → 28. Oct 2010  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
23. **European Journal of Marketing (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2010 → 2018  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
24. **Human Relations (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2017  
Activity: Editorial work and peer review › Peer review of manuscripts › Research

25. **International Journal of Research in Marketing (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2020 → 2021  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
26. **Journal of Business Research (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2018  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
27. **Journal of Consumer Research (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2006 → 2018  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
28. **Journal of Marketing (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2016  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
29. **Journal of Marketing Management (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2014 → ...  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
30. **Marketing Theory (Journal)**  
Kjeldgaard, D. (Peer reviewer)  
2017 → ...  
Activity: Editorial work and peer review › Peer review of manuscripts › Research
31. **Collaboration meeting**  
Kjeldgaard, D. (Guest lecturer)  
2018 → ...  
Activity: Talks and presentations › Talks and presentations in private or public companies
32. **Consumer Culture and Branding in an Age of Globalization**  
Kjeldgaard, D. (Lecturer)  
9. Oct 2008  
Activity: Talks and presentations › Talks and presentations in private or public companies
33. **Forbrugerkultur**  
Kjeldgaard, D. (Guest lecturer)  
19. Sept 2019  
Activity: Talks and presentations › Talks and presentations in private or public companies
34. **Global Consumer Culture and Sustainability**  
Kjeldgaard, D. (Guest lecturer)  
4. Mar 2020  
Activity: Talks and presentations › Talks and presentations in private or public companies
35. **Globalisering og lokal markedsinnovation**  
Kjeldgaard, D. (Guest lecturer)  
17. Nov 2017  
Activity: Talks and presentations › Talks and presentations in private or public companies
36. **Glocal Cultural Branding**  
Kjeldgaard, D. (Lecturer)  
12. Jun 2009  
Activity: Talks and presentations › Talks and presentations in private or public companies
37. **Glokal Branding**  
Kjeldgaard, D. (Guest lecturer)  
13. Nov 2020  
Activity: Talks and presentations › Talks and presentations in private or public companies
38. **Glokal Branding**  
Kjeldgaard, D. (Guest lecturer)  
11. Jan 2021  
Activity: Talks and presentations › Talks and presentations in private or public companies
39. **Glokal branding over en kop kaffe**  
Kjeldgaard, D. (Lecturer)  
28. Jul 2008  
Activity: Talks and presentations › Talks and presentations in private or public companies

40. **Innovation i den globale symboløkonomi**  
Kjeldgaard, D. (Lecturer)  
15. Sept 2009  
Activity: Talks and presentations › Talks and presentations in private or public companies
41. **"I've got You Under My Skin": Market Communication and (Re)production of Cultural Meanings**  
Kjeldgaard, D. (Lecturer)  
15. Jun 2008  
Activity: Talks and presentations › Talks and presentations in private or public companies
42. **Keynote adress: How to publish in top journals**  
Kjeldgaard, D. (Guest lecturer)  
2021 → ...  
Activity: Talks and presentations › Talks and presentations in private or public companies
43. **Klimaændringer og forbrugerkultur**  
Kjeldgaard, D. (Guest lecturer)  
19. Nov 2020  
Activity: Talks and presentations › Talks and presentations in private or public companies
44. **Klimaforandringer og ansvarligt forbrug**  
Kjeldgaard, D. (Guest lecturer)  
9. Dec 2021  
Activity: Talks and presentations › Talks and presentations in private or public companies
45. **Marketplace Construction of Consumption Rituals. Construction, Transformation, Representation - Organizer of Special Session**  
Kjeldgaard, D. (Lecturer)  
14. Jun 2008  
Activity: Talks and presentations › Talks and presentations in private or public companies
46. **Multi-kulti-marketing**  
Kjeldgaard, D. (Lecturer)  
7. Jun 2007  
Activity: Talks and presentations › Talks and presentations in private or public companies
47. **Multi-sited ethnography**  
Kjeldgaard, D. (Lecturer)  
19. Nov 2009  
Activity: Talks and presentations › Talks and presentations in private or public companies
48. **Nordatlanten på det globale marked**  
Kjeldgaard, D. (Lecturer)  
26. Oct 2017  
Activity: Talks and presentations › Talks and presentations in private or public companies
49. **Sprog- og kulturkompetencer på det globale marked**  
Kjeldgaard, D. (Lecturer)  
31. Oct 2007  
Activity: Talks and presentations › Talks and presentations in private or public companies
50. **The Glocalization of Branding**  
Kjeldgaard, D. (Lecturer)  
16. Jan 2009  
Activity: Talks and presentations › Talks and presentations in private or public companies
51. **The Glocalization of Branding**  
Kjeldgaard, D. (Other)  
30. Mar 2009  
Activity: Talks and presentations › Talks and presentations in private or public companies
52. **'Tis The Season: Marketplace Construction of Consumption Rituals**  
Kjeldgaard, D. (Lecturer)  
14. Jun 2008  
Activity: Talks and presentations › Talks and presentations in private or public companies
53. **Board Meeting, Consumption, Markets & Culture**  
Kjeldgaard, D. (Other)  
2018 → ...  
Activity: Talks and presentations › Conference presentations
54. **Glocal Gastro-Branding. Glocalization and the Emergence of the Greenlandic Cuisine Taste Regime**  
Kjeldgaard, D. (Lecturer)  
2018  
Activity: Talks and presentations › Conference presentations

55. **Meet the editor panel**  
Kjeldgaard, D. (Panel member)  
2018  
Activity: Talks and presentations › Conference presentations
56. **The glocalization 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
57. **Association of Consumer Research Conference 2016 (Event)**  
Kjeldgaard, D. (Member)  
27. Oct 2016 → 28. Oct 2016  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
58. **BFI Faggruppe 25 (External organisation)**  
Kjeldgaard, D. (Member)  
2016 → 2018  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
59. **Consumer Culture Theory Conference (Event)**  
Kjeldgaard, D. (Member)  
6. Jul 2016 → 9. Jul 2016  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
60. **Swedish Research Council (External organisation)**  
Kjeldgaard, D. (Chairman)  
2019 → ...  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
61. **The Sidney Levy Award 2012 (Event)**  
Kjeldgaard, D. (Chairman)  
2012  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
62. **The Sidney Levy Award 2017 (Event)**  
Kjeldgaard, D. (Chairman)  
2017  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
63. **Udvikling Fyn/Destination Fyn (External organisation)**  
Kjeldgaard, D. (Member)  
2019 → ...  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
64. **Ukendt (External organisation)**  
Kjeldgaard, D. (Participant)  
8. Jun 2009 → 11. Jun 2009  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
65. **Vetenskapsrådet, Sverige (External organisation)**  
Kjeldgaard, D. (Member)  
2021  
Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar
66. **Aalborg Universitet (External organisation)**  
Kjeldgaard, D. (Member)  
2012  
Activity: Membership › Membership of review committee
67. **Aalborg Universitet (External organisation)**  
Kjeldgaard, D. (Member)  
2013  
Activity: Membership › Membership of review committee

68. **Aalto University (External organisation)**  
Kjeldgaard, D. (Chairman)  
2016  
Activity: Membership › Membership of review committee
69. **Association for consumer research 2015 North American Conference (Event)**  
Kjeldgaard, D. (Participant)  
1. Oct 2015 → 5. Oct 2015  
Activity: Membership › Membership of review committee
70. **Betygsnämnd för Sofia Ulver-Sneistrup (External organisation)**  
Kjeldgaard, D. (Member)  
1. Jul 2008 → 1. Oct 2008  
Activity: Membership › Membership of review committee
71. **ISU (External organisation)**  
Kjeldgaard, D. (Member)  
2020 → 2021  
Activity: Membership › Membership of review committee
72. **Jönköping Internationnal Business School (External organisation)**  
Kjeldgaard, D. (Chairman)  
2013  
Activity: Membership › Membership of review committee
73. **Lancaster University (External organisation)**  
Kjeldgaard, D. (Chairman)  
2013  
Activity: Membership › Membership of review committee
74. **Stockholm University (External organisation)**  
Kjeldgaard, D. (Member)  
2011  
Activity: Membership › Membership of review committee
75. **University of Auckland (External organisation)**  
Kjeldgaard, D. (Chairman)  
2015  
Activity: Membership › Membership of review committee
76. **University of Lille (External organisation)**  
Kjeldgaard, D. (Chairman)  
2017  
Activity: Membership › Membership of review committee
77. **University of Pisa (External organisation)**  
Kjeldgaard, D. (Member)  
7. May 2010  
Activity: Membership › Membership of review committee
78. **External evaluator End Seminar**  
Kjeldgaard, D. (Examiner)  
10. Apr 2019  
Activity: Examination and external supervision › Examination
79. **Opponent, End Seminar**  
Kjeldgaard, D. (Examiner)  
20. Aug 2019  
Activity: Examination and external supervision › Examination
80. **Professorship in Marketing/UCL Royal Holloway**  
Kjeldgaard, D. (Censor)  
2016  
Activity: Examination and external supervision › Examination
81. **Slutseminarium för doktorand Jon Bertilsson (External organisation)**  
Kjeldgaard, D. (Censor)  
1. Oct 2008 → 15. Dec 2008  
Activity: Examination and external supervision › Examination
82. **Supervision of Doctoral**  
Kjeldgaard, D. (Co-supervisor)  
2012  
Activity: Examination and external supervision › Examination

83. **Supervision of Doctoral**  
Kjeldgaard, D. (Supervisor)  
2018 → ...  
Activity: Examination and external supervision › Internal examination
84. **Supervision of Doctoral**  
Kjeldgaard, D. (Co-supervisor)  
2018 → ...  
Activity: Examination and external supervision › Internal examination
85. **Supervision of Doctoral**  
Kjeldgaard, D. (Supervisor)  
2010  
Activity: Examination and external supervision › Internal examination
86. **Supervision of Doctoral**  
Kjeldgaard, D. (Supervisor)  
2012  
Activity: Examination and external supervision › Internal examination
87. **Juridiska institutionen, Göteborgs Universitet**  
Kjeldgaard, D. (Visiting researcher)  
2012  
Activity: Visiting another research institution
88. **RMIT University**  
Kjeldgaard, D. (Visiting researcher)  
26. Mar 2019 → 4. Apr 2019  
Activity: Visiting another research institution
89. **SKEMA Business School**  
Kjeldgaard, D. (Visiting lecturer)  
2009 → 2016  
Activity: Visiting another research institution
90. **SKEMA Business School**  
Kjeldgaard, D. (Visiting lecturer)  
2009 → 2013  
Activity: Visiting another research institution
91. **Stockholm School of Economics**  
Kjeldgaard, D. (Visiting researcher)  
2016 → 2019  
Activity: Visiting another research institution
92. **University of Arizona**  
Kjeldgaard, D. (Visiting researcher)  
Oct 2008 → Feb 2009  
Activity: Visiting another research institution
93. **University of Clermont-Ferrand**  
Kjeldgaard, D. (Visiting researcher)  
2004 → 2007  
Activity: Visiting another research institution
94. **University of London**  
Kjeldgaard, D. (Visiting researcher)  
Jun 2010  
Activity: Visiting another research institution
95. **University of Michigan**  
Kjeldgaard, D. (Visiting researcher)  
Jun 2009  
Activity: Visiting another research institution
96. **Collaboration meeting**  
Kjeldgaard, D. (Participant)  
6. Sept 2018  
Activity: Other activities › Other
97. **Collaboration meeting**  
Kjeldgaard, D. (Participant)  
16. Oct 2019  
Activity: Other activities › Other



98. **Collaboration meeting**  
Kjeldgaard, D. (Participant)  
2019  
Activity: Other activities › Other
99. **Jurymedlem**  
Kjeldgaard, D. (Participant)  
25. Apr 2018  
Activity: Other activities › Other
100. **Paneldebat om EU - SDU ASC - Folkemødet 2017**  
Barslund, M. (Participant), Khalaf, B. (Participant), Andersen, T. B. (Participant), Jakobsen, P. V. (Participant), Vestergaard, N. (Participant) & Kjeldgaard, D. (Editor)  
17. Jun 2017  
Activity: Other activities › Other
101. **Research collaboration meeting**  
Kjeldgaard, D. (Participant)  
25. Mar 2018  
Activity: Other activities › Other

## Teaching and supervision

### Advanced Brand Management

Kjeldgaard, D. & Ottlewski, L.  
01/09/2019 → 31/01/2023

### Anthropological Fieldwork

Kuever, E.  
01/09/2014 → 31/01/2018

### Consumer Behaviour

Askegaard, S. T.  
01/09/2018 → 31/01/2020

### Consumer Behaviour

Kuruoglu, A. & Kjeldgaard, D.  
01/09/2020 → 31/01/2022

### Consumption Studies

Kjeldgaard, D.  
02/01/2017 → 30/06/2017

### Consumption Studies

Bajde, D. & Kjeldgaard, D.  
01/02/2014 → 30/06/2018

### Consumption Studies

Bajde, D., Pradhan, A. & Kjeldgaard, D.  
01/03/2020 → ...

### Consumption Studies

Bajde, D.  
01/02/2019 → 31/08/2023

**Globalization Processes**

Kjeldgaard, D.  
01/02/2018 → 31/08/2018

**Global Value Chains**

Kjeldgaard, D.  
01/02/2015 → 30/06/2016

**Markedsføring på forbrugermarkedet (B2C)**

Kjeldgaard, D.  
01/09/2013 → 31/01/2017

**Markeds- og kommunikationsanalyse**

Woermann, N.  
01/02/2014 → 30/06/2014

**Marketing and Communication**

Kjeldgaard, D. & Bouchet, D.  
01/02/2014 → 30/06/2018

**Marketing and Communication**

Kjeldgaard, D.  
01/02/2019 → 31/08/2019

**Ph.d. Co-supervisor**

Kjeldgaard, D.  
01/05/2014 → ...

**Ph.d. Supervisor**

Kjeldgaard, D.  
01/02/2013 → ...

**Project Management**

Jepsen, A. L.  
01/02/2015 → 30/06/2016

**Project Management in Global Markets**

Kjeldgaard, D. & Sommer, J. K.  
01/02/2016 → 31/05/2017

**Project Management in Global Markets**

Kjeldgaard, D.  
01/02/2019 → 31/08/2019

