

Martin Hannibal
Department of Business & Management (DBM)
International Leadership & Management
Email: mhk@sam.sdu.dk
Phone: +4565503387



Employment

Department of Business & Management (DBM)

Odense M

22. Feb 2024 → present

Professor, Head of Research Unit

International Leadership & Management

22. Feb 2024 → present

Research outputs

Editorial: special issue on: International entrepreneurship: strategies for overcoming challenges and developing capacity

Elo, M., Martin-Sanchez, V., Hannibal, M. & Dana, L.-P., 1. Apr 2025, In: *European Journal of International Management*. 25, 3/4, p. 359-370

The Evolution of Entrepreneurial Opportunity: The Case of a Finnish Start-up in the Telecom Industry

Tuomisalo, T. & Hannibal, M., 2024, (E-pub ahead of print) In: *Entrepreneurship Research Journal*.

My city, my love: philanthropy and rebranding of a contested city image to improve sense of place and city pride

Jørgensen, O. H. & Hannibal, M., Dec 2023, In: *Place Branding and Public Diplomacy*. 19, 4, p. 514-524

Exploring the pre-requisites for researching responsible business practices in IE and SME

Hannibal, M. & Smaniotto, C., 2023.

Going beyond the hegemonic sustainability imaginary

Smaniotto, C. & Hannibal, M., 2023.

Living Labs Are the Silver Lining for Creating Sustainable Health and Care for the Future

Julius, P., Hannibal, M. & Klostergaard, A. W., 2023, *Distributed, Ambient and Pervasive Interactions: 11th International Conference, DAPI 2023, Held as Part of the 25th HCI International Conference, HCII 2023, Copenhagen, Denmark, July 23–28, 2023, Proceedings, Part I*. Streitz, N. A. & Konomi, S. (eds.). Cham: Springer, p. 45-55 (Lecture Notes in Computer Science, Vol. 14036 LNCS).

Cultural sensemaking of corporate social responsibility: A dyadic view of Russian–Finnish business relationships

Ivanova-Gongne, M., Torkkeli, L., Hannibal, M., Uzhegova, M., Barner-Rasmussen, W., Dziubaniuk, O. & Kulkov, I., Feb 2022, In: *Industrial Marketing Management*. 101, p. 153-164

Foreword

Hannibal, M., 2022, *The International Dimension of Entrepreneurial Decision-Making: Cultures, Contexts, and Behaviours*. Caputo, A., Pellegrini, M. M., Dabić, M. & Dana, L.-P. (eds.). Springer, p. vii-viii (Contributions to Management Science).

International social ventures: A literature review and guidance for future research

Larsen, N. N. & Hannibal, M., Jun 2021, In: *Journal of International Entrepreneurship*. 19, p. 223-255

Entrepreneurial exporters

Hannibal, M. & Madsen, T. K., 2021, *World Encyclopedia of Entrepreneurship*. Dana, L.-P. (ed.). 2. ed. Edward Elgar Publishing, p. 130-138

Protein Analyse LTD, Denmark: Case box 5.4

Hannibal, M., 2021, *Technology entrepreneurship: Bringing innovation to the marketplace*. Evers, N., Cunningham, J. & Hoholm, T. (eds.). 2. ed. Macmillan Publishers, 1 p.

The influence of additive manufacturing on early internationalization: considerations into potential avenues of IE research

Hannibal, M., Dec 2020, In: *Journal of International Entrepreneurship*. 18, 4, p. 473-491

Development and Test of an Additive Manufacturing Maturity Model

Blichfeldt, H., Knudsen, M. P. & Hannibal, M., 2019. 24 p.

HumanFIT - Business Model Literature Review: Relations to IoT-technologies in the Healthcare Sector

Mogensen, P. J. & Hannibal, M., 2019

HumanFIT: IoT Lab Business Model

Mogensen, P. J. & Hannibal, M., 2019

HumanFIT: Overview of the Best Business Model Tools

Mogensen, P. J. & Hannibal, M., 2019

Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?

Nielsen, U. B. & Hannibal, M., 14. Dec 2018.

Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?

Nielsen, U. B. & Hannibal, M., 13. Dec 2018. 23 p.

Additive manufacturing and the global factory: Disruptive technologies and the location of international business

Hannibal, M. & Knight, G., 1. Dec 2018, In: *International Business Review*. 27, 6, p. 1116-1127

Reviewing emerging markets: context, concepts and future research

Nielsen, U. B., Hannibal, M. & Larsen, N. N., 29. Nov 2018, In: *International Journal of Emerging Markets*. 13, 6, p. 1679-1698

Considerations into International New Social Ventures: Propositions for Future Research

Larsen, N. N. & Hannibal, M., 26. Jun 2018.

The Potential of Additive Manufacturing: A Market, Product and Process Development Perspective

Blichfeldt, H., Knudsen, M. P. & Hannibal, M., 1. Jun 2018, p. 1. 18 p.

A CULTure of entrepreneurship education

Farny, S., Frederiksen, S. H., Hannibal, M. & Jones, S., 10. Apr 2018, *Institutionalization of Entrepreneurship Research*. Fayolle, A., Landstrom, H., Gartner, W. B. & Berglund, K. (eds.). 1. ed. Routledge

Digital entrepreneurship: A longitudinal case study in a traditional firm

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

Boundarylessness and boundaries in international entrepreneurship identity work

Hannibal, M. (Member of author group) & Korhonen, S. (Member of author group), 2018.

Udbredelsen af 3d print og additive manufacturing i dansk industri: resultaterne af den danske screening 2018

Blichfeldt, H., Knudsen, M. P., Hannibal, M. & Stampe, I., 2018, Syddansk Universitet. 39 p.

Using an (un)academic compass to navigate a university spin-off

Hannibal, M., 2018, (In preparation) In: International Business and Economics Review.

A Review of the Emerging Markets Literature: Context, Concepts and Future Research

Nielsen, U. B., Hannibal, M. & Larsen, N. N., 15. Sept 2017. 31 p.

Enacted identities in the university spin-off process - bridging an imaginative gap

Hannibal, M., 1. Sept 2017, In: Journal of International Entrepreneurship. 15, 3, p. 239-265

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

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

Global factory revisited in the light of the emergence of 3D printing: disruptive technologies and international business

Hannibal, M. & Knight, G., 2017, *Proceedings of the 59th annual meeting of the Academy of International Business: "The contribution of MNEs to building sustainable societies"*. Lundan, S. & Kiyak, T. (eds.). E. Lansing, Michigan: The Academy of International Business (AIB), p. 214 (The Academy of International Business).

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

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

Understanding the process by which female entrepreneurs create INVs

Rosenbaum, G. O. & Hannibal, M., 2017.

Opportunity recognition and international new venture creation in University spin-offs: Cases from Denmark and Ireland

Hannibal, M., Evers, N. & Servais, P., Sept 2016, In: Journal of International Entrepreneurship. 14, 3, p. 345-372

A CULTure of entrepreneurship education

Farny, S., Frederiksen, S. H., Hannibal, M. & Jones, S., 31. Aug 2016, In: Entrepreneurship & Regional Development. 28, 7-8, p. 514-535

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

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

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

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

Proactivity revisited

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

The concept of proactivity revisited

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

The Use of Intuition in Venture Capitalist Ecosystems

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

Developing socio-culturally embedded entrepreneurship: A cross-disciplinary research program
Emontspool, J. & Hannibal, M., 22. May 2014.

Re-evaluating market creation at the intersection of consumption, migration and entrepreneurship
Emontspool, J., Hannibal, M. & Rojas Gaviria, P., 22. May 2014.

Digital Entrepreneurship in a Traditional Production Firm: A Longitudinal Case Study
Hannibal, M. & Rasmussen, E. S., 2014, In: International Journal of e-Services and Mobile Applications. 6, 3, p. 48-66

Organisering og ledelse af multipartnerprojekter: En undersøgelse blandt rådgivende ingeniører
Aagaard, A., Eskerod, P., Hannibal, M., Madsen, J. K., Madsen, T. K., Petersen, B. & Rosenbaum, S. M., 2014, *Vækst & Forretningsudvikling: Håndbogen*. Søndergaard, N. & Ahrengot, N. (eds.). København: Børsens Forlag, Vol. 5.. p. 329-340

Student Ownership of the Entrepreneurial process
Hannibal, M. & Ravn, A., 2014.

Collaboration and performance in Multi-Partner Projects: The case of engineering consultancies. Research methodology
Aagaard, A., Eskerod, P., Hannibal, M., Madsen, J. K., Madsen, T. K., Petersen, B. & Rosenbaum, S. M., Feb 2013, Odense: Syddansk Universitet, Institut for Marketing & Management, p. 1-73, 73 p. (Working papers in marketing & management).

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

The CULTure of Entrepreneurship Education
Hannibal, M., Jones, S., Farny, S., Frederiksen, S. H. & Kruijen, C., 2013.

The Proactive entrepreneur revisited
Hannibal, M., Rasmussen, E. S. & Servais, P., 2013.

Sensemaking of the Entrepreneur in the University Spin-Off
Hannibal, M., 2012, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet.

Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark
Evers, N., Andersson, S. & Hannibal, M., 2012, In: Journal of International Marketing. 20, 4, p. 46-71

The Stakeholders in developing marketing capabilities in internationalising og SMEs
Evers, N., Andersson, S. & Hannibal, M., 2012.

Opportunity recognition and new venture creation in internationalizing university spin-outs: cases from Denmark and Ireland
Evers, N., Hannibal, M. & Servais, P., Sept 2011. 20 p.

Crossing the imaginary crevasse: How do academic entrepreneurs make sense of the business project
Hannibal, M., 15. Jun 2011. 20 p.

Methodological considerations on using think aloud protocols in research on academic founders
Hannibal, M., 1. Jun 2011. 25 p.

Renewing Industry cluster development via interregional industry - university links

Arbuthnott, A., Hannibal, M. & Nybacka, M., 2011, In: International Journal of Innovation and Regional Development. 3, 6, p. 604-631

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

Rasmussen, E. S., Knudsen, M. H., Lydixsen, R. & Servais, P., 2011, *International Entrepreneurship in the Life Sciences*. Jones, M., Wheeler, C. & Dimitratos, P. (eds.). Cheltenham: Edward Elgar Publishing, p. 159-174 15 p.

Enacting industry cluster renewal through interregional university pipelines: a process of sensemaking in the Swedish periphery

Hannibal, M. & Arbuthnott, A., 2010. 20 p.

Netværksetableringens betydning for SMV'eres innovationsevne: Eksempliceret ved m-commercesektoren

Jørgensen, F., Ulhøi, J. P., Knudsen, M. H. & Rasmussen, E. S., 2010, *Børsen Ledeshåndbøger: Innovations- og forandringsledelse*. Ulhøi, J. P. (ed.). København: Børsen Forum A/S, p. 1-18 18 p.

SME's Alliance Dynamics in the Mobile Marketing Industry

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

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

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

Marketing with M-commerce - Innovation Through Marketing

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

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

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

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

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

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

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

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

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

Nyborg Kommune - Når tre bliver til én

Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU.

Nyborg Kommune - Visioner for fremtiden

Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU. 70 p.

Rekruttering- og opkvalificeringsprojekt for Danish Crown i Esbjerg

Hannibal, M., Eriksen, A. & Madsen, T. K., 2007, Syddansk Universitet. Institut for Marketing og Management.

Curriculum

Curriculum Vitae

Name: Martin Hannibal, PhD

Business Address: Department of Marketing & Management, University of Southern Denmark
Campusvej 55, DK-5230 Odense M, Denmark

E-Mail: mhk@sam.sdu.dk

Phone: +45 65503387/ 21770367

Curriculum Vitae at a glance

Martin Hannibal (MH) research centers on internationalization of technology driven SMEs and start-ups. Recently, this has led to increased research focus on sustainability related issues in internationalization of SMEs and new ventures. MH has an interdisciplinary educational background and a broad experience in teaching in diverse disciplinary context at different levels. MH has experience in executive work in connection to higher education institutions, technology intensive businesses, and academic networks. His funding experience is broad, spanning from direct industrial funding from partner firms to European funding frameworks such as Horizon Europe. As head of research of the International Business & Entrepreneurship research unit, MH has extensive experience in peer reviewing and evaluation in onboarding activities at the departmental level but also through international peer community evaluations. In addition to this, MH holds strong capabilities in developing research strategies and perform sustained research leadership in relation to such strategies. MH is acting reviewer at several top-level outlets such as Journal of International Business Studies, Journal of World Business, and Entrepreneurship & Regional Development and has developed a wide active international network which is particularly strong in the in the Nordic region. This networking activity is supported through participation in key international academic networks such as EIBA, AIB, The McGill conference, and EMAC.

Academic Degrees

2012: PhD in Business Administration, Department of Marketing & Management, SDU

2005: Master's Degree in Philosophy, Department of Philosophy, Religion, & Pedagogy, SDU

2003: Minor in Social Science, Department of Social Science, SDU

Professional Appointments

2016-present: Head of Research, International Business and Entrepreneurship (IBE), Department of Business & Management (DBM), SDU

2016-present: Associate Professor, Department of Business & Management, SDU

2012-2016: Assistant Professor, Department of Marketing & Management, SDU

2008-2012: PhD Student, Department of Marketing & Management, SDU

2005-2008: Research Assistant, Department of Marketing & Management, SDU

2005: Teaching Assistant, Department of Political Science & Public Management, and DBM, SDU

2002-2006: Part-time Lecture at University College Lillebaelt, Nursing School Vejle

1994-1996: Industrial Carpenter, Ansø A/S, Vejle

Training

2020: *Research Management*, Research management for research leaders, CBS - Executive

2018: *Research Leadership*, På vej mod ny ledelse, leadership communication, motivation and strategy development, SDU-BSS and SDU-HR development

2018: *PhD Supervision - process, methods and tools*, mentor roles and talent management, SDU Center for Teaching and Learning

2018: *GDPR E-learning course*, GDPR at SDU, SDU IT-service

2017: *Leadership Development*, development and implementation of research strategy and development of leadership competencies, Mobilize/SDU-HR development

2016: *Project management for researchers*, application, management and leadership of large externally funded projects, SDU-HR development

Editorship, Board Memberships, and Committees

2023: Special Issue Editor EJIM - International Entrepreneurship, ed. Hannibal, Sanchez, & Elo

2022-present: Expert evaluator, EU commission; Industry 4.0, Changing value chains, and Internationalization of SMEs and new ventures

2021: Special Issue Editor Sustainability - International Entrepreneurship, ed. Servais & Hannibal

2021-2022: Odin team member, Ordbogen.com; Identification of future business areas; Strategic advisory

2020-present: Organizer (Tovholder) SDU-BSS research, head of research network; Inspirational workshops, topical speakers, and social networking

2020-present: Board Member, University Press of Southern Denmark; Strategic advisory

2020-present: Co-writer, HEU reference group cluster 6: Food, Bioeconomy, Natural Resources, Agriculture, and Environment

2019-present: Thought Leader, Public Intelligence; Strategic advisor and exploration of the future of digital health

2018-present: Co-writer, HEU reference group cluster 4: Digitalization, Industry, & Space

2018-present: Co-writer, HEU reference group cluster 1: Health

2018-present: Mentor, Submariner Accelerator; Industry-university forum to support and development of technology-based sustainable start-up businesses; Mentor and advisory

2016: RIO workgroup, SDU; Developmental work of university - industry bridging organization

2015-2017: Uddannelseskomiteen, Samfundsvidenskabeligt Fakultet; Advisory on faculty educational portfolio

2013-2016: Department Council, Department of Marketing & Management; Strategic advisory of Dep.

2013-2014: Assistant Editor, International Journal of Entrepreneurial Behaviour & Research, Desk reviewing

2010-2015: Evaluator and Judge, Venture Cup - National start-up competition

Funding and Project Experience

2022-2025: Country coordinator, work package responsible, and member of the coordinating team, EU Erasmus+ – alliance for innovation, ARIES4 – development of SME sustainability competences (€480.000 + €70.000 to industrial partner, full project: €1.700.000)

2022-2023: International mentor and host, Finnish Cultural foundation, Post.doc. Teemu Tuomisalo (€33.000)

2021-2022: International host, Foundation for Economic Education, Post.doc Teemu Tuomisalo (€30.000)

2020-2021: Work package responsible, Go-Jelly, Horizon 2020 - Blue Growth, Commercialization potential of jellyfish-based products (€40.000 + €30.000)

2019: International collaborator, Finnish foundation for Economic Education (LSR), Business models in the Entrepreneurial Ecosystem, PI: Olli Kuvallainen, (€50.000)

2018-2019: Principal investigator, Scandinavian Avionics – Development of customer networks in dynamic emerging industry settings to advance SA's core business. (€90.000)

2018-2019: Work package responsible, EU strukturfonden, HumanFiT, Data gathering and exploration of business model for technology-based health firms in an industry 4.0 context. (€100.000)

2018-2021: Partner, Dansk AM-hub, Screening of Danish manufacturing firms' Additive manufacturing readiness, Data gathering, analysis, and Author in final report. (€135.000)

2017-2019: Work package responsible, SDU lighthouse (Drones); The Path to Firm Growth in Drone Eco-Systems, Explore the interplay between entrepreneurial intent and expert users' competencies, (Total budget: €180.000)

2016: FSE-research stays abroad, Willamette University, host: Gary Knight, project title: The role of 3D-printing technology in international entrepreneurship (€20.000)

2013-2017: Associated partner, PACE – Promoting a Culture of Entrepreneurship (FSE – research funds), data gathering via think aloud protocol in four countries and subsequent data analysis. (€35.000),

2009: Recipient of Tuborg's national and annual business research scholarship (€20.000)

2008-2010: Research Assistant, *M – Commerce*, Coordinating data gathering and assisting in the analysis of data. Drawing out case descriptions and planning workshops for participant firms.

2007-2008: Research Assistant, Born Global; Coordination and collection of data, workshop planning for participant born global firms

2007: Research Assistant, DCX – Esbjerg; Collection of qualitative data. Author in final report

2006-2007: Research Assistant, Ny – Nyborg Kommune; Coordination of data gathering, planned and carried out several workshops with relevant stakeholders. Author of two reports based on the data (€100.000)

Review Experience (selected)

2020-present: European Journal of International Management

2018-present: Journal of International Business Studies

2018-present: International Small Business Management

2018-present: International Business Review

2018-present: Journal of World Business

2018-present: British Journal of Management

2015-present: Entrepreneurship & Regional Development

2014-present: Journal of International Marketing

2012-present: Journal of International Entrepreneurship

2012-present: International Journal of Entrepreneurship Behaviour & Research

Academic Awards and Honors

2019: *Recognition for phenomenal and worthy plenary presentation*, title: Additive manufacturing in the manufacturing industry - use, development and potentials, 3rd international conference on 3D Printing Technologies and Innovations

2009: Recipient of Tuborg's national and annual business research scholarship (€20.000)

2008: "*Outstanding research paper*" Hannibal, Martin & Erik S. Rasmussen (2009) "From E to M-commerce: Image Spill-Over Effect of M-Applications: The Case of a Danish Mall" published in *The E-business Review* Vol. IX, 2009

Peer Evaluation

PhD – dissertation 2022: Lappeenranta University of Technology, Member of evaluation committee, Luke Treves, *The influence Internet of Things on Business models and their Innovation*

PhD 2022: SDU, On boarding DBM; evaluation of 40+ IBE specific applicants for shortlisting and subsequent job interviewing

Associate Professor 2021: SDU, On boarding IBE; evaluation of 40+ applicants for shortlisting and subsequent job interviewing

PhD – dissertation 2021: Lappeenranta University of Technology, member of evaluation Committee, Hannes Velt, *Industrial ecosystems - Green technology start-ups*

Department Chair 2021: SDU, On boarding DBM; Evaluation of applicants and subsequent job interviewing

Assistant Professor 2021: SDU, On boarding CI2M; evaluation of shortlisted and subsequent interviewing

PhD – dissertation 2020: Linnæus University, Member mid-term evaluation committee, Pär Vasco, *Stewardship in collaborative business projects*

PhD – dissertation 2020: Linnæus University, Member mid-term evaluation committee, Heidi Thornton, *Business modelling platforms*
Research Assistant 2020: SDU, On boarding DBM, evaluation of 30+ applicants and subsequent job interviewing
Assistant Professor 2020: SDU, On boarding IBE, evaluation of 30+ applicants for shortlisting and interviewing
Assistant Professor 2020: SDU, On boarding CCC, evaluation of shortlisted and subsequent interviewing
Part-time Professor 2018: SDU, On boarding IBE, Chair evaluation committee, 10+ applicants
Research Assistant 2018: SDU, On boarding DBM; evaluation of 30+ applicants and subsequent job interviewing
Department Chair 2018: SDU, On boarding DBM; Evaluation of applicants and subsequent job interviewing
Associate Professor 2018: SDU, On boarding IBE; evaluation of 40+ applicants for shortlisting and interviewing
PhD 2018: SDU, On boarding IBE; evaluation of 20+ applicants and subsequent job interviewing
PhD – Dissertation 2017: Aalborg University, Member evaluation committee, Steffen Ernø, *Entrepreneurship Education*
Honorary Professor 2017: SDU, Evaluation and inauguration of Professor Tamer Cavusgil
Assistant Professor 2016: SDU, On boarding IBE; evaluation of 40+ applicants for shortlisting and interviewing
PhD 2016: SDU, On boarding IBE; evaluation of 20+ applicants and subsequent job interviewing

Press / Media

2023: Bæredygtighed i fynske virksomheder, Regional Nyhederne, TV2 Fyn
2023: Overskuddet stiger: Unisats ApS i Odense M tjente flere penge i seneste regnskabsår, Fyens.
2022: Ikke så højt som sidst: Nedgang i overskuddet i Odense M-virksomheden Unisats ApS, Fyens.
2020: Fremtidens markeder skabes af virksomheder og forskere i fællesskab, Kronik, Erhverv+ Fyn.
2018: 3D-print: Hype eller potentiale?, Erhverv+ Fyn.
2013: Netværk gør en forskel, Kronik, Fyens Stifttidende.
2006: Hvad forbinder du med Ny Nyborg?, Fyens.dk.

Industry Reports

2019: Mogensen, Pernille Juhl & Martin Hannibal, HumanFit: IoT Lab Business Model
2019: Mogensen, Pernille Juhl & Martin Hannibal, HumanFit: Overview of The Best Business Model Tools
2019: Mogensen, Pernille Juhl & Martin Hannibal, HumanFit: Business Model Literature Review: Relations to IoT-technologies in the Health Care Sector
2018 Blichfeldt, Henrik, Mette Præst Kundsén, Martin Hannibal, Ian Stampe, Udbredelsen af 3d print og additive manufacturing i dansk industri: resultaterne af den danske screening 2018, Dansk AMHub
2007: Hannibal, Martin, Andreas Eriksen, & Tage Koed Madsen, Rekruttering- og opkvalificeringsprojekt for Danish Crown i Esbjerg [Recruitment and Qualification project for Danish Crown Esbjerg], Department of Marketing & Management, University of Southern Denmark
2007: Hannibal, Martin & Per Østergaard, Nyborg Kommune - Når tre bliver til én [The Municipality of Nyborg - When three become one], Brand Base, University of Southern Denmark
2007: Hannibal, Martin & Per Østergaard, Nyborg Kommune - Visioner for fremtiden [The Municipality of Nyborg - Visions for the future], Brand Base University of Southern Denmark

Supervision of Students

Past: 5 PhD Students, 9 MBA theses, 100+ master theses and 100+ bachelor projects
Present: 1 PhD Student, 2 MBA theses, 4 master theses and 2 bachelor projects

Teaching

2020-present: International Strategic Partnerships, MSc Economics and Business Administration, SDU, teacher
2020-2022: Cross Cultural Management, BSc Engineering - Product Development & Innovation, SDU, course responsible
2020-2022: Global Entrepreneurship, MSc Engineering - Product Development & Innovation, SDU, course responsible
2020-2022: New Business Establishment, MSc Engineering - Product Development & Innovation, SDU, course responsible
2016-present: Thesis Coordinator, International Business
2013-2018: Entrepreneurship & Small Business Management, BSc Economics and Business Administration, SDU, course responsible
2012-2020: International Market Relations, MSc Economics and Business Administration, SDU, course responsible
2012-2020: Globalization & Entrepreneurship 3, MSc Engineering - Product Development and Innovation, SDU, teacher and course responsible
2012-2020: Globalization & Entrepreneurship 1, MSc Engineering - Product Development and Innovation, SDU, teacher and course responsible
2012-2019: Markets and Behavior, BSc Engineering - Product Development & Innovation, SDU, teacher and course responsible
2012-2018: HA - International Business, BSc Economics and Business Administration, SDU, profile responsible
2012-2017: Bachelor Project Coordinator, International Business, SDU
2012-2016: Entreprenørskab og Forretningsforståelse, BSc Economics and Business Administration, SDU, teacher and course responsible
2011-2016: International Entrepreneurship, MSc Economics and Business Administration, SDU, teacher and course responsible
2009: Introduktion til Marketing, MBA i redaktionel ledelse, SDU, teacher

2007-2009: Organisationskommunikation II, BSc Media Science, SDU
2007-2009: Introduktion til Erhvervsøkonomisk metode II, Bsc - minor subject, Marketing Branding & Communication, SDU
2007-2009: Introduktion til Erhvervsøkonomisk metode I, Bsc - minor subject, Marketing Branding & Communication, SDU
2007-2009: Media Sociology II, BSc Journalism, SDU
2005-2007: Organisationskommunikation I, BSc Media Science, SDU
2006: Marketing & Culture, MSc Economics and Business Administration, SDU
2006: Markedsanalyse og videnskabelig metode, MA Business, Language, and Culture (Negot), SDU
2005-2006: Markedskommunikation, MSc Economics and Business Administration, SDU
2005-2006: Sociology, BSc Journalism & Business, Language, and Culture (Negot), SDU
2005-2006: Medie- og Kultur Historie, BSc Media Science, SDU
2005: Media Sociology, MSc Journalism, SDU
2005-2006: HA-rapport II, videnskabelig metode, BSc Economics and Business Administration, SDU
2005-2006: Videns- og Mediesociologi (BF05), MSc in Biology, SDU
2003-2006: Videnskabelig metode II, UCL, Nursing School, Vejle
2002-2006: Videnskabelig metode I, UCL, Nursing School, Vejle

International Research Stays

2020: Lappeenranta University of Technology, Lappeenranta, Finland, hosted by Lasse Torkkeli
2018: Willamette University, Portland, OR, USA, hosted by Gary Knight
2016: Willamette University, Portland, OR, USA, hosted by Gary Knight
2015: Nantes School of Business, Nantes, France, Sophie Delaporte
2010: Darden School of Business, Charlottesville, VA, USA, hosted by Saras Saravathy

Conference Attendances (selected)

2013: EFMD conference (1th)
2011-2023: AIB - Academy of International Business world conference, presenter
2012-2019: McGill International Entrepreneurship conference
2010-2022: EIBA annual conference
2009-2010: AOM annual meeting
2009-2011: EURAM annual conference
2008-2017: RENT XXII conference
2008-2013: International CINet conference
2008-2011: ICSB world conference

Host of peers (selected)

2023: Maria Uzhegova, Lappeenranta University of Technology, Finland
2022: Chao Zhang, Universitat Autònoma de Barcelona, Spain
2021: Pierre-Louis Meuric, Université Savoie Mont-Blanc
2021: Roberto Falcao, Univerisdade Unigranrio, Brazil
2019: Maria Uzhegova, Lappeenranta University of Technology, Finland
2019: Annaele Herve, University of Lorraine, France
2019: Satu Korhonen, Lappeenranta University of Technology
2019: Gary Knight, Willamette University, OR, USA
2019: Nikolina Koporsic, Aalto University, Finland
2018: Lasse Torkkeli, Lappeenranta University of Technology, Finland
2018: Nick Williams, University of Leeds, UK
2017: Satu Korhonen, Lappeenranta University of Technology
2017: Christopher Schlägel, Maastricht University, The Netherlands
2017: Maria Uzhegova, Lappeenranta University of Technology, Finland

Publications

Larsen, Nathalie, Hannibal Martin & Evers Natasha (2023) "Social Enterprises and B2B Relationships: Towards a Typology", in The Routledge Companion to Marketing and Society eds. Krzysztof Kubacki, Lukas Parker, Christine Domegan, & Linda Brennan, Routledge, New York.
*Ivanova-Gongne, M. Torkkeli, L., Hannibal, M., Uzhegova, M., Wilhelm Barner-Rasmussen, Dziubaiuk, O. & Kulkov, I. (2022) "Cultural sensemaking of corporate social responsibility: A dyadic view of Russian-Finnish business relationships", *Industrial Marketing Management*, Vol. 101, February, pp153-164
Jørgensen, O.H. & Hannibal, M. (2022) "My city, my love – Philanthropic investments as measure to change a contested city image and improve sense of place and city pride", *Place Branding and Public Diplomacy*, Vol. xx, pp. xx
Hannibal, M. (2022) "Foreword", in *The International Dimension of Entrepreneurial Decision-Making - Cultures, Contexts, and Behaviours*, eds. Andreas Caputo, Massimiliano M. Pellegrini, Marina Dabic, & Leo-Paul Dana, Springer
Hannibal, M. & Koed Madsen, T. (2021) "Entrepreneurial exporters", in *World Encyclopedia of Entrepreneurship*, ed. Dana L-P. Edward Elgar online.
Larsen, N. & Hannibal, M. (2021) "International Social Ventures: A literature review and guidance for future research", *Journal of International Entrepreneurship*, Vol. 19, pp223-255

*Hannibal, M. (2020) "The influence of additive manufacturing on early internationalization: considerations into potential avenues of IE research", *Journal of International Entrepreneurship* Vol. 18, pp473-491

*Hannibal, M. & Knight, G. (2018) "Additive manufacturing and the global factory: Disruptive technologies and the location of international business", *International Business Review* Vol. 27, issue 6, pp1116-1127

Ulrik B. Nielsen, Martin Hannibal, Nathalie N. Larsen, (2018) "Reviewing emerging markets: context, concepts and future research", *International Journal of Emerging Markets*, Vol. 13, Issue 6, pp.1679-1698

*Hannibal, M. (2017) Enacted identities in the university spin-off process—bridging an imaginative gap, *Journal of International Entrepreneurship*, Vol. 15, pp239-265.

*Hannibal, M. Evers, N. & Servais, P. (2016) "Opportunity recognition and international new venture creation in university spin-offs—Cases from Denmark and Ireland", *Journal of International Entrepreneurship*, vol. 14, pp345-372.

Steffen Farny, Signe Hedeboe Frederiksen, Martin Hannibal & Sally Jones (2016) "A CULTure of entrepreneurship education", *Entrepreneurship & Regional Development*, Vol. 28, issue 7-8, pp514-535. (BFI 2)

Hannibal, Martin & Erik S. Rasmussen (2014) "Digital entrepreneurship in a traditional production firm: A longitudinal case study", *International Journal of E-services and Mobile Applications*, vol. 6, issue 3 pp49-68. (BFI 1)

Aagaard, Anna Beth, Pernille Eskerod, Martin Hannibal, Jens Koed Madsen, Tage Koed Madsen, Bent Pedersen & Stephen Rosenbaum (2013) *Organisering og Ledelse af Multi-partner projekter. En undersøgelse blandt rådgivende ingeniører. Vækst og Forretningsudvikling*, vol. 5, Børsens Ledelses Håndbøger

*Evers, Natasha, Svante Andersson & Martin Hannibal (2012) "Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark", *Journal of International Marketing*, vol. 20, issue 4, pp46-71. (BFI 2)

Hannibal, Martin (2012) "Exploring Inventor-founder's sense-making dynamics – a case study of six Danish University spin-offs", PhD thesis, Department of Marketing & Management, University of Southern Denmark.

Arbuthnott, Andrew, Martin Hannibal & Mikael Nybacka (2011) "Renewing industry cluster development via interregional industry-university", *International Journal of Innovation and Regional Development*, Vol. 3, issue 6, pp604-631. (BFI 1)

Rasmussen; Erik S. Martin Hannibal, Rene T. Lydriksen & Per Servais (2011) Sub-suppliers in the life science industry – The case of Danish Spin-offs, in Jones, Marion, Colion Wheeler & Pavlos Dimitratos eds. *International entrepreneurship in the life science industries*, Edward Elgar, Cheltenham, UK, pp159-174

Jørgensen, Frances, Ulhøi, John P., Knudsen, Martin Hannibal & Rasmussen, Erik S. (2010), "Netværksetableringens betydning for SMV'eres innovationsevne: Eksemplificeret ved m-commercesektoren", I Ulhøi, John P. (red.), *Børsens Ledeshåndbøger. Innovations- og forandringsledelse.*, Børsen Forum A/S, København, pp1-18

Hannibal, Martin & Erik S. Rasmussen (2009) "SME's Alliance Dynamics in the Mobile Industry", *International Business and Economic Review* Vol. 1, Issue 1, pp55-68.

Manuscripts in preparation

Tuomisaalo, Teemu & Martin Hannibal 202x "The evolution of entrepreneurial opportunity: the case of a Finnish start-up in the telecom industry", *R&R Strategic Entrepreneurship Journal*

Hannibal, Martin & Maria Uzhegova 202x "Responsible Business Practice in internationalizing SMEs: exploring avenues of integrative research", submitted to *Journal of World Business*

Hannibal, Martin & Gary Knight 202x "Additive Manufacturing and Reconfiguration of the Global Manufacturing Ecosystem", Submitted to *Asian Pacific Management Journal*

Nielsen, Ulrik B. & Martin Hannibal 202x "Doing business in the emerging medical cannabis industry: contexts, concepts, and paradoxes for future research", submitted to *Journal of international Marketing*

Hannibal, Martin & Aleksandar Kolev, "Exploring determinants of market demand for jellyfish-based commercial products among Danish and German consumers: An application of the Theory of Planned Behavior", in preparation to *European Journal of Marketing*

Hannibal, Martin, Christina Dahl, & Julie Emontspool, 202x "Teaching cases in International Entrepreneurship in the emerging jellyfish industry", in *International Entrepreneurship ed. Dana, Hisrish & Ramadani*, Sage handbook. In preparation

Externally funded projects in preparation

Hannibal, Martin & NN 2024-2027 *Internet of Things business modeling in the global healthcare industry*, Aim: extend theoretical landscape of IoT business modeling, Motive: Sparse theoretical insights on IoT impact on internationalization of firms. Stage: current application needs to be reviewed, Framework: DFF (2nd time), Amount: €200.000 plus overhead

Hannibal, Martin, Ulrik B. Nielsen, & Post. Doc. NN 2024-2026, *Alliances in the medical cannabis industrial ecosystem*, Aim: explore the developing alliances in the emerging medical cannabis industry to attain insight on elements for sustained competitive advantage, Motive: strengthen the regional industrial strong point on medical cannabis. Stage: Still need more funding partner, project description in circulation, Framework: Regional industrial partners, Amount: €180.000.

Hannibal; Martin, Julie Emontspool, Cristiano Smianotto, 2024-2026, *A research plat form for exploring sustainable global value chains*. Aim: Create a interdisciplinary research platform to achieving insights on sustainability throughout the global value chain, Motive: There is a need of joining forces across business disciplines to research the impact of demand of and implementation of firms' sustainability efforts, Framework: HS-NOS (SWEfunds) €50.000, DBM €5000, SMV Denmark, etc.

Hannibal, Martin, Peter Julius, Junior co-worker from Public Intelligence (PI) & Post. Doc. NN. 2025-2028 *Internationalizing IoT health services*, Aim: Explore the internationalization potential of IoT health services and achieve insights on entry modes in relation to diverse markets, Motive: Nordic health service firms have strong internationalization potential which needs to be explored to support sustained growth and global competitive advantage, Framework: PI €300.000, Named anonymous international partner firm €300.000, DBM €100.000.