

Anna Lund Jepsen
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International Business & Entrepreneurship (IBE)
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Education

2004 Ph.D. in Marketing
1988 Master of Science in Economics and Business Administration, University of Aarhus (former The Aarhus School of Business)

Academic Experience

Associate Professor, Department of Business and Management (formerly Marketing & Management), University of Southern Denmark 2013-
Associate Professor, Department of Environmental and Business Economics, University of Southern Denmark 1997-2013
Assistant and Associate Professor, Southern Denmark Business School in Esbjerg (now a part of University of Southern Denmark) 1988-1997
Part time Lecturer at the University of Aalborg, Esbjerg Department 1997-2001
External Examiner in Economics and Business Administration 1991-

Administrative Experience

Vice Head of Department for Education 2018-2018
Chair of the Academic Board and Head of the study programme, Business Administration 2017-2018
Chair of the Academic Board and Head of the study programme, Business Administration, at University of Southern Denmark in Odense 2014-2016
Chair of the Academic Board, Business Administration and Head of the study programme, at University of Southern Denmark in Esbjerg 2006-2013
Member of the Elections Committee, University of Southern Denmark 2006-
Member of the Academic Board, Business Administration 1999
Member of the committee for a new curriculum for the B.Sc. in Business Administration at the University of Southern Denmark 1999
Member of the Academic Board, Department of Economics and Business Administration, Esbjerg 1999
Chair of the Study Committee for the B.Sc. in Business Economics 1993-1996
Member of the Board of B.Sc. in Business Economics in Denmark 1992-1996
Chair of the committee for self-evaluation of the B.Sc. in Business Administration, Southern Denmark Business School 1991-1993
Chair of the committee for a new curriculum for the B.Sc. in Business Administration, Southern Denmark Business School 1991-1993
Member of the Faculty Board at the Faculty of Business Economics (1990-1996)
Member of Academic Board for the library at Southern Denmark Business School (1989-1992)
Deputy Head of the Department for Business Economics in Esbjerg (1990-1992)

Teaching Experience

Programmes

Master of Project Management and Innovation
Master of Climate Adaptation
Product Development and Innovation Engineer
Economics and Business Administration, BSc and MSc
Public Health, BSc and MSc
Business, Language and Culture, BA
Graduate Diploma in Business Administration
Master in Maritime and Transport Management

Courses

Project Management
Marketing
Consumer Behaviour
Marketing Research
Health Behaviour and Consumption

Health Communication
Statistics
Methodology and Methods in Public Health
Methodology and Methods in the Social Sciences
Supervision

Publications

Jepsen, A. L., & Riis, E. (2023). *Project portfolio management: an organizational perspective*. Djøf Forlag.

Chung, K. S. K., Eskerod, P., Jepsen, A. L., & Zhang, J. (2023). Response strategies for community stakeholder engagement on social media: a case study of a large infrastructure project. *International Journal of Project Management*, 41(5). <https://doi.org/10.1016/j.ijproman.2023.102495>

Jepsen, A. L., & Riis, E. (2021). Interviews i forskellige undersøgelsestyper. In S. Vøxted (Ed.), *Valg der skaber viden: Om samfundsvidenskabelige metoder* (2. ed., pp. 225-244). Hans Reitzels Forlag.

Jepsen, A. L. (2021). Måling af sociale fænomener – fra teoretisk begreb til spørgsmål. In S. Vøxted (Ed.), *Valg der skaber viden: Om samfundsvidenskabelige metoder* (2. ed., pp. 169-189). Hans Reitzels Forlag.

Pernille, E., & Jepsen, A. L. (2016). *Projektets interessenter: Analyse og samspil*. Djøf Forlag.

Eskerod, P., & Jepsen, A. L. (2014). What Does the Project Stakeholder Value? In D. Dalcher (Ed.), *Advances in Project Management: Narrated Journeys in Uncharted Territory* (pp. 115-118). Gower Publishing.

Eskerod, P., & Jepsen, A. L. (2013). *Project Stakeholder Management*. Gower Publishing. Fundamentals of Project Management <https://doi.org/10.4324/9781315245881>

Jepsen, L. B., Jepsen, A. L., & Dietrich, P. (2012). Brokerage by a Project Manager across a New Product Development Project. *International Product Development Management Conference*, 27.

Eskerod, P., & Jepsen, A. L. (2011). What Does the Project Stakeholder Value? *PM World Today*, XIII(IV). http://www.pmforum.org/library/column/2011/PDFs/april/Column-ESKEROD_JEPSEN.pdf

Jepsen, A. L., & Eskerod, P. (2009). Stakeholder analysis in projects: Challenges in using current guidelines in the real world. *International Journal of Project Management*, 27(4), 335-343. <https://doi.org/10.1016/j.ijproman.2008.04.002>

Jepsen, A. L. (2007). Factors affecting consumer use of the internet for information search. *Journal of Interactive Marketing*, 21(3), 21-34. <https://doi.org/10.1002/dir.20083>

Jantzen, C., Blichfeldt, B. S., Østergaard, P., & Jepsen, A. L. (2007). I Slaraffenland. Oplevelsen af 'ingenting' på campingpladsen. In C. Jantzen, & T. A. Rasmussen (Eds.), *Forbrugssituationer: Perspektiver på oplevelsesøkonomi* (pp. 83-120). Aalborg Universitetsforlag.

Jensen, M. B., & Jepsen, A. L. (2007). Low attention advertising processing in B2B markets. *Journal of Business and Industrial Marketing*, 22(5), 342-348. <https://doi.org/10.1108/08858620710773477>

Blichfeldt, B. S., Liburd, J. J., & Jepsen, A. L. (2007). Turistens oplevelser: nogle facetter af fænomenet oplevelse. In J. Bærenholdt, & J. Sundbo (Eds.), *Oplevelsesøkonomi: produktion, forbrug, kultur* (pp. 231-248). Samfundslitteratur.

Jepsen, A. L., & Jensen, M. B. (2007). What are the rising stars in online marketing communications? In E. Lynn, & D. Stephan (Eds.), *Corporate and Marketing Communications Conference in London (CMC)* (pp. 114-124). AAI Press.

Jepsen, A. L. (2006). Anvendelse af skalaer til måling af sociale fænomener. In S. Vøxted (Ed.), *Valg der skaber viden - om samfundsvidenskabelige metoder* (pp. 129-139). Systime Academic.

Jensen, M. B., & Jepsen, A. L. (2006). A typology for Online Marketing Communication. In K. Podnar, & Z. Jancic (Eds.), *Contemporary Issues in Corporate and Communications: Towards a Socially Responsible Future* (pp. 133-143).

Eskerod, P., & Jepsen, A. L. (2006). Bemanding af fornyelsesprojekter gennem frivillig tilmelding. In S. Stuhr (Ed.), *Børsens Ledeshåndbog i projektledelse* (pp. -). Børsens Forlag.

Jepsen, A. L. (2006). Information search in virtual communities: Is it replacing use of off-line communication? *Journal of Marketing Communications*, 12(4), 247-261. <https://doi.org/10.1080/13527260600694308>

Jepsen, A. L. (2006). Når ekspedienten heller ikke er ekspert. *Mærkning*, 30(2), 2-2.

Jepsen, A. L., & Madsen, S. O. (2006). Om at foretage kvalitative interviews. In S. Vøxted (Ed.), *Valg der skaber viden - om samfundsvidenskabelige metoder* (pp. 184-196). Systime Academic.

Jensen, M. B., & Jepsen, A. L. (2006). Online Marketing Communications: Need for a new typology for IMC? *Journal of Website Promotion*, 2(1-2), 19-35. <https://doi.org/10.1080/15533610802104083>

Jensen, M. B., & Jepsen, A. L. (2006). SMS/MMS: A rising star in Online Marketing Communications? *Journal of Website Promotion*, 2(3-4). <https://doi.org/10.1080/15533610802174920>

Jepsen, A. L. (2005). *Consumer Search for Information on the Internet: Ph.D. dissertation*. Syddansk Universitetsforlag.

Eskerod, P., & Jepsen, A. L. (2005). Staffing Renewal Projects by Voluntary Enrolment. *International Journal of Project Management*, 23(6), 445-453. <https://doi.org/10.1016/j.ijproman.2005.02.005>

Eskerod, P., Jepsen, A. L., & Toft, A. (2004). Projektbemanding ved frivillig tilmelding. *Projektledelse*, 9, 20-21.

Jepsen, A. L. (2004). Repræsentative undersøgelser afviklet over Internettet - en realistisk mulighed? *Metode og Data*, 90, 20-30.

Press/Media

Noget at tænke over for projektledere

Jepsen, A. L.
08/01/2022
1 Media contribution

Projektporteføljeledelse – hvorfor, hvordan, og hvem kan have glæde af det?

Jepsen, A. L. & Riis, E.
01/03/2024
1 Media contribution

Skolebænken fører til en solid fremtid

Jepsen, A. L.
12/09/2014
1 item of Media coverage

Activities

Årets Projektdag

Jepsen, A. L. (Participant)
12. Jun 2024

Webster University Vienna

Jepsen, A. L. (Visiting researcher)
12. Jun 2024 → 15. Jun 2024

Håndtering af bæredygtighed i projektorganisationer

Timm, H. (Speaker), Riis, E. (Speaker) & Jepsen, A. L. (Speaker)
7. Mar 2024

Information quality and project portfolio compliance as mediators for the influence of formalization on project portfolio success

Jepsen, A. L. (Speaker)
15. Jun 2023

Medlem af bedømmelsesudvalg for ph.d. graden (Event)

Jepsen, A. L. (Member)
14. Nov 2022

PMO Forum

Jepsen, A. L. (Speaker)
16. Sept 2022

Webster University Vienna

Jepsen, A. L. (Visiting researcher)
3. Jul 2022 → 6. Jul 2022

Hvad er vigtige elementer i porteføljeledelse 2022?

Jepsen, A. L. (Lecturer)
19. May 2022

Projekt- og porteføljeledelse

Jepsen, A. L. (Panel member)
23. Mar 2022

International Journal of Project Management (Journal)

Jepsen, A. L. (Peer reviewer)
2022

Webster University Vienna

Jepsen, A. L. (Visiting researcher)
4. Jul 2021 → 7. Jul 2021

Hvordan man sammensætter den rigtige menu - prioritering af projekter i porteføljen

Jepsen, A. L. (Lecturer)
4. Feb 2021

International Journal of Healthcare Technology and Management (Journal)

Jepsen, A. L. (Peer reviewer)
2021 → ...

International Journal of Project Management (Journal)

Jepsen, A. L. (Peer reviewer)

2021 → ...

Innovation Organized as Projects. A Bibliometric Analysis

Jepsen, A. L. (Speaker)
21. Sept 2020

Use student response systems in your teaching

Jepsen, A. L. (Participant)
8. Sept 2020 → 22. Sept 2020

Webster University Vienna

Jepsen, A. L. (Visiting researcher)
13. Aug 2020 → 16. Aug 2020

Industrial Marketing Management (Journal)

Jepsen, A. L. (Peer reviewer)
2020

International Journal of Project Management (Journal)

Jepsen, A. L. (Peer reviewer)
2020

Categorization of stakeholders in a sustainability context – challenges and possible solutions

Jepsen, A. L. (Guest lecturer)
28. May 2019

Industrial Marketing Management (Journal)

Jepsen, A. L. (Peer reviewer)
2019

Webster University Vienna

Jepsen, A. L. (Lecturer)
10. Oct 2018

Webster University Vienna

Jepsen, A. L. (Visiting researcher)
8. Oct 2018 → 11. Oct 2018

Vice Head of Department for Education at Department of Marketing & Management (Event)

Jepsen, A. L. (Vice Head of Department)
1. Jan 2018 → 31. Aug 2018

Studienævn for erhvervsøkonomi (Event)

Jepsen, A. L. (Chairman, head of studies)
1. Jan 2017 → 30. Sept 2018

Project Management Journal (Journal)

Jepsen, A. L. (Peer reviewer)
2014 → ...

International Journal of Project Management (Journal)

Jepsen, A. L. (Peer reviewer)
2011 → ...

Medlem af det erhvervsøkonomiske censorkorps

Jepsen, A. L. (Censor)

1. Jan 1994 → ...