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Ansættelse

Institut for Virksomhedsledelse (IVL)

SDU
Odense M
1. dec. 2023 → present

Professor

International Business & Entrepreneurship (IBE)
SDU
1. dec. 2023 → present

Professor

SDU Climate Cluster
SDU
1. apr. 2024 → present

Senior Fellow

University of Turku
Turku, Finland
1. jan. 2021 → 31. dec. 2022

Distinguished Professor in International Business and Entrepreneurship

Shanghai University
Shanghai, Kina
28. mar. 2018 → present

Migration Fellow

Institute of Migration
Finland
1. jan. 2014 → present

Publikationer

Acquiring Talent for the Automotive Aftermarket: How Sustainability Is Becoming a Key Driver in Talent Acquisition and Development for the Sector

Kimpan, G. & Elo, M., 1. okt. 2024, *Automotive Aftermarket: Global and Interdisciplinary Perspectives*. Springer, s. 193-210

An Expert Vignette from the American Perspective: John R. Washbush, President and CEO

Elo, M. & Katsardis, F., 1. okt. 2024, *Automotive Aftermarket: Global and Interdisciplinary Perspectives*. Springer, s. 81-88

How can the Nordic Automotive Aftermarket Provide Opportunities Counteracting the Challenges of Disadvantaged Entrepreneurs?

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Preface: Global Perspectives and Disciplinary Angles in Understanding the Automotive Aftermarket

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"The Biggest Hidden Champion": A Vignette from Michael Söding, Industry Veteran from Schaeffler Group

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Empowering migrant women's entrepreneurship: stakeholder perspectives from the entrepreneurial ecosystem

Aman, R., Elo, M., Ahokangas, P. & Zhang, X., aug. 2024, I: *International Journal of Entrepreneurial Behaviour and Research*. 30, 7, s. 1698-1724

Bridging the Gap Transnationally—Coupling Migrants' Informal and Formal Business Activities Through Hybrid Business Models

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Brazilian-Japanese Reverse Diaspora, Labour and Entrepreneurship – Reflections on Sustainable Ethnic Migration Policies

Falcao, R., Picanco Cruz, E., Aman, R. & Elo, M., 22. feb. 2024, (Accepteret/In press) I: *International Journal of Entrepreneurship and Small Business*.

"Remigration" of migrants and people with migrant-backgrounds: what does this idea mean for German economy, industry and labour markets?

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Falcao, R., Picanco Cruz, E., Costa, F. & Elo, M., feb. 2024, I: *International Journal of Sociology and Social Policy*. 44, 1/2, s. 76-95

Diasporic sensemaking: A perspective on international business relationships and diaspora business networks

Elo, M., 2024, *Individuals in B2B Marketing: Sensemaking and Action in Context*. Ivanova-Gongne, M., Torkkeli, L., Kaporcic, N. & Barner-Rasmussen, W. (red.). Routledge, s. 134-159 (Routledge Studies in Marketing).

Migrant entrepreneur: Strategic approaches to overcoming liminality

Elo, M., Ermolaeva, L., Ivanova-Gongne, M., Klishevich, D., Kothari, T. & Wiese, N., 2024, (E-pub ahead of print) I: *International Small Business Journal: Researching Entrepreneurship*.

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Ivanova-Gongne, M., Elo, M., Shaymardanov, M., Aman, R. & Barner-Rasmussen, W., 17. dec. 2023.

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Vi har nået migrationsalderen

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Evansluong, Q., Ramirez Pasillas, M., Cruz, A. D., Elo, M. & Vershinina, N., feb. 2023, I: *Journal of Enterprising Communities*. 17, 1, s. 1-15 s.

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Interconnected sustainability: social impact of female migrant's business

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Ivanova-Gongne, M., Barner-Rasmussen, W., Torkkeli, L. & Elo, M., 2. sep. 2022.

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Aman, R., Alothmany, R., Elo, M. & Emontspool, J., sep. 2022, *Diversity in action: managing diverse talent in global economies*. Latukha, M. (red.). Emerald Group Publishing, 39 s.

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MANIFESTO : Manifesto for reframing multicultural & migrant entrepreneurship

David, A., Terstriep, J., Alvarez, A., Boga, N. & Elo, M., 1. aug. 2022

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Light entrepreneurship as a parallel staying strategy: insights from Tanzanian medical doctors

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Empowerment of female executives and entrepreneurs within patriarchal societal contexts: Empirical evidence from the healthcare sector

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Challenges for the host society: Human trafficking, slavery and abuse in the work context

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Den globale konkurrence om arbejdskraft modarbejder FN's mål om at reducere uligheden

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China Gets Triple Hit by COVID-19

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Female Migrants and Brain Waste: A Conceptual Challenge with Societal Implications

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Editorial

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Elo, M. & Leinonen, J., 2019, *Global mobility of highly skilled people- Multidisciplinary perspectives on self-initiated expatriation*. Habti, D. & Elo, M. (red.). Springer, Bind 16. s. 81-105 (International Perspectives on Migration).

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Perspectives on entry strategies
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The character of non-prime business from international B2B marketing perspective
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Priser

Best paper award

Harima, A. (Modtager), Elo, M. (Modtager) & Freiling, J. (Modtager), 2014

Best paper award, Human Stickiness as a Counterforce to Brain Drain: Purpose-Driven Behavior among Tanzanian Medical Doctors and Implications for Policy

Ndikumana, D. (Modtager), Elo, M. (Modtager) & Piekkari, R. (Modtager), 31. aug. 2019

NOS funding for a series of 3 workshops in Odense, Kalmar and Åbo

Elo, M. (Modtager), 2019

The Inaugural Teaching Innovation Award finalist, AIB 2021

Elo, M. (Modtager) & Torkkeli, L. (Modtager), 1. jul. 2021

The Teaching Price 2020

Elo, M. (Modtager), 1. nov. 2020

Undervisning og vejledning

Applied Analytics

Elo, M. & Verma, S.
03/02/2020 → 26/06/2020

Applied Analytics

Elo, M. & Verma, S.
02/02/2021 → 30/06/2021

Applied Analytics: Big, Small, and Deep Data

Verma, S.
04/02/2020 → 20/05/2020

Applied Analytics: Big, Small, and Deep Data

Jepsen, A. L.
01/02/2020 → 31/08/2020

Applied Research Methods in Business and Management Contexts

Elo, M.
01/02/2022 → 30/06/2022

Applied Research Methods in Business and Management Contexts

Brookes, M.
01/02/2022 → 31/08/2023

Approaching the entrepreneurial activities of Syrian refugees in Greece

Elo, M.
01/01/2020 → 21/09/2020

A study of young adult's consuming behavior regarding counterfeit products in Denmark

Elo, M.
01/01/2020 → 21/09/2020

bachelor thesis supervision

Elo, M.
01/01/2023 → 30/06/2023

Behavior and Markets

Elo, M. & Ottlewski, L.
02/03/2021 → 30/06/2021

Case Study: Internationalisation process of Company X to the Egyptian market

Elo, M.
01/01/2020 → 18/06/2020

Católica Porto Business School, Master thesis supervision

Elo, M.
01/08/2018 → 03/07/2019

Comparative business environments

Elo, M.
01/09/2020 → 31/01/2021

Comparative business environments

Elo, M.
08/09/2021 → 31/01/2022

Comparative business environments

Elo, M.
07/09/2023 → 31/01/2024

Comparative Business Environments

Elo, M.
02/09/2019 → 31/01/2020

Comparative Business Environments

Elo, M.
01/09/2022 → 31/01/2023

Comparative Business Environments

Elo, M. & Rosenbaum, S. M.
01/09/2018 → 31/01/2020

Comparative Business Environments

Elo, M.
01/09/2020 → 31/01/2022

Critical issues in international business and entrepreneurship-anticipating global challenges managerially and entrepreneurially

Elo, M.
01/06/2023 → 31/07/2023

Extended project and Trainee period

Elo, M.
01/09/2021 → 31/12/2021

Global Challenges 1: The SDGs relevance for the Social Sciences

Elo, M.
01/08/2023 → 01/09/2023

Global entrepreneurship

Elo, M. & Hindelang, S.
03/02/2020 → 26/06/2020

Global Entrepreneurship

Elo, M.
02/02/2021 → 30/06/2021

Global Entrepreneurship

Elo, M.
01/02/2022 → 30/06/2022

Globalisation and Entrepreneurship 2 - The Globalisation of Markets

01/09/2019 → 31/01/2020

Globalisation and Entrepreneurship 3 - The Global Business Model

01/02/2019 → 31/08/2019

Globalization and entrepreneurship 2- The globalization of markets

Elo, M. & Petersen, C. H.
02/09/2019 → 31/01/2020

Globalization and Entrepreneurship 3 -The Global business model

Elo, M., Wang, Y. & Hindelang, S.
01/09/2019 → 31/01/2020

Globalization and Entrepreneurship 3- The Global Business Model

Elo, M., Wang, Y. & Hindelang, S.
01/02/2019 → 30/06/2019

International Business Management and Strategies

Strandskov, J. & Elo, M.
01/09/2018 → 31/01/2023

International business strategy

Elo, M.
01/09/2020 → 31/01/2021

International Business Strategy

Richter, N. F.
01/09/2020 → 31/01/2021

International Business Thesis Group, Aalto University, School of Business, Mikkeli Campus

Elo, M.
01/11/2018 → 30/04/2019

Internationalization of Badelement in the Swedish construction industry from a network perspective

Elo, M.

01/01/2020 → 18/06/2020

Market Entry Strategy: How German automotive companies established their brands in Japan related to special requirements and customer demands

Elo, M.

01/01/2020 → 18/06/2020

Master student thesis

Elo, M.

01/02/2019 → 25/06/2019

Master student thesis

Elo, M.

01/08/2019 → 31/01/2020

Master thesis

Elo, M.

01/08/2019 → 31/01/2020

Master thesis

Elo, M.

01/01/2022 → 30/06/2022

Master thesis

Elo, M.

01/01/2022 → 30/06/2022

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Master thesis

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01/01/2022 → 30/06/2022

Master thesis

Elo, M.

01/01/2022 → 30/06/2022

master thesis supervision

Elo, M.

01/01/2022 → 31/10/2022

master thesis supervision

Elo, M.

01/01/2023 → 30/06/2023

Master thesis supervision

Elo, M.

01/09/2023 → 31/01/2024

Master thesis supervision

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01/01/2022 → 30/06/2022

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Master thesis supervision

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Master thesis supervision

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Master thesis supervision

Elo, M.

01/01/2023 → 30/06/2023

Master thesis supervision

Elo, M.

01/01/2023 → 31/10/2023

New Business Establishment

Elo, M.

01/09/2020 → 31/01/2021

New Business Establishment

01/09/2021 → 31/01/2022

New Business Establishment

Elo, M.

07/09/2023 → 31/01/2024

New Business Establishment -course

Elo, M.

07/09/2021 → 31/01/2022

PHD, doctoral student

Elo, M.

30/09/2022 → 01/06/2023

PHD Student

Elo, M.

01/10/2021 → 31/12/2022

Phd Supervision

Elo, M.

01/10/2020 → 31/12/2021

PHD supervision

Elo, M.

01/05/2020 → 01/05/2021

project supervision

Elo, M.

01/01/2021 → 30/06/2021

Semester Theme 2

Elo, M. & Weik, E.

03/02/2020 → 26/06/2020

Semester Theme 2

Damkjær, M. A. S.

01/02/2010 → 30/06/2023

Semester Theme 2

01/02/2020 → 31/08/2021

Seminar in Business Economics

Elo, M.

01/09/2021 → 31/01/2022

Supervision of a bachelor thesis

Elo, M.
01/09/2022 → 31/01/2023

supervision of master thesis

Elo, M.
01/01/2023 → 30/06/2023

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

thesis supervision

Elo, M.
01/01/2021 → 30/06/2021

Thesis Topic and Case study: Business Model Transition and digital Transformation of Company X

Elo, M.
01/01/2020 → 18/06/2020

Transnational entrepreneurship, ideas and migration

Elo, M.

01/02/2023 → 31/08/2023

Transnational Entrepreneurship, Ideas and Migration

Elo, M.

02/08/2021 → 13/09/2021

Udvikling af interkulturelle kompetencer

van Bakel, M.

01/09/2019 → 31/01/2020

VALUE CREATION IN NGO-CORPORATE PARTNERSHIPS A Single Case Study of the Partnership Between Ben & Jerry's Germany and leetHub Surrounding the Program Ice Academy

Elo, M.

01/01/2020 → 18/06/2020

Teaching portfolio

Experience in teaching:

Full responsibility for courses, including material creations, methods, assessments, etc:

Bachelor courses:

- Age of Globalization (co-taught with prof. Liesl Riddle, two independent but interlinked sections), plenary sessions of 225 students, and four interactive classes of 56 students, (the George Washington University, USA)

- Internationales Marketing

- Internationales Management

- Marketing 1

- Marketing 2

- Internationale Handelsbeziehungen 1

- Internationale Handelsbeziehungen 2

- Europäisches Management (Fachhochschule der Wirtschaft, FHDW, Germany, see more in

<https://www.fhdw.de/de/about-fhdw/courses-of-study.html>)

Master courses:

- International Marketing (the George Washington University, USA)

IBUS 6201. International Marketing. 3 Credits. (Master's, doctoral, and professional-level students) International marketing strategy formulation, including market entry, local market development, and global market integration; strategic challenge of global marketing formulation and local market adaptation, with attention to market conditions in mature, new growth, and emerging market environments; emerging trends.

- MIOK Master Information, Organization und Kultur (Fachhochschule der Wirtschaft, FHDW, Germany)

- Global Innovation Management-Master Program courses (Turku School of Economics, Finland):

- KVS5 Managing international Innovation Development (only part of the course, modular),

- KVS54, Special Themes in Innovation Management

- KV40, Diaspora resources, Innovation and International Business

- KV202270 KV40 National Systems of Innovation, Theoretical and Practical Applications

- KV41, National Culture and Cross-Cultural Management, Perspectives on transnationalism and diaspora

- KV202271 KV41 Organizational culture and cross-cultural management

- KVS16 Perspectives to the Finnish Innovation System (only part of the course, modular), see more in

<http://www.utu.fi/fi/yksikot/tse/opiskelu/opinto-opas/Sivut/home.aspx>

- KVY Kansainvälisen liiketoiminnan perusteet (Introduction to International Business) (Open University, Finland)

- Main Seminar, Diaspora Entrepreneurs aus Industrieländern: Motivation und Erfolgsfaktoren, and Thesis-supervision, (University of Bremen, LEMEX)

My pedagogical suitability for the task of a professor was assessed in a teaching situation by an external and expert committee according to the German law of higher education and was granted in 2009, "Gutachten zur Pädagogischen Eignung von Frau Dr. Maria Elo von 27.8.2009", Bergisch Gladbach, Germany.

The Finnish title of Docent (adjunct professor) was granted by Åbo Akademi University in 2018 to certify the academic qualifications.