

Andreea Bujac
Institut for Erhverv og Bæredygtighed
IEB Kolding
Interactive Innovation
E-mail: bujac@sam.sdu.dk
Telefon: +4565502198

Kvalifikationer

PhD in International Marketing, PhD, Country of Origin and Consumer Brand Perception: A developed and emerging market perspective, Aalborg Universitet
1. mar. 2011 → 6. nov. 2014
Dimissionsdato: 6. nov. 2014
MSc International Business, cand.merc, Aalborg Universitet
1. sep. 2008 → 1. jul. 2010
Dimissionsdato: 1. jul. 2010

Publikationer

An interplay of the consumption values and green behavior in developed markets: A sustainable development viewpoint
Chwialkowska, A., Bhatti, W. A., Bujac, A. & Abid, S., aug. 2024, I: Sustainable Development. 32, 4, s. 3771-3785

Connecting the Dots: Uncovering the Power of Customer Journey Mapping in Boosting Marketing and Sales Alignment
Bujac, A. I., Roschk, H. & Bhatti, W. A., aug. 2024.

Customer-Based Brand Equity Drivers: A Leading Brand of Beer in Estonia
Coudounaris, D., Bjørk, P., Mets, T., Asadli, R. & Bujac, A., mar. 2024, I: Administrative Sciences. 14, 4, 40 s., 61.

Den kommunale erhvervspolitik og verdensmålene

Hjalager, A.-M. & Bujac, A., 2024, *Bæredygtig erhvervsudvikling: flere bundlinjer i spil*. Evald, M. R., Freytag, P. V. & Ingstrup, M. B. (red.). Syddansk Universitetsforlag, s. 17-28 (CESFO Rapportserie).

Store og små virksomheder i tal 2021

Bujac, A. & Thielsen, S., 2024, *Bæredygtig erhvervsudvikling: flere bundlinjer i spil*. Evald, M. R., Freytag, P. V. & Ingstrup, M. B. (red.). Syddansk Universitetsforlag, s. 99-146 (CESFO Rapportserie).

Corporate sustainable brand identity work and network embeddedness: Learnings from Better Place (2007–2013)
Andersen, P. H., Åberg, S. & Bujac, A., nov. 2023, I: Industrial Marketing Management. 115, s. 526-538

Authentic leadership as a generic competence

Sandberg, S., Laine, I., Haseloff, G., Bujac, A. I. & Reilly, J. E., 5. okt. 2023, *The Emerald Handbook of Authentic Leadership*. Turcan, R. V., Reilly, J. E., Jørgensen, K. M., Taran, Y. & Bujac, A. I. (red.). Emerald Group Publishing, s. 521-556 36 s.

Prelims

Turcan, R. V., Reilly, J. E., Jørgensen, K. M., Taran, Y. & Bujac, A. I., 5. okt. 2023, *The Emerald Handbook of Authentic Leadership*. Turcan, R. V., Reilly, J. E., Jørgensen, K. M., Taran, Y. & Bujac, A. I. (red.). Emerald Group Publishing, s. i-xxxvii

The Emerald Handbook of Authentic Leadership

Turcan, R. V. (Redaktør), Reilly, J. E. (Redaktør), Jørgensen, K. M. (Redaktør), Taran, Y. (Redaktør) & Bujac, A. I. (Redaktør), 5. okt. 2023, Emerald Group Publishing. 588 s.

Development, Implementation and Sustainability Report: PhD Supervisor Training in Authentic Leadership
Bujac, A. I. & Turcan, R. V., apr. 2023, 102 s.

Development, Implementation and Sustainability Report: PhD course in Authentic Leadership
Bujac, A. I. & Turcan, R. V., apr. 2023, Aalborg Universitet. 131 s.

Connecting the Dots: Uncovering the Power of Customer Journey Mapping in Boosting Marketing and Sales Alignment
Bujac, A., 2023, (Under udarbejdelse) I: Journal of Business & Industrial Marketing.

Marketing Solar Energy in Ghana: A Relational Perspective
Kuada, J. E., Mensah, E., Bujac, A. I. & Bentzen, J. S., 2021, *Research Anthology on Clean Energy Management and Solutions*. IGI global, s. 1705-1724 20 s.

The impact of international networking and co-marketing alliances on export performance: a global perspective
Bujac, A. & Schøtt, T., 2021, I: International Journal of Export Marketing. 4, 1, s. 72-88

PBL Inter-Disciplinary and Inter-Institutional Project
Bujac, A. I. & Turcan, R. V., apr. 2019

Country-of-origin Effect and Consumer Ethnocentrism of Romanian Consumers of a Danish Beer Brand
Bujac, A. I. & Lawson, L. G., jan. 2019, *Exploring the Dynamics of Consumerism in Developing Nations*.

Marketing Solar Energy in Ghana: A Relational Perspective
Kuada, J. E., Mensah, E., Bujac, A. I. & Bentzen, J. S., 2019, *Exploring the Dynamics of Consumerism in Developing Nations*.

Consumer Ethnocentrism and e-Commerce: A Study of Danish Online Consumers and their Ethnocentric Tendencies
Bujac, A. I., jun. 2018, *7th Aalborg Conference on International Business, Aalborg, Denmark, 30/05/2018*.

Understanding Consumer Buying Behavior in Africa
Kuada, J. E. & Bujac, A. I., 1. jan. 2018, *Marketing Management in Africa*. s. 207-223

Country of origin effect on brand perception: A systematic review of the literature from the last two decades (1993-2013)
Bujac, A. I., 2016, *PERSPECTIVES ON INTERNATIONAL BUSINESS*.

Country-of-Origin Effect on Brand Perception: A Systematic Review of the Literature between 1993 and 2013
Bujac, A. I., 2016, *Perspectives on International Business*. IGI global

Country-of-origin Effects on Consumer Brand Perception of Familiar vs. Unfamiliar Brands of Technological Complex Products in a Developed Market Setting
Sørensen, J. & Bujac, A. I., 2016, *Perspectives on International Business*.

Two Decades of Global Mindset Research: Approaches and Issues
Bujac, A. I. & Kuada, J. E., 2016, *Global Mindsets*.

Country-of-origin effect and consumer brand perception: A developed and emerging market perspective
Bujac, A. I., 2014, I: Ph.d.-serien for Det Samfundsvidenskabelige Fakultet, Aalborg Universitet.

Relationships between Brand Perception, Ideology and Consumer Ethnocentrism in Post-Communist Romania
Bujac, A. I., Kuada, J. E. & Lawson, L. G., 2014, I: Journal of Euromarketing.

Dacia - Developing an International Marketing Strategy for a Romanian Car
Bujac, A. I., 2013

Aktiviteter

International Journal of Entrepreneurship and Small Business (Tidsskrift)

Bujac, A. (Peer reviewer)
sep. 2024 → ...

IMP

Bujac, A. (Deltager)
28. aug. 2024 → 30. aug. 2024

The 28th Nordic Workshop on Interorganizational Research

Bujac, A. (Deltager)
17. apr. 2024 → 19. apr. 2024

IMP

Bujac, A. (Deltager)
23. aug. 2023 → 25. aug. 2023

Industrial Marketing Management (Tidsskrift)

Bujac, A. (Peer reviewer)
jan. 2023 → ...

American Marketing Association Virtual Conference

Bujac, A. (Deltager)
11. okt. 2022 → 13. okt. 2022

Industrial Marketing Management (Tidsskrift)

Bujac, A. (Peer reviewer)
jun. 2022 → ...

IETN PHD Supervisor training in Authentic Leadership

Bujac, A. (Arrangør)
2. maj 2022 → 6. maj 2022

Nordic Workshop on Interorganizational Research

Bujac, A. (Deltager)
27. apr. 2022 → 29. apr. 2022

Nordic Workshop on Interorganizational Research

Bujac, A. (Deltager)
27. apr. 2022 → 29. apr. 2022

Presentation of paper

Bujac, A. (Underviser)
27. apr. 2022 → 29. apr. 2022

Industrial Marketing Management (Tidsskrift)

Bujac, A. (Redaktør)
1. mar. 2022 → 31. dec. 2023

Journal of Business & Industrial Marketing (Tidsskrift)

Bujac, A. (Peer reviewer)
jan. 2022 → ...

IETN PhD Supervisor Training Course in Authentic Leadership

Bujac, A. (Deltager)

12. okt. 2021 → 14. okt. 2021

Academy of International Business (AIB)2020 Online Conference

Bujac, A. (Deltager)

5. jun. 2020 → 8. jun. 2020

Academy of International Business (AIB) 2019 Annual Meeting

Bujac, A. (Deltager)

23. jun. 2019 → 27. jun. 2019

Journal of Brand Management (Tidsskrift)

Bujac, A. (Peer reviewer)

jan. 2019 → ...

Søren Brogaard Jensen

Bujac, A. (Vært)

2019 → 2022

European Journal of International Management (Tidsskrift)

Bujac, A. (Peer reviewer)

dec. 2018 → 2020

Academy of International Business (AIB) 2019 Annual Meeting (Begivenhed)

Bujac, A. (Peer reviewer)

nov. 2018 → jan. 2019

7th Aalborg Conference on International Business

Bujac, A. (Deltager)

30. maj 2018 → 2. jun. 2018

Mads Nauntofte

Bujac, A. (Vært)

13. feb. 2018

Adjunktpædagogikum

Bujac, A. (Deltager)

1. jan. 2018 → 31. dec. 2018

Morten Jensen

Bujac, A. (Vært)

17. feb. 2017

22 IMDA World Business Congress

Bujac, A. (Deltager)

25. jun. 2013 → 29. jun. 2013

19th International Business Research Conference

Bujac, A. (Deltager)

19. nov. 2012 → 21. nov. 2012

Basic Course in University Pedagogy

Bujac, A. (Deltager)

26. okt. 2012

Revisiting Internationalisation

Bujac, A. (Deltager)

31. maj 2012 → 2. jun. 2012

PhD Course: Flowskrivning

Bujac, A. (Deltager)

28. mar. 2012

Publish or Perish: Preparing, Writing and Reviewing Business Research

Bujac, A. (Deltager)

7. feb. 2012 → 18. sep. 2012

PhD Course: Qualitative Research Techniques

Bujac, A. (Deltager)

24. okt. 2011 → 28. okt. 2011

Quantitative Research Methods

Bujac, A. (Deltager)

26. sep. 2011 → 30. sep. 2011

Priser

Danfoss Young Potential Award

Bujac, A. (Modtager), 2009

Leonardo da Vinci Scholarship

Bujac, A. (Modtager), jan. 2008

Undervisning og vejledning

International Forretningsudvikling

Bujac, A.

01/09/2023 → 31/01/2024

International Forretningsudvikling-supervision

Bujac, A.

01/09/2023 → 01/02/2025

Markedskommunikation

Bujac, A.

01/09/2022 → 31/01/2023

Marketing

Bujac, A., Madsen, T. K. & Sommer, J. K.

01/02/2016 → 31/05/2022

Marketing

Bujac, A.

01/02/2024 → 28/06/2024

Marketing -supervision

Bujac, A.

01/02/2023 → 01/02/2025

Supervision of BSc projects

Bujac, A.

01/02/2023 → 01/07/2023

Sypervision of MSc projects

Bujac, A.

01/09/2023 → 01/02/2024

VUP

Clarke, A. H., Hjalager, A.-M. & Bujac, A.

01/02/2023 → 30/06/2023

VUP-supervision

Bujac, A.

01/02/2023 → 01/02/2025

Undervisning og vejledning

International Forretningsudvikling

Bujac, A.

01/09/2023 → 31/01/2024

International Forretningsudvikling-supervision

Bujac, A.

01/09/2023 → 01/02/2025

Markedskommunikation

Bujac, A.

01/09/2022 → 31/01/2023

Marketing

Bujac, A., Madsen, T. K. & Sommer, J. K.

01/02/2016 → 31/05/2022

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01/02/2024 → 28/06/2024

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01/09/2023 → 01/02/2024

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Clarke, A. H., Hjalager, A.-M. & Bujac, A.

01/02/2023 → 30/06/2023

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Bujac, A.

01/02/2023 → 01/02/2025