

Andreea Bujac
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Interactive Innovation
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Qualifications

PhD in International Marketing, PhD, Country of Origin and Consumer Brand Perception: A developed and emerging market perspective, Aalborg University

1. Mar 2011 → 6. Nov 2014

Award Date: 6. Nov 2014

MSc International Business, cand.merc, Aalborg University

1. Sept 2008 → 1. Jul 2010

Award Date: 1. Jul 2010

Research outputs

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, In: Sustainable Development. 32, 4, p. 3771-3785

Uncovering the Power of Customer Journey Mapping in Boosting Marketing and Sales Alignment

Bujac, A. I., Roschk, H. & Bhatti, W. A., Aug 2024, (In preparation).

Customer-Based Brand Equity Drivers: A Leading Brand of Beer in Estonia

Coudounaris, D., Bjørk, P., Mets, T., Asadli, R. & Bujac, A., Mar 2024, In: Administrative Sciences. 14, 4, 40 p., 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. (eds.). Syddansk Universitetsforlag, p. 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. (eds.). Syddansk Universitetsforlag, p. 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, In: Industrial Marketing Management. 115, p. 526-538

Authentic leadership as a generic competence

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

Prelims

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

The Emerald Handbook of Authentic Leadership

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

Development, Implementation and Sustainability Report: PhD Supervisor Training in Authentic Leadership

Bujac, A. I. & Turcan, R. V., Apr 2023, 102 p.

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

Connecting the Dots: Uncovering the Power of Customer Journey Mapping in Boosting Marketing and Sales Alignment
Bujac, A., 2023, (In preparation) In: Journal of Business and 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, p. 1705-1724 20 p.

The impact of international networking and co-marketing alliances on export performance: a global perspective
Bujac, A. & Schøtt, T., 2021, In: International Journal of Export Marketing. 4, 1, p. 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*. p. 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, In: 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, In: Journal of Euromarketing.

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

Activities

International Journal of Entrepreneurship and Small Business (Journal)

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

IMP

Bujac, A. (Participant)
28. Aug 2024 → 30. Aug 2024

The 28th Nordic Workshop on Interorganizational Research

Bujac, A. (Participant)
17. Apr 2024 → 19. Apr 2024

IMP

Bujac, A. (Participant)
23. Aug 2023 → 25. Aug 2023

Industrial Marketing Management (Journal)

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

American Marketing Association Virtual Conference

Bujac, A. (Participant)
11. Oct 2022 → 13. Oct 2022

Industrial Marketing Management (Journal)

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

IETN PHD Supervisor training in Authentic Leadership

Bujac, A. (Organizer)
2. May 2022 → 6. May 2022

Nordic Workshop on Interorganizational Research

Bujac, A. (Participant)
27. Apr 2022 → 29. Apr 2022

Nordic Workshop on Interorganizational Research

Bujac, A. (Participant)
27. Apr 2022 → 29. Apr 2022

Presentation of paper

Bujac, A. (Guest lecturer)
27. Apr 2022 → 29. Apr 2022

Industrial Marketing Management (Journal)

Bujac, A. (Editor)
1. Mar 2022 → 31. Dec 2023

Journal of Business and Industrial Marketing (Journal)

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

IETN PhD Supervisor Training Course in Authentic Leadership

Bujac, A. (Participant)

12. Oct 2021 → 14. Oct 2021

Academy of International Business (AIB)2020 Online Conference

Bujac, A. (Participant)

5. Jun 2020 → 8. Jun 2020

Academy of International Business (AIB) 2019 Annual Meeting

Bujac, A. (Participant)

23. Jun 2019 → 27. Jun 2019

Journal of Brand Management (Journal)

Bujac, A. (Peer reviewer)

Jan 2019 → ...

Søren Brogaard Jensen

Bujac, A. (Host)

2019 → 2022

European Journal of International Management (Journal)

Bujac, A. (Peer reviewer)

Dec 2018 → 2020

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

Bujac, A. (Peer reviewer)

Nov 2018 → Jan 2019

7th Aalborg Conference on International Business

Bujac, A. (Participant)

30. May 2018 → 2. Jun 2018

Mads Nauntofte

Bujac, A. (Host)

13. Feb 2018

Adjunktpædagogikum

Bujac, A. (Participant)

1. Jan 2018 → 31. Dec 2018

Morten Jensen

Bujac, A. (Host)

17. Feb 2017

22 IMDA World Business Congress

Bujac, A. (Participant)

25. Jun 2013 → 29. Jun 2013

19th International Business Research Conference

Bujac, A. (Participant)

19. Nov 2012 → 21. Nov 2012

Basic Course in University Pedagogy

Bujac, A. (Participant)
26. Oct 2012

Revisiting Internationalisation

Bujac, A. (Participant)
31. May 2012 → 2. Jun 2012

PhD Course: Flowskrivning

Bujac, A. (Participant)
28. Mar 2012

Publish or Perish: Preparing, Writing and Reviewing Business Research

Bujac, A. (Participant)
7. Feb 2012 → 18. Sept 2012

PhD Course: Qualitative Research Techniques

Bujac, A. (Participant)
24. Oct 2011 → 28. Oct 2011

Quantitative Research Methods

Bujac, A. (Participant)
26. Sept 2011 → 30. Sept 2011

Prizes**Danfoss Young Potential Award**

Bujac, A. (Recipient), 2009

Leonardo da Vinci Scholarship

Bujac, A. (Recipient), Jan 2008

Teaching and supervision**International Forretningsudvikling**

Bujac, A.
01/09/2023 → 31/01/2024

International Forretningsudvikling-supervision

Bujac, A.
01/09/2023 → 01/02/2025

Markedskommunikation (Marketing Communication)

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

Teaching and supervision

International Forretningsudvikling

Bujac, A.
01/09/2023 → 31/01/2024

International Forretningsudvikling-supervision

Bujac, A.
01/09/2023 → 01/02/2025

Markedskommunikation (Marketing Communication)

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