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Curriculum

C.V. Erik S. Rasmussen

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Erik S. Rasmussen is employed at the department of Marketing and Management (University of Southern Denmark) as associate professor. He received his Ph.D. in 2001 from the University of Southern Denmark on the theme of Fast Internationalising, Danish Small and Medium sized firms. His research focuses especially on international entrepreneurship and Born Global firms. In later years he has particularly focused on the international entrepreneurs that are able to avoid domestic path dependence by establishing ventures, which already from the beginning develop routines for managing a multi-cultural workforce, for coordinating resources located in different nations and for targeting customers in several geographic places simultaneously. Erik S. Rasmussen has worked as reviewer for a large number of journals, e.g. International Marketing Review, International Small Business Journal, Journal of International Business Studies, Journal of Small Business and Enterprise Development and as reviewer for a number of books.

Employment

Department of Business & Management (DBM)

Odense M

1. Jan 2024 → 31. Dec 2026

Associate Professor Emeritus

International Leadership & Management

1. Jan 2024 → 31. Dec 2026

Background

I have been teaching for almost 40 years at business colleges, business school, and universities in Denmark. My primary subjects in my teaching have been social science in general, methodology and theory of science, marketing, and in the last 10 years especially international business. For the last 5 years, I have been external examiner (censor) at Danish business educations.

Teaching philosophy: participatory learning and dialogue

Over the years it has become more and more important for me to be able to involve the students in the teaching and to make it possible for them to learn by doing instead of just listening. With a group of master students, I typically have three 'tracks' of activities: The first is the traditional presentation of the text (articles or a textbook) of with Power Point as the tool. The second is short examples and longer case studies to be used with the theories and models presented. In a semester we typically have five longer case studies that can be analyzed from the different theoretical angles. The third 'track' is the students' own assignments that can be predefined or open. Here the student will be able to use the analytical tool learning during the class on new material. In my opinion, learning comes from doing not from listening and when the students have applied a theory or a model on a case they will be able to do this in the future, too.

Teaching experience

Since 1998 I have been employed at University of Southern Denmark and before that at West Zealand Business School for seven years. Over these years I have been teaching a large number of course but with a focus on methodology and theory of science, Marketing courses and especially Business to Business, and Internationalization courses like

International Entrepreneurship, International Market Relations, and Global Marketing.

Teaching languages

Danish and English

Teaching methods maximizing the students' potential

I prefer to have a variation of teaching methods in the same class over a short time: presentations, discussion, group work and student presentations. At the master level the teaching material is typically academic articles and book chapters and cases that I – or my colleagues – have written. The examination form is either an assignment written during the semester – often with and oral exam – or a 24-hour take-home exam. Typically, the students will have the option to work in groups for the exam.

Supervision

I am supervising students in their master thesis, bachelor projects, seminars, projects, internships and more. Depending on the level of education I believe that the student must 'own' the project and take the initiative: arrange meetings, send questions, find literature, arrange data collection and of course write. It is then my task to comment and help but not to take the initiative from the student.

Course materials

I have co-authored two textbooks used at bachelor level teaching in methodology and theory of science. Rasmussen, E. S., Østergaard, P., & Andersen, H. (2010). Samfundsvidenskabelige metoder - En introduktion. (3. ed.) Odense: Syddansk Universitetsforlag. Rasmussen, E. S., Østergaard, P., & Beckmann, S. C. (2006). Essentials of Social Science Research Methodology. (1 ed.) Odense: Syddansk Universitetsforlag.