

Mikkel Nøjgaard  
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Consumption, Culture and Commerce  
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## **Ansættelse**

### **Marketingmedarbejder**

Contentor ApS

Danmark

1. jul. 2016 → 1. dec. 2016

### **Instruktor**

Syddansk Universitet

Odense, Danmark

1. feb. 2015 → 1. dec. 2015

## **Uddannelse**

Cand.negot., International Relations, Syddansk Universitet

1. sep. 2014 → 21. jun. 2016

Dimissionsdato: 21. jun. 2016

## **Undervisning og vejledning**

### **Advanced Brand Management**

Mikkel Nøjgaard

03/09/2018 → 31/12/2018

### **Brand Management & Marketing Communication**

Mikkel Nøjgaard

01/02/2019 → 01/07/2019

### **Marketing**

Mikkel Nøjgaard

01/02/2018 → 05/07/2018

### **Marketing (Marketing)**

Kristin B. Munksgaard

01/02/2017 → 30/06/2018

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Kristin B. Munksgaard

01/02/2017 → 30/06/2018

### **Marketing (Marketing)**

Jan Møller Jensen & Tage Koed Madsen

01/02/2015 → 30/06/2016

## **Marketing Theory**

Mikkel Nøjgaard  
03/09/2018 → 31/12/2018

## **Various supervisions (both bachelor and master level)**

Mikkel Nøjgaard  
01/07/2017 → ...

## **Publikationer**

### **Smid din mobil ud - det gavner miljøet!**

Nøjgaard, M., Smaniotto, C. & Askegaard, S., 17. aug. 2020

### **How the Dead Storage of Consumer Electronics Creates Consumer Value**

Nøjgaard, M., Smaniotto, C., Askegaard, S., Cimpan, C., Zhilyaev, D. & Wenzel, H., jul. 2020, I : Sustainability (Switzerland). 12, 14, 16 s., 5552.

### **Comparison and cross-pollination of two fields of market systems studies**

Nøjgaard, M. & Bajde, D., 13. jan. 2020, I : Consumption, Markets & Culture.

### **How to remain included? A critical perspective on an ICT-nursing home with an active ageing ideology**

Swane, C. & Nøjgaard, M., 23. maj 2019.

### **Consumption (of) Failure**

Kjeldgaard, D., Nøjgaard, M., Hartmann, B., Lindberg, F., Mossberg, L., Östberg, J. & Bode, M., 8. maj 2019.

### **Enacting Drone Futures: Socio-technical Imagineering of the Civilian Drone Industry**

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

### **Imagination at Work: Technology Markets and Socio-Technical Imagineering**

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

### **Socio-Technical Imagineering and the Future(s) of Civilian Drones**

Bajde, D., Kuruoglu, A., Nøjgaard, M. & Sommer, J. K., 2019.

### **Consumer Culture Theory and the Socio-Cultural Investigation of Technology Consumption**

Bajde, D., Nøjgaard, M. & Sommer, J. K., 2018, *Analytical Frameworks, Applications and Impacts of ICT and Actor-Network Theory*. Spoehrer, M. (red.). IGI global, s. 171-190 (Advances in Human and Social Aspects of Technology).

### **Familiar Strangers: Relating Market Systems Studies within Marketing Research**

Nøjgaard, M. & Bajde, D., 2018. 26 s.

### **Market Systems in Contemporary Marketing Thought: A Preliminary Overview**

Nøjgaard, M. & Bajde, D., 2018.

### **Public reactions to drone use in residential and public areas**

Bajde, D., Woermann, N., Bruun, M. H., Gahrn-Andersen, R., Sommer, J. K., Nøjgaard, M., Christensen, S. H., Kirschner, H., Hagel Skaarup Jensen, R. & Bucher, J-H., 2017, Aalborg Universitet. 27 s.

## **Aktiviteter**

### **Cultures of Product Reviewing**

Niklas Woermann (Medforfatter) & Mikkel Nøjgaard (Medforfatter)  
3. okt. 2020

### **Paper development workshop**

Mikkel Nøjgaard (Deltager)  
23. okt. 2018

### **5th Interdisciplinary Market Studies Workshop**

Mikkel Nøjgaard (Deltager)  
6. jun. 2018 → 8. jun. 2018

### **Consumer Culture Theory Conference 2018**

Mikkel Nøjgaard (Deltager)  
1. jul. 2017 → 1. jul. 2018