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Business-to-Business Marketing og Supply Chain Management
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Publikationer

Tidsskriftsartikler

Understanding incubation during foreign market entry: Lessons learnt from an illustrative Danish case study

Gretzinger, S., Dyhr Ulrich, A. M., Hollensen, S. & Leick, B., 9. dec. 2020, (E-pub ahead of print) I: *Journal of Business and Industrial Marketing*.

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

Relationship Building in IoT Platform Models: the Case of the Danfoss Group

Hollensen, S., Eskerod, P. & Dyhr Ulrich, A. M., 1. aug. 2020, I: *Journal of Business Models*. 8, 2, s. 73-91

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

Entry Mode Strategies into the Brazil, Russia, India and China (BRIC) markets

Hollensen, S., Dyhr Ulrich, A. M. & Boyd, B., 1. sep. 2014, I: *Global Business Review*. 15, 3, s. 423-445 23 s., 1.

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

Market entry strategies into the BRIC countries: a comparison of Danish family and non-family businesses

Boyd, B. & Dyhr Ulrich, A. M., 15. jul. 2014, I: *International Journal of Globalisation and Small Business*. 6, 1, s. 15-36 22 s.

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

The Incubator Concept as an Entry Mode Option for Danish SME's

Hollensen, S. & Dyhr Ulrich, A. M., 15. jul. 2014, I: *Transnational Marketing Journal*. 2, 1, s. 1-19

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

Financial Performance of Entry Mode Decisions: Effects of Control in an Internationalization Context

Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 2012, I: *International Journal of Business and Management*. 7, 24, s. 12-28

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

The choice of foreign entry modes in a control perspective

Hollensen, S., Boyd, B. & Dyhr Ulrich, A. M., 2011, I: *The I U P Journal of Business Strategy*. 8, 4, s. 7-31 25 s.

Publikation: Bidrag til tidsskrift > Tidsskriftartikel > Forskning > peer review

Bøger og rapporter

Regional Sharing-Economy Entrepreneurs and the Diversity of their Business Models

Leick, B., Eklund, M., Gretzinger, S. & Dyhr Ulrich, A. M., 2022, *Digital Entrepreneurship and the Sharing Economy*.

Vinogradov, E., Leick, B. & Assadi, D. (red.). New York: Routledge

Publikation: Kapitel i bog/rapport/konference-proceeding > Kapitel i bog > Forskning > peer review

Curriculum Design for Enhancing Employability through Learning Experiences with External Stakeholders

Piihl, J., Dyhr Ulrich, A. M. & Philipsen, K., 2017, *Learning-Centred Curriculum Design in Higher Education*. Hørsted, A.,

Branch, J. & Nygaard, C. (red.). Faringdon: Libri Publishing Ltd, s. 291-320 (The Learning in Higher Education Series).

Publikation: Kapitel i bog/rapport/konference-proceeding > Kapitel i bog > Forskning > peer review

Dandy Chewing Gum - development of the Dandy-KGFF relation

Dyhr Ulrich, A. M., 2002, *International Management - Theories and Practices*. Tayeb, M. (red.). Prentice-Hall, s. 317-320
3 s.

Publikation: Kapitel i bog/rapport/konference-proceeding › Kapitel i bog › Forskning

Relationship building: An international perspective

Hollensen, S. & Dyhr Ulrich, A. M., 2002, *Perspectives on Marketing Relationships*. Knudsen, T., Askegaard, S. & Jørgensen, N. (red.). København: Karnov Group, s. 171-197

Publikation: Kapitel i bog/rapport/konference-proceeding › Kapitel i bog › Forskning

Andre publikationer

ACTOR ROLE-RESOURCE INTERACTIONS IN EMERGING SHARING-ECONOMY BUSINESSES

Gretzinger, S., Norway, U. O., Dyhr Ulrich, A. M. & Eklund, M., 20. apr. 2021, s. 1. 7 s.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

Platform Formation and Stickiness on B2B IoT Service Platforms: a Case Study

Dyhr Ulrich, A. M., Hollensen, S. & Eskerod, P., 2021, (Accepteret/In press). 4 s.

Publikation: Konferencebidrag uden forlag/tidsskrift › Konferenceabstrakt til konference › Forskning › peer review

IOT and Platform Stickiness in B2B markets - the case of the Danfoss Group

Dyhr Ulrich, A. M., Eskerod, P. & Hollensen, S., 22. aug. 2019.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

Entry of Emerging Markets: Conceptualization of an International Business Incubator

Dyhr Ulrich, A. M., Gretzinger, S., Hollensen, S. & Leick, B., 12. sep. 2018.

Publikation: Konferencebidrag uden forlag/tidsskrift › Konferenceabstrakt til konference › Forskning › peer review

Getting Embedded in Industry Networks Abroad: The Case of LINAK A/S

Gretzinger, S., Dyhr Ulrich, A. M. & Hollensen, S., 1. jun. 2017. 12 s.

Publikation: Konferencebidrag uden forlag/tidsskrift › Konferenceabstrakt til konference › Forskning › peer review

Getting better integrated into foreign markets supported by the incubator: The case of Linak A/S

Dyhr Ulrich, A. M., Gretzinger, S. & Hollensen, S., 2017. 11 s.

Publikation: Konferencebidrag uden forlag/tidsskrift › Konferenceabstrakt til konference › Forskning › peer review

Entry Mode Strategies of Exporting SMEs to Distant Growth Markets

Dyhr Ulrich, A. M., Boyd, B. & Hollensen, S., 4. mar. 2013.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

Internationalisation Strategies into BRIC Countries - A comparison of Danish Family and Non-family businesses.

Dyhr Ulrich, A. M. & Boyd, B., 4. mar. 2013.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

The choice of foreign entry modes in a control perspective

Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 5. mar. 2012. 7 s.

Publikation: Konferencebidrag uden forlag/tidsskrift › Konferenceabstrakt til konference › Forskning › peer review

The choice of foreign entry modes in a control perspective

Dyhr Ulrich, A. M., Boyd, B. & Hollensen, S., 2012.

Publikation: Konferencebidrag uden forlag/tidsskrift › Paper › Forskning › peer review

Formidling

Virksomhedens internationale partnernetværk

Hollensen, S. & Dyhr Ulrich, A. M., 2011, I: PLUK. Juni, s. 13-17 5 s.

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Formidling

Virksomhedens Internationale Markeder

Hollensen, S. & Dyhr Ulrich, A. M., okt. 2010, I: PLUK. 2010, Oktober, s. 1-6 6 s.

Publikation: Bidrag til tidsskrift › Tidsskriftartikel › Formidling

International Partnerskaber

Hollensen, S., Dyhr Ulrich, A. M. & Donner, S., 2009, 1 udg. København: Børsens Forlag.

Publikation: Bog/rapport › Monografi › Formidling

Aktiviteter

Medlemskaber

Business College Syd (Ekstern organisation)

Anna Marie Dyhr Ulrich (Medlem)

2017 → ...

Aktivitet: Medlemskab › Bestyrelsesarbejde i virksomhed, forening eller organisation

GroNet - Ledernetværk i Sønderjylland (Ekstern organisation)

Anna Marie Dyhr Ulrich (Medlem)

2017 → ...

Aktivitet: Medlemskab › Medlemskab af forskningsnetværk eller ekspertgruppe

Institut for Entreprenørskab og Relationsledelse (Organisation)

Anna Marie Dyhr Ulrich (Formand)

2017 → ...

Aktivitet: Medlemskab › Medlemskab af udvalg, kommission, råd, nævn, forening, organisation eller lignende

Institut for Entreprenørskab og Relationsledelse (Organisation)

Anna Marie Dyhr Ulrich (Formand)

2016 → ...

Aktivitet: Medlemskab › Medlemskab af udvalg, kommission, råd, nævn, forening, organisation eller lignende

Bestyrelsen, Aabenraa Statsskole (Ekstern organisation)

Anna Marie Dyhr Ulrich (Medlem)

2014 → ...

Aktivitet: Medlemskab › Bestyrelsesarbejde i virksomhed, forening eller organisation

Institut for Entreprenørskab og Relationsledelse (Organisation)

Anna Marie Dyhr Ulrich (Formand)

2014 → 2016

Aktivitet: Medlemskab › Medlemskab af udvalg, kommission, råd, nævn, forening, organisation eller lignende

Steering Committee SDU & EUF (Ekstern organisation)

Anna Marie Dyhr Ulrich (Medlem)

2014 → ...

Aktivitet: Medlemskab › Medlemskab af udvalg, kommission, råd, nævn, forening, organisation eller lignende

Institut for Entreprenørskab og Relationsledelse (Organisation)

Anna Marie Dyhr Ulrich (Medlem)

2013 → 2015

Aktivitet: Medlemskab › Medlemskab af udvalg, kommission, råd, nævn, forening, organisation eller lignende

Konferencer

25th Nordic Academy of Management Conference

Anna Marie Dyhr Ulrich (Deltager)

22. aug. 2019 → 24. aug. 2019

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i konference

9th EMAC Regional Conference

Anna Marie Dyhr Ulrich (Deltager)

12. sep. 2018 → 14. sep. 2018

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i konference

CBIM 2017, Stockholm Business School

Anna Marie Dyhr Ulrich (Deltager)

19. jun. 2017

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i konference

Kompetenceudviklingsforløb for faglige ledere på SDU SAMF 2017

Anna Marie Dyhr Ulrich (Deltager)

2017 → ...

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

Arbejdsmiljøuddannelsen, Dansk Arbejdsgiverforening

Anna Marie Dyhr Ulrich (Deltager)

2016 → ...

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

Studielederkursus

Anna Marie Dyhr Ulrich (Deltager)

2014

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

The 2013 EFMD Entrepreneurship Conference; Madrid, Spain.

Anna Marie Dyhr Ulrich (Deltager)

4. mar. 2013

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i konference

Karriereudviklingsprogram for yngre forskere

Anna Marie Dyhr Ulrich (Deltager)

29. jan. 2013

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

Lederaspirantprogram, SDU

Anna Marie Dyhr Ulrich (Deltager)

2013 → 2014

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

Use wiki and blogs in your teaching

Anna Marie Dyhr Ulrich (Deltager)

okt. 2011 → ...

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i workshop, kursus, seminar eller lignende

6th Annual Marketing Conference, Aarhus, Denmark.

Anna Marie Dyhr Ulrich (Deltager)

2000 → ...

Aktivitet: Deltagelse i faglig begivenhed › Organisering af eller deltagelse i konference

Andre aktiviteter

Administrative opgaver

Institut for Entreprenørskab og Relationsledelse (Organisation)

Anna Marie Dyhr Ulrich (Formand)

2014 → 2016

Aktivitet: Medlemskab › Forsknings- og studieledelse

Undervisning og vejledning

Undervisning

Teaching portfolio

Teaching philosophy

I believe the fundamental goal of teaching is to motivate and to encourage learning. Learning takes place at many different places and in many different contexts. Basically everyone is capable of learning, but how we learn best is different from person to person. So the students have multiple learning styles: some learn best in lecture atmospheres, some are motivated by discussion, and others absorb best when they read and reflect on what they have read. As a teacher am I very aware of creating an atmosphere that fosters learning, and aware of using different teaching styles and methods. Accommodating different learning styles and methods creates an atmosphere that is conducive to learning. I focus on explaining (presentations), demonstrating (case studies), collaboration (group work) and learning by teaching (group presentations). I am very aware of activating the students mainly by fostering dialogues, class and group discussions. As a teacher it is important for me to convince students of my knowledge and expertise on the field before they will show a willingness to learn. I do that by showing a high level of engagement, passion and interest for the topics I teach from both an academic and a practical angle. I have hereby experienced that it has a positive influence on the students' willingness to learn and be active during the lessons.

Besides the actual teaching I also regard planning the teaching (lessons) as an important part of the overall teaching process. This process contains the selection of topics and literature, the structure of the lessons and securing the use of a variety of pedagogical approaches and methods. It is important that the concepts being presented are organized in a way that makes it easiest for the students to understand.

As stated above learning does not only take place in the classroom. I regard the use of digital tools for the purposes of teaching as an important part of the overall teaching process. By using wikis and blogs as a part of my teaching I have with success created an online learning environment, which positively supports the more traditional classroom learning setting.

Finally, I believe that respect for my students (which are coming from different cultures) is one of the most important things I can show not only to encourage their openness to the material I am presenting, but also to inspire them and to respect each other.

Teaching experience

2000-2003 University of Southern Denmark

Managing Organizations – Bachelor 4. sem 2000

International Marketing – Master. 9. Sem 2000/01

Project: „Strategic In-/outsourcing in small and medium size enterprises“

International Marketing – Master. 9. Sem 2001/02

Global Marketing – two semesters

2003 Dyhr Management & Relations

Løwer 2003: Seminar on how to write an academic assignment (1 week)

2003-2009 Confederation of Danish Industry

Annual Seminars:

Success on Export Markets (8 days + 4 days)
The Company's Marketing Plan (4 days)
Partner Selection and the Contract (1 day two times a year)
Customer Value and Customer Segmentation (1 day two times a year)
Market Selection and Market Analysis (1 day two times a year)
Partner Strategy (1 day two times a year)
Various seminars on Marketing in Specific companies (average of two days)

2009 Dyhr Management & Relations
Global Business Day: Seminar focusing on Partner Strategy
Copenhagen Capacity: Workshop on Customer Segmentation (8 workshops)
HECO: Internal workshop on partner selection, partner development, partner support and motivation, 3 days

2009 IBA/180 Academy
Teacher in Marketing on Food Architect, Kolding, 4 days.

2009 University of Southern Denmark
Social Research and Methodology, cand.merc.int, Sem 2009/2010, Flensburg.
Consumer Behaviour, BA, Sem 2009/2010
International Marketing Management, cand.merc.int., Sem 2009/2010

2010-present University of Southern Denmark
Consumer Behaviour and Basic Marketing, BA.
International Marketing Management, Cand.merc.
MBA, Odense, Global Marketing.
Consumer Behaviour and Basic Marketing, BA.
Global Marketing, Cand.merc.
Super visor: BA and Master Thesis app. 15-20 each year.
Supervisor: Company Reports app. 10 each year.
Supervisor: Seminar papers app. 10 each year.

Workshop: Agent or distributor, Nov. 2011, Department of Border Region Studies
Project Global Growth, Væksthus Sjælland: Presentation: Selling through partners, June 2012 Workshop: Partner selection and development of a Partner Strategy, 6 days
Project Global Growth, Væksthus Sjælland: Workshop: The Partner Handbook, 3 days, April, May, June, 2013

Supervised Master Theses (selection):
The Procurement of Services: Development of a Purchasing Strategy for Digital Goods within the Tchibo GmbH.
The Integration of Selected Customer Equity Determinants in the Strategic and Operational Sales Planning of the Volksbank Freiburg eG -A Potential-Oriented Approach.
The use of Social Media as a Marketing tool by a financial institution.
SL-Veranstaltungen zur Förderung der Primärpräventionen e.V.
Customer Satisfaction Analysis & Marketing Strategy Ideas in the Hotel Industry.
Finding the easiest Sub-Saharan African Markets entry mode for Danish companies – Danimex into Tanzania.
GateDenmark & Branding.
Danone Bulgaria – Modern Trade Strategy and Winning the Discount Channel.
A Strategy Map – Customer Relationship Management in the Automotive Supplier Industry.
Partner Selection Processes: A comparison of R&D and Production.
Designing a Trend Management Concept based on Corporate Best-Pratice and Theoretical Evidence at SMA Solar Technology AG – A Case Study.

Supervised Bachelor's Theses (selection)
Neuromarketing – Eine Untersuchung der veränderten Markenwahrnehmung im Rahmen der Weiterentwicklung der Markenidentität und die damit einhergehende Veränderung der Werbung am Beispiel der Flensburger Brauerei – awarded with the Dr. Hans-Adolf-Rossen prize.
The Windmill Market in China.
Groupon Collective Buying Power.
Co-Branding Microsoft.
Increasing Customer Loyalty at KPMG Sønderborg.

Project Collaborations
Development of guidelines and requirements for joint company report covering the courses (1. Semester, BRM) International Marketing Management (Anna Marie Dyhr Ulrich), Business Marketing (Susanne Gretzinger) and Supply Chain Management (Hans Martens).
Joint preparation (Svend Hollensen and Anna Marie Dyhr Ulrich) of examination paper for the MBA course Global Marketing, Odense.

Joint preparation (Susanne Gretzinger and Anna Marie Dyhr Ulrich) of examination paper for the BA course Consumer Behaviour and Basic Marketing, Sønderborg.

Formal Education in Teaching Methods and Pedagogical Practice

Mar 2011, Kropssprog i undervisningen, University of Southern Denmark, Denmark.

Oct 2011, Use wiki and blogs in your teaching, University of Southern Denmark, Denmark.

Oct 2011, Digital examens, University of Southern Denmark, Denmark.

Oct 2011, Undervisningsevaluering og evaluering i øvrigt, University of Southern Denmark, Denmark.

Oct 2011, Aktivitet i forelæsningen, University of Southern Denmark, Denmark.

Nov 2011, Design collaborative e-learning activities for your students, University of Southern Denmark

Dec 2011, Tests, assignment tools and Grade center, University of Southern Denmark, Denmark.

Jan 2010 – 2011, Teacher-training programme for Assistant Lecturers at SDU (Universitetspædagogikum), University of Southern Denmark, Denmark.

2015: Developing the study program MSc in Global Value Chain Management.

2015: Development of study program for BSc European Studies and BSc in Economics and Business Administration – International Economics and Business Relationships

2018: Restructuring the study program for BSc European Studies and BSc in Economics and Business Administration – International Economics and Business Relationships

Course responsible: Indledende Marketing, International Marketing, Theoretical seminar & Practical Applications, Internship – company.

2014-2016: Head of Study Board, Business Administration, Sønderborg and European Studies, Sønderborg.

2014-2016: Head of Study, Department of Border Region Studies

2011- 2016: Member of the Study Board of Business Administration, Sønderborg and European Studies, Sønderborg

2013-2015: Member of the IFG Department Council

2012-2014: Member of the Task force for teaching

2012-2015: Substitute for IFG Board

2011: Member of Board of Appeals

Publication: Piihl, Jesper, Dyhr Ulrich, Anna Marie & Philipsen, Kristian. (2017), Curriculum Design for Enhancing Employability through Learning Experiences with External Stakeholders, Forlag: Libri Publishing Ltd, p. 291-320.