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Health and Inequality
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Research areas

Research area

Ann Clarke is an experienced researcher with a strong record in publishing, fundraising, knowledge exchange and management of research projects. Her research interest is in firms' commercialization competences and management of innovation. This includes the themes: Public Private Innovation, market segmentation, commercialization, stakeholder involvement, value creation, relationships and networks, design thinking, management of innovation, business models innovation and innovation ecosystems. In recent years I have focused more on Public Private innovation. I am currently actively involved in forming a Scandinavian network on Public Private innovation, including applying for cross-country funding.

Research themes

Business to business marketing: segmentation, user driven innovation, business models.

Innovation: Public private innovation, health, cross sectoral collaboration, partnerships, stakeholder involvement, design thinking, innovation in networks.

Current projects

1. 'Commercialization of Public-Private Innovation Solutions' (Danish: Syddansk OPI-pulje 2019-2021)

Financed by: The European Regional Development Fund (ERDF)

The purpose of the project 'Commercialization of PPI-solutions' is to support firms in getting their prototypes ready for the market. In other words; 'getting proof of concept', which is turning an early prototype into a working prototype to demonstrate that it works and evaluating its feasibility. However, the road from concept to market is fraught with obstacles, and many businesses fail to pass beyond the development stage into the commercialization stage. This is also why this transformation process is often called the 'Valley of Death'. By supporting the firms economically (through EU regional funds) it is expected that the project will contribute positively to growth in employment, sales and export opportunities for the firms. Besides financial support, it is also anticipated that firms' solutions will be validated through the Public-Private Innovations, as the partners will jointly test, develop and adjust the solutions. Funding is only provided when private firms collaborate with public parties to test and develop their prototypes. By connecting private firms to public organizations, firms improve their chances of adjusting their solutions in accordance with valuable public domain knowledge and feedback.

Link: <https://www.welfaretech.dk/projekter/syddansk-opi-pulje-2019-2021>

2. The Public-Private Innovation Nordic Research Network

Financed by: The Joint Committee for Nordic research councils in the Humanities and Social Sciences (NOS-HS)

The objective with the Public-Private Innovation Nordic Research Network is to explore and advance the research field of PPI and provide knowledge and guidelines on how PPI can create value for public and private parties. Knowledge is needed on how solutions are jointly developed, how challenges are overcome, and opportunities created to enhance our understanding of how solutions are applied and diffused to the public market and to leverage and scale the opportunities. The Nordic countries take a unique lead position in PPI as the countries have invested in various PPI-activities and created value from these. Since throughout Europe there is increased emphasis on PPI as an essential driver for solving 'Grand Challenges' presented by United Nations sustainable Development Goals (SDG's), we have a unique position to enhance research novelty. Joint network activities take place at three interrelated workshops. Purpose is to explore, enhance and elaborate across scattered PPI research conducted in Finland, Norway and Denmark and across various literature streams.

Link: <https://www.aka.fi/en/nos-hs/funded-projects/nos-hs-workshops/>

3. Cancer: Activating Technology for Connected Health – 'Catch': a MARIE SKŁODOWSKA-CURIE ACTIONS - European Industrial Doctorate (ITN)

Financed by: H2020 Marie Curie (ITN)

CATCH – offers 8 PhD positions in different institutions to research on connected health for patients with cancer.

Advances in cancer diagnosis and treatment have been ground-breaking, and we are now considering some cancers as chronic disease rather than fatal illness. This moves the point of focus in the fight against cancer from sustaining life towards maximizing functional capacity and Quality Of Life (QOL). Technology advances such as gamification based on biofeedback, and neuromuscular electrical stimulation, can help support QOL, but challenges also exist. In particular we

need to understand specific challenges and patient journeys associated with cancer care and how we can help patients to leverage psychological tools to better engage in their own care. We then need to optimize technological tools to meet patients' rehabilitation needs, and finally, to understand how to bring resultant solutions to market where they can have maximal impact on quality of care. This can only be done by a multidisciplinary programme of research involving close collaboration between researchers in academic, clinical and industry settings. As such, CATCH is a deep collaboration across academic, business and clinical sectors. Link: <https://www.catchitn.eu/about>

Positions Held

2013-	Head of Department Entrepreneurship and Relationship Management
2015	Vice Head of Department of Entrepreneurship and Relationship management
2007-	Associate Professor
2004-2007	Assistant Professor
2012	Workplace environment representative
2007-2013	Local coordinator for Diploma course in business administration (marketing) at campus Kolding, University of Southern Denmark.
2002-2004	Local Administrator of the Diploma course in business administration (marketing) at campus Sønderborg, University of Southern Denmark.
2004-2007	Local coordinator of the Diploma course in business administration (marketing) at Kolding
1997-2002	Ph.D. Student (business researcher): a cooperation between Danfoss Drives A/S, The Danish Academy of Technical Sciences (ATV) and the University of Southern Denmark. Dissertation title: 'Segmentation of Industrial Markets and Determining Product Line for Product Development'.
1997	Research Assistant, Aalborg University, Denmark.
1992-1997	Business Economics Aalborg University
1997	Student from Skive

Bestyrelsesposter, styregrupper mv .:

Board positions etc.:

Chairman

2017 - Chair of the HD board at SDU

2016 - Chairman of the steering committee: Welfare innovation at SDU

2015 - Chairman of Haderslev Katedralskole

2011 - Vice-chairman of the board for Design2Innovate

2017 - Member of the steering committee for WHINN konferencen 2017

2016 - Member of the steering committee for Kolding municipality Living Design Lab

Ambassador for Inspiring Denmark

Continuing education

2014-2016 The Professional Manager, Rambøll/Attractor

2016 Course in facilitation at SDU (week)

Vejledning af ph.d. studerende

Supervision of Ph.D. students

Current PhD student

Juan Miguel Muñoz Peñas

Finished PhD students

Winie Evers Finnemann

Helle Aarøe Nissen

Bo Schiønning Mortensen

Pia Storvang

Assessment work

Assessment work

2015 Member of assessment committee for Lise Lodsgård 1st year PhD assessment

2015 Chair of assessment committee for PhD student Pia Geisby Erichsen

2014 Member of assessment committee for Manal Al-Qahtani 1st year PhD assessment at University of Western Sydney

2013 Chair of assessment committee for Assistant Professor position, SDU

2012 Member of Associate Professorship assessment committee, Aalborg University

2012 Chair of assessment committee for PhD student Susanne Wiatr Borg

2011 Chair of assessment committee for PhD Mads Hovmøller

2011 Member of assessment committee for Pia Geisby Erichsen 1st year PhD assessment
2010 Member of assessment committee for Pia Storvangs 1st year PhD assessment

Participated in a row of employment committees for Rector, Professor, Heads of Departments, Associate professors, Assistant professors etc.

Teaching

Teaching

Have broad teaching experience at MBA, Master and Bachelor level
Have broad experience in supervising MBA, Master and Bachelor theses

2013 Planner and responsible for PhD reading course in Design vs Business, SDU.
2009 Planner and responsible for PhD reading course in User Driven Innovation, SDU.

Management Experience

Management Experience

2013 - Head of Department for department of Entrepreneurship and Relationship Management in Kolding
2010-2013 Vice Head of Department for department of Entrepreneurship and Relationship Management in Kolding
2016- Project manager for research project "e-patient"
2015- PI for D2I at SDU
2009-2013 Project manager for research project 'Brugerdreven innovation til udvikling af velfærdsteknologier' ('User-driven innovation for development of welfare technologies') in cooperation with Design School Kolding and Region Syddanmark.
2015 Part of the team organizing the conference IMP
2011 Part of the team organizing the conference Open Innovation and new business Creation