

Jan Møller Jensen
Department of Marketing & Management
Consumption, Culture and Commerce
Postal address:
Campusvej 55
5230
Odense M
Denmark
Email: jmj@sam.sdu.dk
Fax: 66155129
Mobile: 60113241
Phone: 65503241



Research outputs

Journal articles

Travel motivations of first-time, repeat, and serial backpackers

Jensen, J. M. & Hjalager, A-M., Oct 2019, In: *Tourism and Hospitality Research*. 19, 4, p. 465-477
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

A cross-national comparison of Millennial consumers' initial trust towards an e-travel website

Jensen, J. M. & Wagner, C., 2018, In: *Marketing Intelligence & Planning*. 36, 3, p. 318-333
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Experiential dimensions of TV advertising: Modeling narrative and non-narrative perceptions

Andersen, L. P. & Jensen, J. M., 2016, In: *Innovative Marketing*. 12, 2, p. 6-15
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Reading of online reviews across different product types by Generation Y consumers

Jensen, J. M. & Pizzamiglio, L., 2016, In: *International Journal of Internet Marketing and Advertising*. 10, 4, p. 302-321
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Gender and perceptual dimensions of TV-advertising

Andersen, L. P. & Jensen, J. M., Sep 2015, In: *Innovative Marketing*. 11, 2, p. 30-39 9 p.
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

The Relationship between Socio-demographic Variables, Travel Motivations and Subsequent Choice of Vacation

Jensen, J. M., 2015, In: *Advances in Economics and Business*. 3, 8, p. 322-328
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

The role of demographics and travel motivation in travellers' use of the Internet before, during, and after a trip

Jensen, J. M. & Hjalager, A-M., 28. May 2013, In: *International Journal of Tourism Policy*. 5, 1-2, p. 34-58 25 p.
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Buyer-Seller relationships in a period of recession: The role of satisfaction in repeat patronage and the propensity to initiate price negotiation

Servais, P. & Jensen, J. M., 2012, In: *Innovative Marketing*. 8, 4, p. 18-29 11 p.
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Buyer-supplier relationships in a period of recession: The role of satisfaction in repeat patronage and the propensity to initiate price negotiation

Servais, P. & Jensen, J. M., 2012, In: *Innovative Marketing*. 8, 4, p. 19-30
Research output: [Contribution to journal](#) › [Journal article](#) › [Research](#) › [peer-review](#)

Shopping orientation and online travel shopping: the role of travel experience

Jensen, J. M., 2012, In: International Journal of Tourism Research. 14, 1, p. 56-70 15 p.
Research output: Contribution to journal › Journal article › Research › peer-review

"The impact of internationalisation on small firms' choice of location and propensity for relocation"

Rasmussen, E. S., Jensen, J. M. & Servais, P., 2011, In: Journal of Small Business and Enterprise Development. 18, 3, p. 457-474 18 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Consumer loyalty on the grocery product market: An empirical application of Dick and Basu's framework

Jensen, J. M., 2011, In: Journal of Consumer Marketing. 28, 5, p. 333-343 11 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Reflexology Clients in Denmark: A Nordic Survey

Eriksen, L. & Jensen, J. M., 2011, In: Journal of Traditional Chinese Medicine. 31, supplement, p. 31-32
Research output: Contribution to journal › Journal article › Research › peer-review

Reflexology Clients in Sweden: A Nordic survey

Eriksen, L. & Jensen, J. M., 2011, In: Journal of Traditional Chinese Medicine - English Edition. 31, Supplement, p. 31-32
Research output: Contribution to journal › Journal article › Research › peer-review

**TRAVELERS' USE OF ONLINE RESOURCES FOR COLLECTING AND SHARING TRAVEL RELATED INFORMATION:
The role of travel motivation**

Jensen, J. M., 2011, In: Proceedings for the 1st International Conference on Emerging Research Paradigms in Business and Social Science . Vol. 1, 27 p.
Research output: Contribution to journal › Conference article › Research › peer-review

When Supermarket Consumers Get Stocked in the Middle

Hansen, T., Jensen, J. M. & Solgaard, H. S., 2011, In: International Journal of Retail and Distribution Management. 39, 11, p. 836-850 15 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Shopping orientation and online clothing purchases: the role of gender and purchase situation

Hansen, T. & Jensen, J. M., 2009, In: European Journal of Marketing. 43, 9/10, p. 1154-1170 17 p.
Research output: Contribution to journal › Journal article › Research › peer-review

An empirical investigation of the relationships between hygiene factors, motivators, satisfaction, and response among visitors to zoos and aquaria

Jensen, J. M., 2008, In: Tourism Review International. 11, p. 307-316 10 p.
Research output: Contribution to journal › Journal article › Research › peer-review

The Relationships between, Hygiene Factors, Motivators, Satisfaction and Response among Visitors to Zoos and Aquaria

Jensen, J. M., 2007, In: Tourism Review International. 11, 3, p. 307-316 10 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Understanding consumers' political voting decisions: A Theory of Planned Behavior Approach

Hansen, T. & Jensen, J. M., 2007, In: Innovative Marketing. 3, 4
Research output: Contribution to journal › Journal article › Research › peer-review

An Empirical Examination of Brand Loyalty

Jensen, J. M. & Hansen, T., 2006, In: Journal of Product and Brand Management. 15, 7, p. 442-449
Research output: Contribution to journal › Journal article › Research › peer-review

Segmenting European Tourists by Nationality: An Investigation of Visitors to Attractions on the Danish Island of Funen

Jensen, J. M., 2006, In: Scandinavian Journal of Hospitality and Tourism. 6, 3, p. 248-264
Research output: Contribution to journal › Journal article › Research › peer-review

Predicting Online Grocery Buying Intention: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior

Jensen, J. M., Hansen, T. & Solgaard, H. S., 2004, In: *International Journal of Information Management*. 24, 6, p. 539-550
Research output: Contribution to journal › Journal article › Research › peer-review

Consumer Online Buying Intention: A TRA versus TPB Approach

Jensen, J. M., Hansen, T. & Solgaard, H. S., 2003, In: Working Paper, Department of Marketing, Copenhagen Business School.
Research output: Contribution to journal › Journal article › Research

Spousal involvement in purchasing male clothing and the effect on the purchasing process in Danish families

Møller Jensen, J., 2002, In: Working Papers in Marketing.
Research output: Contribution to journal › Journal article › Research

Analyse, klassifikation og behandling af rygter

Jensen, J. M. & Madsen, T. K., 1992, In: *Ledelse & Erhvervsøkonomi*. 1, p. 33-42 9 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Books and reports

A typology of travellers based on their propensity to go online before, during and after the trip

Hjalager, A-M. & Jensen, J. M., Jan 2012, *Information and Communication Technologies in Tourism*. Fuchs, M., Ricci, F. & Cantoni, L. (eds.). Wien: Springer, p. 96 12 p.
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

The relationships between socio-demographic variables, travel motivations and subsequent choice of vacation

Jensen, J. M., 2011, *Proceedings for the 2nd International Conference on Economics, Business and Management - ICEBM 2011*. Singapore, Vol. 22. p. 37-44
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Aabenraa som erhvervskommune: en virksomhedsundersøgelse

Jensen, J. M. & Servais, P., 2009, Syddansk Universitet. Institut for Marketing og Management. 23 p.
Research output: Book/report › Report › Research

The Location of the SME's and the impact on their internationalisation

Servais, P., Rasmussen, E. S. & Jensen, J. M., 2009, *Ikke angivet*. The Academy of International Business (AIB), p. 1 28 p.
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Travellers' Intentions to Purchase Travel Products Online: The Role of Shopping Orientation

Jensen, J. M., 2009, *Advances in Tourism Economics: New Developments*. Matias, Á., Nijkamp, P. & Sarmiento, M. (eds.). Heidelberg: Physica-Verlag, p. 203-215 13 p.
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Arbejdsgivernes erfaringer med HD-uddannelsen

Jensen, J. M. & Petterson, M., 2008, Frederiksberg: Center of Market Economics, Copenhagen Business School. 130 p. (Center of Market Economics, CBS; No. 45).
Research output: Book/report › Report › Research

Location and internationalization: Are international firms just as sticky as local firms?

Jensen, J. M., Servais, P. & Rasmussen, E. S., 2008, *Proceedings of the University of Vaasa: reports 148*. Larimo, J. (ed.). Vaasan yliopisto, p. 71-89
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Odense som erhvervsby: - en opfølgning på 2005 undersøgelsen

Jensen, J. M. & Servais, P., 2008, 33 p.

Research output: [Book/report](#) › [Report](#) › [Research](#)

Odenseanske virksomheders profil, vilkår og synspunkter

Madsen, T. K. & Jensen, J. M., 2008, Odense: Udviklingsforum Odense. 77 p.

Research output: [Book/report](#) › [Report](#) › [Research](#)

Virksomhedernes tilfredshed med deres hjemkommune: - en opfølgning på 2005 undersøgelsen

Jensen, J. M. & Servais, P., 2008, Syddansk Universitet. 36 p.

Research output: [Book/report](#) › [Report](#) › [Research](#)

Zoneterapeuters klienter: Sverige

Jensen, J. M. & Eriksen, L., 2008, *Zoneterapeuters klienter: Sverige*. Sverige: Kropsterapeuternas Yrkesförbund, Svenska Fotzonterapi Reflexologi Förbundet og Forenede Danske Zoneterapeuter, 66 p.

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Report chapter](#) › [Research](#)

Nationality-Based Market Segmentation of Tourists, in Nicolas Papadopoulos

Jensen, J. M., 2006, Contemporary Issues in Tourism: Perspectives and Challenges. 17 p.

Research output: [Book/report](#) › [Report](#) › [Research](#)

Zoneterapeuters klienter

Eriksen, L. & Jensen, J. M., 2006, Forlag uden navn.

Research output: [Book/report](#) › [Report](#) › [Research](#)

Understanding Consumers' Political Voting Decisions: A Theory of Planned Behaviour Approach

Jensen, J. M. & Hansen, T., 2005, *Best Papers Proceedings of the 8th International Forum on The Sciences*. p. 24-25

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Article in proceedings](#) › [Research](#) › [peer-review](#)

An Empirical Investigation on an Extended Model of Brand Loyalty: LISREL Results from a Danish Survey

Jensen, J. M. & Hansen, T., 2004, *Proceedings of the 11th Recent Advances in Retailing & Services Science Conference*. Timmermanns, H. (ed.). p. 91-91

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Article in proceedings](#) › [Research](#) › [peer-review](#)

Evaluating Dick and Basu's Typology of Loyalty: Results from a Danish Survey

Jensen, J. M., 2004, *Proceedings of the 11th Recent Advances in Retailing & Services Science Conference*.

Timmermanns, H. (ed.). p. 90-90

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Article in proceedings](#) › [Research](#) › [peer-review](#)

The application of Hertzberg's two-factor theory to the realm of tourist attractions

Jensen, J. M., 2004, *Proceedings of the New Zealand Tourism and Hospitality Research Conference*. Smith, K. A. & Schott, C. (eds.). p. 180-190

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Article in proceedings](#) › [Research](#) › [peer-review](#)

Grenaa Foods A/S

Jensen, J. M. & Solgaard, H. S., 2003, *Marketing casesamling - informationsøgninger, internationale cases, danske cases*. Cumberland, F. R. (ed.). København: Samfundslitteratur, p. 251-260

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Book chapter](#) › [Research](#)

Predicting Online Grocery Buying Intention: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior

Jensen, J. M., Hansen, T. & Solgaard, H. S., 2003, *12th Conference of the EAERCD European Association of Education and Research in Commercial Distribution, ESCP-EAP, Paris, 2.-4. juli 2003*.

Research output: [Chapter in Book/Report/Conference proceeding](#) › [Book chapter](#) › [Research](#)

Understanding Consumer Online Buying Intention: A Conceptual Model Tested on Five Product Categories

Jensen, J. M. & Hansen, T., 2003, *Communicating with Customers: Trends and Developments*. Veloutsou, C. . R. (ed.). Athens Institute for Education and Research , p. 117-130

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Consumer Adoption of Online Buying. LISREL Results from two Danish Surveys YYYY No org found YYY

Møller Jensen, J. & Hansen, T., 2002, *The fifth Etienne Thil Conference. France: La Rochelle, 2002*. p. 26-27

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Determinants of Consumers' Intentions to Purchase on the Internet

Møller Jensen, J. & Torben Hansen, T., 2002, København: Handelshøjskolen i København. (Working Paper, Institut for Afsætningsøkonomi).

Research output: Book/report › Monograph › Research

Danske SMV=ers udenlandske indkøb YYYY No org found YYY

Servais, P. & Møller Jensen, J., 2001, *International Business*. Red. Pedersen, K. & Strandskov, J. (eds.). København: Børsen Forum A/S

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

The Internationalization of Industrial Purchasing: The Example of Small Danish Manufactures

Servais, P. & Jensen, J. M., 2001, *Reassessing The Internationalization of the Firm*. Axinn, C. A. & Matthyssens, P. (eds.). Oxford: Elsevier, p. 227-254 (Advances in International Marketing, Vol. 11).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research

Other research outputs

Gender and perceptual dimensions of TV-advertising

Andersen, L. P. & Jensen, J. M., 3. Apr 2014.

Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

Experiential Dimensions of TV-Advertising

Andersen, L. P. & Jensen, J. M., 28. Jun 2013. 11 p.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

Brands vs private Labels in the Grocery Market: Has the Financial Crisis Rocked the Consumer Loyalty Boat?, in Book of Abstracts, 19th Recent Advances in Retailing & Services Science Conference, 09-12 July 2012, Vienna, Austria

Jensen, J. M. & Hansen, T., 2012. 1 p.

Research output: Contribution to conference without publisher/journal › Conference abstract for conference › Research › peer-review

Internet users' intention to purchase travel products online: An empirical investigation of motivating factors and barriers

Jensen, J. M., 2008.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

An Examination of International Firms' Intentions to Relocate: A Loyalty Approach

Jensen, J. M., Servais, P. & Rasmussen, E. S., 2007.

Research output: Contribution to conference without publisher/journal › Paper › Research › peer-review

Virksomheders lokalisering - en oversigtsrapport

Jensen, J. M. & Servais, P., 2006, 1 ed., Center for Småvirksomhedsforskning, Syddansk Universitet, p. -.

Research output: Working paper › Research

Teaching materials

Faktoranalyse

Jensen, J. M., 2017, *Videregående kvantitative metoder*. Hussain, M. A. & Lauridsen, J. T. (eds.). 1. ed. Frederiksberg C: Samfundslitteratur, p. 195-223 (Metoder i samfundsvidenskab og humaniora; No. 5).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Education › peer-review

Faktoranalyse

Jensen, J. M., 2017, *Videregående kvantitative metoder*. Hussain, M. A. & Trankjær Lauridsen, J. (eds.). Samfundslitteratur, p. 195-224 (Metoder i samfundsvidenskab og humaniora).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Education › peer-review

Klyngeanalyse

Jensen, J. M., 2017, *Videregående kvantitative metoder*. Hussain, M. A. & Lauridsen, J. T. (eds.). 1. ed. Samfundslitteratur, p. 225-247 (Metoder i samfundsvidenskab og humaniora; No. 5).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Education › peer-review

Klyngeanalyse

Jensen, J. M., 2017, *Videregående kvantitative metoder*. Hussain, M. A. & Trankjær Lauridsen, J. (eds.). Samfundslitteratur, p. 225-248 (Metoder i samfundsvidenskab og humaniora).

Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Education › peer-review

Analyse af spørgeskemadata med SPSS: Teori, anvendelse og praksis

Jensen, J. M. & Knudsen, T., 2014, 3 ed. Syddansk Universitetsforlag. 288 p.

Research output: Book/report › Monograph › Education

Analyse af spørgeskemadata med SPSS: Teori, anvendelse og praksis (3 udgave)

Jensen, J. M. & Knudsen, T., 2014, 3. edition ed. Syddansk Universitetsforlag. 288 p.

Research output: Book/report › Monograph › Education

ANALYSE AF SPØRGESKEMADATA MED SPSS: TEORI, ANVENDELSE OG PRAKSIS

Jensen, J. M. & Knudsen, T., 2009, 2 ed. Syddansk Universitetsforlag. 261 p.

Research output: Book/report › Monograph › Education

Marketing: En introduktion

Freytag, P. V., Jensen, J. M., Jørgensen, N. & Madsen, T. K., 2009, 4 ed. Odense: Syddansk Universitetsforlag. 328 p.

Research output: Book/report › Monograph › Education

Analyse af Spørgeskemadata med SPSS. Teori, Anvendelse og Praksis

Jensen, J. M. & Knudsen, T., 2006, 1 ed. Odense: Syddansk Universitetsforlag. 261 p.

Research output: Book/report › Monograph › Education

Marketing: en introduktion

Jensen, J. M., Freytag, P. V., Jørgensen, N. & Madsen, T. K., 2005, Syddansk Universitetsforlag.

Research output: Book/report › Monograph › Education

Marketing - en introduktion

Freytag, P. V., Jensen, J. M., Jørgensen, N. & Madsen, T. K., 2003, 2. udgave ed. Odense: Syddansk Universitetsforlag.

Research output: Book/report › Monograph › Education

Communication

E-handlen blomstrer - hvor sunde er rødderne - og hvad med vækstpotentialet?

Jensen, J. M., 14. Nov 2008, In: *Market*. 4. årgang, 29, 3 p.

Research output: Contribution to journal › Journal article › Communication

Hvad og med hvem skal vi lege?

Jensen, J. M. & Servais, P., 11. Jul 2008, In: *Fyens Stiftstidende*. 1 p.

Research output: [Contribution to journal](#) › [Contribution to newspaper - Feature article](#) › [Communication](#)

Drop ensidig skattejagt

Jensen, J. M., 2008, In: *Fyens Stiftstidende*.

Research output: [Contribution to journal](#) › [Contribution to newspaper - Feature article](#) › [Communication](#)

Markedsføring til turister bør målrettes

Jensen, J. M., 16. Oct 2007, In: *Fynske MedierBusiness Fyn*.

Research output: [Contribution to journal](#) › [Contribution to newspaper - Feature article](#) › [Communication](#)

Activities

Editorial work

Sage Open (Journal)

Jan Møller Jensen (Peer reviewer)

1. Dec 2018 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

Journal of Service Science and Management (Journal)

Jan Møller Jensen (Peer reviewer)

2017 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

The Service Industries Journal (Journal)

Jan Møller Jensen (Peer reviewer)

2017 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

Journal of Gastronomy and Tourism (Journal)

Jan Møller Jensen (Peer reviewer)

2016 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

Service Business (Journal)

Jan Møller Jensen (Peer reviewer)

2016 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

Pearson Education (Publisher)

Jan Møller Jensen (Peer reviewer)

Dec 2014

Activity: [Editorial work and peer review](#) › [Editor of series](#) › [Research](#)

McGraw-Hill (Publisher)

Jan Møller Jensen (Peer reviewer)

Jun 2014

Activity: [Editorial work and peer review](#) › [Editor of series](#) › [Research](#)

International Journal of Tourism Research (Journal)

Jan Møller Jensen (Peer reviewer)

2014 → ...

Activity: [Editorial work and peer review](#) › [Editor of research journal](#) › [Research](#)

Marketing Intelligence and Planning (Journal)

Jan Møller Jensen (Peer reviewer)

2014 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Pearson Education (Publisher)

Jan Møller Jensen (Peer reviewer)

Sep 2013

Activity: Editorial work and peer review › Editor of series › Research

International Journal of Information Management (Journal)

Jan Møller Jensen (Peer reviewer)

2013 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Tourism Management (Journal)

Jan Møller Jensen (Peer reviewer)

2011 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Asia Pacific Journal of Tourism Research (Journal)

Jan Møller Jensen (Peer reviewer)

2010 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Journal of Consumer Marketing (Journal)

Jan Møller Jensen (Peer reviewer)

2010 → ...

Activity: Editorial work and peer review › Editor of research journal › Research

Conferences

Exploring grocery shoppers' retail format patronage: a segmentation approach

Jan Møller Jensen (Other)

4. Jun 2017 → 8. Jun 2017

Activity: Talks and presentations › Conference presentations

39. symposium i anvendt statistik 2017

Jan Møller Jensen (Participant)

23. Jan 2017 → 24. Jan 2017

Activity: Attending an event › Conference organisation or participation

Academic International Conference on Interdisciplinary Business Studies (AICIBS)

Jan Møller Jensen (Participant)

12. Sep 2016 → 14. Sep 2016

Activity: Attending an event › Conference organisation or participation

International Business Conference

Jan Møller Jensen (Participant)

7. Jun 2015 → 11. Jun 2015

Activity: Attending an event › Conference organisation or participation

Sociale Medier

Jan Møller Jensen (Participant)

8. Oct 2013

Activity: Attending an event › Organisation or participation in workshops, courses or seminars

Other activities

Consultancy

Designing and monitoring guest analysis

Jan Møller Jensen (Expert)

2017 → ...

Activity: Public and private sector consultation › Consultancy

Teaching and supervision

Teaching

Bachelor Project

Descriptions

Description 83131301

Information

Period 01/09/2016 → 30/06/2017

Target group Bachelor

ECTS credits 20 ECTS

Subject Director Jensen, J. M.

Managing organisational unit Department of Marketing & Management

Bachelorprojekt

Descriptions

Description 9445021

Information

Period 01/09/2016 → 30/06/2017

Target group Bachelor

ECTS credits 20 ECTS

Subject Director Jensen, J. M.

Managing organisational unit Department of Marketing & Management

Market Analysis

Information

Period	03/02/2020 → 03/06/2020
Target group	Bachelor
ECTS credits	10 ECTS
Subject Director	Jensen, J. M.
Managing organisational unit	Department of Marketing & Management

Projektorienteret forløb

Descriptions

Description	8823701
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Information

Period	01/09/2016 → ...
Target group	Bachelor
ECTS credits	10 ECTS
Subject Director	Jensen, J. M.
Managing organisational unit	Department of Marketing & Management

Seminar in Business Economics - 10 ECTS

Descriptions

Description	8210701
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Information

Period	01/09/2016 → 30/06/2017
Target group	Bachelor
ECTS credits	10 ECTS
Subject Director	Jensen, J. M.
Managing organisational unit	Department of Marketing & Management

Seminar in Business Economics - 5 ECTS

Descriptions

Description 8210611

Information

Period 01/09/2016 → 30/06/2017

Target group Bachelor

ECTS credits 5,0 ECTS

Subject Director Jensen, J. M.

Managing organisational unit Department of Marketing & Management

Press/Media

Begrænset dagligvarehandel på nettet

Jan Møller Jensen
13/08/2013
1 Media contribution

BLIND TILLID: TANDLÆGEN TJENER PÅ DIN LOYALITET

Jan Møller Jensen
03/05/2013
1 Media contribution

Da Danmark lukkede ned, begyndte danskerne at købe dagligvarer på internettet

Jan Møller Jensen
24/04/2020
1 Media contribution

Da Danmark lukkede ned, begyndte danskerne at købe dagligvarer på internettet

Jan Møller Jensen
24/04/2020
1 Media contribution

Danske forbrugere er vilde med rabatmærker

Jan Møller Jensen
02/09/2014
1 item of Media coverage

Danske forbrugere er vilde med rabatmærker

Jan Møller Jensen
02/09/2014
1 item of Media coverage

Danske forbrugere er vilde med rabatmærker

Jan Møller Jensen
02/09/2014
1 item of Media coverage

Danskerne lader sig lokke af loyalitetsklubber

Jan Møller Jensen
14/07/2014

1 item of Media coverage

DANSKERNE SVIGTER SOMMERHØJSKOLER

Jan Møller Jensen

20/09/2014

1 item of Media coverage

Ekspert: - Opkøb kan presse priserne

Jan Møller Jensen

16/12/2016

1 item of Media coverage

Ekspert: Bonusprogrammer blomstrer men har svag effekt

Jan Møller Jensen

05/05/2015

1 item of Media coverage

Ekspert: Folk vil stadig bruge de fysiske butikker

Jan Møller Jensen

20/02/2019

1 Media contribution

Fælles brand skal lokke tyskerne

Jan Møller Jensen

14/05/2013

1 Media contribution

Familier vælger samvær og aktiviteter på højskole i ferien

Jan Møller Jensen

18/10/2013

1 Media contribution

Fire årsager til at turister går digitalt

Jan Møller Jensen

10/12/2018

1 Media contribution

Flybilletterne har aldrig været billigere

Jan Møller Jensen

10/02/2016

1 item of Media coverage

Forbrugere sælger ud af privatlivet for en smule rabat

Jan Møller Jensen

13/01/2014

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Forbrugere sælger ud af privatlivet for en smule rabat

Jan Møller Jensen

13/01/2014

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Forsidehenviisning: Forbrugervagthund stopper ulovlig indsamling af data

Jan Møller Jensen

20/02/2017

1 item of Media coverage

Gode tilbud trumfer loyaliteten

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07/07/2013

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Gode tilbud trumfer loyaliteten

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07/07/2013

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Hemmeligheden bag Remas image-succes

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16/02/2021

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Hunde til discountpris

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29/07/2013

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Hunde til discountpris

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27/07/2013

1 item of Media coverage

Hunde til discountpris

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27/07/2013

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HVOR OG HVEM ER DINE KUNDER?

Jan Møller Jensen

07/06/2016

1 item of Media coverage

Internetkøb kan lokke folk i Bilka

Jan Møller Jensen

21/05/2015

1 item of Media coverage

Krisen kan ændre vore indkøbsvaner for altid

Jan Møller Jensen

20/05/2020

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Kundeklubber kan skade konkurrencen

Jan Møller Jensen

05/10/2013

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Kunder snyder sig selv for bonus

Jan Møller Jensen

05/10/2013

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Kunder snyder sig selv for bonus

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05/10/2013
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Loyalitet handler om mere, end hvor du køber dine varer

Jan Møller Jensen
30/05/2015
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Loyalitetskort tiltrækker de rigeste

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07/07/2013
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Loyalitetskort tiltrækker de rigeste

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Medlemskort til butikker er populære

Jan Møller Jensen
08/08/2013
1 Media contribution

Note

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06/10/2013
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Online supermarkeder har oplevet fremgang: Krisen kan ændre vore indkøbsvaner for altid

Jan Møller Jensen
27/04/2020
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Plastickortet ryger over på mobilen

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14/08/2014
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Rabatkortet er på vej i graven

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04/04/2013
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Rabatkortet er snart ude

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25/08/2013
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Rabatordningerne kan bide dig i halen

Jan Møller Jensen
29/08/2014
1 item of Media coverage

Rabatordningerne kan bide dig i halen

Jan Møller Jensen

29/08/2014

1 item of Media coverage

Rabatordningerne kan bide dig i halen

Jan Møller Jensen

29/08/2014

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Reklameeksperter er ikke imponerede: Jensens Bøfhus' reklame er banal og kedelig

Jan Møller Jensen

30/07/2018

1 Media contribution

Reklameeksperter er ikke imponerede: Jensens Bøfhus' reklame er banal og kedelig

Jan Møller Jensen

30/07/2018

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Reklameeksperter: Det er ikke imponerende Jensens

Jan Møller Jensen

30/07/2018

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Reklameeksperter: Det er ikke imponerende Jensens

Jan Møller Jensen

30/07/2018

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SAS misser Eurobonus- målsætning

Jan Møller Jensen

05/05/2015

1 item of Media coverage

Spar med valu tafinten

Jan Møller Jensen

15/04/2016

1 item of Media coverage

Styrelse: Kundeklubber kan skade konkurrencen

Jan Møller Jensen

05/10/2013

1 item of Media coverage

Syv ud af ti er medlem af en kundeklub

Jan Møller Jensen

08/08/2013

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Tank bilen op via ny app

Jan Møller Jensen

24/01/2015

1 item of Media coverage

Tre turistmagneter om digitalt boom

Jan Møller Jensen
10/12/2018
1 Media contribution

Tre turistmagneter om digitalt boom: Nutidens turister finder sig ikke i fejl

Jan Møller Jensen
10/12/2018
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Turistdirektør: Danmark er beskidt

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04/07/2013
1 item of Media coverage

Turister i Sydjylland går online i jagten på den perfekte ferie

Jan Møller Jensen
10/12/2018
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Tyskerne klarer ferien online: Digitalt boom blandt turister i Sydjylland

Jan Møller Jensen
10/12/2018
1 Media contribution

Undersøgelse er kun en pejling

Jan Møller Jensen
29/05/2015
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Vi er vilde med rabatmærker

Jan Møller Jensen
02/09/2014
1 item of Media coverage

Vi går glip af millioner

Jan Møller Jensen
25/08/2013
1 item of Media coverage

VI VIL BO BILLIGT

Jan Møller Jensen
04/04/2015
1 item of Media coverage

Vi vil selv: Så mange dropper rejsebureauerne

Jan Møller Jensen
04/07/2016
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