

Britta Boyd
Department of Entrepreneurship and Relationship Management
Business-to-Business Marketing and Supply Chain Management
Postal address:
Alsion 2
6400
Sønderborg
Denmark
Email: bri@sam.sdu.dk
Fax: 65501779
Phone: 65501756



Research outputs

Journal articles

An Open Innovation Project Typology of Exploration and Exploitation: Managerial Implications and Empirical Applications
Evald, M. R., Clarke, A. H. & Boyd, B., 11. Feb 2020, In : Journal of the Knowledge Economy.
Research output: Contribution to journal › Journal article › Research › peer-review

A consumption-based, regional input-output analysis of greenhouse gas emissions and the carbon regional index
Boyd, B., Mangalagiu, D., Straatman, B., Rasmussen, S. & Rathje, P., 2018, In : International Journal of Environmental Technology and Management. 21, 1/2, p. 1-36 36 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Entrepreneurial intention of Danish students: A correspondence analysis
Fietze, S. & Boyd, B., 2017, In : International Journal of Entrepreneurial Behavior & Research. 23, 4, p. 656-672
Research output: Contribution to journal › Journal article › Research › peer-review

Editorial: Family businesses in global competition
Boyd, B. & Royer, S., 2016, In : International Journal of Globalisation and Small Business. 8, 4, p. 289-291
Research output: Contribution to journal › Editorial › Research › peer-review

Knowledge transfer in family business successions: Implications of knowledge types and transaction atmospheres
Boyd, B., Royer, S., Pei, R. & Zhang, X. R., 23. Apr 2015, In : Journal of Family Business Management. 5, 1, p. 17-37 20 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Managing Turbulence: Business Model Development in a Family-Owned Airline
Bogers, M., Boyd, B. & Hollensen, S., 2015, In : California Management Review. 58, 1, p. 41-64
Research output: Contribution to journal › Journal article › Research › peer-review

Studerendes iværksættertrang og -aktiviteter på danske universiteter
Boyd, B. & Fietze, S., 2015, In : Pluk fra Forskningen i Sønderjylland. December , p. 19-22
Research output: Contribution to journal › Journal article › Research › 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, In : Global Business Review. 15, 3, p. 423-445 23 p., 1.
Research output: Contribution to journal › Journal article › Research › 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, In : International Journal of Globalisation and Small Business. 6, 1, p. 15-36 22 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Book review: Pramodita Sharma, Philipp Sieger, Robert S. Nason, Ana Cristina González L., Kavil Ramachandran (Editors): Exploring transgenerational entrepreneurship: The role of resources and capabilities
Boyd, B., 2014, In : Management Revue. 25, 2, p. 67-69
Research output: Contribution to journal › Literature review › Research › peer-review

Incumbent Decisions about Succession Transitions in Family Firms: A Conceptual Model
Boyd, B., Botero, I. C. & Fediuk, T. A., 2014, In : International Journal of Financial Studies. 2, 4, p. 335-358
Research output: Contribution to journal › Journal article › Research › peer-review

Interne eller eksterne ledere? En undersøgelse af familievirksomheders muligheder for at bevare viden ved ledelsesskift
Boyd, B. & Royer, S., 2013, In : PLUK. September, p. 6-10
Research output: Contribution to journal › Journal article › Research › peer-review

Knowledge related activities in open innovation: managers' characteristics and practices
Pedrosa, A., Välling, M. & Boyd, B., 2013, In : International Journal of Technology Management. 61, 3/4, p. 254-273 20 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Strategic management of a family-owned airline: Analysing the absorptive capacity of Cimber Sterling Group A/S
Boyd, B. & Hollensen, S., Jun 2012, In : Journal of Family Business Strategy. 3, 2, p. 70-78 9 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Book Review: World Encyclopedia of Entrepreneurship by Léo-Paul Dana
Boyd, B., 2012, In : International Journal of Globalisation and Small Business. 4, 3/4, p. 380-382
Research output: Contribution to journal › Literature review › Research › peer-review

Financial Performance of Entry Mode Decisions: Effects of Control in an Internationalization Context
Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 2012, In : International Journal of Business and Management. 7, 24, p. 12-28
Research output: Contribution to journal › Journal article › Research › peer-review

The suitability of internal versus external successors: relevant knowledge types in family business succession
Boyd, B. & Royer, S., 2012, In : International Journal of Management Practice. 5, 4, p. 361-382
Research output: Contribution to journal › Journal article › Research › peer-review

Relationer mellem familievirksomheder betaler sig
Hollensen, S. & Boyd, B., 2011, In : Forskning for enhver. Årbog - Videnskabelige artikler fra Campus Sønderborg . 2010, p. 14-23 10 p.
Research output: Contribution to journal › Journal article › Research › peer-review

The choice of foreign entry modes in a control perspective
Hollensen, S., Boyd, B. & Dyhr Ulrich, A. M., 2011, In : The I U P Journal of Business Strategy. 8, 4, p. 7-31 25 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Internationalization of Family Businesses: Evidences from Joint Venture Formations at Danfoss
Boyd, B., Hollensen, S. & Goto, T., 2010, In : International Journal of Management Practice. 4, 3, p. 253-272
Research output: Contribution to journal › Journal article › Research › peer-review

Sustainable Management in Long-lived Family Businesses : A Resource-based Analysis of Northern German Builder's Providers
Boyd, B., 2010, In : International Journal of Entrepreneurship and Small Business. 11, 3, 18 p.
Research output: Contribution to journal › Journal article › Research › peer-review

Book review: „Nachhaltige Entwicklung: Grundlage einer neuen Wirtschaftsethik“ from Daniel Dietzfelbinger und Ralph Thurm
Boyd, B., 2004, In : Management Revue. 15, 4, p. 528-530 3 p.
Research output: Contribution to journal › Literature review › Research

Book review: „Globalisation and entrepreneurship: policy and strategy perspectives" from Hamid Etemad und Richard Wright

Boyd, B., 2004, In : International Journal of Globalisation and Small Business. 1, 1, p. 115-117 3 p.
Research output: Contribution to journal › Literature review › Research

Book review: „Part 1: Stimulating and Managing Change Towards a Sustainable Future in an Intergrated Europe" from Micheál Ó Súilleabháin

Boyd, B., 2003, In : Management Revue. 14, 2, p. 101-104 4 p.
Research output: Contribution to journal › Literature review › Research

Book review: „Perspektiven der Nachhaltigkeit - Vom Leitbild zur Erfolgsstrategie" from Arnd Hardtke und Marco Prehn

Boyd, B., 2003, In : Management Revue. 14, 4, p. 243-245 3 p.
Research output: Contribution to journal › Literature review › Research

Book review: „The Origin and Evolution of New Businesses" from Amar V. Bhidé

Boyd, B., 2002, In : Management Revue. 13, 1, p. 34-37 4 p.
Research output: Contribution to journal › Literature review › Research

Books and reports

Competitive advantage in long-lived family firms: Implications of market characteristics and strategically relevant knowledge

Boyd, B., Royer, S. & Goto, T., 2019, *The Palgrave Handbook of Heterogeneity among Family Firms*. Memili, E. & Dibrell, C. (eds.). Cham, Switzerland: Palgrave Macmillan, p. 961-1000 39 p. 35
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

Teaching Case Study: Danfoss in China: How family-owned Danfoss turned China into their second "home-market

Boyd, B. & Hollensen, S., 2018, *Ifera 2018 Conference Proceedings: Coping with Disruptions: Family Firm Continuity and Sustainability in Times of Rapid Change*. Van Gils, A., Matser, I. & Kotlar, J. (eds.). Zwolle: ifera, p. 78
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

The Relevance of CSR in Family Businesses

Boyd, B. & Hollensen, S., 2018, *Ifera 2018 Conference Proceedings: Coping with disruptions: Family firm continuity and sustainability in times of rapid change*. Van Gils, A., Matser, I. & Kotlar, J. (eds.). Zwolle: ifera, p. 57
Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research › peer-review

Entrepreneurial Intentions and Behaviour of Students attending Danish Universities: Global University Entrepreneurial Spirit Students' Survey 2013-2014. National Report Denmark

Boyd, B., Fietze, S. & Philipsen, K., 2015, Syddansk Universitet. 56 p.
Research output: Monograph/anthology/thesis/report › Report

Cimber Sterling: Family-Owned Airline Company Flighte for Survival as European Carrier

Boyd, B. & Hollensen, S., 2013, *Family Business Casebook: 2010-2012*. Astrachan, J. H. & Pieper, T. M. (eds.). Kennesaw, Georgia USA: Cox Family Enterprise Center, p. 49-73 24 p.
Research output: Chapter in Book/Report/Conference proceeding › Book chapter › Research › peer-review

Strategic Management of a Family-Owned Airline: Analyzing the Absorptive Capacity of Cimber Sterling A/S

Boyd, B. & Hollensen, S., Jun 2011, *Intelligence and Courage for the Development of Family Business: Conference Programs - Proceedings*. Tomaselli, S. & Montemerlo, D. (eds.). 1 ed. Sicily, Italy: Università di Palermo, Vol. 1. p. 132 2 p.
Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research

Internationalization of Family Businesses: Evidences from Joint Venture Formations at Danfoss

Boyd, B., Hollensen, S. & Goto, T., 12. Jan 2010, *IFERA@China 2010 Family Business Forum: 1st Chinese Family Business Summit*. School of Management & Economics; BIT, Zhuhai Campus, p. 8 1 p.

Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research › peer-review

Danfoss: Internationalization of a Family Business and Formation of Asian Joint Ventures

Boyd, B., Hollensen, S. & Goto, T., 2010, *Family Business Casebook Annual 2008/09*. Astrachan, J. H. (ed.). Kennesaw, Georgia, USA: Cox Family Enterprise Center, p. 1 - 24 24 p.

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

The suitability of internal versus external successors: Relevant knowledge types in family business succession

Boyd, B. & Royer, S., 2010, *Long-term Perspectives on Family Business: Theory - Practice - Policy*. Hadjielias, E. & Barton, T. (eds.). Lancaster University Management School, p. 82-83 2 p.

Research output: Chapter in Book/Report/Conference proceeding › Conference abstract in proceedings › Research

Family Business and Entrepreneurship Research in the Border Region of Denmark and Germany

Boyd, B., 2008, *Proceedings of the 8th Annual ifera Conference*. ifera, 4 p.

Research output: Chapter in Book/Report/Conference proceeding › Article in proceedings › Research

Nachhaltige Unternehmensführung in langlebigen Familienunternehmen: Eine ressourcenorientierte Analyse des norddeutschen Baustoff-Fachhandels

Boyd, B., 2007, 1 ed. online: University of Flensburg. 230 p.

Research output: Monograph/anthology/thesis/report › Doctoral thesis

Literaturüberblick zur New Economy und KMU

Boyd, B., 2002, *New Economy in KMU: Jahrbuch der KMU-Forschung 2002*. München: Stollfuß Medien, p. 359-366 8 p.

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

Vermarktung der Nachfolge - Analogie zum Jubiläum: Schriften zu Management und KMU

Boyd, B., 2002, University of Flensburg. 26 p.

Research output: Monograph/anthology/thesis/report › Report

Hemmnisse der Internetnutzung in KMU: Schriften zu Management und KMU

Boyd, B., Meyer, J-A. & Lorenzen, K., 2001, University of Flensburg. 35 p.

Research output: Monograph/anthology/thesis/report › Report

Literaturhinweise - Weitere Beiträge zum Innovationsmanagement

Boyd, B., 2001, *Innovationsmanagement in kleinen und mittleren Unternehmen: Jahrbuch der KMU-Forschung 2001*. München: Stollfuß Medien, p. 307-316 10 p.

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

Other research outputs

Institutional Influences on Succession Intentions: A Welfare Model Analysis

Boyd, B. & Fietze, S., 11. Jan 2017. 1 p.

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

Institutional Influences on Succession Intentions: A Welfare Model Analysis

Boyd, B. & Fietze, S., 2017.

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

Collaborative Business Models for Energy Efficient Solutions An Exploratory Analysis of Danish and German Manufacturers: An Exploratory Analysis of Danish and German Manufacturers

Boyd, B., Brem, A., Bogers, M., Wang, C. & Tegtmeier, S., 6. Oct 2016. 1 p.

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

Life, death and rebirth of the B2B business model: the case of the cimber airline

Hollensen, S., Bogers, M. & Boyd, B., 30. Aug 2015. 17 p.

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

Collaborative Business Models for Energy Efficient Solutions in the Region of Sønderjylland

Boyd, B., Bogers, M., Brem, A. & Wang, C., 2015.

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

Entrepreneurship and Succession Intentions of Students: The Case of Denmark

Boyd, B. & Fietze, S., 2015.

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

Gründungs- und Nachfolgeintentionen beim Generationenwechsel in Familienunternehmen

Boyd, B. & Fietze, S., 2015.

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

The Carbon City Index (CCI): A Consumption Based, Regional Input-Output Analysis of Carbon Emissions

Boyd, B., Straatman, B., Mangalagiu, D., Rasmussen, S. & Rathje, P., 2015, SANTA FE INSTITUTE, 73 p. (SFI Working Paper, Vol. 2015-12-049).

Research output: Working paper › Research › peer-review

Knowledge Transfer in Family Business Successions: Comparing a Chinese and European Family Business

Boyd, B., Royer, S., Pei, R. & Zhang, X. R., 24. Jun 2014. 1 p.

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

Life after Death: How a Family-Owned Airline Reinvents its Business Model after Bankruptcy

Hollensen, S., Boyd, B. & Bogers, M., 22. May 2014. 5 p.

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

Entrepreneurship and Succession Intentions of Students: The Case of Denmark

Boyd, B. & Fietze, S., 2014.

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

A Conceptual Exploration of Succession Intent in Family Firms

Boyd, B., Botero, I. & Fediuk, T., 2. Jul 2013. 1 p.

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

Entry Mode Strategies of Exporting SMEs to Distant Growth Markets

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

Research output: Contribution to conference without publisher/journal › Paper › Research › 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.

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

Knowledge Transfer in Family Business Successions: Implications of Resources and Cultural Differences

Boyd, B., Royer, S., Pei, R. & Zhang, X. R., 2013. 1 p.

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

A Multidimensional Approach to Succession in Family Firms: The Case of Denmark

Boyd, B., Fediuk, T. A. & Botero, I. C., 25. Jun 2012. 1 p.

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

The choice of foreign entry modes in a control perspective

Boyd, B., Dyhr Ulrich, A. M. & Hollensen, S., 5. Mar 2012. 7 p.

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

The choice of foreign entry modes in a control perspective

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

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

Development of a Low Carbon City Index: The Issue of Accounting for Import/Export Emissions

Boyd, B. & Mangalagiu, D., 2011. 5 p.

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

Internationalization of Family Businesses: Evidences from Joint Venture Formation at Danfoss

Boyd, B., Goto, T. & Hollensen, S., 2009. 2 p.

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

Sustainable Management in Longlived Family Businesses: A Resource-based Analysis of Northern German Builder's Providers

Boyd, B., 2007. 12 p.

Research output: Contribution to conference without publisher/journal › Poster › Research

Sustainable Management in Family Businesses: A Resource-Based Analysis

Boyd, B., 2004. 10 p.

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

The Development of a Marketing Strategy for Family Businesses

Boyd, B., 2003. 9 p.

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

The Relevance of Succession Marketing: Considerations from a Transaction Cost Economic Perspective

Boyd, B., Royer, S. & Simons, R., 2003. 22 p.

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

Activities

Editorial work

Journal of Family Business Strategy (Journal)

Britta Boyd (Peer reviewer)

Apr 2018

Activity: Editorial work and peer review › Peer review of manuscripts › Research

The International Family Enterprise Research Academy 2017 Annual Conference (Event)

Britta Boyd (Peer reviewer)

May 2017 → Jun 2017

Activity: Editorial work and peer review › Peer review of manuscripts › Research

International Journal of Business and Management (Journal)

Britta Boyd (Editor)

Jun 2012 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

International Journal of Management Practice (Journal)

Britta Boyd (Peer reviewer)

2010 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Research

International Journal of Globalisation and Small Business (Journal)

Britta Boyd (Editor)

1. Oct 2004 → ...

Activity: Editorial work and peer review › Peer review of manuscripts › Communication

Memberships and boards

Ifera Conference 2018 (Event)

Britta Boyd (Chairman)

May 2018

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Hans-Adolf-Rossen-Preisverleihung 17-18 (Event)

Britta Boyd (Chairman)

18. Apr 2016 → 27. Mar 2018

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

IFERA Board Director for Conference and Events (External organisation)

Britta Boyd (Member)

Oct 2015 → ...

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Hans-Adolf-Rossen-Preisverleihung 14-15 (Event)

Britta Boyd (Chairman)

17. Oct 2014 → 27. Feb 2015

Activity: Membership › Membership of committees, commissions, boards, councils, associations, organisations, or similar

Editorial Board for the International Journal of Financial Studies (External organisation)

Britta Boyd (Member)

2014 → ...

Activity: Membership › Membership of research networks or expert groups

GUESSS Global University Entrepreneurial Spirit Students' Survey (External organisation)

Britta Boyd (Member)

8. Jan 2013 → ...

Activity: Membership › Board duties in companies, associations, or public organisations

International family enterprise research association (ifera) (External organisation)

Britta Boyd (Member)

11. Apr 2002 → ...

Activity: Membership › Board duties in companies, associations, or public organisations

Conferences

Knowledge Transfer in Family Business Successions: Implications of Resources and Cultural Differences

Britta Boyd (Lecturer)

8. Jul 2013

Activity: Talks and presentations › Talks and presentations in private or public companies

Seminar in Pedagogical Training of Assistant Professors

Britta Boyd (Participant)

2009 → ...

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

Talks and presentations

Knowledge Transfer in Family Business Successions: Implications of Resources and Cultural Differences

Britta Boyd (Lecturer)

8. Jul 2013

Activity: Talks and presentations › Talks and presentations in private or public companies

Teaching and supervision

Teaching

Marketing

Information

Period 01/02/2019 → 01/07/2019

Subject Director Boyd, B.

Managing organisational unit Department of Entrepreneurship and Relationship Management

Projects

Collaborative Business Models for Energy Efficient Solutions in the Region of Sønderjylland

Boyd, B., PI, Entrepreneurship and Organization, Department of Entrepreneurship and Relationship Management

Project number 15940

01/03/2015 → 31/03/2016

Supplemental project type Research, Danish Private Sources

Teachingportfolio

Teaching philosophy: promoting research-based, participatory learning

My teaching focus lies on students' active, independent learning at the highest level to promote their knowledge and understanding. The dual role of facilitator and mentor takes the students' rhythm and strengths as starting point. As a facilitator, I challenge the students while providing them with the support and tools that enable them to live up to the challenges. As a mentor, I engage the students' enthusiasm in the subjects I teach, highlighting not only the courses' academic purposes, but also their societal importance and their personal use for the students, whether as consumers, future managers or citizens. Moreover, I want to support and promote research-based, efficient teaching of high pedagogical quality, which enables our graduates to contribute to wider society both as competent workforce and as

critically engaged citizens.

Teaching experience:

Europa Universität Flensburg (1999- 2007) seminars and projects with SMEs.

Participation in lecture training program (2007 to 2009)

University of Southern Denmark (2007 to date) Business to Business Marketing, International Marketing, Entrepreneurship, Corporate Social Responsibility.

Teaching languages:

English and German