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Educational background

1997 Dr.merc (Postdoctoral habilitation in marketing and international business)
1987 Lic.oecon (Ph.D.)
1983 Cand.merc (M.Sc. in Marketing)
1981 HDiO (Diploma in Organization Theory)
1976 HA (Bachelor in Business Administration)

Positions held

Since 1983 University of Southern Denmark (formerly Odense University) since 1992 as Professor of Marketing
2002-2017 Professor II, NTNU, Norwegian University of Sciences and Technology
2005-2010 Head of Department, Department of Marketing & Management
2003-2006 Vice chairman of The Danish Academy for Business Research (DEA) 2002 Visiting Scholar at Scancor, Stanford University, USA
1995–2002 Member of the Marketing Research Council (Afsætningsøkonomisk Forskningsråd)
1998–2001 Dean, The Social Sciences Faculty, Odense University/University of Southern Denmark
1998 Visiting Professor at University of Western Sydney Nepean, Sydney, Australia
1991-1998 Vice Director of MAPP (a research programme at the Aarhus Business School, Denmark)
1987-1995 Head of Department, Department of Marketing
1989-1992 Associate Dean, The Social Sciences Faculty, Odense University
1989-1991 Chairman of the International Committee at the Social Sciences Faculty
1984-1985 Visiting Scholar at University of Washington, Seattle, USA
1978-1982 Marketing Manager (H.J. Hansen Ltd., Odense)
1976-1978 Product Manager (Blumøller Ltd., Odense)

Academic Awards and Honours

2018 Award for Interactive and IT-based Teaching, Faculty of Business and Social Sciences at the University of Southern Denmark
2003 Ridder af Dannebrogordenen (Decorated Knight Order of Dannebrog)
1998 Dansk Erhvervslivs Pris for Afsætningsøkonomisk Forskning (Research Honour from the Danish Business Community)
1991 Teacher of the Year Award, Faculty of Business and Social Sciences at Odense University (first year this award was given)
1990 Statoils Forskningspris (Statoil's Research Award)
1989 Fyns Stiftstidendes Forskerpris (Fyns Stiftstidende's Research Award)

Project Management Experience

2011-2017 Head of Research Group International Business & Entrepreneurship
2013-2015 Responsible for evaluating an applied scientific project financed by Industriens Fond
2003-2006 Responsible for the project "Emergence and Growth of Firms in Information Intensive and International Environments", sponsored by The Danish Social Sciences Research Council (seven researchers involved)
1998-2001 Responsible for the project "Sustainability and International Competitiveness in Danish Manufacturing Companies", associated with CeSaM, sponsored by Danish Strategic Environmental Research Program, II (four researchers involved)
1997–2000 Responsible for the project "Born Global Firms in Denmark", sponsored by the Danish Social Sciences Research Council (three researchers involved)
1991–1998 Vice Director of the MAPP research program, involving more than twenty researchers
1995-1997 Participant in the project "Small and Medium-sized Enterprises in Denmark", sponsored by The Danish Social Sciences Research Council (eight researchers involved; professor Børge Obel responsible)

1989–1992 Associate Dean

1989-1990 Participant in the project “Economic Effects on the Region of Funen of the StoreBælt Bridge”, sponsored by Fyns Amt, Odense Kommune, and others (four researchers involved; professor Børge Obel responsible)

1988–1989 Responsible for project “Danish Exports Re-visited”, sponsored by Danmarks Sparekasseforening (four researchers involved)

1976-1982 Product manager and Marketing manager in industry

Scientific focus areas

- Export performance studies
- Internationalization processes
- International new ventures/Born globals

Student guidance (PhD students)

1990 Jan Møller Jensen: Familiens købsbeslutninger

1994 Per Servais: Internationale industrielle indkøb

2001 Erik Rasmussen: Internationaliseringsprocesser i hurtigt internationaliserede danske små og mellemstore virksomheder

2001 Thorbjørn Knudsen: The firm’s environmental and competitive strategy

2009 René Lydixen: Dynamic capabilities of International New Ventures: Toward a theory

2016 Gitte Rosenbaum: Internationalization of female entrepreneurs

2017 Mohammad Azari, Norwegian University of Science and Technology: Innovation and internationalization in SMEs
Present Ann Elida Eide, Norwegian University of Science and Technology: The role of founding teams for International New Ventures

Present Luciana Albuquerque Alves (SDU, but financed by Brazilian Research Council): internationalization of Brazilian and Danish entrepreneurial app companies

Societal Impact

Tage Koed Madsen had six years of management experience before pursuing an academic career. Throughout his employment at the university he has nurtured and widened his network to decision makers in the Danish society. He has represented the university in several business associations and has been vice director of the MAPP initiative at the Aarhus School of Business as well as The Think Tank DEA I Copenhagen. Tage Koed Madsen has for many years been the member of a group of CEOs for regional companies as part of his engagement in Danish Management Society. Tage Koed Madsen’s research has been used widely in the Danish business community as well as by governmental offices. Due to his extensive research about Born Global Firms he had several meetings with The Danish Trade Council which resulted in a dedicated export support program targeted at this type of small and medium-sized international companies. He has participated in numerous projects in collaboration with external partners, for example the Confederation of Danish Industry.

Finally, Tage Koed Madsen has held numerous speeches for business leaders as well as politicians, including several ministers in the Danish government.

Publikationer

Ledelsesmæssige udfordringer ved at "piggybacke" ud på de internationale markeder

Rosenbaum, S. M., Madsen, T. K. & Johanning, H., 3. maj 2019, I : Børsen Ledelse.

Managing the challenges of piggybacking into international markets

Rosenbaum, S. M., Madsen, T. K. & Johanning, H., 2019, I : International Marketing Review. 36, 1, s. 56-73 18 s.

Success factors in global project management: A study of practices in organizational support and the effects on cost and schedule

Fossum, K. R., Binder, J. C., Madsen, T. K., Aarseth, W. & Andersen, B., 2019, I : International Journal of Managing Projects in Business.

Nye veje til eksport

Rosenbaum, G. O., Madsen, T. K. & Strandskov, J., 4. apr. 2018, 26 s.

Managerial assessments of export performance: What do they reflect?

Madsen, T. K. & Moen, Ø., 1. apr. 2018, I : International Business Review. 27, 2, s. 380-388

The Roles of INVs and Their Agents in the Organization of Marketing Tasks

Madsen, T. K. & Rosenbaum, G. O., 2018, *Advances in Global Marketing: A Research Anthology*. Leonidou, L. C., Katsikeas, C. S., Samiee, S. & Aykol, B. (red.). Cham: Springer, s. 79-97

Antecedent and outcomes of innovation-based growth strategies for exporting SMEs

Azari, M. J., Madsen, T. K. & Moen, Ø., 2017, 1 : *Journal of Small Business and Enterprise Development*. 24, 4, s. 733-752

Top Management Teams and the Internationalization of SMEs: The importance of size, experience and diversity

Eide, A. E. & Madsen, T. K., 2017. 23 s.

International SMEs and the Liability of Foreignness: What distinguishes the Top Performing Firms?

Knight, G., Moen, Ø. & Madsen, T. K., 2. dec. 2016. 15 s.

Når modsætninger mødes: Om samarbejde og konflikt på samfundsvidenskab efter fusionen

Madsen, T. K., 12. sep. 2016, *En Verden af Viden: Syddansk Universitet 1966-2016*. Nevers, J. (red.). Odense: Syddansk Universitetsforlag, s. 225-242 (University of Southern Denmark Studies in History and Social Sciences, Bind 527).

The Identity of Ownership on Firm Internationalization

Strandskov, J., Madsen, T. K. & Pedersen, B., 2016, *Proceedings of the 58th Annual Meeting of the Academy of International Business: The Locus of Global Innovation*. The Academy of International Business (AIB)

Evaluering af projektet "Netværkskonsortier inden for aluminium samt metal- og maskinindustrien rettet mod Tyskland"

Madsen, T. K., 28. feb. 2015, København: Dansk Industri. 46 s.

The Market Orientation of Domestic and International New Ventures

Madsen, T. K., Sørensen, H. E. & Torres-Ortega, R., 2015, 1 : *Advances in International Marketing*. 25, s. 21-44

Internationalization processes of professional service firms

Madsen, T. K., 2014, *Research Handbook on Export Marketing*. Julian, C. C. (red.). Edward Elgar Publishing, s. 132-144

Managerial Assessments of Export Performance: A valid measure?

Madsen, T. K. & Moen, Ø., 2014. 25 s.

Organisering og ledelse af multipartnerprojekter: En undersøgelse blandt rådgivende ingeniører

Aagaard, A., Eskerod, P., Hannibal, M., Madsen, J. K., Madsen, T. K., Petersen, B. & Rosenbaum, S. M., 2014, *Vækst & Forretningsudvikling: Håndbogen*. Søndergaard, N. & Ahrengot, N. (red.). København: Børsens Forlag, Bind 5.. s. 329-340

Current Issues in International Entrepreneurship

Etemad, H. (red.), Madsen, T. K. (red.), Rasmussen, E. S. (red.) & Servais, P. (red.), 1. nov. 2013, 1. udg. Cheltenham, UK: Edward Elgar Publishing. 369 s. (The McGill International Entrepreneurship Series).

Collaboration and performance in Multi-Partner Projects: The case of engineering consultancies. Research methodology

Aagaard, A., Eskerod, P., Hannibal, M., Madsen, J. K., Madsen, T. K., Petersen, B. & Rosenbaum, S. M., feb. 2013, Odense: Syddansk Universitet, Institut for Marketing & Management, s. 1-73, 73 s. (Working papers in marketing & management).

Conclusion: international entrepreneurship - learning points and implications

Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P., 2013, *Current Issues in International Entrepreneurship: The McGill International Entrepreneurship Series*. Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P. (red.). 1. udg. Cheltenham, UK: Edward Elgar Publishing, Bind 5.. s. 347-351

Early and rapidly internationalizing ventures: Similarities and differences between classifications based on the original International New Venture and Born Global literatures

Madsen, T. K., 2013, I : Journal of International Entrepreneurship. 11, 1, s. 65-79 15 s.

Introduction: the emergence of international entrepreneurship (IE) and its agents - selected issues

Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P., 2013, *Current Issues in International Entrepreneurship: The McGill International Entrepreneurship Series*. Etemad, H., Madsen, T. K., Rasmussen, E. S. & Servais, P. (red.). 1. udg. Cheltenham, UK: Edward Elgar Publishing, Bind 5.. s. 1-10

Market orientation in exporting firms

Madsen, T. K., 2013, *Marketing, Food and the Consumer*. Scholderer, J. & Brunsø, K. (red.). Essex: Pearson Longman, s. 99-110 12 s.

New ventures in an emerging industry: Access to and use of international resources

Bjørgum, Ø., Moen, Ø. & Madsen, T. K., 2013, I : International Journal of Entrepreneurship and Small Business. 20, 2, s. 233-253 21 s.

Introduction and Overview: International Entrepreneurship and SME Internationalisation

Madsen, T. K., Kraus, S. & O'Dwyer, M., 2012, I : International Journal of Entrepreneurship and Small Business. 15, 2, s. 131-135 5 s.

Modes of foreign entry for professional service firms in multi-partner projects

Rosenbaum, S. M. & Madsen, T. K., 2012, I : Service Industries Journal. 32, 10, s. 1653-1666 14 s.

On the foundation and early development of domestic and international new ventures

Rasmussen, E. S., Madsen, T. K. & Servais, P., 2012, I : Journal of Management & Governance. 16, 4, s. 543-556 13 s.

Rapidly internationalizing ventures: how definitions can bridge the gap across contexts

Cesinger, B., Fink, M., Madsen, T. K. & Kraus, S., 2012, I : Management Decision. 50, 10, s. 1816-1842 27 s.

Strategic orientations and export market success of manufacturing firms: The role of market portfolio diversity

Sørensen, H. E. & Madsen, T. K., 2012, I : International Marketing Review. 29, 4, s. 424-441

The role of independent intermediaries. The case of small and medium-sized exporters

Madsen, T. K., Moen, Ø. & Hammervold, R., 2012, I : International Business Review. 21, s. 535-546 12 s.

Udfordringer for dansk eksport

Madsen, T. K., 17. aug. 2010, I : Fyens Stiftstidende. Business Syd, s. 28 1 s.

Internationalization of Danish SMEs

Servais, P., Rasmussen, E. S., Nielsen, B. B. & Madsen, T. K., 2010, *Handbook Of Research On European Business And Entrepreneurship: Towards a Theory of Internationalization*. Dana, L-P., Welpe, I. M., Han, M. & Rattan, V. (red.). 2 udg. Cheltenham, UK: Edward Elgar Publishing, s. 171-184 15 s.

The role of innovative and entrepreneurial behavior in internationalization processes

Madsen, T. K. & Aspelund, A., 1. mar. 2009, I : Advances in International Marketing. 20, s. 155-176 22 s.

Innovasjon og Entreprenørskap i Bedrifters Internasjonalisering

Madsen, T. K., Aspelund, A. & Moen, Ø., 2009, *Teknologibasert Entreprenørskap i Norge*. Aspelund, A., Moen, Ø., Sætre, A. S., Sørheim, R. & Widding, Ø. (red.). Trondheim: TAPIR Akademisk Forlag, s. 125-142 18 s.

Marketing: En introduktion

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

The international entrepreneur: entrepreneurial orientation of local and global firms

Rasmussen, E. S., Madsen, T. K. & Servais, P., 2009, *Internationalization, Entrepreneurship and the Smaller Firm: Evidence from Around the World*. Jones, M. V., Dimitratos, P., Fletcher, M. & Young, S. (red.). 1 udg. Cheltenham, UK: Edward Elgar Publishing, s. 150-165 15 s.

Udfordringer for dansk eksport

Madsen, T. K., 2009, *Forandringer af betydning*. Bouchet, D. (red.). 1 udg. Ørbæk: Afveje, s. 247-254 8 s.

Nye udfordringer i international markedsføring

Madsen, T. K., 2. sep. 2008, I : *Fyens Stiftstidende*. s. 54-55 2 s.

Forskning og samfund

Madsen, T. K. & Gjødesen, T., 2008, I : *Fyens Stiftstidende*.

Odenseanske virksomheders profil, vilkår og synspunkter

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

The importance of the internet in international business-to-business markets

Madsen, T. K., Moen, Ø. & Aspelund, A., 2008, I : *International Marketing Review*. 25, 5, s. 487-503 16 s.

The Internationalization of Born Globals: An Evolutionary Process?

Madsen, T. K. & Servais, P., 2008, *International Marketing: Modern and Classic Papers*. Paliwoda, S. J. & Ryans, J. K. (red.). Cheltenham, UK: Edward Elgar Publishing, Bind 1. s. 397-419 22 s.

The prevalence and characteristics of domestic and international new ventures

Madsen, T. K., Rasmussen, E. S. & Servais, P., 2008, *34th EIBA Annual Conference Proceedings: International Business and the Catching-up Economies: Challenges and Opportunities*. Vissak, T. (red.). Majandusteaduskond, s. Session 2-1 C 36 s.

A review of the foundation, international marketing strategies, and performance of international new ventures

Madsen, T. K., Aspelund, A. & Moen, Ø., 2007, I : *European Journal of Marketing*. 41, 11/12, s. 1423-1448 25 s.

Rekruttering- og opkvalificeringsprojekt for Danish Crown i Esbjerg

Hannibal, M., Eriksen, A. & Madsen, T. K., 2007, Syddansk Universitet. Institut for Marketing og Management.

The Founding Years of the International New Venture

Rasmussen, E. S., Servais, P. & Madsen, T. K., 2007, *ICSB 2007, Conference Proceedings*. Forlag uden navn

The Internationalization of Born Globals: An Evolutionary Process?

Madsen, T. K. & Servais, P., 2007, *International Entrepreneurship*. Oviatt, B. M. & McDougall, P. P. (red.). Cheltenham, UK & Northampton, USA: AAI Press, s. 71-93 18 s.

Effektiv styring af internationale marketingkanaler. En udfordring for den lille og mellemstore virksomhed

Madsen, T. K., 1. maj 2006, I : *Market*. s. 27-30

Brug af IKT i markeds kommunikation

Madsen, T. K., Rasmussen, E. S. & Servais, P., 2006, Danmarks Erhvervsforskningsakademi. 32 s.

Muligheder for vækst i dansk eksport

Madsen, T. K., Rasmussen, E. S., Servais, P., Sørensen, H. E. & Cederquist, N., 2006, *Danmarks Eksportråd*. København: Danmarks Eksportråd, s. -

Small Manufacturing Firms' Involvement in International E-business Activities

Servais, P., Madsen, T. K. & Rasmussen, E. S., 2006, I : *Advances in International Marketing*. 17, s. 297-318

The international Entrepreneur: Entrepreneurial Orientation of Local and Global Firms

Rasmussen, E. S., Servais, P. & Madsen, T. K., 2006, *Ikke angivet*. McGill University, s. -

Internationalization Research: The Impact of the Carnegie School

Madsen, T. K., 2005, I : *Scandinavian Journal of Management*. 21, 4, s. 373-384

Iværksætternes betydning for internationalisering af en virksomhed

Madsen, T. K. & Rasmussen, E. S., 2005, *Danske iværksættere i den globale økonomi*. Bager, T., Hancock, M. & Madsen, T. K. (red.). København: Børsens Forlag, s. 17-30

Marketing: en introduktion

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

An inquiry into born-global firms in Europe and the USA

Madsen, T. K., Knight, G. & Servais, P., 2004, I : *International Marketing Review*. 21, 6, s. 645-665

Global Entrepreneurship Monitor Denmark. Danske iværksættere i den globale økonomi

Bager, T. E., Hancock, M. & Madsen, T. K., 2004, København: Børsens Forlag.

Market Strategy of Firms in Global Environments: Research Methodology

Madsen, T. K., 2004.

Daloon A/S: Internationalizing a Small Business

Madsen, T. K., 2003, *Global Marketing. Foreign Entry, Local Marketing, and Global Management*. Johansson, J. K. R. (red.). Irwin: McGraw-Hill, s. 204-211

International New Ventures: A New Organizational Form?

Madsen, T. K. & Knudsen, T., 2003, *Conference Proceedings: The Sixth McGill Conference on International Entrepreneurship: Crossing Boundaries and Researching New Futures*. Bell, J., Morrow, T. & Crossan, D. (red.). University of Ulster, Magee Campus

Marketing - en introduktion

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

The Internationalisation of Born Globals: An Evolutionary Process?

Madsen, T. K. & Servais, P., 2003, *History of Management Thought. International Business*. Buckley, P. J. . R. (red.). Hampshire: Ashgate, s. 421-444

Export strategy: A dynamic capabilities perspective

Knudsen, T. & Koed Madsen, T., 2002, I : *Scandinavian Journal of Management*. 18, s. 475-502

International Market Strategies in Small and Medium-Sized Enterprises

Knudsen, T., Koed Madsen, T., Rasmussen, E. & Servais, P., 2002, *Perspectives on Marketing Relationships*. Knudsen, T., Askegaard, S. & Jørgensen, N. (red.). København: Karnov Group, s. 107-124

Daloon A/S: The Catering Market in Germany

Madsen, T. K., 2001, *Global Marketing: Foreign Entry, Local Marketing, and Global Management*. Red. Johansson, J. K. J. (red.). McGraw-Hill, s. 306-315

Improving the firm's environmental conduct: a source of competitive advantage?

Knudsen, T. & Koed Madsen, T., 2001, I : Journal of Strategic Marketing. 9, s. 129-144

Ocean Spray: Cranberries in Scandinavia. Global Marketing

Madsen, T. K., 2001, *Foreign Entry, Local Marketing, and Global Management*. Red. Johansson, J. K. (red.). McGraw-Hill, s. 179-183

The Founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking

Rasmussen, E. S., Koed Madsen, T. & Evangelista, F., 2001, I : Asia Pacific Journal of Marketing and Logistics. 13, 3, s. 75-107

Differences and Similarities Between Born Globals and Other Types of Exporters

Madsen, T. K., Rasmussen, E. & Servais, P., 2000, I : Advances in International Marketing. 10, s. 247-265

The Born Global Firm: Description and Empirical Investigation in Europe and the United States

Madsen, T. K., Rasmussen, E. S., Servais, P. & Knight, G., 2000, *Proceedings of the American Marketing Association Winter Conference. Chicago, 2000*. s. ?

The Founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking

Madsen, T. K., Rasmussen, E. S. & Evangelista, F., 2000, Syddansk Universitetsforlag.

Små og mellemstore fremstillingsvirksomheders markeds-mæssige position og udvikling

Madsen, T. K. & Peronard, J. P., 1999, Syddansk Universitetsforlag.

Små, globalt orienterede virksomheders internationalisering og kompetencer

Madsen, T. K., Rasmussen, E. S. & Servais, P., 1999, I : Ledelse & Erhvervsøkonomi.

The founding of the Born Global Company in Denmark and Australia: Sensemaking and Networking

Madsen, T. K., Rasmussen, E. S. & Evangelista, F., 1999, *Proceedings from The Seventh Symposium on Cross-Cultural Consumer and Business Studies*. Albaum, G. (red.).

Virksomheders internationale afsætningsforhold

Madsen, T. K., 1999, *Samfund, afsætning og forskning*. Hansen, F. & Rasmussen, B. (red.). København: Afsætningsøkonomisk Forskningsråd, s. 133-150 (kapitel 6)

Managerial Judgement of Export Performance

Madsen, T. K., 1998, I : Journal of International Marketing. 6, 3, s. 82-93 11 s.

The local and the global: Exploring traits of homogeneity and heterogeneity in european food cultures

Askegaard, S. & Madsen, T. K., 1998, I : International Business Review. 7, s. 549-568 19 s.

Miljørigtig adfærd i virksomheder - en kilde til konkurrencemæssige fordele?

Madsen, T. K. & Knudsen, T., 1997, I : Ledelse & Erhvervsøkonomi. 3, s. 189-210 21 s.

The Internationalization of Born Globals: An Evolutionary Process?

Madsen, T. K. & Servais, P., 1997, I : International Business Review. 6, 6, s. 561-583

Virksomheders eksport og internationale konkurrenceevne

Madsen, T. K., 1997, 900 s.

Export and Internationalization Research - Enrichment and Challenges

Madsen, T. K. & Cavusgil, S. T., 1996, London: JAI Press. 205 s.

Introduction: Export and Internationalization Research - Enrichment and Challenges

Madsen, T. K., 1996, I : *Advances in International Marketing*. s. 1-8 8 s.

Market Orientation in Food and Agriculture

Madsen, T. K., Grunert, K. G., Larsen, H. H. & Baadsgaard, A., 1996, Boston: Kluwer Academic Publishers. 283 s.

Proceedings of the Third Symposium of the Consortium for International Marketing Research

Madsen, T. K., 1995, Odense University. 247 s.

Successful Export Marketing Management

Madsen, T. K., 1995, *Readings in Global Marketing*. Czincota, M. R. & Ronkainen, I. A. (red.). New York: The Dryden Press, s. 96-110 14 s.

A Contingency Approach to Export Performance Research

Madsen, T. K., 1994, I : *Advances in International Marketing*. 6, s. 25-42 17 s.

Virksomhedens internationalisering: Teoretiske perspektiver

Madsen, T. K. & Strandskov, J., 1994, I : *Ledelse & Erhvervsøkonomi*. 4, s. 224-240 16 s.

Danish Foreign Direct Investment in Turkey

Madsen, T. K. & Bodur, M., 1993, I : *European Business Review*. 93, 5, s. 28-43 15 s.

Fødevarerforbrug: Et regionernes Europa? Perspektiver for danske virksomheder

Askegaard, S. & Madsen, T. K., 1993, I : *Ledelse & Erhvervsøkonomi*. 4, s. 233-248 15 s.

The international competitiveness of firms: The impact on export performance

Madsen, T. K., 1993. 19 s.

Analyse, klassifikation og behandling af rygter

Jensen, J. M. & Madsen, T. K., 1992, I : *Ledelse & Erhvervsøkonomi*. 1, s. 33-42 9 s.

Viable Marketing Strategies in a New Market Environment. The Example of Small and Medium-Sized Danish Firms

Madsen, T. K., 1992, *Strategies for Players in a Larger World*. Burton, R. M., Forsyth, J. D. & Obel, B. (red.). Amsterdam: Aspen Publishers, s. 31-49 18 s.

Danske kulturbarrierers betydning for virksomhederne

Askegaard, S., Geertsen, M. C. & Madsen, T. K., 1991, I : *Ledelse & Erhvervsøkonomi*. 3, s. 111-122 11 s.

Markedsføring i et internationalt perspektiv

Elgaard, T., Madsen, T. K., Pedersen, K. & Thomassen, F., 1991, 1 udg. Charlottenlund: Djøf Forlag. 223 s.

Virksomhedernes internationale konkurrenceevne

Madsen, T. K., 1990, I : *Nationaløkonomisk tidsskrift*. 2, s. 160-173 13 s.

Fremme af dansk eksport

Madsen, T. K., 1989, I : *Samfundsøkonomen*. 6, s. 11-18 7 s.

International udvikling i mindre og mellemstore virksomheder

Hansen, K. M., Madsen, T. K. & Strandskov, J., 1989, I : *Ledelse & Erhvervsøkonomi*. 2, s. 45-62 17 s.

Successful Export Marketing Management: Some Empirical Evidence

Madsen, T. K., 1989, I : International Marketing Review. 6, 4, s. 41-57 17 s.

Eksporten under omvurdering: En erhvervsøkonomisk analyse af dansk erhvervslivs internationalisering

Hansen, K. M., Madsen, T. K., Møller, K. & Strandskov, J., 1988, København: Danmarks Sparekasseforening.

Eksportsucces: Hvad og hvordan? En empirisk undersøgelse af nogle danske fremstillingsvirksomheders eksportaktiviteter

Madsen, T. K., 1987, Odense Universitet.

Empirical Export Performance Studies: A Review of Conceptualizations and Findings

Madsen, T. K., 1987, I : Advances in International Marketing. 2, s. 177-198 21 s.

Kritiske succesfaktorer ved eksport

Madsen, T. K., 1987, I : Ledelse & Erhvervsøkonomi. 3, s. 111-120 10 s.