

Martin Hannibal  
Department of Marketing & Management  
International Business & Entrepreneurship  
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Odense M  
Denmark  
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## Employment

### **Associate Professor, Head of Research Unit**

Department of Marketing & Management  
University of Southern Denmark  
Odense M  
1. Jan 2016 → present

### **Associate Professor, Head of Research Unit**

International Business & Entrepreneurship  
University of Southern Denmark  
31. Jan 2017 → present

## Research outputs

### **International social ventures: A literature review and guidance for future research**

Larsen, N. N. & Hannibal, M., Jun 2021, In: Journal of International Entrepreneurship. 19, p. 223-255

### **Entrepreneurial exporters**

Hannibal, M. & Madsen, T. K., 2021, *World Encyclopedia of Entrepreneurship*. Dana, L-P. (ed.). 2. ed. Edward Elgar Publishing, p. 130-138

### **Protein Analyse LTD, Denmark: Case box 5.4**

Hannibal, M., 2021, *Technology entrepreneurship: Bringing innovation to the marketplace*. Evers, N., Cunningham, J. & Hoholm, T. (eds.). 2. ed. Macmillan Publishers, 1 p.

### **The influence of additive manufacturing on early internationalization: considerations into potential avenues of IE research**

Hannibal, M., Dec 2020, In: Journal of International Entrepreneurship. 18, 4, p. 473-491

### **Development and Test of an Additive Manufacturing Maturity Model**

Blichfeldt, H., Knudsen, M. P. & Hannibal, M., 2019. 24 p.

### **HumanFIT - Business Model Literature Review: Relations to IoT-technologies in the Healthcare Sector**

Mogensen, P. J. & Hannibal, M., 2019

### **HumanFIT: IoT Lab Business Model**

Mogensen, P. J. & Hannibal, M., 2019

### **HumanFIT: Overview of the Best Business Model Tools**

Mogensen, P. J. & Hannibal, M., 2019

**Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?**

Nielsen, U. B. & Hannibal, M., 14. Dec 2018.

**Revisiting The Emerging Market Category: Does BRIC and MINT still apply for future research?**

Nielsen, U. B. & Hannibal, M., 13. Dec 2018. 23 p.

**Additive manufacturing and the global factory: Disruptive technologies and the location of international business**

Hannibal, M. & Knight, G., 1. Dec 2018, In: *International Business Review*. 27, 6, p. 1116-1127

**Reviewing emerging markets: context, concepts and future research**

Nielsen, U. B., Hannibal, M. & Larsen, N. N., 29. Nov 2018, In: *International Journal of Emerging Markets*. 13, 6, p. 1679-1698

**Considerations into International New Social Ventures: Propositions for Future Research**

Larsen, N. N. & Hannibal, M., 26. Jun 2018.

**The Potential of Additive Manufacturing: A Market, Product and Process Development Perspective**

Blichfeldt, H., Knudsen, M. P. & Hannibal, M., 1. Jun 2018, p. 1. 18 p.

**A CULTure of entrepreneurship education**

Farny, S., Frederiksen, S. H., Hannibal, M. & Jones, S., 10. Apr 2018, *Institutionalization of Entrepreneurship Research*. Fayolle, A., Landstrom, H., Gartner, W. B. & Berglund, K. (eds.). 1. ed. Routledge

**Digital entrepreneurship: A longitudinal case study in a traditional firm**

Hannibal, M. & Rasmussen, E. S., 6. Apr 2018, *Entrepreneurship, Collaboration, and Innovation in the Modern Business Era*. Khosrow-Pour, M. (ed.). IGI global, p. 1-21 21 p.

**Boundarylessness and boundaries in international entrepreneurship identity work**

Hannibal, M. & Korhonen, S., 2018.

**Udbredelsen af 3d print og additive manufacturing i dansk industri: resultaterne af den danske screening 2018**

Blichfeldt, H., Knudsen, M. P., Hannibal, M. & Stampe, I., 2018, Syddansk Universitet. 39 p.

**Using an (un)academic compass to navigate a university spin-off**

Hannibal, M., 2018, (In preparation) In: *International Business and Economics Review*.

**A Review of the Emerging Markets Literature: Context, Concepts and Future Research**

Nielsen, U. B., Hannibal, M. & Larsen, N. N., 15. Sep 2017. 31 p.

**Enacted identities in the university spin-off process - bridging an imaginative gap**

Hannibal, M., 1. Sep 2017, In: *Journal of International Entrepreneurship*. 15, 3, p. 239-265

**Digital entrepreneurship in a traditional production firm: A longitudinal case study**

Hannibal, M. & Rasmussen, E. S., 2017, *Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications*. Khosrow-Pour, M. (ed.). IGI global, p. 649-668

**Global Factory Revisited in The Light of the Emergence of 3D Printing: Disruptive Technologies and International Business**

Hannibal, M. & Knight, G., 2017, *Proceedings: 2017 Annual Conference, Academy of International Business*. E. Lansing, Michigan, USA

**The intended image of a place brand: A Danish case study**

Hannibal, M. & Rasmussen, E. S., 2017, *Advertising and Branding: Concepts, Methodologies, Tools, and Applications*. IGI global, p. 932-951

**Understanding the process by which female entrepreneurs create INVs**

Rosenbaum, G. O. & Hannibal, M., 2017.

**Opportunity recognition and international new venture creation in University spin-offs: Cases from Denmark and Ireland**

Hannibal, M., Evers, N. & Servais, P., Sep 2016, In: *Journal of International Entrepreneurship*. 14, 3, p. 345-372

**A CULTure of entrepreneurship education**

Farny, S., Frederiksen, S. H., Hannibal, M. & Jones, S., 31. Aug 2016, In: *Entrepreneurship & Regional Development*. 28, 7-8, p. 514-535

**The Intended Image of a Place Brand: A Danish Case Study**

Hannibal, M. & Rasmussen, E. S., 2016, *Global Place Branding Campaigns across Cities, Regions, and Nations*. Bayraktar, A. & Uslay, C. (eds.). IGI global, p. 74-93 (Advances in Hospitality, Tourism, and the Service Industry).

**The Representation of Time in the International Entrepreneurship: Are the Norms at Play?**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2016, *ICSB 2016 World Conference Proceedings*. ICSB, 5 p.

**Proactivity revisited**

Hannibal, M. & Rasmussen, E. S., 2015.

**The concept of proactivity revisited**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2015.

**The Use of Intuition in Venture Capitalist Ecosystems**

Petersen, N. H., Hannibal, M. & Rasmussen, E. S., 2015, In: *RENT Conference Papers*. 13 p.

**Developing socio-culturally embedded entrepreneurship: A cross-disciplinary research program**

Emontspool, J. & Hannibal, M., 22. May 2014.

**Re-evaluating market creation at the intersection of consumption, migration and entrepreneurship**

Emontspool, J., Hannibal, M. & Rojas Gaviria, P., 22. May 2014.

**Digital Entrepreneurship in a Traditional Production Firm: A Longitudinal Case Study**

Hannibal, M. & Rasmussen, E. S., 2014, In: *International Journal of e-Services and Mobile Applications*. 6, 3, p. 48-66

**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. (eds.). København: Børsens Forlag, Vol. 5.. p. 329-340

**Student Ownership of the Entrepreneurial process**

Hannibal, M. & Ravn, A., 2014.

**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, p. 1-73, 73 p. (Working papers in marketing & management).

**Effectively Effectuated**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2013.

### **The CULTure of Entrepreneurship Education**

Hannibal, M., Jones, S., Farny, S., Frederiksen, S. H. & Kruijen, C., 2013.

### **The Proactive entrepreneur revisited**

Hannibal, M., Rasmussen, E. S. & Servais, P., 2013.

### **Sensemaking of the Entrepreneur in the University Spin-Off**

Hannibal, M., 2012, Syddansk Universitet. Det Samfundsvidenskabelige Fakultet.

### **Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark**

Evers, N., Andersson, S. & Hannibal, M., 2012, In: Journal of International Marketing. 20, 4, p. 46-71

### **The Stakeholders in developing marketing capabilities in internationalising og SMEs**

Evers, N., Andersson, S. & Hannibal, M., 2012.

### **Opportunity recognition and new venture creation in internationalizing university spin-outs: cases from Denmark and Ireland**

Evers, N., Hannibal, M. & Servais, P., Sep 2011. 20 p.

### **Crossing the imaginary crevasse: How do academic entrepreneurs make sense of the business project**

Hannibal, M., 15. Jun 2011. 20 p.

### **Methodological considerations on using think aloud protocols in research on academic founders**

Hannibal, M., 1. Jun 2011. 25 p.

### **Renewing Industry cluster development via interregional industry - university links**

Arbuthnott, A., Hannibal, M. & Nybacka, M., 2011, In: International Journal of Innovation and Regional Development. 3, 6, p. 604-631

### **Sub-suppliers in the life science industry: the case of two Danish university spin-offs**

Rasmussen, E. S., Knudsen, M. H., Lydixsen, R. & Servais, P., 2011, *International Entrepreneurship in the Life Sciences*. Jones, M., Wheeler, C. & Dimitratos, P. (eds.). Cheltenham: Edward Elgar Publishing, p. 159-174 15 p.

### **Enacting industry cluster renewal through interregional university pipelines: a process of sensemaking in the Swedish periphery**

Hannibal, M. & Arbuthnott, A., 2010. 20 p.

### **Netværksetableringens betydning for SMV'eres innovationsevne: Eksemplificeret ved m-commercesektoren**

Jørgensen, F., Uihøi, J. P., Knudsen, M. H. & Rasmussen, E. S., 2010, *Børsen Ledeshåndbøger: Innovations- og forandringsledelse*. Uihøi, J. P. (ed.). København: Børsen Forum A/S, p. 1-18 18 p.

### **SME's Alliance Dynamics in the Mobile Marketing Industry**

Knudsen, M. H. & Rasmussen, E. S., 1. Jan 2009, In: International Business & Economics Review. 1, 1, p. 55-68 14 p.

### **From E to M-Commerce: Image Spill-over Effect of M-applications: The Case of a Danish Mall**

Knudsen, M. H. & Rasmussen, E. S., 2009, In: The E-Business Review. IX

### **Marketing with M-commerce - Innovation Through Marketing**

Hannibal, M. & Rasmussen, E. S., 2009. 20 p.

### **The Negative Spill-Over Effect Of A Place Brand: The Case of a small danish municipality**

Knudsen, M. H. & Rasmussen, E. S., 2009, *Conference Proceedings of the European Academy of Management*. European Academy of Management

### **Identity and Sense-Making of the University Spin-off Entrepreneur**

Knudsen, M. H. & Rasmussen, E. S., 2008, *Proceeding of the RENT XXII conference*. European Institute for Advanced Studies in Management

### **The Brand of a Place as a Barrier to Entrepreneurship and SME development**

Knudsen, M. H. & Rasmussen, E. S., 2008, *Proceedings from ICSB 2008, CD Rom*. ICSB

### **University spin-offs: A special way of being an entrepreneur?**

Rasmussen, E. S., Servais, P. & Knudsen, M. H., 2008, *Proceedings of the ICSB 2008 conference, CD Rom*. ICSB

### **Nyborg Kommune - Når tre bliver til én**

Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU.

### **Nyborg Kommune - Visioner for fremtiden**

Hannibal, M. & Østergaard, P., 2007, Brand Base, SDU. 70 p.

### **Rekruttering- og opkvalificeringsprojekt for Danish Crown i Esbjerg**

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

## **Curriculum**

Curriculum Vitae

**Name:** Martin Hannibal, PhD

**Business Address:** Department of Marketing & Management, University of Southern Denmark  
Campusvej 55, DK-5230 Odense M, Denmark

**E-Mail:** mhk@sam.sdu.dk

**Phone:** +45 65503387

#### **Education Place Year**

PhD in Business University of Southern Denmark, Department 2012

Administration of Marketing & Management

Masters Degree in University of Southern Denmark, Department 2004

Philosophy of Philosophy, Religion & Pedagogy

Minor in Social Science University of Southern Denmark, Department 2001-2003  
of Social Science

Bachelor in Philosophy University of Southern Denmark, Department 2001

of Philosophy, Religion & Pedagogy

#### **Publications**

Articles and Book chapters

Arbuthnott, Andrew, Martin Hannibal & Mikael Nybacka (2011) "Renewing industry cluster development via interregional industry-university", *International Journal of Innovation and Regional Development*, Vol 3, issue 6, pp604-631

Rasmussen, Erik S., Martin Hannibal, Rene T. Lydriksen & Per Servais (2011) "Sub-suppliers in the life science industry- the case of two Danish university spin-offs", in Jones, Marion, Colin Wheeler & Pavlos Dimitratos eds. *International entrepreneurship in the life science*, Edward Elgar, Cheltenham, UK, pp159-174.

Jørgensen, Frances, Ulhøi, John P., Knudsen, Martin Hannibal & Rasmussen, Erik S. (2010), "Netværksetableringens betydning for SMV'eres innovationsevne: Eksemplificeret ved m-commercesektoren", I Ulhøi, John P. (red.), *Børsen Ledeshåndbøger. Innovations- og for-andringsledelse.*, Børsen Forum A/S, København, pp1-18.

Hannibal, Martin & Erik S. Rasmussen (2009) "SME's Alliance Dynamics in the Mobile Industry", *International Business and Economic Review* Vol. I, Issue 1, pp55-68.

Hannibal, Martin & Erik S. Rasmussen (2009) "From E to M-commerce: Image Spill-Over Effect of M-Applications: The Case of a Danish Mall", *The E-business Review* Vol. IX, 2009

#### **Papers in review**

Evers, Natasha, Svante Andersson & Martin Hannibal (2012) "Stakeholders and Marketing Capabilities in International New Ventures: Evidence from Ireland, Sweden, and Denmark", submitted to *Journal of International Marketing*, Accepted:

July 2012

Hannibal, Martin & Erik S. Rasmussen (2011) "M-commerce Opportunities in a Hostile Cul-tural Setting – The Case of the Villain Entrepreneur, submitted to International Journal of Electronic Business, Nov. 15th 2011, (1st round)

Hannibal, Martin (2011) "Methodological considerations on using think aloud protocols in research on academic founders", submitted to Prometheus, Aug. 15th 2011, (1st round)

Hannibal, Martin (2010) "Using an (un)academic compass to navigate a university spin-off", submitted to International Business and Economic Review, Sept. 1st 2010, (1st round)

Hannibal, Martin & Erik S. Rasmussen (2009) "The Negative Spill-Over Effects Of A Place Brand: The Case Of A Small Danish Municipality", submitted to Journal of Enterprising Cultures, Aug. 30th 2009 (1st round)

#### **Conference papers**

Evers, Natasha, Svante Andersson & Martin Hannibal (2012) "The role Stakeholders in de-veloping Marketing Capabilities in Internationalising of SMEs" Conference paper, AIBUKI 2012

Evers, Natasha, Martin Hannibal & Per Servais (2011) "Opportunity Recognition and New Venture Creation in Internationalizing University Spinouts: Cases from Denmark and Ire-land", Conference paper, McGill 2011

Hannibal, Martin (2011) "Methodological Considerations on Using Think Aloud Protocols in research on academic founder", conference paper, EURAM 2011

Hannibal, Martin (2011) Crossing an Imaginary Crevasse - How do Academic Entrepreneurs Make Sense of Their Business Project?, Conference paper, ICSB 2011

Hannibal, Martin (2011) Using Think Aloud Protocols in Research on Academic Entrepreneurs, conference paper, ICSB 2011

Arbuthnott, Andrew & Hannibal Martin (2010) "Enacting industry cluster renewal through interregional university pipelines – a process of sensemaking in the Swedish periphery", Con-ference paper, ICEird 2010

Jørgensen, Frances, John Ulhøi, Martin Hannibal & Erik S. Rasmussen (2009) "The Influ-ence of Network formation characteristics on innovation capacity: The case of M-commerce SMEs", conference paper, CINet 2009

Rasmussen, Erik S. & Martin Hannibal (2009) "Marketing with M-commerce – Innovation through Marketing", conference paper, CINet 2009

Hannibal, Martin & Erik S. Rasmussen (2009) "The Negative Spill-Over Effects Of A Place Brand: The Case Of A Small Danish Municipality", conference paper, EURAM 2009

Hannibal, Martin & Erik S. Rasmussen (2009) "From E to M-commerce: Image Spill-Over Effect of M-Applications: The Case of a Danish Mall" conference paper AIEB 2009

Hannibal, Martin & Erik S. Rasmussen (2008) "Identity and Sense-Making of the University Spin-off Entrepreneur", conference paper, RENT XXII

Rasmussen, Erik S., Per Servais & Martin Hannibal (2008) "University spin-offs: A special way of being an entrepreneur?" conference paper, ICSB 2008

Hannibal, Martin & Erik S. Rasmussen, (2008) "The Brand of a Place as a Barrier to Entre-preurship and SME development" conference paper, ICSB 2008  
Others

Eriksen, Andreas, Martin Hannibal & Tage Koed Madsen (2007) Rekruttering- og opkvalifi-ceringsprojekt for Danish Crown i Esbjerg, [Recruitment and Qualification project at Danish Crown in Esbjerg] (report) Department of Marketing & Management, University of Southern Denmark.

Hannibal, Martin & Per Østergaard (2007) Nyborg Kommune – visioner for fremtiden, [The Municipality of Nyborg – Visions for the Future] (report) Department of Marketing & Man-agement, University of Southern Denmark.

Hannibal, Martin & Per Østergaard (2007) Nyborg kommune – når tre bliver til én, [The Mu-nicipality of Nyborg – When Three Become One] (report) Department of Marketing & Man-agement.

#### **Conference attendances**

19th McGill International Entrepreneurship conference, London, UK

2015 AIB-UKI annual conference, Manchester

1st EFMD (2013) – Babson, Boston, USA

2012 AIB annual Conference, Washington DC

14th McGill conference, Odense, Denmark

53rd & 56th ICSB World conference

9th & 11th EURAM annual conference

9th & 10th International CINet conference

2009 Annual AOM Meeting, Chicago, IL, USA

9th The International Academy of E-business, Honolulu, HI, USA

RENT XXII, Covilhã, Portugal

4th Global Conference on Entrepreneurship and Innovation, Tylösand, Sweden

Municipal Branding – Kick-off conference, Odense, Denmark  
III

33rd EIBA annual conference, Catania, Italy

**Review experience**

Journal of International Business Studies (2018 -)

International Journal of Entrepreneurship Behaviour & Research (2012 - )

International Entrepreneurship and Management Journal (2009 - )

International Business and Economic Review (2009 - )

ISBE reviewer (2012)

McGill reviewer (2011)

EURAM reviewer (2009, 2010, 2011, 2012)

ICSB reviewer (2008, 2011)

AOM reviewer (2009, 2010, 2011)

EIBA reviewer (2009)

CINet reviewer (2009)

**Other academic references of relevance**

Assigned Chair, (track: Shaping the Entrepreneurship Research Agenda ) EURAM 2012

Research stay at Darden School of Business, Charlottesville, VA, USA (April – October 2010), Host: Saras Sarasvathy

Recipient of Tuborg's national and annual business research scholarship (2009)

"Outstanding research paper" Hannibal, Martin & Erik S. Rasmussen (2009) "From E to M-commerce: Image Spill-Over Effect of M-Applications: The Case of a Danish Mall" pub-lished in The E-business Review Vol. IX, 2009

Projects in conjunction with practitioners

Research project, M – Commerce (S2008 – S2010) data gathering, analysis and case descrip-tion. Workshop planning.

Research project, Born Global (A2007 – S2008) data gathering, planning of workshops for the attending born global firms.

Research project, DCX – Esbjerg (A2007) Planned and carried out qualitative interviews Wrote part of the report (see list of publications above).

Research project, Ny – Nyborg kommune (A2006 – S2007) Planning, data gathering, planned and carried out workshop with relevant stakeholders. Wrote two reports grounded in the data (see list of publications above).

### **Work experience**

Head of research unit International Business and Entrepreneurship SDU, Department of Marketing & Management Present

Associate professor SDU, Department of Marketing & Management Present

Assistant professor SDU, Department of Marketing & Management A2011 – A2016

PhD – Student University of Southern Denmark (SDU) A2008 – A2011

Department of Marketing & Management

Research assistant SDU, Department of Marketing & Management A2006 – A2008

Full time lecturer SDU, Department of Marketing & Management A2005 – A2006

Teaching assistant SDU, Dep. of Journalism, Dep. of Social Science S2005 – A2005

Dep. of Marketing and Management

Lecturer University College Lillebaelt, Nursing School Vejle A2002 – A2006

Carpenter Ansø A/S, Vejle, Denmark 1994-1996

### **Teaching Experience**

Global entrepreneurship 3 SDU, MSc Engineering (Product Development and Innovation) S2012

Markets and Behavior SDU, BSc Engineering (Innovation and Business) S2012

Internationale Market Relations SDU, MSc Economics and Business Administration S2012

International Entrepreneurship SDU, MSc Economics and Business Administration A2011

Introduktion til Marketing SDU, MBA i redaktionel ledelse A2009

Introduktion til Erhvervsøkonomisk metode II SDU, Minor subject, Marketing Branding & communication A2007-09

Organisationskommunikation II SDU, BSc Media science S2008-09

Introduktion til Erhvervsøkonomisk metode I SDU, Minor Subject, Marketing Branding & Communication S2007-09  
økonomisk metode I Communication

Media sociology II SDU, BSc Journalism S2007-09

Organisationskommunikation I SDU, BSc Media science A2005-07

Marketing & Culture SDU, MSc Economics and Business Administration A2006

Markedsanalyse og SDU, MA Business, Language, and Culture (Negot) A2006

Markedskommunikation SDU, MSc Economics and Business Administration A2005-06

Sociology SDU, BSc Journalism/Business, Language, and Culture A2005-06

Medie- og Kultur historie SDU, BSc Media Science A2005

Media sociology SDU, MSc Journalism S2005

HA-rapport II, Videnskabelig metode SDU, BSc Economics and Business Administration S2005-2006

Videns- og Mediesociologi SDU, MSc in Biology S2005-2006

Videnskabelig metode II UCL, Nursing School Vejle A2004-06

Videnskabelig metode UCL, Nursing School Vejle S2002-06