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Department of Marketing & Management
International Business & Entrepreneurship
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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

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.

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.

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.

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

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

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

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., Ulhøi, J. P., Knudsen, M. H. & Rasmussen, E. S., 2010, *Børsen Ledeshåndbøger: Innovations- og forandringsledelse*. Ulhøi, 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

Date of Birth: April 30th, 1974

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

E-Mail: mhhk@sam.sdu.dk

Phone: +45 65503387/+45 21770367

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 In-dustry", *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 Entrepre-neurs, 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”, Conference paper, ICEird 2010

Jørgensen, Frances, John Ulhøi, Martin Hannibal & Erik S. Rasmussen (2009) “The Influence 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 Entrepreneurship and SME development” conference paper, ICSB 2008
Others

Eriksen, Andreas, Martin Hannibal & Tage Koed Madsen (2007) Rekruttering- og opkvalificeringsprojekt 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 & Management, University of Southern Denmark.

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

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" published in The E-business Review Vol. IX, 2009

Projects in conjunction with practitioners

Research project, M – Commerce (S2008 – S2010) data gathering, analysis and case description. 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