













Jesper N. Wulff, Ph.D.

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Academic appointments

- 2019 –  **Associate Professor**, Dept. of Economics and Business Economics, Aarhus University
Parental leave: Oct 2023 (Full-time)
Parental leave: Oct 2020 (Full-time) and Sep-Dec 2021 (Part-time)
- 2015 – 2019  **Assistant Professor**, Dept. of Economics and Business Economics, Aarhus University













Education





- 2015  **PhD Economics and Business Economics**, Aarhus University.
 **MA Social Science Data Analysis** (with distinction), University of Essex .
- 2011  **MA Business Administration** (minor in German), Aarhus University.
- 2009  **Bsc Management** (minor in German), Aarhus University.

Current research interests

-  My primary research interest lies in quantitative research methods, with a particular focus on enhancing researchers' understanding and use of statistics.
-  While my main emphasis is on addressing applied statistical challenges within the realm of management research, I also contribute my expertise as a statistician to empirical studies spanning corporate finance, social epidemiology, and public administration.
-  Traditional/Bayesian inference, hypothesis tests, equivalence tests
-  Applied deep learning, computer vision and NLP

Selected Publications

-  T. Aabo, C. Pantzalis, J. C. Park, L. Trigeorgis, and **J. N. Wulff**, "CEO Personality Traits, Strategic Flexibility, and Firm Dynamics," *Journal of Corporate Finance*, vol. 84, no. 1, 2024.  DOI: 10.1016/j.jcorpfin.2023.102524.
-  **J. N. Wulff** and L. N. Taylor, "How and why alpha should depend on sample size: A Bayesian-frequentist compromise for significance testing," *Strategic Organization*, in-press, 2024.  DOI: 10.1177/14761270231214429.
-  **J. N. Wulff**, G. B. Sajons, G. Pogrebna, *et al.*, "Common Methodological Mistakes," *The Leadership Quarterly*, vol. 34, no. 1, pp. 1–24, 2023.  DOI: <https://doi.org/10.1016/j.leaqua.2023.101677>.
-  M. Cubillos, **J. N. Wulff**, and S. Wöhlk, "A bi-objective k-nearest-neighbors-based imputation method for multilevel data," *Expert Systems with Applications*, vol. 204, pp. 1–9, 2022.  DOI: 10.1016/j.eswa.2022.117298.
-  A. R. Villadsen and **J. N. Wulff**, "Are you 110% sure? Modeling of fractions and proportions in strategy and management research," *Strategic Organization*, vol. 19, no. 2, pp. 312–337, 2021.  DOI: 10.1177/1476127019854966.
-  A. R. Villadsen and **J. N. Wulff**, "Statistical Myths About Log-Transformed Dependent Variables and How to Better Estimate Exponential Models," *British Journal of Management*, vol. 32, no. 3, pp. 779–796, 2021, ISSN: 1045-3172.  DOI: 10.1111/1467-8551.12431.












- 7 **J. N. Wulff** and A. R. Villadsen, "Are Survey Experiments as Valid as Field Experiments in Management Research? An Empirical Comparison Using the Case of Ethnic Employment Discrimination," *European Management Review*, vol. 17, no. 1, pp. 347–356, 2020.  DOI: 10.1111/emre.12342.
- 8 **J. N. Wulff** and A. R. Villadsen, "Keeping it within bounds: Regression analysis of proportions in international business," *Journal of International Business Studies*, vol. 51, no. 2, pp. 244–262, 2020.  DOI: 10.1057/s41267-019-00278-w.
- 9 T. S. Guul, A. R. Villadsen, and **J. N. Wulff**, "Does Good Performance Reduce Bad Behavior? Antecedents of Ethnic Employment Discrimination in Public Organizations," *Public Administration Review*, vol. 79, no. 5, pp. 666–674, 2019.  DOI: 10.1111/puar.13094.
- 10 **J. N. Wulff**, "Interpreting results from the multinomial logit model: Demonstrated by foreign market entry," *Organizational Research Methods*, vol. 18, no. 2, pp. 300–325, 2015.  DOI: 10.1177/1094428114560024.

Awards and honors




Awards

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| 2023 |  Sage Publications/RM Division Best Paper Award Nominee, AOM |
| 2022 |  Academy of Management Fellows' Award for Responsible Research in Management.
 Top Cited Article 2020-2021 in European Management Review. |
| 2018 |  Aarhus BSS's Award for Lecturer of the Year, Aarhus University
 Carlo Masini Award for Innovative Scholarship at the Academy of Management Annual Meeting (AOM).
 AOM award for Best Paper in the Research Methods Division.
 AOM award for Best Paper in the PNP Division. |
| 2016 |  Finalist for Northeastern University Award for the Best Dissertation in IM, AOM. |
| 2015 |  Finalist for the Department of Economics and Business Economics' Teacher of the Year Award at Aarhus University.
 Finalist for the Fundação Dom Cabral Best Paper Award in Strategy / IB Theory, AOM.
 AOM award for Best Paper in the IM Division. |








Grants

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| 2020 |  AUFF NOVA. "Opening the Black Box: Making Machine Learning Interpretable for Organizational Research". PI: Wulff, J.N. Amount: \$295,000 / DKK 2,000,000 |
| 2017 |  MGTM Research Accelerator Programme. PI: Villadsen, A.R., co-PI: Wulff, J.N. Amount: \$7,670. |
| 2016 |  AUFF Supplementary Pool. PI: Wulff, J.N. Amount: \$5,500. |
| 2013 |  Ferdinand Sallings Mindelegat. PI: Wulff, J.N. Amount: \$23,000.
 Reinholdt W. Jorck og Hustrus legat. PI: Wulff, J.N. Amount: \$4,600.
 Augustinus Fonden. PI: Wulff, J.N. Amount: \$3,070.
 Oticon Fonden. PI: Wulff, J.N. Amount: \$1,500.
 Solar Foundation Research Grant. PI: Wulff, J.N. Amount: \$7,660.
 Augustinus Fonden. PI: Wulff, J.N. Amount: \$3,070.
 Solar Foundation Research Grant. PI: Wulff, J.N. Amount: \$7,660. |
| 2010 |  Knud Højgaards legat. PI: Wulff, J.N. Amount: \$1,500. |

Software




- Web apps  A Bayesian-frequentist compromise for significance testing: Web app with suite for setting the significance level as a function of sample size using Bayes factors
- R packages  alphaN: Set alpha based on sample size using Bayes factors
-  biokNN: Bi-Objective k-Nearest Neighbors Imputation for Multilevel Data

Teaching










- 2024 –  Generative AI with LLMs (MSc in Business Intelligence, MSc in Data Science).
- 2023  AI for Business Intelligence (MSc in Business Intelligence, MSc in Data Science). Evaluations (1-5): 4.8
- 2021 –  Machine Learning for Business Intelligence 2 (MSc in Business Intelligence). Evaluations (1-5): 4.9, 4.6, 4.9
- 2019 – 2022  Bayesian Data Analysis using R and Stan (MSc in Business Intelligence, MSc Data Science). Evaluations (1-5): 4.8, 4.9, 4.6, 4.5
- 2019 – 2020  Data Mining for Business Decisions. (MSc Business Intelligence). Evaluations (1-5): 3.9, 4.2
- 2015 – 2017  Internationalisation of the Firm (MSc International Business and Finance). Evaluations (1-5): 4.8, 4.8, 4.9, 4.4
- 2014 – 2017  Business Data Collection and Handling. (Bsc Business Administration). Evaluations (1-5): 4.8, 4.9

Research Leadership




Postdoc

- 2021 – 2023  Benjamin D. Liengard  
Current position: Assistant Professor, Aarhus University






PhD

- 2019 – 2022  Maximiliano Enrique C Alvarez  
Current position: Postdoc, The Polytechnic University of Milan
Recipient of AUFF's talent award
- 2021 –  Lau Abild Holgersen 
-  Camille Pedersen 
- 2024 –  Julie Norlander Matthiesen 








Longer Research Visits

- 2020  Visiting Researcher, Drexel University, United States of America (*cancelled prematurely due to Covid-19*).
- 2013  Visiting Researcher, Vienna University of Economics and Business, Austria.
- 2007  International Exchange, Freie Universität Berlin, Germany.

Academic service










- 2023  Session Moderator for the session titled "Robustness and Replicability: Limitations and Recommendations" at AOM
- 2021 –  Associate Editor and Methods Advisor at The Leadership Quarterly.
- 2021  Organizer of the Research Method Workshop on Fractional Regression Models at the AIB conference.
- 2017  External member of the PhD committee for Nicola Eberhard, University of Queensland, Australia.
- Reviewer  Journal of International Business Studies, The Leadership Quarterly, British Journal of Management, Academy of Management Annual Meeting, Journal of Business Research.

Administration


- 2022 –  Teaching coordinator for the MSc. Business Intelligence programme at the Department of Economics and Business Economics, Aarhus University.  Program presentation.
- 2020 – 2022  Substitute union representative at at the Department of Economics and Business Economics, Aarhus University.
- 2019 – 2022  Organizer of the Econometrics and Business Analytics Seminar Series at the Department of Economics and Business Economics, Aarhus University.
 Employee representative in the Local Liaison Committee at the Department of Economics and Business Economics, Aarhus University.
- 2019  Faculty representative at the AACSB Re-accreditation visit 2019, Aarhus University.
- 2016  Faculty representative at The Danish Accreditation Institution's institutional accreditation, Aarhus University.

Other education



Certifications

- 2023  Generative AI with Large Language Models, DeepLearning.AI.
 Course on Bachelor's, Master's, and PhD Supervision for Associate Professors and Professors at Aarhus BSS, Aarhus University
- 2022  TensorFlow: Data and Deployment Specialization, DeepLearning.AI.
 DeepLearning.AI TensorFlow Developer Specialization, DeepLearning.AI.
- 2017  Machine Learning specialization, University of Washington, US.
- 2016  Teacher Training Programme, Aarhus University, Denmark.
- 2014  Data Science Certificate, University of Washington, US.
- 2014-2015  Principles of Computing Specialization, Rice University, US.
- 2013-2015  Computer Science Certificate, Massachusetts Institute of Technology (MIT), US.

Independent coursework

- Courses  Statistical Learning (Stanford, US), Computing for Data Analysis (Johns Hopkins University, US), Linear Algebra: Foundations to frontiers (The University of Texas, US), Calculus One and Two (The Ohio State University, US), Mathematical Biostatistics Boot Camp 1 (Johns Hopkins University, US), Learn to Program: The Fundamentals (University of Toronto, US), Pre-Calculus (University of California, US)

Other experience

- 2020 –  External examiner within statistics and data analysis appointed by Det Erhvervsøkonomiske Censorkorps (Corps for External Examiners within Business Economics) for universities in Denmark.
- 2020  Data analyst for the Systematizing Confidence in Open Research and Evidence (SCORE) project.