Jesper N. Wulff, Ph.D.

\square	jwulff@econ.au.dk 🍡 🎔	@jesper_wulff	in linkedin.com/in/wulffjn/
0	github.com/jespernwulff	🝺 orcid.org/00	000-0002-7976-0939
	https://sites.google.com/	'view/jesperwulff	🞓 google scholar

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. *O* 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.
 Ø 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. *O* DOI: https://doi.org/10.1016/j.leaqua.2023.101677.
 - M. Cubillos, **J. N. Wulff**, and S. Wøhlk, "A bi-objective k-nearest-neighbors-based imputation method for multilevel data," *Expert Systems with Applications*, vol. 204, pp. 1–9, 2022. *P* 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. *O* 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. *O* DOI: 10.1111/1467-8551.12431.

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. *O* DOI: 10.1111/emre.12342.

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. *O* DOI: 10.1057/s41267-019-00278-w.

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. *O* DOI: 10.1111/puar.13094.

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. *O* DOI: 10.1177/1094428114560024.

Awards and honors

Awards



Grants



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, 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 – 2	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. Liengaard in 🕿 Current position: Associate Professor, Aarhus University
PhD	
2019 – 2022	Maximiliano Enrique C Alvarez in Current position: Postdoc, The Polytechnic University of Milan Recipient of AUFF's talent award
2021 - · · · ·	Lau Abild Holgersen in
	Camille Pedersen in
2024 - · · · ·	Julie Norlander Matthiesen in

Longer Research Visits

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

Academic service

2021 - · · · ·	Methods Consultant for the Journal of Management Methods Task Force.
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 Management, Journal of International Business Studies, The Leadership Quar- terly, British Journal of Management, Academy of Management Annual Meeting, Journal of Business Research, PLOS ONE.

Administration

2022 - •		Teaching coordinator for the MSc. Business Intelligence programme at the Department of Economics and Business Economics, Aarhus University. 🖽 Program presentation.
2020 – 2	022	Substitute union representative at at the Department of Economics and Business Economics, Aarhus University.
2019 – 2	022	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.
2	2019	Faculty representative at the AACSB Re-accreditation visit 2019, Aarhus University.
2	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 (Standford, 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.