

# HANNE KRAGH – CURRICULUM VITAE

## (AUGUST 2018)

Position: Associate Professor, PhD  
Aarhus University, Department of Management  
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Denmark

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Date of birth: 2 November 1970

Marital status: Married, two children

Nationality: Danish

### RESEARCH INTERESTS

- Organization and management of inter-organizational relationships
- Business-to-business marketing
- Use and integration of external knowledge in innovation projects

### EDUCATION

- PhD, Department of Management, Aarhus School of Business, University of Aarhus, 2007
- MSc (International Business and Modern Languages), Aarhus School of Business, 1996

### ACADEMIC EXPERIENCE

- Associate Professor, Aarhus University, Business and Social Sciences, Department of Business Administration, 2010 –
- Assistant Professor, Aarhus School of Business, University of Aarhus, Department of Management, 2008 – 2010
- PhD-student, Aarhus School of Business, University of Aarhus, Department of Management, 2003 – 2007
- Visiting scholar, Uppsala University, Department of Business Studies, September – December, 2004

### PROFESSIONAL EXPERIENCE

- Marketing & Sales Support Manager, Stibo Catalog ([www.stibocatalog.com](http://www.stibocatalog.com)), 2002 – 2003
- Marketing consultant/market analyst, Stibo Catalog, 1997 – 2002
- Consultant, PLS Rambøll Management ([www.ramboll-management.dk](http://www.ramboll-management.dk)), 1996 – 1997

### ADMINISTRATIVE EXPERIENCE

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- Program Coordinator, Master Program in Business-to-Business Marketing and Purchasing, Department of Management, School of Business and Social Sciences, Aarhus University, September 2017 –
- Program Coordinator, Diploma Programme in Marketing Management (HD Marketing Management), 2015 – 2017
- Program Coordinator, Master Program in International Business, Department of Business Administration, Business and Social Sciences, Aarhus University, 2012 – 2015

### PROFESSIONAL DEVELOPMENT

- GoOnline – course in blended learning for university teachers, Aarhus University, 2015
- Course in supervision for university teachers, Aarhus University, 2013
- Art and Craft of Discussion Leadership, 2-day course on participant-centered learning and the case method, Harvard Business School, 2010
- Pedagogical training programme, Aarhus University, 2009-2010

### TEACHING

- “Innovation in buyer-supplier relationships” (master-level specialization course). 2018 – ongoing
- “Business-to-business Marketing” (HD specialization course). 2015 – ongoing
- “Managing Channels and Networks” (master-level specialization course). 2016 through 2018
- “Organizing and Managing the Multinational Corporation” (master-level specialization course): Course responsible, lecturing, writing of exam case, evaluation of written exam assignments. 2009 through 2015
- “Internationalization of the Firm” (master level, pre-requisite course): Lecturing, case-based exercises, evaluation of written exams. 2005 through 2009
- “Qualitative Research Methods” (bachelor level, compulsory course): Exercises, discussion and evaluation of group exercises. 2008
- “International Business” (bachelor level, elective): Lecturing, seminar supervision, evaluation of seminar reports. 2005
- Supervision of master theses, various programs
- Supervision of master theses and third semester projects, MBA level
- Supervision of bachelor thesis
- Supervision of internship seminars, master level

### EDITORIAL WORK & REVIEW ACTIVITIES

- Guest Editor (with Poul Houman Andersen), Industrial Marketing Management special issue on Managing Creativity in Business Market Relationships, 2013

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- Guest Editor (with Chris Ellegaard, Holger Schiele, and Niels Pulles), *Journal of Purchasing and Supply Management* special issue on Supplier Resource Mobilization, 2018 (ongoing)
- Co-editor of “Preparing for the Unexpected: Design of the future global enterprise”, published by Djøf Forlag, 2015
- Reviewed for e.g. *Industrial Marketing Management*, *Journal of Business Research*, *Management Decision*

### AWARDS

- Winner of a 2018 Emerald Literati Award for the paper “Low-intensity conflicts in MNCs” published in *Multinational Business Review* (co-authored with Jacob Lauring, Poul Houman Andersen and Marianne Storgaard)

### PHD COMMITTEES

- Chairman of PhD committee, William Newell, “The connection between trust and information sharing in buyer-supplier relationships: A qualitative study of the retail sector”. Aarhus University, 2017.
- Chairman of PhD committee, Rikke Lindekilde, “Improving geographically distributed collaboration by transforming people’s implicit theories through experiential learning activities”. Aarhus University, 2016.

### APPOINTMENTS COMMITTEES

- Postdoc, Aarhus University, 2018
- Associate Professor, Southern Denmark University, 2016
- Associate Professor, Aalborg University, 2016
- Assistant Professor, Aalborg University, 2016
- Assistant Professor, Aarhus University, 2013
- Postdoc, Aarhus University, 2012

### SELECTED PUBLICATIONS

Lauring, J., Andersen, P. H., Storgaard, M., and Kragh, H. (2017). Low-intensity conflicts in MNCs, *Multinational Business Review*, vol. 25(1), 11-27. (Winner of a 2018 Emerald Literati Award).

Andersen, P.H., Ellegaard, C. and Kragh, H. (2016). I’m your man: How suppliers gain strategic status in buying companies, *Journal of Purchasing & Supply Management*, vol. 22(2), 72 – 81.

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Andersen, P.H. and Kragh, H. (2015). Exploring boundary-spanning practices among creativity managers, *Management Decision*, vol. 53(4), 763-785.

Andersen, P. H. & Kragh, H. & Lettl, C. (2013). Spanning organizational boundaries to manage creative processes. *Industrial Marketing Management*, vol. 42(1), 125–134.

Andersen, P. H. & Kragh, H. (2010). Sense and sensibility: Two approaches for using existing theory in theory building qualitative research. *Industrial Marketing Management*, 39(1): 49-55.

Kragh, H. & Andersen, P. H. (2009). Picture this: Managed change and resistance in business network settings. *Industrial Marketing Management*, 38(6): 641-653.

Rask, M. & Kragh, H. (2004). Motives for e-marketplace participation: Differences and similarities between buyers and suppliers. *Electronic Markets*, 14(4): 270-283.

*Book chapters*

Andersen, P. H. & Kragh, H. (2015). Managing strategic transition in an age of accelerating globalization. In *Preparing for the unexpected: Design of the future global enterprise*, Andersen, P.H., Kragh, H., Lauring, J., and Linneberg, M. S. (eds.), Djøf Forlag, 157 – 187.

Lauring, J., Andersen, P. H. & Kragh, H. & Storgaard, M. (2015). Parent company arrogance: Perceptions and consequences. In *Preparing for the unexpected: Design of the future global enterprise*, Andersen, P.H., Kragh, H., Lauring, J., and Linneberg, M. S. (eds.), Djøf Forlag, 67 – 95.

Andersen, P. H. & Kragh, H. (2011). *Beyond the inductive myth: New approaches to the role of existing theory in case research* in Piekkari, R. and Welch, C. (eds.) *Rethinking the Case Study in International Business and Management Research*, Cheltenham, Edward Elgar Publishing.

*Ph.d. thesis*

Kragh, H. (2007). *Implementing Internet-enabled ICT in export marketing systems: Effect on activity organization*. PhD thesis. Aarhus School of Business, University of Aarhus.

*Conference articles, peer-reviewed*

Kragh, H., Ellegaard, C. & Andersen, P.H. (2018). How less attractive customers gain access to critical supplier resources: A case study. *Presented at the EMAC Conference, Glasgow, Scotland*.

Ellegaard, C., Kragh, H. & Andersen, P. H. (2017). The vulnerability of supplier development practices: A study of action-structure dualities in buyer-supplier relationships. *Presented at the 26<sup>th</sup> IPSERA Conference, Budapest, Hungary*.

Kragh, H., Ellegaard, C. & Andersen, P. H. (2016). Involving suppliers in product development: The role of R&D-purchasing integration. *Presented at the 25<sup>th</sup> IPSERA Conference, Dortmund, Germany*.

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Andersen, P. H., Ellegaard, C. & Kragh, H. (2016). The roles and practices of purchasing in facilitating suppliers' contribution to organizational ambidexterity: An explorative study. *Presented at the AMP Asia Conference*, Cape Town, South Africa.

Clausen, B. & Kragh, H. (2015). Why don't they just keep on doing it? Understanding the challenges of the sustainability of change. *Presented at the Academy of Management Annual Meeting*, Vancouver, Canada.

Andersen, P. H., Ellegaard, C. & Kragh, H. (2013). I'm your man: How do suppliers gain strategic status in buying companies? *Presented at the IMP Conference*, Atlanta, GA.

Lauring, J., Andersen, P.H., Storgaard, M. & Kragh, H. (2012) What are the consequences of perceived parent company arrogance? *Presented at the Association of International Business Conference*, Washington, June, 2012.

Andersen, P.H. & Kragh, H. (2011). Boundary spanning practices for managing creative processes across organizational boundaries. *Presented at the Academy of Management 2011*, San Antonio, TX, August, 2011.

Kragh, H. (2009). Adaptation and commitment in Internet-supported relationships and networks: A case study. *Presented at the 25th IMP Conference*, Marseilles, September 3-5, 2009.

Andersen, P. H., Ellegaard, C. & Kragh, H. (2009). With a little help from my friends: How do management consultants contribute to innovation processes? *Presented at Academy of Management 2009*, Chicago, IL, August 7-11, 2009.

Kragh, H. & Andersen, P. H. (2008). Picture this: Managed change and resistance in business network settings. *Presented at the 24th IMP Conference*, Uppsala, September 4-6, 2008.

Andersen, P. H. & Kragh, H. (2008). Sense and sensibility: Two approaches for using existing theory in theory building qualitative research. *Presented at the Academy of Management 2008*, Anaheim, California, August 8-13 (nominated for best paper award, Research Methods Division, Academy of Management).

Andersen, P. H. & Kragh, H. (2005). How will the Internet affect the organisation of market exchange? Some possible futures and research avenues. *Presented at the 21<sup>st</sup> IMP conference*, Rotterdam, September, 2005.