



**John Ibsen Kjeldsen**

Emeritus Associate professor - Department of Management  
Associate professor Department of Management  
Former Director of Studies: HD, HD-A, MBA, Taylor Made Top Management Programs.  
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## **Curriculum Vieta:**

### **Education:**

Associate professor in Industrial Marketing Management/Innovation/Change Management.  
MSc in Economics and Business Administration  
Graduate Diploma in Business Administration and Marketing. HD-A.  
Examined in Theoretical Pedagogy and Teaching. Nationalt Center for Erhvervspædagogik (NCE)

### **Research Areas:**

Industrial Marketing Management  
Purchasing and Strategic Supplier Development  
Reverse Marketing  
Business Development. Change Management.  
Integrated Relationship Management and Technology Management  
Entrepreneurship and Development of small and medium-sized enterprises (SME)  
Entrepreneurship Education. The Entrepreneurial University. The Triple Helix Model.  
Women Entrepreneurship.  
Education development: Visiting the Bradford Management Centre. Leeds University: Studying how to develop the most successful MBA-programmers in the UK.

## **Academic and Practical experiences 1973 - 2025**

Associate professor emeritus: 2018 - - -

Part-time Associate professor in Industrial Marketing Management and Entrepreneurship

Education: Aarhus School of Business and Social Sciences. 2009-2012.

Associate Professor; Aarhus School of Business and Social Sciences. Department of Management. 1982-2009.

Assistant professor in Marketing, Aarhus School of Business: 1979-1982.

Lecturer and Director of Education at Grenaa School of Business: 1973-1981.

Teaching at Master of Science in Business Administration, Graduate Diploma in Business

Administration, MBA and Executive Courses in Denmark and master's at BI, Norway. 1988-2010.

External examiner in Business Economics at Universities in Denmark and Norway: CBS, University of Southern Denmark, Aalborg University, BI-Norway. 1995- 2014.

## **Administrative and academic experiences**

### **Director of Studies:**

Director of Executive Education Programs 2010 –2020:

14 -16-month programs. Tailor made programs at master level, developed for the management group in different kinds of manufacturing and service companies. Interactive programs, focusing on development of the strategy and the management competences. e.g., Companies as:

Plougmann&Vingtoft, SystemTM, Hydraulico; Mercuri Urval. Post Denmark, Kingo A/S.

Director of Study - MBA Programs, Aarhus School of Business: 2005-2009.

Director of Study –Graduate Diploma Programs, HD, Aarhus School of Business: 1994-2009

Coordinator of the Graduate Diploma Study in Marketing Management, HD-A. Aarhus School of Business, Department of Marketing: 1992-2009

Director of Open University and the Annual Business Conference, Aarhus School of Business (ASB): 1994-2000.

E-MBA and Modular MBA: 1997-1999. In a collaboration between the University of Southern Denmark and the Aarhus School of Business, Kjeldsen was academic and managerially responsible for the development of the E-MBA in Change Management and the Modular-MBA. Eight major Danish companies participated in the development. The project built on the experiences from Bradford Management Centre, University of Leeds.

Visiting lecturer at Bradford University, School of Management, Leeds University: July-December 1992. Studying "How to develop and manage a successful a Part-time -, Full time- and Modular-MBA.

## **Other professional activities**

Member of several *National Committees* dealing with the development of research-based higher education in Denmark. 1988-2009.

Vice Chairman of the Board in global IT-company: Stibo Graphic Company, Stibo Systems and CCI Europe from 1998-2009.

Member of the board and one of the founders of NOCA (Network of Corporate Academies and Danish Universities) 2002-2010.

## **Selected Research outputs:**

**Project PILE: (Pedagogical Innovation of Learning in Entrepreneurship) Completed.**

“A framework for developing entrepreneurship education in a university context”. *International Journal of Entrepreneurship and Small Business*, 5 p. 45-63. 2008: Blenker, Dreisler, Færgemann and Kjeldsen.

“Entrepreneurship Education at University Level: Contextual Challenges”. *Talin University of Technology, School of Economics and Business Administration*, 2006 p. 43-62: Blenker, Dreisler and J. Kjeldsen.

“Learning and teaching entrepreneurship: Dilemmas, reflections and strategies”. In: *International Entrepreneurship Education: Issues and Newness*. Red. Allain Fayolle; Heinz Klandt. Edward Elgar Publishing, 2006 p.21-34. Blenker, Dreisler, Færgemann, and J. Kjeldsen.

“Uddannelse i Entrepreneurship: Et signalement af universiteternes nye rolle?” in *Ledelse og Erhvervsøkonomi.*, 2004. 68,4, p 293-302. Blenker&Dreisler&Færgemann& Kjeldsen.

“Innovative Iværksættere – Hvem er de og hvad motiverer dem”? (Innovative entrepreneurs- Who are they - and how are the motivated?). *Nationaløkonomisk Tidsskrift*, 1992 p. 494-510. Kjeldsen, John.

**Project RESME: (Research in Small and Medium sized Enterprises). Completed.**

“Growth Creating Entrepreneurs: What are their Characteristics and Impact, and can they be Created? “ *Global Entrepreneurship Monitor Denmark 2003* p. 201-218; Red: Mick Hancock& Torben Bager. Kjeldsen, John I.& Nielsen. K.T.

“ Women Entrepreneurs – Now and in the Future”. Book: *The Danish Agency for Trade and Industry, Copenhagen*. P. 1-45. 2000, Nielsen, Kent & Kjeldsen, John Ibsen.

“The Circumstances of Women Entrepreneurs”. Book: *The Danish Agency for Trade and Industry, Copenhagen*, p. 1-190, Kjeldsen, John. I & Nielsen, Kent.

"Iværksætterforskningen behøver et større bidrag fra Erhvervsøkonomisk teori og metode".: Ledelse og Erhvervsøkonomi, Special Issue, nr 4, 1991. s. 167-178. Kjeldsen, John.

"Kan iværksætterpolitikken gøres mere effektiv?" in Civiløkonomen, nr. 4, april 1992. Kjeldsen, John.

"Bidrag til udvikling af en egentlig entrepreneurteori." (Some contributions to the development of an Entrepreneurial Theory). WP – Aarhus School of Business /ASB, 1991. Kjeldsen, John Ibsen.

**Project: Industrial Marketing and Purchasing – A SCM Perspective. Focusing at “Integrated Relationship Management and Technology Management in the Supply and Value Chain.”**

"Integreret relations- og teknologiledelse: En ledelsesmæssig udfordring også i Mellemstore Virksomheder." In: Ledelse og Erhvervsøkonomi, Bind 63, nr. 4, 1999. P. 235-249. Kjeldsen, John Ibsen.

"Køberinitiativ, Indkøbsmarketing og Leverandørsamarbejde." (Buyer initiative, Reverse Marketing and Development of Supplier Relationship). In Ledelse og Erhvervsøkonomi. Bind 61., april 1997. S 145-155. Kjeldsen, John Ibsen.

"Indkøbsfunktionen – Et Centralt led i Virksomhedens Strategiske Udvikling". Børsens Ledelsesbøger, Børsen København. 18 sider, 1995, Kjeldsen, John Ibsen.

"Reverse Marketing: Fokus på andre opfattelser og bredere ledelsesopgaver." (Reverse Marketing: Focusing on other areas and having a broader Management perspective). In Civiløkonomen, nr 5. 1995. Kjeldsen, John Ibsen.

"Tech-ploitation: The New Manufacturing Credo." In Journal of Business Strategy. Volume 14, Nr. 4, 1993, p 5-17. Kjeldsen, John.

"Teknologiledelse – Krydsfeltet mellem ledelse, økonomi og teknologi". I ledelse og Erhvervsøkonomi. 1992. Special issue, 4, p 159-173. Kjeldsen, John.

"Teknologiske udviklingsprogrammer i et teoretisk perspektiv." I Nationaløkonomisk Tidsskrift, 1991, 129, p. 236-248. Kjeldsen, John

"Opbygning af konkurrencemæssige fordele gennem strategisk ledelse af virksomhedens strategiske forandringsproces." I Ledelse og Erhvervsøkonomi. 4 p 173-184. Kjeldsen, John.

**Academic Awards:**

1997: Danske Civiløkonomers Forskningspris. Ledelse & Erhvervsøkonomi. Danish Civil Economists Research Prize. Best Article Award in 1997 (Management & Business Economics).

### **Papers published in other medias:**

**August 2024:** Link-in- artikel: Arbejdsindsats og offentlig velfærd? Mere offentlig velfærd samt et ønske om mindre arbejdstid – et underbelyst dilemma – som det er vanskeligt at kommunikere om!

**January 2024:** Link-in: Paper 15 pages: We Need and We want More Female Entrepreneurship in Denmark – but how? Answering that question, we need more empirical based research and knowledge!

**Oktober 2023:** Link-in: Artikel 12 sider. Ønsket om mere fritid samt ønsket om mere offentlig velfærd – et kendt samfundsøkonomisk og politisk dilemma! Hvordan kan en bedre implementering af Triple Helix Modellen medvirke til at formindske dette dilemma?

**February 2023:** ResearchGate: Preprint 31 pages: Being in front of the future – we must “know – whwt we don’t know.” Innovation, entrepreneurship, and growth promoted by the Triple Helix

**February 2020:** Link-in: Paper 18. pages: Innovation og entreprenørskab som konkurrenceparameter - nøglebegreberne er forandringsledelse og samarbejde i et Triple Helix perspektiv.

**2009-2017:** John Kjeldsen er Forfatter til 3 artikler I Gyldendals onlineleksikon ”Den Store Danske.dk”. Artiklerne er vedrørende teoriområderne: Industriel Markedsføring, Industriel segmentering og Segmentering.