Academic CV for Robert P. Ormrod, BA (Hons), M.Sc., Ph.D

Department of Management, Aarhus University, Denmark

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Academic Employment History

• Associate Professor, Department of Management, Aarhus University, Denmark (May 2015-)

• Associate Professor, Department of Economics and Business, Aarhus University, Denmark (February 2011-May 2015).

• Assistant Professor, MAPP, Institute for Marketing and Statistics, Aarhus School of Business, Aarhus University, Denmark (May 2009-January 2011).

• Researcher, MAPP, Institute for Marketing and Statistics, Aarhus School of Business, Aarhus University, Denmark (June 2008-April 2009).

Academic Degrees

• Ph.D., Aarhus University, Denmark (2009).

• MSc Business Economics, Aarhus School of Business, Denmark (2003).

• BA (Hons.) in Economics and Danish, University of East Anglia, Norwich, UK (1997).

Google Scholar Citation Data

Total citations: 389

h-index: 12

i10-index: 16

Publication List

Peer-reviewed Journals

2. “From Markets to Stakeholders: Towards a Conceptual Model of Political Stakeholder Orientation”, 
   *Journal of Political Marketing* (2017, online first).


Books


Chapters in Edited Books


Aarhus University's Working paper Series in Management


Other Academic Publications


Conference/Workshop Papers

37. “Stakeholders and the Political Marketing Context”, competitive paper presented at the Academy of Marketing Conference, Northumbria University, July 2016 Best paper in track award


52. “Political Market Orientation and Strategic Party Postures: Some Hypotheses Regarding Profiles and Relationship Strengths”, Paper presented at the CEE Political Marketing


**Academic presentations**

• “Combatting Political Extremism Using the Social Media: Why Should the Devil Have All the Best Stories?” guest speaker at the Conference on Migration’s Influence on Euroscepticism and Political Radicalism, Institute for Politics and Society, Prague, 27th May 2016.

• Erasmus Lectures on Political Marketing theory, Masaryk University, Brno, Czech Republic (March 2015)

• ‘Market Segmentation’, presentation for the Board of Directors of the Association of Danish Physiotherapists, Munkebjerg Hotel, Vejle (22nd January 2013)

• ‘Business Economics’, presentation for prospective students, studiepraktikdagen, Aarhus University (October 2012).
• “Political Marketing in Denmark and the USA”, presentation at Herningsholm Gymnasie (20th March 2012)

• “Markedsføring og politiske partier: meget mere end Spindoktorer”, presentation at the Gymnasielærerdagen, Aarhus University, 16th January 2012.

• “Marketing in Politics: The Danish General Election of 2011”, presentation for oeconrådet, Aarhus University, 3rd October 2011.

• “Healthiness and Dairy Products: The Key to the Modern Consumer”, presentation at the Kvægproduktion og sundhedsfremme conference, November 2009.

• “Political Marketing – What is It?”, presentation at the Institute for Political Science, Aarhus University, January 2008.

Media comment

• ”Konservative betaler 14 gange mere for en stemme, end Enhedslisten gør”, finans.dk (1st June 2015).

• “Vinder Thorning-Schmidt på at tale politik i Bilka?”, Kristeligt Dagblad (9th January 2015)

• Live interview on ’Rapporterne’ Radio 24syv, on election posters at the EU elections (7th May 2014)

• ”Svage statsministerkandidater kan udløse politiske jordskred”, Ugebrevet Mandag Morgen, pp. 16-20, 22nd April 2014

• ”Klar besked eller signalforvirring?”, Jyllands Posten, pp. 12-13, 16th November 2013

• “Er Jacob Bundsgaard mon Socialdemokrat?”, JPAarhus (9th November 2013)

• ”Plakatekspert: Valgplakaterne er ekstra røvsyge i år”, dr.dk, 1st November 2013

• ”Politikernes ansigter er vigtigere end budskabet”, Kristeligt Dagblad, page 1, 29th October 2013.

• ”Unge vælgere påvirkes mere af TV end af internettet”, Kristeligt Dagblad, page 1, 23rd April 2012.

• ”Unge vælgere foretrækker TV, radio og avis”, videnskab.dk, 20th April 2012.

• ”Unge vælgere foretrækker traditionelle medier”, Aarhus University press release, 20th April 2012.

• “Valgkampen er Højtid for Frivillige”, Altinget, 21st September 2011.
Teaching experience

- Postgraduate electives (‘Stakeholder Theory and Crisis Management’; ‘Business Data Collection and Handling’)
- Thesis supervision at the undergraduate, postgraduate and PhD levels
- Foundation course in marketing
- Seminar leader (marketing, qualitative methods)
- Participation in the Aarhus University Goonline course for online learning and teaching (Autumn 2011)
- Participation in the Aarhus University 5-day Vejledningskursus for Lektorer og Professorer (Autumn 2011)
- Completion of the Aarhus University 5-day course (Adjunktpædagogikum), (Autumn 2009)

Other Academic Activities

Research grants and awards

- Best paper in track award, Academy of Marketing Conference, Northumbria University, July 2016
- Best paper award, University of Chester Symposium on Political Marketing, 7th-8th October 2010
- Jagdish and Madhuri Sheth Foundation Research Competition on Nonprofit Marketing in collaboration with the American Marketing Association Foundation and the Marketing Science Institute ($3000). The awarding committee included amongst others Philip Kotler, Jagdish Sheth and Alan Andreasen (research proposal written with Stephan C. Henneberg).

Editorial board and Scientific Committee membership

- Editorial Board of the Journal of Political Marketing
- Member of the Scientific Committee of the International Conference on Political Marketing 2013

Examiner
• Chairman of the PhD evaluation committee, Rune Bysted, 24\textsuperscript{th} April 2013

• External examiner, Cranfield University, UK (2011-2014)


\textit{Participation in EU-funded projects}

• Participant in the EU project ‘FLABEL’, jointly responsible for research in work package WP7 (2010-2011)

\textit{Conference activities}

• Panel chair, International Conference on Political Marketing, Charles University, Prague (September 2015)

• Chair of the PhD Colloquium, International Conference on Political Marketing, Stockholm University, Sweden (September 2013)

• Panel chair, International Conference on Political Marketing, Stockholm University, Sweden (September 2013)

• Chair of the PhD Colloquium, International Symposium on Political Marketing, Masaryk University, Brno, Czech Republic (October 2009)

• Panel chair, Academy of Marketing conference (July 2007)

\textit{Visiting academic:}

• Manchester Business School, University of Manchester, UK (February 2009 and May 2010)

• School of Management, University of Bath, Bath, UK (January-June 2006)

\textit{Reviewer for (amongst others):}

• Marketing Theory

• British Journal of Political Science

• Oxford University Press

• International Studies Quarterly
• European Journal of Marketing
• Routledge
• McGraw-Hill
• Journal of Marketing Management
• Journal of Political Marketing
• Political Studies