

Ole Hagh

Profile

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Associate professor

MSc in Economics and Business Administration

Ole Hagh retired associate professor at **Department of Business Administration**. His main tasks have been teaching and administrative work.

Academic and practical experience

2013- : Associate professor emeritus at the department

1998-2000: Participant in the FOTRACUMAT project in corporation with three Canadian universities and two other European business schools/universities

1996-1998: Participant in the European open distant learning project, VSM (Virtual Student Mobility): NECTAR (Negotiating European Competence Representation and Recognition) – a European Commission project supported within the DELTA programme and managed by University of Lancaster

1995-1997: Chairman of working group. The assignment was to make plans for electronic teaching and learning at the Faculty of Business Administration

1994-95: Member of the NECTAR project (Negotiating European Competence Representation and Recognition) – a European Commission project supported within the DELTA programme

1995-1997: Chairman of working group. The assignment was to make plans for electronic teaching and learning at the Faculty of Business Administration

1992-1995: Representing ASB as Departmental Coordinator in The pilot phase of The European Credit Transfer System (ECTS) under the Socrates programme

1980-2005: Head of Department of Marketing

1976-: Associate professor of marketing, Associate professor at Department of Marketing/Department of Marketing and Statistics, Aarhus School of Business, Aarhus University. Main tasks are teaching and administrative functions

1972-1976: Marketing consultant at Scan Ad Reklamebureau, Aarhus (Advertising agency)

1972: MSc in Economics and Business Administration, Aarhus School of Business

Administrative experience

2007-2009: Project manager of master class development within Project Maturation (Comtech)

2005-2013: Local representative at Aarhus School of Business, Aarhus University of The Danish Association of Lawyers and Economists (DJØF) and member of Aarhus School of Business, Works Committee and Aarhus University Works Council

2009-2013: Coordinator of bachelor programme in Marketing

Management (HD)

2000-2013: Coordinator of master programme in information systems, communication and organization, cand.it. (ITKO)

1995-1996: Member of the steering group of evaluating Danish distant learning activities at Bornholm, Evalueringscentret

1995-2001: Member of the advisory council at the Faculty of Business Administration – administrating the faculty's use of electronic data processing equipment

1993-1996: Member of the school senate

1992-2001: Member of the advisory council, working out strategies for student exchange programmes and other exchange activities

1983-1992: Member of the faculty council

1980-2005: Head of Department of Marketing and Statistics

Teaching area

Marketing Management, marketing strategy, marketing communication, product development and innovation management

Professional development

2002-2003: Institutleder kurset 2002-03. Rektorkollegiet og Syddansk Universitets Efteruddannelse (Course in department management for heads of department)

1984: Intensive Advanced Course on Innovation Strategy in Established Firms at European Institute of Advanced Studies in Management, Brussels

1976: Course in problem oriented education. Statens erhvervspædagogiske Læreruddannelse (Danish state education for teacher in business administration)