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## Publikationer

### **The untold story of the inherent tensions in the assessment of servitisation success – a conceptual approach**

Madsen, M. E. E. & Goduscheit, R. C., 2023, I: *International Journal of Technology Management*. 93, 3/4, s. 268-294 27 s.

### **Tensions in the Assessment of Servitization Success - A Conceptual Approach**

Madsen, M. E. E. & Goduscheit, R. C., sep. 2021, *Proceedings of the 22nd International CINet Conference*. Continuous Innovation Network, s. 315-326 12 s.

### **The Multi-Dimensional Hierarchical Structure of the Servitization Transformation**

Madsen, M. E. E., maj 2021, *Proceedings of the Spring Servitization Conference 2021: Servitization: A Pathway Towards A Resilient, Productive and Sustainable Future*. Bigdeli, A., Baines, T., Rapaccini, M., Saccini, M. & Adrodegari, F. (red.). Aston Business School, s. 10-18 9 s.

### **KEY DIMENSIONS OF ASSESSING SERVITIZATION: TOWARDS A CONCEPTUAL MATURITY MODEL**

Andersen, T. C., Madsen, M. E. E. & Goduscheit, R. C., 2020, *Proceedings of the 21st International CINet Conference*. Continuous Innovation Network

## Aktiviteter

### **University of Cambridge**

Madsen, M. E. E. (Gæsteforsker)  
1 feb. 2022 → 7 mar. 2023

### **22nd International CINet Conference**

Madsen, M. E. E. (Deltager)  
13 sep. 2021 → 15 sep. 2021

### **Spring Servitization Conference 2021**

Madsen, M. E. E. (Taler)  
10 maj 2021 → 12 maj 2021

### **21st CINet Conference**

Madsen, M. E. E. (Deltager)  
20 sep. 2020 → 22 sep. 2020

## Undervisning og Vejledning

### **Analytics, Data Resources and Decision Making (Cand.Polyt)**

Goduscheit, R. C., Madsen, M. E. E. & Pedersen, M. K.  
01/02/2023 → 23/06/2023

### **Analytics for decision-making**

Goduscheit, R. C. & Madsen, M. E. E.  
07/04/2021 → 21/04/2021

**Analytics for decision-making**

Goduscheit, R. C. & Madsen, M. E. E.  
10/01/2022 → 23/06/2023

**Bachelor speciale vejledning (5 grupper)**

Madsen, M. E. E.  
01/02/2021 → 30/06/2021

**Datadrevet forretningsanalyse (ITKO)**

Goduscheit, R. C. & Madsen, M. E. E.  
01/08/2021 → 30/11/2021

**Datadrevet forretningsanalyse (ITKO)**

Goduscheit, R. C. & Madsen, M. E. E.  
05/09/2022 → 16/12/2022

**Datadriven Business Analysis (Datadrevet Forretningsanalyse)**

Madsen, M. E. E.  
05/09/2023 → 29/12/2023

**Digital Forretningsudvikling**

Peronard, J.-P. D. C. & Madsen, M. E. E.  
01/02/2023 → 23/06/2023

**Kandidat speciale vejledning (ITKO) (3 grupper)**

Madsen, M. E. E.  
01/02/2022 → 30/06/2022

**Metodisk analyse - valgfag - Statistisk Programmering med R (ITKO)**

Madsen, M. E. E.  
10/11/2021 → 10/11/2021

**Speciale samt teori- og metodevalg (Vejledning - ITKO) (1 gruppe)**

Madsen, M. E. E.  
16/01/2023 → 23/06/2023