

Name

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Department of Business Communication
Fuglesangs Allé 4, A203
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Title

Associate Professor

Nationality

American

Education

PhD in Corporate Communication, Aalborg University, 2009
Cand.mag. (MA) in English and Applied Linguistics, Aarhus University, 2001
BA in English, University of Aarhus, 1999

Areas of Interest

Corporate Communication
Organizational Communication
Public Relations
Corporate Social Responsibility
Stakeholder Management

Publications

Trust as the antidote to Brexit and COVID-19: explaining how Danish SMEs' confidence in the future of their British partnerships associates with trust

Jørgensen, P. E. F., Leila Trapp, N., Svendsen, G. T. & Nielsen, L. S., 2024, In: International Journal of Globalisation and Small Business. 14, 1, p. 62-85 24 p.

How do blue-collar production workers make sense of opportunities for personal engagement in a post-bureaucratic, sustainable organization?

Trapp, N. L. & Andersen, M. A., 4 Sept 2023, p. 1-12. 12 p.

Relationship quality between small and medium-sized enterprise partners during threatening times: the role of contact frequency and social exchanges

Trapp, N. L., Jørgensen, P. E. F., Svendsen, G. T. & Skov, L., Aug 2023, In: Journal of Business-to-Business Marketing. 30, 2, p. 187-200 14 p.

The Double Molotov Cocktail of Brexit and Covid-19: Can contact intensity help explain levels of trust and belief in the future among companies?

Svendsen, G. T., Trapp, N. L., Jørgensen, P. E. F. & Skov, L., 3 Mar 2023, (E-pub ahead of print) In: Business and Management Research.

Tillid til samhandlen trodser brexit-kaos: Danske virksomhedsledere har stærk tiltro til, at samhandel med Storbritannien vil fortsætte uagtet brexit

Jørgensen, P. E. F., Trapp, N. L. & Svendsen, G. T., 15 Jun 2021, In: Dagbladet Børsen. Sektion 1, p. 34-35 2 p.

Experts or advocates: Shifting roles of central sources used by journalists in news stories?

Laursen, B. & Trapp, N. L., Jan 2021, In: *Journalism Practice*. 15, 1, p. 1-18 18 p.

Managing participatory destination branding: Insights from the Aarhus resident ambassador program

Trapp, N. L., 2020, In: *Journal of Place Management and Development*. 13, 3, p. 241-253 13 p.

Tænkepauser: Experter

Trapp, N. L., 2020, Aarhus Universitetsforlag. 60 p.

Udbud og efterspørgsel på evidens: Ekspert er blevet en broget betegnelse, for på et moderne "marked for viden" byder også interesseorganisationer og tænketanke sig til.

Trapp, N. L., 18 Oct 2019, In: *Weekendavisen*. 2019, Uge 42, 1 p.

Citizen Volunteers as Place Brand Ambassadors?

Trapp, L., 2018, rethinkIMPACTS 2017. 25 p.

Inside-out: Interest groups' "outside" media work as a means to manage "inside" lobbying efforts and relationships with politicians

Trapp, L. & Laursen, B., 2017, In: *Interest Groups and Advocacy*. 6, 2, p. 143-160 18 p.

Case study of communicating digital entrepreneurship in a digital age: The beginning of be my eyes

Kampf, C. E. & Trapp, L., 2016, *IEEE ProComm 2016 - International Professional Communication Conference*. IEEE, 8 p. 7740523

Massemedier som forum for politisk debat: Mangfoldighed i danske avisers dækning af det første politiske folkemøde på Bornholm

Laursen, B. & Trapp, L., 2015, In: *Politica - Tidsskrift for politisk videnskab*. 47, 1, p. 84-102 19 p.

Media work as public affairs: moving beyond media savvy: Insights from press contact staff members at 50 Danish insider interest groups

Trapp, L. & Laursen, B., 2015. 13 p.

Stakeholder involvement in CSR strategy-making? Clues from sixteen Danish companies

Trapp, L., 2014, In: *Public Relations Review*. 40, 1, p. 42-49 8 p.

Three Tiers of CSR: An Instructive Means of Understanding and Guiding Contemporary Company Approaches to CSR?

Aggerholm, H. K. & Trapp, L., 2014, In: *Business Ethics*. 23, 3, p. 235-247 13 p.

Aviserne overså folket ved sidste års folkemøde

Trapp, L. & Laursen, B., 14 Jun 2012, In: *Journalisten*.dk.

Corporation as climate ambassador: Transcending business sector boundaries in a Swedish CSR campaign

Trapp, L., 2012, In: *Public Relations Review*. 38, 3, p. 458-465 8 p.

Communicating Sustainability: Do Nordic Energy Corporations Exemplify a New Generation of CSR?

Aggerholm, H. K. & Trapp, L., 2011, *Corporate Communication International*.

Corporation as Civil Organization in a CSR Campaign: The Challenge of Maintaining Credibility

Trapp, L., 2011. 1 p.

Exploring the practice of CSR from a corporate communication perspective

Nielsen, A. E., Laursen, B., Jørgensen, P. E. F., Dr Pollach, I., Schmeltz, L., Thomsen, C. & Trapp, L., 2011. 12 p.

Making sense of CSR implementation among CSR managers: Exploring local strategies

Thomsen, C., Jørgensen, P. E. F., Laursen, B., Nielsen, A. E., Pollach, I., Schmeltz, L. & Trapp, L., 2011, *Communicating Social Responsibility. Proceedings, CSR Communication Conference, Amsterdam, 26-28, 2011*. Elving, W., Golob, U., Schultz, F., Nielsen, A. E., Thomsen, C. & Podnar, K. (eds.). Amsterdam: University of Amsterdam, p. 1-10 10 p.

Staff Attitudes to Talking Openly About Ethical Dilemmas: The Role of Business Ethics Conceptions and Trust

Trapp, L., 2011, In: *Journal of Business Ethics*. 103, 4, p. 543-552 10 p.

The battle for legitimacy and reputation: Corporate communication challenges in implementing CSR

Pollach, I., Nielsen, A. E., Laursen, B., Thomsen, C., Trapp, L., Schmeltz, L. & Jørgensen, P. E. F., 2011.

Staff attitudes to talking openly about ethical dilemmas: the role of business ethics conceptions and trust

Trapp, L., 2010, *Proceedings Conference on Corporate Communication 2010*. Genest, C., Goodman, M. & Petelin, R. (eds.). Corporate Communication International at Baruch College/CUNY

The persuasive strength of values, reputation, and interest arguments for promoting ethical behavior in a global corporate setting

Trapp, L., 2010, In: *Corporate Communications*. 15, 2, p. 156-168

Projects

Collaborating researcher for rethinkIMPACTS 2017. Project title: Citizen volunteers as place brand ambassadors?

Participant evaluations of the Aarhus 2017 mega event

Trapp, L. (Participant)
08/12/2016 → 01/01/2018

"CSR and sustainability development and implementation processes - experiences from Danish companies"

Thomsen, C. (Participant), Jørgensen, P. E. F. (Participant), Laursen, B. (Participant), Nielsen, A. E. (Participant), Pollach, I. (Participant), Schmeltz, L. (Participant) & Trapp, L. (Participant)

<ingen navn>
01/02/2010 → 31/12/2011

"It's not what you said, it's how you said it": an empirical approach to human voice as the outward expression of inner character

Hejná, M. (PI), Eaton, M. (CoPI), Clasen, M. (CoPI), Kjeldgaard-Christiansen, J. (CoPI), Fage-Butler, A. M. (Collaborator), Trapp, L. (Collaborator), Bohn, O.-S. (Collaborator), Joyce, S. (Collaborator), Heine, C. (Collaborator), Firth, A. (Collaborator), Jørgensen, P. E. F. (Collaborator) & Christensen, K. R. (Collaborator)

01/01/2021 → 31/05/2024

Activities

European Public Relations Education Research Association Annual Congress 2011

Trapp, L. (Invited speaker)
8 Sept 2011 → 10 Sept 2011

2nd Nordic Symposium for Corporate Social Responsibility

Trapp, L. (Invited speaker)
17 Jun 2011

AU summer university 2011

Trapp, L. (Invited speaker)
5 Jul 2011

Udvikling og implementering af CSR i danske virksomheder – en undersøgelse af værdier, strategier og processer
Trapp, L. (Invited speaker)
14 Nov 2011

Evaluation committee (PhD) (External organisation)

Trapp, L. (Chair)
10 Aug 2015 → 17 Nov 2015

International Journal of Human Resource Management (Journal)

Trapp, L. (Editor)
25 Oct 2024

The International Journal of Human Resource Management (Journal)

Trapp, L. (Editor)
27 May 2024

Workshop for undervisere på første studieår (AU, Arts)

Trapp, L. (Participant)
13 May 2024

EUPRERA Annual conference 2024

Trapp, L. (Organizer)
25 Mar 2024

Workshop on generative AI in teaching

Trapp, L. (Participant)
14 Mar 2024

Inspirationsworkshop for førsteårsundervisere

Trapp, L. (Participant)
15 Aug 2023

EUPRERA 2023

Trapp, L. (Organizer)
23 May 2023

Inklusion og Læringsledelse

Trapp, L. (Participant)
7 Dec 2023 → 8 Dec 2023

The International Journal of Human Resource Management (Journal)

Trapp, L. (Editor)
28 Aug 2023

Corporate Communications: An international Journal (Journal)

Trapp, L. (Editor)
7 Jun 2023

Hermes: Zeitschrift für Klassische Philologie (Journal)

Trapp, L. (Reviewer)
16 Jun 2015

International Journal of Human Resource Management (Journal)

Trapp, L. (Reviewer)
17 Oct 2016

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
8 Nov 2011

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
23 Jan 2012

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
3 Feb 2012

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
7 May 2012

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
11 Dec 2012

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
31 Mar 2014

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
27 Oct 2014

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
19 Oct 2012

Journal of Business Ethics (Journal)

Trapp, L. (Reviewer)
1 Sept 2014

Public Relations Review (Journal)

Trapp, L. (Reviewer)
30 Mar 2015

Journal of Marketing Communications (Journal)

Trapp, L. (Editor)
11 Jul 2017

Journalism Practice (Journal)

Trapp, L. (Editor)
11 Oct 2021

EUPRERA Annual Conference (Event)

Trapp, L. (Editor)
18 Feb 2022

Journal of Destination Marketing and Management (Journal)

Trapp, L. (Editor)
17 May 2021

EUPRERA

Trapp, L. (Organizer)
7 Mar 2021

Journal of Destination Marketing and Management (Journal)

Trapp, L. (Editor)
22 Feb 2021

EUPRERA

Trapp, L. (Organizer)
Aug 2020

European Public Relations Education and Research Association 2019 Annual Conference

Trapp, L. (Organizer)
15 Mar 2019

Information and Management (Journal)

Trapp, L. (Editor)
30 Apr 2018

European Public Relations Education and Research Association Annual Conference

Trapp, L. (Organizer)
27 Mar 2018

The 2018 Volunteer Impacts Conference

Trapp, L. (Participant)
22 Jan 2018

EUPRERA: annual conference

Trapp, L. (Organizer)
3 Apr 2017

Corporate Communication International

Trapp, L. (Participant)
4 Jun 2013 → 7 Jun 2013

International Communication Association

Trapp, L. (Participant)
21 May 2015 → 25 May 2015

7th International Political Marketing Conference

Trapp, L. (Participant)
19 Sept 2013 → 21 Sept 2013

European Public Relations Education and Research Association Annual Congress

Trapp, L. (Organizer)
3 Oct 2013 → 5 Oct 2013

The Conference on Corporate Communication 2012

Trapp, L. (Speaker)
5 Jun 2012 → 8 Jun 2012

European Public Relations Education and Research Association Spring Symposium

Trapp, L. (Organizer)
12 Jan 2012

Rhetoric in Society

Trapp, L. (Participant)
21 Jan 2009

European Public Relations Education and Research Association Annual Congress 2012

Trapp, L. (Organizer)
15 Mar 2012

The Conference on Corporate Communication 2011

Trapp, L. (Speaker)
8 Jun 2011

The Conference on Corporate Communication 2011

Trapp, L. (Speaker)
9 Jun 2011

European Business Ethics Network annual conference

Trapp, L. (Participant)
9 Sept 2010 → 11 Sept 2010

The Conference on Corporate Communication 2010

Trapp, L. (Participant)
4 Jun 2010 → 7 Jun 2010

EUPRERA 2016

Trapp, L. (Organizer)
25 Mar 2016

Business Ethics: A European Review (Journal)

Trapp, L. (Reviewer)
23 Mar 2017

Corporate Communication: An International Journal (Journal)

Trapp, L. (Reviewer)
22 Nov 2016

Sage Open (Journal)

Trapp, L. (Reviewer)
4 Apr 2016

Sustainable Consumption and Production (Journal)

Trapp, L. (Reviewer)
9 Jul 2015

Sustainable Consumption and Production (Journal)

Trapp, L. (Reviewer)
27 May 2015

Corporate Communication: an international journal (Journal)

Trapp, L. (Reviewer)

28 Nov 2013

Corporate Communication: An International Journal (Journal)

Trapp, L. (Reviewer)

14 Sept 2015

Corporate Communication: An International Journal (Journal)

Trapp, L. (Reviewer)

21 Nov 2011

Corporate Communications: An International Journal (Journal)

Trapp, L. (Reviewer)

8 Aug 2011

Corporate Communications: An International Journal (Journal)

Trapp, L. (Reviewer)

25 Jun 2012

European Public Relations Education and Research Association Annual Conference

Trapp, L. (Organizer)

11 Mar 2015

European Public Relations Education and Research Association Annual Conference

Trapp, L. (Organizer)

12 Mar 2014