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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-April 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).
Ph.D student, Institute for Marketing and Statistics, Aarhus School of Business, Aarhus University, Denmark (April 2005-May 2008)

Education

- Ph.D. (political marketing), Aarhus University, Denmark (2009).
- MSc Business Economics (Marketing major), Aarhus School of Business, Denmark (2003).
- BA (Hons.) in Economics and Danish, University of East Anglia, Norwich, UK (1997).

Academic presentations

- “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

- “Unge vælgere påvirkes mere af TV end af internettet”, Kristeligt Dagblad, p. 1, 23rd 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

Other Academic Activities

- Member of the Editorial Board of the Journal of Political Marketing.
- External examiner, Cranfield University, UK (2011-2014).
- Scientific Committee Member, 7th International Conference on Political Marketing, October 17th-19th 2012.
- Visiting academic, Manchester Business School, University of Manchester, UK (February 2009 and May 2010) and the School of Management, University of Bath, Bath, UK (January-June 2006)

Editorial board membership

- Journal of Political Marketing

External examiner

- Cranfield University, UK (2011-2014)

Participation in EU-funded projects

- Participant in the EU project 'FLABEL', jointly responsible for research in work package WP7

Conference panel chair

- Academy of Marketing conference (July 2007)

Ph.D colloquium chair

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

Reviewer for (amongst others):

- Marketing Theory
- Journal of Political Marketing
- European Journal of Marketing
- International Studies Quarterly
- British Journal of Political Science
- Oxford University Press