

Navn

Mona Agerholm Andersen
Lektor

Institut for Kommunikation og Kultur - Spansk erhvervskommunikation

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Titel

Lektor

Nationalitet

Dansk

Uddannelse

Ph.d., Handelshøjskolen i Århus (ASB), 2006

Efteruddannelse i erhvervskommunikation og IT, Handelshøjskolen i Århus, 2000-01

Cand.ling.merc. i spansk, Handelshøjskolen i Århus, 1999

BA i spansk og engelsk, Handelshøjskolen i Århus, 1994

Ansættelser

Lektor, Institut for Kommunikation og Kultur, Arts, Aarhus Universitet (2018-

Lektor, Institut for Ledelse, Business and Social Sciences, Aarhus Universitet (2017-2018)

Lektor, Institut for Erhvervskommunikation, Business and Social Sciences, Aarhus Universitet (2012-2016)

Adjunkt, Institut for Erhvervskommunikation, Business and Social Sciences, Aarhus Universitet (2006-2011)

Ph.d. studerende, Institut for Erhvervskommunikation, Business and Social Sciences, Aarhus Universitet (2001-2005)

Sekretær/kommunikationsansvarlig, Cheminova, Lemvig (1999-2001)

Forskningsområder

Ledelseskommunikation

Intern kommunikation

Forandringskommunikation

Værdikommunikation

Historisk kommunikation

Interne sociale medier

Organisatorisk identifikation

Priser

Media Gain International Strategic Communication Award for Best Paper: awarded at the 16th Institute for Public Relations Conference 2013

Highly Commended Award Winner at the Literati Network Awards for Excellence 2011 Emerald Group Publishing Limited, 10 Jun 2011

Legat DKK 9100 for Ph.d afhandling fra UBVA (Udvalget til Beskyttelse af Videnskabeligt Arbejde) UBVA/Akademikernes Centralorganisation, 12 jan 2007

Publikationer

Thøis Madsen, V, Gode, HE & Andersen, MA 2023, 'Vertical and horizontal listening on internal social media during a time of crisis: A case study of a Danish hospital', *Journal of Communication Management*, bind 27, nr. 4, s. 563-581.

<https://doi.org/10.1108/JCOM-03-2023-0037>

Andersen, MA & Gode, HE 2023, 'How Employees' Roles and Communication Responsibility Play a Role in an Ideation Process on Internal Social Media', *International Journal of Strategic Communication*, bind 17, nr. 2, s. 75-96. <https://doi.org/10.1080/1553118X.2023.2166511>

Andersen, MA & Valentini, C 2022, Engaging Employees via Digital Technologies: An Integrative Model of Change Management and Communication via Internal Social Media. i O Niininen (red.), *Social Media for Progressive Public Relations*. Routledge, London, s. 57-72. <<http://10.4324/9781003177791-7>>

Andersen, MA 2020, 'Times are changing: the role of heritage identity on employee identification in a Danish family-owned company', *Corporate Communications*, bind 25, nr. 3, s. 477-494. <https://doi.org/10.1108/CCIJ-04-2020-0076>

Maier, CD & Andersen, MA 2017, 'Strategic Internal Communication of Corporate Heritage Identity in a Hypermodal Context', *Corporate Communications*, bind 22, nr. 1, s. 36-59. <https://doi.org/10.1108/CCIJ-09-2015-0059>

Maier, CD & Andersen, MA 2014, 'Dynamic Interplay of Visual and Textual Identification Strategies in Employees' Magazines', *International Journal of Strategic Communication*, bind 8, nr. 4, s. 250-275. <https://doi.org/10.1080/1553118X.2014.903956>

Andersen, MA 2012, 'A multidimensional model for analyzing employee identification with corporate values: A qualitative reception analysis approach', *Qualitative Research in Organizations and Management*, bind 7, nr. 2, s. 209-230. <https://doi.org/10.1108/17465641211253101>

Andersen, MA 2010, 'Creating esprit de corps in times of crisis: Employee identification with values in a Danish windmill company', *Corporate Communications*, bind 15, nr. 1, s. 102-123. <https://doi.org/10.1108/13563281011016868>

Andersen, MA 2010, 'Krise gør værdibaseret ledelse vanskelig', *Ledelse i Dag*, bind 3.

Aggerholm, H, Andersen, MA, Asmuss, B & Thomsen, C 2009, 'Management Conversations in Danish Companies: Communicating Corporate Values and Strategies', *Corporate Communications*, bind 14, nr. 3, s. 264-279. <https://doi.org/10.1108/13563280910980050>

Andersen, MA 2006, *Ejerskab for NEG Micons værdier: et casestudie af krydsfeltet mellem ledelsesopfattelser og medarbejderoplevelser*. PH.D.-afhandling, bind 2006:8, bind 2 bind, Handelshøjskolen i Århus, Institut for Sprog og Erhvervskommunikation, Århus.

Andersen, MA 2006, 'Krise gør værdibaseret ledelse vanskelig', *Ledelse i Dag*, nr. 4, august.

Peer reviewed konferencebidrag

Trapp, NL & Andersen, MA 2023, 'How do blue-collar production workers make sense of opportunities for personal engagement in a post-bureaucratic, sustainable organization?', Paper fremlagt ved EUPRERA - Responsible communication - or communicating responsibility?: 24th Annual Congress, Prag, Tjekkiet, 20/09/2023 - 23/09/2023 s. 1-12.

Gode, HE, Thøis Madsen, V & Andersen, MA 2023, 'The Role of Communicative Coworkership on Internal Social Media in creating Responsible Communication', Paper fremlagt ved EUPRERA - Responsible communication - or communicating responsibility?: 24th Annual Congress, Prag, Tjekkiet, 20/09/2023 - 23/09/2023 s. 1-12.

Andersen, MA, Thøis Madsen, V & Gode, HE 2022, 'To listen, or to hear, that is the question. Internal listening at a Danish hospital during times of crisis', Paper fremlagt ved EUPRERA 23rd Annual Congress, Wien, Østrig, 21/09/2022 - 24/09/2022.

Gode, HE & Andersen, MA 2020, 'Employee ideation in a VUCA context: Communication responsibility and roles on internal social media', Paper fremlagt ved The CCI Conference on Corporate Communication 2020, Milan, Italien, 26/05/2020 - 28/05/2020.

Andersen, MA & Maier, CD 2018, 'The Employees' Multifaceted Interpretations of Historical events and Heritage Identity in a Danish Family-owned Company – The Role of the Corporate Past on Organizational Identification', Paper fremlagt ved Eupretra 2018, Aarhus, Danmark, 27/09/2018 - 29/09/2018.

Andersen, MA & Maier, CD 2018, "'Back to where it all started": Strategic management of heritage identity in corporate museums to facilitate employees' identification', Paper fremlagt ved CCI Conference on Corporate Communication 2018, New York, USA, 28/05/2018 - 01/06/2018 s. 50-66.

Andersen, MA, Agerdal-Hjermand, A & Valentini, C 2016, 'Employee participation in knowledge sharing and change solutions through enterprise social media', Paper fremlagt ved Conference on Corporate Communication 2016, New York, NY, USA, 31/05/2016 - 03/06/2016.

Maier, CD & Andersen, MA 2015, 'The Strategic Communication of Corporate Heritage Identity Implementation in a Hypermodal Context', Paper fremlagt ved Conference on Corporate Communication 2015, New York, USA, 02/06/2015 - 05/06/2015. <<http://www.corporatecomm.org/event/cci-conference-on-corporate-communication-2015/>>

Valentini, C, Andersen, MA & Agerdal-Hjermand, A 2013, 'Co-creating Organizational Changes in Social Media - A Theoretical Framework', Paper fremlagt ved 16th annual International Public Relations Research Conference, Miami, USA, 06/03/2013 - 09/03/2013. <http://iprrc.org/docs/IPRRC_16_Proceedings.pdf>

Maier, CD & Andersen, MA 2012, 'The Dynamic Interplay of Visual and Textual Identification Strategies in a Corporate Context: A Multimodal Analysis of Grundfos Employees' Magazines', Paper fremlagt ved Conference on Corporate Communication 2012, New York, USA, 05/06/2012 - 08/06/2012. <<http://www.corporatecomm.org/conference.html>>

Aggerholm, HK & Andersen, MA 2011, 'Survivors' Discursive Construction of Organizational Identification after a Downsizing', Paper fremlagt ved The Conference on Corporate Communication 2011, New York, USA, 07/06/2011 - 10/06/2011. <<http://www.corporatecomm.org/conference.html>>

Andersen, MA 2010, 'Making Sense of Employee Discourses: A Multidimensional Reception Model for Analyzing Employee Identification with Corporate Values', Paper fremlagt ved Qualitative Research in Organizations and Management Conference, Albuquerque, USA, 06/04/2010 - 08/04/2010. <<http://www.mgt.unm.edu/qrm/>>

Projekter

Aktiviteter

Journal of Communication Management (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)
jan. 2024 → mar. 2024

Journal of Communication Management (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)
apr. 2023 → jun. 2023

The Word is Free or is it? Internal listening on internal social media during times of turbulence in a Danish hospital

Helle Eskesen Gode (Foredragsholder), Vibeke Thøis Madsen (Foredragsholder) & Mona Agerholm Andersen (Foredragsholder)
21 okt. 2022

To listen, or to hear, that is the question. Internal listening at a Danish hospital during times of crisis.

Mona Agerholm Andersen (Foredragsholder), Vibeke Thøis Madsen (Foredragsholder) & Helle Eskesen Gode (Foredragsholder)

21 sep. 2022 → 24 sep. 2022

Socialization of Millennials in a large Danish company

Mona Agerholm Andersen (Foredragsholder) & Helle Eskesen Gode (Foredragsholder)

12 nov. 2021

Routledge (Forlag)

Mona Agerholm Andersen (Fagfællebedømmer)

6 sep. 2021

Hermes (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

26 nov. 2020

CCI Conference on Corporate Communication 2020

Mona Agerholm Andersen (Foredragsholder) & Helle Eskesen Gode (Foredragsholder)

17 sep. 2020

The Dark Side of Communication

Mona Agerholm Andersen (Taler)

14 aug. 2019

Globe (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

maj 2019 → ...

Communication & Language at Work - CLAW (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

okt. 2018 → dec. 2018

EUPRERA 2018

Mona Agerholm Andersen (Foredragsholder)

29 sep. 2018

Hermes (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

jun. 2018 → ...

CCI Conference on Corporate Communication 2018, New York

Mona Agerholm Andersen (Foredragsholder)

28 maj 2018 → 1 jun. 2018

Hermes (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

6 jul. 2017 → 3 jan. 2018

Corporate Communication: an International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

1 feb. 2017 → 3 apr. 2017

Corporate Communications: an International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

17 okt. 2016

Conference on corporate communication 2016

Mona Agerholm Andersen (Taler)

2 jun. 2016

The Strategic Communication of Corporate Heritage Identity Implementation in a Hypermodal Context

Mona Agerholm Andersen (Foredragsholder)

4 jun. 2015

Corporate Communications: an International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

20 apr. 2015 → 20 maj 2015

Nordiske Organisasjonsstudier (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

10 apr. 2015 → 15 maj 2015

Bedømmelsesudvalg ph.d. (Ekstern organisation)

Mona Agerholm Andersen (Medlem)

6 nov. 2014

Corporate Communications: an International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

20 okt. 2014

Nordiske Organisasjonsstudier (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

2 okt. 2014

Go Online

Mona Agerholm Andersen (Deltager)

1 aug. 2014 → 1 dec. 2015

Corporate Communications: An International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

7 mar. 2013

The Dynamic Interplay of Visual and Textual Identification Strategies in a Corporate Context: A Multimodal Analysis of Grundfos Employees' Magazines

Mona Agerholm Andersen (Oplægsholder)

6 jun. 2012

Corporate Communications: An International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

jun. 2012

Vejlederkursus for lektorer og professorer

Mona Agerholm Andersen (Deltager)

23 feb. 2012 → 8 maj 2012

Nobelbiblioteksarbejdsgruppe (Ekstern organisation)

Mona Agerholm Andersen (Medlem)

31 jan. 2012 → ...

Human Relations (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

nov. 2011

Corporate Communications: An International Journal (Tidsskrift)

Mona Agerholm Andersen (Fagfællebedømmer)

sep. 2011

Survivors' Discursive Construction of Organizational Identification after a Downsizing

Mona Agerholm Andersen (Oplægsholder)

8 jun. 2011

How to boost your students' participation

Mona Agerholm Andersen (Deltager)

4 mar. 2011 → 13 maj 2011

Making Sense of Employee Discourses: A Multidimensional Reception Model for Analyzing Employee Identification with Corporate Values

Mona Agerholm Andersen (Foredragsholder)

8 apr. 2010

Conversations in Management: Results from a Danish Survey Study

Mona Agerholm Andersen (Foredragsholder)

8 jun. 2008

Employee Identification with Corporate Values within the Danish Windmill Company NEG Micon - a Study of both Top Management's View and Employee Perceptions of the Values.

Mona Agerholm Andersen (Foredragsholder)

7 jun. 2008

Employer branding i internt perspektiv

Mona Agerholm Andersen (Foredragsholder)

7 maj 2008

Ejerskab for NEG Micons værdier

Mona Agerholm Andersen (Foredragsholder)

9 jan. 2006

Working papers fra Center for Virksomhedskommunikation (Tidsskrift)

Mona Agerholm Andersen (Redaktør)

1 jan. 2003 → ...

Internal branding in the Danish windmill company NEG Micon

Mona Agerholm Andersen (Foredragsholder)

23 maj 2002 → 27 maj 2002

Presseklip

De mange ting medarbejderinvolvering kan

Mona Agerholm Andersen
26/11/2017
1 Mediebidrag

Employer branding - også et internt anliggende

Mona Agerholm Andersen
29/05/2008
1 element af Mediedækning

Initiative fatigue becalms windmill company. New corporate values fail to gain acceptance at NEG Micon

Mona Agerholm Andersen
19/10/2010
1 element af Mediedækning

Værdierne hænger kun på plakaterne

Mona Agerholm Andersen
11/08/2006
1 element af Mediedækning

Vertikalt och horisontellt lyssnande på interna sociala medier under en kris – lärdomar från ett danskt sjukhus

Mona Agerholm Andersen, Vibeke Thøis Madsen & Helle Eskesen Gode
29/01/2024
1 element af Mediedækning

Virksomheder i krise skal holde sig fra værdibaseret ledelse

Mona Agerholm Andersen
11/08/2006
1 element af Mediedækning