

Name

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School of Communication and Culture - Spanish Business Communication
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Title

Associate Professor

Nationality

Danish

Education

PhD, Aarhus School of Business, 2006
Supplementary education in Corporate Communication and IT, Aarhus School of Business, 2000-01
MA (LSP) (Spanish), Aarhus School of Business, 1999
BA (Spanish and English), Aarhus School of Business, 1994

Employment

Associate Professor, Department of Communication and Culture, Arts, Aarhus University (2018-
Associate Professor, Department of Management, Business and Social Sciences, Aarhus University (2017-2018)
Associate Professor, Department of Business Communication, Business and Social Sciences, Aarhus University (2012-
2016)
Assistant Professor, Department of Business Communication, Business and Social Sciences, Aarhus University (2006-
2011)
PhD student, Department of Business Communication, Business and Social Sciences, Aarhus University (2001-2005)
Secretary/language consultant, Cheminova, Lemvig (1999-2001)

Research areas

Management communication
Internal communication
Change communication
Value communication
History and heritage communication
Internal social media
Organizational identification

Grants and Awards

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
Grant amount DKK 9100 for PhD dissertation from UBVA (Udvalget til Beskyttelse af Videnskabeligt Arbejde) UBVA/Akademikernes Centralorganisation, 12 Jan 2007

Publications

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*, vol. 27, no. 4, pp. 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*, vol. 17, no. 2, pp. 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. in O Niininen (ed.), *Social Media for Progressive Public Relations*. Routledge, London, pp. 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*, vol. 25, no. 3, pp. 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*, vol. 22, no. 1, pp. 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*, vol. 8, no. 4, pp. 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*, vol. 7, no. 2, pp. 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*, vol. 15, no. 1, pp. 102-123. <https://doi.org/10.1108/13563281011016868>

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

Aggerholm, H, Andersen, MA, Asmuss, B & Thomsen, C 2009, 'Management Conversations in Danish Companies: Communicating Corporate Values and Strategies', *Corporate Communications*, vol. 14, no. 3, pp. 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, vol. 2006:8, vol. 2 bind, Handelshøjskolen i Århus, Institut for Sprog og Erhvervskommunikation, Århus.

Andersen, MA 2006, 'Krise gør værdibaseret ledelse vanskelig', *Ledelse i Dag*, no. 4, august.

Peer Reviewed Conference Papers

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 presented at EUPRERA - Responsible communication - or communicating responsibility?: 24th Annual Congress, Prag, Czech Republic, 20/09/2023 - 23/09/2023 pp. 1-12.

Gode, HE, Thøis Madsen, V & Andersen, MA 2023, 'The Role of Communicative Coworkership on Internal Social Media in creating Responsible Communication', Paper presented at EUPRERA - Responsible communication - or communicating responsibility?: 24th Annual Congress, Prag, Czech Republic, 20/09/2023 - 23/09/2023 pp. 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 presented at EUPRERA 23rd Annual Congress, Wien, Austria, 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 presented at The CCI Conference on Corporate Communication 2020 , Milan, Italy, 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 presented at Euprepa 2018, Aarhus, Denmark, 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 presented at CCI Conference on Corporate Communication 2018, New York, United States, 28/05/2018 - 01/06/2018 pp. 50-66.

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

Maier, CD & Andersen, MA 2015, 'The Strategic Communication of Corporate Heritage Identity Implementation in a Hypermodal Context', Paper presented at Conference on Corporate Communication 2015, New York, United States, 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 presented at 16th annual International Public Relations Research Conference, Miami, United States, 06/03/2013 - 09/03/2013. <http://iprrc.org/docs/IPRRRC_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 presented at Conference on Corporate Communication 2012, New York, United States, 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 presented at The Conference on Corporate Communication 2011, New York, United States, 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 presented at Qualitative Research in Organizations and Management Conference, Albuquerque, United States, 06/04/2010 - 08/04/2010. <<http://www.mgt.unm.edu/qrm/>>

Projects

Activities

Journal of Communication Management (Journal)

Andersen, M. A. (Reviewer)
Jan 2024 → Mar 2024

Journal of Communication Management (Journal)

Andersen, M. A. (Reviewer)
Apr 2023 → Jun 2023

Routledge (Publisher)

Andersen, M. A. (Reviewer)
6 Sept 2021

Hermes (Journal)

Andersen, M. A. (Reviewer)
26 Nov 2020

The Dark Side of Communication

Andersen, M. A. (Speaker)
14 Aug 2019

Globe (Journal)

Andersen, M. A. (Reviewer)
May 2019 → ...

Communication & Language at Work - CLAW (Journal)

Andersen, M. A. (Reviewer)
Oct 2018 → Dec 2018

Hermes (Journal)

Andersen, M. A. (Reviewer)
Jun 2018 → ...

Hermes (Journal)

Andersen, M. A. (Reviewer)
6 Jul 2017 → 3 Jan 2018

Corporate Communication: an International Journal (Journal)

Andersen, M. A. (Reviewer)
1 Feb 2017 → 3 Apr 2017

Corporate Communications: an International Journal (Journal)

Andersen, M. A. (Reviewer)
17 Oct 2016

Conference on corporate communication 2016

Andersen, M. A. (Speaker)
2 Jun 2016

Corporate Communications: an International Journal (Journal)

Andersen, M. A. (Reviewer)
20 Apr 2015 → 20 May 2015

Nordiske Organisasjonsstudier (Journal)

Andersen, M. A. (Reviewer)
10 Apr 2015 → 15 May 2015

Corporate Communications: an International Journal (Journal)

Andersen, M. A. (Reviewer)
20 Oct 2014

Nordiske Organisasjonsstudier (Journal)

Andersen, M. A. (Reviewer)
2 Oct 2014

Go Online

Andersen, M. A. (Participant)
1 Aug 2014 → 1 Dec 2015

Corporate Communications: An International Journal (Journal)

Andersen, M. A. (Reviewer)
7 Mar 2013

Corporate Communications: An International Journal (Journal)

Andersen, M. A. (Reviewer)
Jun 2012

Vejlederkursus for lektorer og professorer

Andersen, M. A. (Participant)
23 Feb 2012 → 8 May 2012

Human Relations (Journal)

Andersen, M. A. (Reviewer)
Nov 2011

Corporate Communications: An International Journal (Journal)

Andersen, M. A. (Reviewer)
Sept 2011

How to boost your students' participation

Andersen, M. A. (Participant)
4 Mar 2011 → 13 May 2011

Working papers fra Center for Virksomhedskommunikation (Journal)

Andersen, M. A. (Editor)
1 Jan 2003 → ...

Press clippings

De mange ting medarbejderinvolvering kan

Andersen, M. A.
26/11/2017
1 Media contribution

Employer branding - også et internt anliggende

Andersen, M. A.
29/05/2008
1 item of Media coverage

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

Andersen, M. A.
19/10/2010
1 item of Media coverage

Værdierne hænger kun på plakaterne

Andersen, M. A.
11/08/2006
1 item of Media coverage

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

Andersen, M. A., Thøis Madsen, V. & Gode, H. E.

29/01/2024

1 item of Media coverage

Virksomheder i krise skal holde sig fra værdibaseret ledelse

Andersen, M. A.

11/08/2006

1 item of Media coverage