

Erik Kloppenborg Madsen
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Department of Management
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Curriculum Vitae

Associate professor
PhD

MSc in Economics and Business Administration

Erik Kloppenborg Madsen is associate professor at **Department of Management** and director of study (BSc programmes) and coordinator of the BSc programmes in marketing.

Research areas

Marketing and sustainability, behavioural regulation, business ethics and history of marketing theory.

Academic and practical experience

1994: Visiting scholar, Centre for the Study of Environmental Change (CESEC), University of Lancaster

1993 -: Member of CeSaM (Centre for Social Science Research concerning the Environment) which carries out a co-ordinated interdisciplinary programme within the fields of regulation, control, behaviour and ethics

1989-: Associate professor at Department of Marketing and Statistics, Aarhus School of Business, Aarhus University

1985-1988: Assistant professor, Department of Marketing and Statistics, Aarhus School of Business

1981-1984: Research fellow

Administrative experience

2001-: Director of study for the bachelor programmes in economics and Business Administration

Head of undergraduate programmes at the marketing section

Chairman of the study committee for undergraduate programmes in economics and Business Administration

1983-1985: Member and chairman of the study committee for the master of science programmes at the Faculty of Business Administration

Other professional activities

Member of editorial board: ESIC Market

Teaching areas

Marketing and sustainability and business ethics.

Selected research outputs

A History of Danish Advertising, Market Research, and Retailing: 1920-1960

Madsen, E. K., 2016, *The Routledge Companion to Marketing History*. Jones, D. G. B. & Tadajewski, M. (eds.). Routledge, p. 419-431 13 p. (Routledge Companions in Business, Management and Accounting).

Advertising: rational planning or social waste? An academic encounter anno 1937

Pedersen, K. & Madsen, E. K., May 2013.

From price theory to marketing management: Danish contributions 1930-60

Madsen, E. K. & Pedersen, K., May 2013, In: *Journal of Historical Research in Marketing*. 5, 2, p. 172-191 20 p.

The "Copenhagen School": Marketing theory between rigor, realism and relevance, 1925-1960

Madsen, E. K., 30 Sept 2011.

Emerging marketing (1860-1960): The case of Denmark

Pedersen, K. & Madsen, E. K., 2010. 7 p.

Et spejl af tiden? Hages haandbog i handelsvidenskab 1894-1954

Tarbensen, K., Pedersen, K. & Madsen, E. K., 2010, In: *Denmark. Statens Arkiver. Erhvervsarkivet. Aarboeg (year)*. 59, p. 85-120 36 p.

Developing marketing theory in Denmark: The role of Hages Haandbog

Madsen, E. K., Pedersen, K. & Tarbensen, K., 2009, *Proceedings of the 14th Biennial Conference on Historical Analysis and Research in Marketing*. Hawkins, R. A. (ed.). CHARM Association, p. 73-74

Developing marketing theory in Denmark: The role of Hages Haandbog

Pedersen, K., Madsen, E. K. & Tarbensen, K., 2009.

Erhvervsøkonomiens fødsel i industrialismens ånd

Madsen, E. K. & Pedersen, K., 2009, *Modernitetens Verden*. Høiris, O. & Ledet, T. (eds.). Århus: Aarhus Universitetsforlag, p. 325-340 15 p.

Den skotske oplysningstænkning - og forståelsen af det moderne kommercielle samfund

Madsen, E. K., 2007, *Oplysningens verden: Idé, historie, videnskab og kunst*. Høiris, O. & Ledet, T. (eds.). Aarhus: Aarhus Universitetsforlag, p. 319-334 16 p.

Philosophy of science: An overview. Introduction course for PhD students

Madsen, E. K., 2006

Balancing Organisational Legitimacy and Economic Fitness: The environmental discourse on sustainability

Madsen, E. K., 2001, *Environment and Wellbeing. Conference Proceedings*. Adrian J. Scott (ed.) (ed.). Bath: University of Bath

Environmental regulation and rationality

Madsen, E. K., 2001, *Environmental regulation and rationality - multidisciplinary perspectives*. Suzanne C. Beckmann & E. Kloppenborg Madsen (eds) (ed.). Aarhus: Aarhus Universitetsforlag

Environmental regulation and rationality - multidisciplinary perspectives

Beckmann, S. C. (Editor) & Madsen, E. K. (Editor), 2001, Aarhus: Aarhus Universitetsforlag. 224 p.

Institutional entrepreneurs? Corporate governance, legitimacy and the rhetoric of sustainability

Madsen, E. K., 2001.