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## Research outputs

### **Rethinking the Sales Process: An Interplay between Human and AI-based Technology**

Vandet Weesgaard, S., Søgaard Sørensen, E., Burgdorff, K. & Bhatti, W. A., 2 Sep 2022, (Accepted/In press).

### **How to create the world's sexiest business model**

Bruun, C. & Burgdorff, K., 30 Jun 2022.

### **Banking-customer relationships in the era of digitalization: a perspective from commercial banks**

Burgdorff, K., Wædeled Andersen, M., Møller Nielsen, S., Højmark Sørensen, M. & Larsen, C., 8 Jun 2022.

### **Resilience in sales management organizations: Towards an analytical framework**

Andersen, P. H., Burgdorff, K. & Sathiskumar, N. N., 8 Jun 2022.

### **Aalborg Sales Process Model (MAPS), A Reconceptualization in Light of Industry 4.0**

Bhatti, W. A. & Burgdorff, K., 8 Jun 2022.

### **Does IoT Adoption Lead to Value Creation in B2B Relationships?**

Paesbrugge, B., Toofany, F. & Burgdorff, K., 18 Feb 2022, *Does IoT Adoption Lead to Value Creation in B2B Relationships?*.

### **Godt Købmandskab som værdisamskabelse i offentlig forvaltning**

Valbak-Andersen, C. & Burgdorff, K., Dec 2020, *Godt Købmandskab i det 21. Århundrede*. Cortsen, K. & Fast, M. (eds.). Ålborg: Aalborg Universitetsforlag, p. 111 - 143 32 p. (ExCITE-serien; No. 11).

### **The Matrix of Holistic Strategizing: – Creating value in complex organizations**

Burgdorff, K. & Valbak-Andersen, C., 2020, (Submitted) In: *Journal of Creating Value*.

### **Mapping Co-Creation Practices**

Burgdorff, K., Jun 2019, *Proceedings of the Annual Global Sales Science Institute Conference*. p. 61 - 66 (Proceedings of the Annual Global Sales Science Institute Conference).

### **The road not taken: mapping the sweet spot of value, meaning and sensemaking**

Valbak-Andersen, C. & Burgdorff, K., May 2019, *Value Creation for the Future of Business and Society*.

### **Dialogue as Co-Creation of Value**

Burgdorff, K., Jun 2018, *Proceedings of the annual Global Sales Science Institute Conference*.

**The Philosophy of Sales**  
Burgdorff, K., May 2018.

## **Press/Media**

**Forsker: Virksomheder skal tænke salg på en ny måde**

Karina Burgdorff Jensen

22/08/2019

15 items of Media coverage

**Fra budskab til dialog - kommunikations rolle i fremtidens salg**

Karina Burgdorff

01/12/2021

1 item of Media coverage

**Fra mandlige til kvindelige sælgere: Vi så det straks på bundlinjen**

Karina Burgdorff Jensen

15/10/2019

2 items of Media coverage

**Har den gamle købmandsnation glemt, hvordan man sælger?**

Karina Burgdorff

01/07/2016

6 items of Media coverage

**Kvantespring venter salget om 100 dage**

Karina Burgdorff Jensen

11/10/2018

1 item of Media coverage

**Presset af netbutikkerne? Slå dem med deres egne våben**

Karina Burgdorff Jensen

08/09/2019

1 item of Media coverage

**Samskabende salg giver pote**

Karina Burgdorff Jensen

15/12/2017

1 item of Media coverage

**Samskabende salg giver pote**

Karina Burgdorff Jensen

15/12/2017

1 item of Media coverage

**Varmepumpeproducent skifter gear**

Karina Burgdorff

25/04/2022

1 item of Media coverage

**Karina Burgdorff**