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Publikationer

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, (Accepteret/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?* s. 779-795

Godt Købmandskab som værdisamskabelse i offentlig forvaltning

Valbak-Andersen, C. & Burgdorff, K., dec. 2020, *Godt Købmandskab i det 21. Århundrede*. Cortsen, K. & Fast, M. (red.). Ålborg: Aalborg Universitetsforlag, s. 111 - 143 32 s. (ExCITe-serien; Nr. 11).

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

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

Mapping Co-Creation Practices

Burgdorff, K., jun. 2019, *Proceedings of the Annual Global Sales Science Institute Conference*. s. 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., maj 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., maj 2018.

Aktiviteter

Conference on Creating Value

Karina Burgdorff (Deltager)
jun. 2020

FHWien of WKW

Karina Burgdorff (Gæsteforsker)
nov. 2019

Key Note "Sustainable sales"

Karina Burgdorff (Foredragsholder)
nov. 2019

Building sales ecosystems in higher level education and research

Karina Burgdorff (Foredragsholder) & Marina Prem (Oplægsholder)
6 jun. 2019

Global Sales Science Institute

Karina Burgdorff (Deltager)
5 jun. 2019

Future Ecom (Begivenhed)

Karina Burgdorff (Medlem)
jun. 2019 → aug. 2020

Conference on Creating Value

Karina Burgdorff (Deltager)
maj 2019

Université Clermont Auvergne

Karina Burgdorff (Gæsteforsker)
mar. 2019

Global Sales Science Institute (Begivenhed)

Karina Burgdorff (Fagfællebedømmer)
2019

Global Sales Science Institute

Karina Burgdorff (Deltager)
6 jun. 2018

Conference on Creating Value

Karina Burgdorff (Deltager)
maj 2018

Creating Value Alliance (Ekstern organisation)

Karina Burgdorff (Forperson)
maj 2018 → ...

Université Clermont Auvergne

Karina Burgdorff (Gæsteforsker)
mar. 2018

Global Sales Science Institute (Begivenhed)

Karina Burgdorff (Fagfællebedømmer)
2018

Sales Enablement Society (Ekstern organisation)

Karina Burgdorff (Medlem)
2018 → ...

Global Sales Science Institute Conference

Karina Burgdorff (Deltager)
6 jun. 2017

Université Clermont Auvergne

Karina Burgdorff (Gæsteforsker)
mar. 2017

Positive Deviance Conference

Karina Burgdorff (Deltager)
okt. 2016

Global Sales Science Institute

Karina Burgdorff (Deltager)
3 jun. 2016

Global Sales Science institute (Ekstern organisation)

Karina Burgdorff (Medlem)
jun. 2016 → ...

Positive Deviance Collaborative (Ekstern organisation)

Karina Burgdorff (Medlem)
2016 → ...

Projekter**Co-Creation Sales**

Burgdorff, K.
01/08/2014 → ...

Sales Enablement

Burgdorff, K.
01/02/2019 → ...

SPLASH: SALES PLATFORM STUDIES FOR HIGHER EDUCATION

Burgdorff, K. & Andersen, P. H.
01/09/2020 → 31/08/2023

Sales Process and Role of Industry 4.0

Bhatti, W. A. & Burgdorff, K.
01/10/2021 → ...