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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?*. p. 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. (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.

Activities

Conference on Creating Value

Karina Burgdorff (Participant)
Jun 2020

FHWien

Karina Burgdorff (Visiting researcher)
Nov 2019

Key Note "Sustainable sales"

Karina Burgdorff (Lecturer)
Nov 2019

Building sales ecosystems in higher level education and research

Karina Burgdorff (Lecturer) & Marina Prem (Speaker)
6 Jun 2019

Global Sales Science Institute

Karina Burgdorff (Participant)
5 Jun 2019

Future Ecom (Event)

Karina Burgdorff (Member)
Jun 2019 → Aug 2020

Conference on Creating Value

Karina Burgdorff (Participant)
May 2019

Université Clermont Auvergne

Karina Burgdorff (Visiting researcher)
Mar 2019

Global Sales Science Institute (Event)

Karina Burgdorff (Peer reviewer)
2019

Global Sales Science Institute

Karina Burgdorff (Participant)
6 Jun 2018

Conference on Creating Value

Karina Burgdorff (Participant)
May 2018

Creating Value Alliance (External organisation)

Karina Burgdorff (Chairperson)
May 2018 → ...

Université Clermont Auvergne

Karina Burgdorff (Visiting researcher)
Mar 2018

Global Sales Science Institute (Event)

Karina Burgdorff (Peer reviewer)
2018

Sales Enablement Society (External organisation)

Karina Burgdorff (Member)
2018 → ...

Global Sales Science Institute Conference

Karina Burgdorff (Participant)
6 Jun 2017

Université Clermont Auvergne

Karina Burgdorff (Visiting researcher)
Mar 2017

Positive Deviance Conference

Karina Burgdorff (Participant)
Oct 2016

Global Sales Science Institute

Karina Burgdorff (Participant)
3 Jun 2016

Global Sales Science institute (External organisation)

Karina Burgdorff (Member)
Jun 2016 → ...

Positive Deviance Collaborative (External organisation)

Karina Burgdorff (Member)
2016 → ...

Projects**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 → ...