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## Publikationer

**Digital footsteps: Insights from organizational information search for sales lead qualification**  
Andersen, P. H., Gyorffy-Schäfer, J. & Roschk, H., 2024.

**Exploring coordination mechanisms in multimorbid health care: A semi-systematic literature review**  
Andersen, P. H., Torres-Bonilla, J. & Dreyer, H. C., 2024, (Afsendt) I: International Journal of Care Coordination.

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**Understanding the coordinating process of services providing care to multimorbid patients: An exploratory case study in Norway**  
Andersen, P. H., Dreyer, H. & Torres-Bonilla, J., 2024.

**Questioning the Cluster Imperative: Why Danish Craft Breweries Choose not to Cluster Geographically, and What (not) to Do About It**  
Christensen, J. L. & Andersen, P. H., 6 dec. 2023, *The Geography of Beer: Policies, Propaganda and Place*. Patterson, M. & Hoalst Pullen, N. (red.). Springer, s. 89-100 22 s. (Geography of Beer, Bind 3).

**Stepping in and out of competitive contexts**  
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**Corporate sustainable brand identity work and network embeddedness: Learnings from Better Place (2007–2013)**  
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**Digital footsteps: How can organizational information search give insights for sales lead qualification?**  
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**Unilever Knorr Nordic: Navigating Between Global Efficiency and Local Responsiveness**

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**Managing customer attractiveness: How low-leverage customers mobilize critical supplier resources**

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**Using a 'lens' to re-search business markets, relationships and networks: Tensions, challenges and possibilities**

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**Supplier firms in transition – the case of Denmark**

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**Lean knowledge creators: Empowering individuals**

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**How do big data impact business market relationships?**

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**Transient commitments and dynamic business networking**

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**Division of interfirm activities in the knowledge-based economy: The crucial role of knowledge processors**

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**Diverging expectations in buyer-seller relationships: Institutional contexts and relationship norms**

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**Relationship marketing and brand involvement of professionals through web-enhanced brand communities: The case of Coloplast**  
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**Supply chain management: New organisational practices for changing procurement realities**  
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**Relationship development and marketing communication: An integrative model**  
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**Inter firm diversity and the management of meaning in international strategic alliances**  
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**Inter-partner learning in global supply chains: Lessons from NOVO Nordisk**  
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**International market selection: A cognitive mapping perspective**

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**Position and role-conceptualizing dynamics in business networks**

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## Projekter

**Big Data -Big Business**

Andersen, P. H. & Kræmmergaard, P.  
01/01/2016 → 31/12/2018

**Business-to-business sales lead qualification based on organizational information search in a digital context**

Gyorffy-Schäfer, J., Andersen, P. H. & Roschk, H.  
01/11/2022 → 01/11/2027

**Danmark i balance – regional dynamik og ulighed**

Andersen, J. G., Andersen, H. T., Christensen, J. L., Drejer, I., Hansen, M. B., Lassen, M., Andersen, P. H., Eriksen, J., Frank Etzerodt, S., Holm, J. R., Høst, A. K., Nielsen, K., Østergaard, C. R. & Jakobsen, B. K.  
02/10/2017 → 31/03/2022

**Global Innovation Alliances**

Ellegaard, C., Andersen, P. H., Laursen, L. N., Kragh, H. & Møller, M. M.  
Industriens Fond  
01/03/2019 → 01/03/2022

**Impact of AI on conventional buyer-seller relationships in the banking industry**

Sathiskumar, N. N. & Andersen, P. H.  
15/10/2021 → 14/10/2024

**Nordic Master programme in Innovation and Development**

Andersen, P. H., Gregersen, B., Lema, R., Chaminade, C. & Johnson, B.  
01/01/2017 → 31/12/2019

**Organisatoriske platforme for vidensamarbejde**

Drejer, I., Gjerding, A. N. & Andersen, P. H.  
01/09/2018 → 28/02/2019

**PhD projekt "salg og salgsledelse" - UCN Professionshøjskolen**

Andersen, P. H. & Carlé, R.  
Otto Mørnstseds Fond  
15/08/2022 → 15/08/2025

**Reshape Waste: Fra restmateriale til reel værdi**

Laursen, L. N., Kejser, L. F. B., Andersen, P. H., Bak, B. L. V., Hansen, A. K., Lund, F. K., Jensen, N. S., Feast, L. E. E. & Tollestrup, C.  
Industriens Fond  
01/03/2023 → 28/02/2025

**SPLASH: SALES PLATFORM STUDIES FOR HIGHER EDUCATION**

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

**ScAIEM Seed Money decision - Scandinavian Academy of Industrial Engineering and Management**

Andersen, P. H.  
01/12/2021 → 31/12/2022

**EIS-PHA: Strategic Research Alliance**

Baymller, D., Drejer, I., Andersen, P. H. & Nogueira, L. A.  
01/02/2011 → 30/11/2016

**Underleverandører i Danmark**

Drejer, I., Andersen, P. H., Østergaard, C. R., Søberg, P. V., Wæhrens, B. V., Johansen, J., Møller, C. & Motika, A.  
15/01/2014 → 21/04/2015

**Værdikædeanalyse - offshore vindenergi**

Drejer, I., Andersen, P. H. & Gjerding, A. N.  
01/06/2013 → 30/06/2014

**Presseklip****Besked fra fagforening sætter ild i kandidat-debat**

Poul Houman Andersen  
19/04/2024

1 element af Mediedækning

**Bryggeriforeningen frygter konkurser**

Poul Houman Andersen  
28/07/2021 → 29/07/2021  
8 elementer af Mediedækning

**Coops nye kædestruktur bliver mødt af rynkede bryn og anerkendende blik**

Poul Houman Andersen  
15/09/2022 → 15/09/2022  
2 elementer af Mediedækning

**Danmarks Radio Interview om singles day**

Poul Houman Andersen  
07/11/2018  
1 Mediebidrag

**Danske vindkæmper i fælles front: Vi risikerer at miste vores førerposition**

Poul Houman Andersen  
26/04/2016  
12 elementer af Mediedækning

**Debat: Medarbejdere mener AAU-fyringer ødelægger arbejdsmiljø, uddannelser og forskning**

Poul Houman Andersen, Jesper Lindgaard Christensen, Meg Duroux, Morten Ejrnæs, Hans Hüttel, Martin Bak Jørgensen, Preben Horsholt Rasmussen, Lars Rosgaard Jensen, Jens Kirk, Lone Stub Petersen, Janne Emily Seemann & Trine Schultz  
21/03/2019  
1 element af Mediedækning

**Er din virksomhed klar til fremtidens udfordringer?**

Poul Houman Andersen

07/09/2022

1 element af Mediedækning

**Forskere: Omstillingen til et bæredygtigt energisystem kræver en ny tværvidenskabelig indsats**

Poul Houman Andersen, Henrik Lund, Anders Horsbøl, Kim Sørensen & Prisca Laura Ohler

23/11/2022

1 Mediebidrag

**Fyraftensseminar: Robuste Forsyningsnetværk - hvordan udvikles kundestatus hos kritiske leverandører?**

Poul Houman Andersen

22/01/2022

1 element af Mediedækning

**Har du besøgt din leverandør?**

Poul Houman Andersen

03/10/2014

1 element af Mediedækning

**I morgen**

Poul Houman Andersen

07/03/2014

2 elementer af Mediedækning

**Industriens Fond booster forskning i big social data**

Poul Houman Andersen

20/10/2015

2 elementer af Mediedækning

**Kære deltager**

Poul Houman Andersen

05/09/2014

1 element af Mediedækning

**Masser af gode råd til gazeller der vil vokse endnu mere**

Poul Houman Andersen

04/05/2017

2 elementer af Mediedækning

**Ny konkurrencesituation i vindindustrien**

Poul Houman Andersen

27/05/2015

2 elementer af Mediedækning

**Paradoks: Offshore vindkraft er splittet mellem innovation og sikkerhed**

Poul Houman Andersen & Ina Drejer

04/09/2014

1 element af Mediedækning

**Rekordmange bryggerier i Danmark**

Poul Houman Andersen

13/08/2021

1 element af Mediedækning

**Salget af alkoholfri øl boomer**

Poul Houman Andersen

03/08/2021 → 04/08/2021

3 elementer af Mediedækning

**Singles day er ny dag fyldt med tilbud: Men butikkerne vinder altid**

Poul Houman Andersen

11/11/2018

1 element af Mediedækning

**Vindmølleeksport: Hjerne haler ind på jern**

Poul Houman Andersen

02/06/2016

1 element af Mediedækning

**Vindmøller: Hjerne haler ind på jern**

Poul Houman Andersen

02/06/2016

6 elementer af Mediedækning