

# Pernille Rydén, PhD

## Office Contact Information

Center for Continuing Education  
Technical University of Denmark  
Lautrupvang 15, A2.01b  
2750 Ballerup  
+45 93511400  
[pryd@dtu.dk](mailto:pryd@dtu.dk)

## Home Contact Information

Odensevej 2  
DK 4000 Roskilde  
+45 26122106  
[pernille.ryden@icloud.com](mailto:pernille.ryden@icloud.com)

## ACADEMIC POSITIONS

- 2015 (Apr.)- *Technical University of Denmark*, Head of Studies, Engineering Business Administration (EBA), Associate Professor. Strategic Management & Organization
- 2015 (Apr.)- *Copenhagen Business School*, Department of Marketing, External lecturer. Course Responsible: Research Methods.
- 2009- *Engineering College of Copenhagen*, Management Education Associate Professor, Strategic Management & Organization
- 1998-2009 *Zealand Institute of Business and Technology*, Denmark. Assistant Professor, The Marketing Economist Program.

## TEACHING EXPERIENCE

- 2015- *Technical University of Denmark*, DL DJØF, Lecturer, thesis supervisor, DL DJØF and Management education for senior consultants.  
Ledelse og styring i politisk styrede organisationer, Strategisk Ledelse (political management and strategic management courses).
- 2012-2016 *Copenhagen Business School*, Denmark. Master thesis supervisor, Gave lectures at Strategic Marketing, Research Methods, Service management.
- 2009-2012 *Engineering College of Copenhagen*, Management Education. Courses offered and managed: Strategic Management, Management and Organization, Leadership and Employee Relations, Cross-Cultural management
- 1998-2009 *Zealand Institute of Business and Technology*. The Marketing Economist Program.  
Courses: Business Economics, Communication, Negotiation, English, International Marketing, Management, Innovation, and Logistics.  
Supervisor: Marketing Economist and visiting PhD scholars.
- 2006-2009 *American Summer School, Roskilde. Bachelor and MBA Students*. Course: European Marketing. Hosted American, Canadian, and Australian students and professors.
- 2008-2009 *Training agencies and examination institutions*, Beijing, Shanghai, Dalian, Harbin, Shenyang, Changchun, and Foochow, China. Chinese students and staff, Developed and executed tests for critical thinking for students. Trained staff in Western education methods.

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1996-1998 *Roskilde Business Academy, Denmark (Kursuscenter)*  
Courses: Written Communication and Business Economics, public-sector employees and medical secretaries. Performed tests and assessments for the Danish job placement service (AF).

## OTHER WORK EXPERIENCE

- 2016 Ambassador, Academy of Management, the Managerial and Organizational Cognition (MOC) Division.
- 2016 Journal paper reviewer, Market
- 2015- *Technical University of Denmark, Shop steward, Djøf.*
- 2015-2016 Reviewer, EMAC 2015, Oslo, Norway.
- 2015- Reviewer, Academy of Management, the ODC Division and the MOC Division. Outstanding Reviewer Award 2016, <http://moc.aom.org/moc-awards/outstanding-reviewer-awards/>
- 2015 *Copenhagen Business School, External Reviewer (Education quality assessment) HD 1st and 2<sup>nd</sup> part (Graduate Diploma of Finance, Financial services, SCM, Accounting control).*
- 2010-2012 *Engineering College of Copenhagen, Continuing Education*  
Strategic developer: Developed Strategic Business areas for the department i.e., a new business consultancy concept taking on specific management assignments for companies.  
  
Business Consultant: Assisted business clients on global and national business issues.
- 2009- External Examiner, Bachelor- and Master studies (Professionshøjskolernes censorkorps, 2009; Erhvervsøkonomisk censorkorps 2016).
- 2007 Reviewer, Pearson Education, Prentice Hall
- 1998-2001 *Roskilde Business Academy, Denmark.*  
  
Manager, The Danish Traffic Controller Program: Daily responsibility for management of the education, external communication, and collaboration with BaneDanmark, Denmark, Railtrack, UK, and Deutsche Bahn, Germany, and the Danish Railway Authorities.
- 1998-2003 Quality Coordinator (EFQM): Responsible for the overall quality improvement, implementation, and evaluation. School representative at various quality conferences. Participated in the establishment of the first quality network and education program for Danish Business Colleges.

## COMMITTEE WORK

- 2016- Steering Committee, Equality and Diversity, Technical University of Denmark
- 2016- Committee for Work Environment and Citizenship, Department of Marketing, Copenhagen Business School
- 2015- General assembly Delegate Sectoral committee: Sektorudvalget Undervisning & Forskning (UFO) Djøf. Denmark

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## EDUCATION

- 2012-2015 *Copenhagen Business School*, Department of Marketing, Denmark. PhD degree.  
PhD Dissertation: Strategic Cognition of Social Media in Business-Customer Interaction.
- 2007-2009 *School of Public Administration and Management*, Copenhagen, Denmark.  
Graduate Diploma, Management (Philosophy & Change Management)  
Thesis: Organizational culture at business schools.
- 1988-1997 *Roskilde University*, Denmark. Bachelor and Master of Business Administration, Management, and English.  
Thesis: Managers' negotiation skills in international business.  
(Maternity leaves)

## OTHER EDUCATION AND DIPLOMAS

- 2013-2014 *University of California*, The Paul Merage School of Business, Irvine. USA.  
(Winter Semester). Doctorate course: Social Media, Professor A. Venkatesh.
- 2009-2010 *University College of Engineering*, Ballerup, Denmark.  
Academic Program: Associate Professor tenure.
- 2010 HBDI certificate (Herrmann International Europe)
- 201-2014 Yoga Teacher Education (DGI. Denmark)
- 2004 *Association of Danish Lawyers and Economists*, Denmark.  
Diploma in Negotiation.
- 1999-2001 *The Danish School of Pedagogics (DEL)*, Denmark  
Diploma in Education at Business Schools.  
Thesis on quality management at further education.

## RESEARCH INTERESTS

Strategy, Management, Marketing, Organization, New technology (e.g., social media, big data), Cognitive Psychology, Culture, Communication, Learning, Innovation, Qualitative methods, Philosophy of Science.

My PhD thesis investigates the influence of managerial cognition on strategic sensemaking and decision-making involving social media technology. The focus is on senior managers and middle managers within business-to-consumer business to understand how social media is applied for interactions with the consumers and other stakeholders. The qualitative study explains why and how cognition influences the managerial and strategic challenges of conceptualizing, understanding, and implementing new, groundbreaking technology. This contribution can guide the attention of researchers and managers towards more introspect studies in order to thoroughly comprehend and skillfully manage social media for business.

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## REFEREED PUBLICATIONS

**Organisationskultur**, Rydén, P. 2014 in "Ledelse og Organisation". Eds. Elting, M. and Hammer, S. Samfundslitteratur.

**I Dybden med innovation**, Rydén, P. 2015 in "Når Ledelse Sker". Ed. Erik Staunstrup, Nyt Perspektiv.

**Undervisningspraksis på Diplomuuddannelsen i Ledelse** Rydén, P. 2010, 150 p.  
[https://www.ucviden.dk/portal/en/publications/undervisningspraksis-paa-diplomuuddannelsen-i-ledelse\(4e40198f-23ed-41ac-99d1-7fde778cc9d9\).html](https://www.ucviden.dk/portal/en/publications/undervisningspraksis-paa-diplomuuddannelsen-i-ledelse(4e40198f-23ed-41ac-99d1-7fde778cc9d9).html)

## JOURNAL PUBLICATIONS

**How Managers' Shared Mental models of Business-Customer Interaction Influence Managers' Sensemaking of Social Media**, Rydén, P. Ringberg, T. and Wilke, R. 2015. *Journal of Interactive Marketing*, 31, 1-16.

**Why Marketers Make the Same Mistakes as They Oppose A Socio-Cognitive Analysis of Knowledge Transfer on LinkedIn**, Rydén, P. *Journal of Interactive Marketing*, (revise & resubmit).

## PUBLICATIONS IN PROGRESS

**Disrupt Your Mindset to Transform Your Business with Big Data: A Guide to Strategic Thinking**, Rydén, P., Ringberg, T., Østergaard Jacobsen, P. (Book publication March 2017/Danish version June 2017, Djøfs Forlag)

**"What Managers Really Need to Know about Real-Time Management"**, El Sawy, O, *University of Southern California*, Rydén, P., 2016, (To be submitted to California Management Review).

**Exploring How Managers' Mindsets Affect Digital Adoption**, Rydén, P., Ringberg, T., *Copenhagen Business School*, Reihlen, M. *Leupana University, Lüneburg*. (To be submitted to Journal of Management Studies)

## CONFERENCE / WORKING PAPERS

**"Always Look on the Bright Side of Social Media Storms"** Rydén, P. *Technical University of Denmark*, Kottika, E. *University of Greenwich*, Hossain, M. I. *University of Dhaka*, Skare, V. *University of Zagreb*. EMAC 2017 Groningen – Submitted to Social Media Track

**"How and Why to Engage Managers in Reframing of Social Media to Create Organizational Transformation"** Rydén, P., Ringberg, T. AOM 2016 Anaheim – Managerial and Organizational Cognition Division, Professional Development Workshop (PDW).

**"Don't Blame It On The Customers!" An Investigation of the Strategy Implications of Companies' Responses to Shitstorms**, Rydén, P. *Technical University of Denmark* Kottika, E. *University of Greenwich*, Skare, V. *University of Zagreb*, Hossain, M. I. *University of Dhaka*. Conference paper presented at EMAC 2016 Oslo - Marketing Strategy Track

**Consumer Empowerment Empowering the Brand: Challenges and Opportunities** Skare, V., Rydén, P., Hossain, M., Wilcox, K., Kottika, E., Conference paper presented at ICCMI 2016, Greece.

**Calming the Waters or Riding the Waves? Understanding Why and How Companies Can Leverage Negative Customer Sentiment to Empower the Business and Customer**, Rydén, P. Skare, V., Kottika, E., Hossain, M. Conference Paper presented at EMAC 2015, Leuven. Brand Management track.

# Pernille Rydén, PhD

**Strategic Cognition of Social Media: Recognition of a new Research Field.** Rydén, P.  
Presented at The Academy of Management MOC conference 2015, Roskilde University.

**How Managers can Create Value from Strategic Framing of Social Media,** 2015, Rydén, P.  
Ringberg, T. and Wilke, R. Conference proceedings, Presented at Academy of Business & Retail  
Management (ABRM), Paris, France.

**How Managers Sense and Seize “Hyped” Technologies: A Case of Online Consumer Re-views,** Co-author: Kristen Schiele, California Polytech, Pomona, Accepted at the 2015 Di-  
rect/Interactive Marketing Research Summit.

**An Investigation of How Managers’ Mental Models of Business-Customer Interaction In-  
fluence the Implementation and Use of Social Media,** Rydén, P., Ringberg, T., Wilke, R. 2014.  
Conference Proceedings EMAC 2014. European Marketing Academy 43rd Annual Conference:  
Paradigm Shifts & Interactions. red. / Enrique Bigné. Brussels : EMAC, 2014. s. 229

## OTHER PUBLICATIONS

**Social Media Strategy – A matter of fact or affect?** Rydén, P. 19 March 2015 Blog

**Can Social Media Expand our Thinking?** Rydén P. 19 May 2014 Blog.

**Hvad f er meningen?: Danske ledere s opfattelse af sociale medier i detail- og service-  
branchen** Rydén, P., Ringberg, T. & Wilke, R. 2013 København: Service Platform. 48 p.  
Research Report.

**A Qualitative Perspective on Social Media Thinking Among Managers** Rydén, P. 10 Nov  
2013 Blog.

**Checking the Social Media Pulse of World Retailers** Rydén, P. 13 Oct 2013 Blog.

**Elastiketik** (2009) Rydén, P.

## WORKSHOPS & PRESENTATIONS

2017 Internet of Things, Keynote, DGI Byen Copenhagen

2016 Why Big Data? – Test and Understand your Big Data Mindset in the Digital Darwinism  
with Ringberg, Østergaard Jacobsen, Speakers at the *Technical University of Denmark*.

Keynote speaker DR Kick-off, The Big Picture, Det Nye Skuespilhus, CPH. (Rydén Con-  
sulting)

Workshop facilitator. Strategic understandings of new technologies, BiWise, CPH (Ry-  
dén Consulting)

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- 2015 Annual Conference, Service Platform, Cph. Keynote speaker with Torsten Ringberg: Digital strategies and social media
- Ministry of Environment and Food*. Talk: How Managers can Create Value from Strategic Framing of Social Media.
- Summer School, Business Executive, CBS*. Talk: Strategic cognition of social media.
- Academy of Management, Managerial & Organizational Cognition Division*. Conference presentation: Strategic Cognition of Social Media: Recognition of a new Research Field
- Academy of Business & Retail Management (ABRM)*, Paris, France. Conference presentation How Managers Can Create Value from Strategic Framing of Social Media.
- Marketing Management & Communication*, La Londe, France (participant).
- European Marketing Association Conference* Poster presentation, University of Leuven, Belgium. Calming the Waters or Riding the Waves? Understanding Why and How Companies Can Leverage Negative Customer Sentiment to Empower the Business and Customer, Rydén, P. Skare, V., Kottika, E., Hossain, M.
- Conference, Digital innovation i livsstilsbranchen*, Århus, Denmark. Speaker.
- DTU Diplom, Ballerup*, Denmark. Strategic Cognition of Social Media. Workshop
- Innovation network Arena Usus*, Kristiansand, Norway. Digital maturity. Workshop.
- 2014 *European Marketing Association Conference*, University of Valencia, Spain  
Competitive paper: Mental models of Business-Consumer Interaction and their Influence on Managers' Use of Social Media Rydén, P. Ringberg, T. and Wilke, R,
- Paul Merage School of Business*, University of California. Presentation,  
Strategic Cognition of Social Media
- 2013 *Management Conference*, Copenhagen, Denmark  
Det virtuelle ledelsesrum
- Service Platform Conference*, Copenhagen  
Co-chairing a workshop session on Digital Innovation design
- American University of Rome*, Rome, Italy  
Social Media Cognition in 2C. Presenter and session chair,
- Danish Chamber of Commerce*, Børsen, Copenhagen, Denmark  
Key note speaker, Nye ledelseforståelser af sociale medier kan skabe nye muligheder
- Management Workshop*, Copenhagen Business School, Denmark  
Testing and discussing preliminary research results.
- 2012 *Center for Continuing Education*, University College of Engineering, Ballerup. Denmark.  
Lecture on Cognitive Mapping of Social media

## **MEDIA COVERAGE**

*Brandmovers* (2014, July 29) LinkedIn vil være hele verdens content marketing platform  
<http://www.brandmovers.dk/blog/2014/7/linkedin-vil-vaere-hele-verdens-content-marketing-plattform>

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*Retail Knowledge* (Sep 11, 2013) Hvad er mulighederne for dagens detailhandlere?

[http://www.detailfolk.dk/detailnyheder/hvad\\_er\\_mulighederne\\_for\\_dagens\\_detailhandlere.html](http://www.detailfolk.dk/detailnyheder/hvad_er_mulighederne_for_dagens_detailhandlere.html)

*Metro Express* (2013, August 21) Virksomheder betaler bloggere for reklame

[http://www.mx.dk/penge\\_erhverv/nyheder/story/26176126](http://www.mx.dk/penge_erhverv/nyheder/story/26176126)

*Kommunikationsforum* (2012, Aug. 21) Sociale+Medier=Sociale Medier?

<http://www.kommunikationsforum.dk/pernille-ryden/blog/sociale-plus-medier-lig-med-sociale-medier>

*Service Platform* (Aug. 13, 2013) Hvorfor er det så svært at arbejde strategisk med sociale me-

dier? <http://www.serviceplatform.dk/nyheder/2013/jul-sep/sider/hvorfor-er-det-saa-svaert-at-arbejde-strategisk-med-sociale-medier.aspx>

## **PERSONAL INFORMATION AND INTERESTS**

Danish citizen, born in 1969, married to Zeth Rydén. Four children (Sillas 1991, Melissa 1996, Ziggy 2001, Bianca 2003).

Languages: Danish (Native); English (Fluent), Swedish, Norwegian (Conversational) German (Basic) and rudimentary French.

Life is what we make it. To me it is a great gift and I do whatever I can to wholeheartedly reciprocate. "Help people below you and learn from people above you" has been my guiding philosophy for many years and that has brought many adventures in all parts of the world, California especially. Besides an inspiring working life, I laugh with my family, practice Yoga, running, and even had a professional belly dancer career for more than twenty years, teaching and performing. Moreover, I travel as much as possible to gain new perspectives, meet new cultures, and people. First aid Diploma in 2005, updated in 2007, 2012, 2014.