

Curriculum Vitae

Jan. 2018

Morten Holm Jacobsen Fenger

Assistant Professor, PhD

Date of Birth: 23rd. October 1982, Denmark

Department of Economics and Business Economics, BSS, Aarhus University

Fuglesangs Allé 4, Office: L235

8210 Aarhus V, Denmark

Telephone (direct): + 45 8716 6038

Mobil: +45 2178 2135

Email: mhjfenger@econ.au.dk

Web: <http://pure.au.dk/portal/da/mhjfenger@econ.au.dk>



RESEARCH AND TEACHING INTERESTS AND IMPACT

Research: Dynamic consumer behavior; Innovation and entrepreneurship; Panel scanner data; Social network analysis, dynamics, and behavior; Online analytics, text mining and natural language processing; Statistical learning

Teaching: Data mining; Social network analysis; Text mining; Statistics and related programming.

ACADEMIC POSITIONS

2017- Assistant professor at *Dept. of Economics and Business Economics, Aarhus University, Business and Social Sciences, Denmark.*

2012 – 2014 Research assistant, Marketing research group, Department of Business Administration, AU

EDUCATION

2014 – 2017 PhD at *Dept. of Economics and Business Economics, Aarhus University, Business and Social Sciences, Denmark*, entitled: ‘Essays on the Dynamics of Consumer Behavior’.

2016 – 2017 Visiting PhD student: *Innovation & Entrepreneurship Group, Imperial College Business School, London.*

1997 – 1998 MSc logistics and supply chain management: “Forecasting the market for whey protein ingredients” with Arla Foods Ingredients AMBA

2006 – 2009 BSc in Business Administration, Aarhus School of Business, AU

PUBLICATIONS

Fenger, M. H., Aschemann-Witzel, J., Hansen, F., & Grunert, K. G. (2015). Delicious words—Assessing the impact of short storytelling messages on consumer preferences for variations of a new processed meat product. *Food quality and preference*, 41, 237-244.

Fenger, M. H. J. (2017). Essays on the dynamics of consumer behavior (Doctoral dissertation, Institut for Økonomi, Aarhus Universitet).

Fenger, M (2012). Statistik med SAS. (ISBN: 978-87-984612-0-3)

Juhl, H. J., Fenger, M. H., & Thøgersen, J. (2017). Will the Consistent Organic Food Consumer Step Forward? An Empirical Analysis. *Journal of Consumer Research*, 44(3), pp. 519-535

Mørk, T., Grunert, K. G., Fenger, M., Juhl, H. J., & Tsalis, G. (2017). An analysis of the effects of a campaign supporting use of a health symbol on food sales and shopping behaviour of consumers. *BMC public health*, 17(1), 239.

MATURE WORKING PAPERS AND PAPERS CURRENTLY UNDER REVIEW

Fenger, M. H. J.: Coevolution of networking and user innovation in an online community. Manuscript currently under review in *Organization Science*.

Fenger, M. H., Frederiksen, L., Juhl, H. J., & Scholderer, J.: Entrepreneurial Transition on a Technology Platform: The Importance of Social Contagion, Encouragement from Peers, and Consumption of Platform Products. Manuscript planned submitted to *Organization Science* in February 2018.