

Jonas Eduardsen

ASSOCIATE PROFESSOR

Aalborg University Business School, Aalborg University

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About me

My current research interests' centres on the internationalisation of firms, with a specific focus on explaining firm's internationalisation behaviours, the internationalization-performance relationship, and providing suggestions to improve internationalisation performance. My vision is to become a leading expert in SME internationalisation and an important contributor of innovative and relevant research that can help SMEs seeking to expand their business abroad and policy-makers who wish to support and facilitate SME internationalisation.

I am greatly inspired by "problem-based learning" as a teaching philosophy. I believe that students learn best when applying theory and research-based knowledge in their work with an authentic problem. I believe that having an authentic problem as the starting point directing the student's learning process, facilitates deep learning and strengthen the students' skills as regards to problem identification and formulation, complex problem solving, critical thinking, and creativity. All skills that are crucial in their future careers.

Appointments

Associate Professor

AALBORG UNIVERSITY

Aalborg University Business School

2020–Present

Assistant Professor

AALBORG UNIVERSITY

Department of Business and Management

2016–2020

Ph.D. Fellow

AALBORG UNIVERSITY

Department of Business and Management

2012–2016

Research Assistant

AALBORG UNIVERSITY

Department of Business and Management

2011–2012

Education

Ph.D. International Business

AALBORG UNIVERSITY

Aalborg, Denmark

2016

- My PhD work involved exploring how SME decision-makers involved in international business operations perceive the risks associated with internationalization and the mechanisms used for dealing with these risks.
- **Thesis:** Risk perceptions and risk accommodation in the internationalisation process: A qualitative study of decision-makers in Danish SMEs

MSc. International Business Economics

AALBORG UNIVERSITY

Aalborg, Denmark

2011

BSc. Economics and Business Administration

AALBORG UNIVERSITY

Aalborg, Denmark

2009

AP Financial Management

UNIVERSITY COLLEGE OF NORTHERN JUTLAND

Aalborg, Denmark

2007

Administration

Program coordinator

BSC. ECONOMICS AND BUSINESS ADMINISTRATION

Aalborg University Business School

2022–Present

- Responsible for the overall performance, integrity and coherence of the programme.
- Tasks include quality control, program development, and planning.

Elected Member of Department Council

AALBORG UNIVERSITY BUSINESS SCHOOL

Aalborg University Business School

2020–Present

- Department council is responsible for counselling the head of business school on a wide range of issues, including department strategies and budgets.

Program coordinator

MSc. INTERNATIONAL BUSINESS

Aalborg University Business School

2020–2022

- Responsible for the overall performance, integrity and coherence of the programme.
- Tasks include quality control, program development, and planning.

Member of Study Board

Aalborg University Business School

2019–2020

- Study board is responsible for ensuring the quality, organisation, implementation and development of all study programmes offered by AAUBS.

Steering Committee

DET NORDJYSKE VIRKSOMHEDSPANEL

2019–2020

- Part of the steering committee responsible for overseeing and supporting the project "Nordjysk Virksomhedspanel", which is a collaboration between the local business community and Aalborg University.
- Project aims to support and create debate about business development in Northern Jutland.

Skills

Analytical	Programming	Software/Tools
Regression	R (Advanced)	Rstudio
Structural Equation Modelling	Rmarkdown	SPSS
Latent Class Analysis	SPSS syntax	STATA
Qualitative Comparative Analysis	VBA	Nvivo
Bibliometrics		Excel

Publications

1. Eduardsen, J., Marinova, S. T., González-Loureiro, M., & Vlačić, B. (2022). Business group affiliation and SMEs' international sales intensity and diversification: A multi-country study. *International Business Review*, February, 101989. <https://doi.org/10.1016/j.ibusrev.2022.101989>
2. Eduardsen, J. (2021). Covid-19, Global Value Chains, Risk, and Resilience. In M. Marinova & S. Marinova (Eds.), *Covid-19 and international business: Change of era* (p. 418). Routledge.
3. Vlacic, B., González Loureiro, M., & Eduardsen, J. (2020). The process of the process of internationalisation: cognitive and behavioural perspectives in small ventures. *European Journal of International Management*. <https://doi.org/10.1504/EJIM.2020.10027574>
4. Eduardsen, J., Marinova, S., Vlačić, B., & González-Loureiro, M. (2021). Business Group Affiliation and Export Propensity in New Ventures. In *Progress in international business research: The multiple dimensions of institutional complexity in international business research* (Vol. 15, pp. 129–153). <https://doi.org/10.1108/S1745-886220210000015009>
5. Eduardsen, J., & Marinova, S. (2020). Internationalisation and risk: Literature review, integrative framework and research agenda. *International Business Review*, 29(3), 101688. <https://doi.org/10.1016/j.ibusrev.2020.101688>
6. Vlacic, B., González-Loureiro, M., & Eduardsen, J. (2019). The Internationalization of SMEs: Strategic Choices Under a Cognitive Approach. In *Handbook of research on entrepreneurship, innovation, and internationalization* (pp. 439–466). <https://doi.org/10.4018/978-1-5225-8479-7.ch017>
7. Eduardsen, J. (2018). Internationalisation through Digitalisation: The Impact of E-commerce Usage on Internationalisation in Small- and Medium-sized Firms. In R. van Tulder, A. Verbeke, & L. Piscitello (Eds.), *International business in the information and digital age* (pp. 159–186). Emerald Group Publishing Limited. <https://doi.org/10.1108/S1745-886220180000013008>
8. Eduardsen, J., & Ivang, R. (2016). *The internet's influence on market commitment, uncertainty and risk in the internationalization process of SMEs*. https://doi.org/10.1007/978-3-319-39369-8_12
9. Eduardsen, J. (2015). *Risk perception and risk accommodation in the internationalisation process: A qualitative study of decision-makers in Danish SMEs* [PhD thesis]. Aalborg University.

10. Eduardsen, J., & Marinova, S. (2016). Decision-makers' risk perception in the internationalisation of small and medium-sized firms. *International Journal of Export Marketing*, 1(1), 4–26. <https://doi.org/10.1504/IJEXPORTM.2016.076848>
11. Eduardsen, J., & Ivang, R. (2016). The Internet's Influence on Market Commitment, Uncertainty and Risk in the Internationalization Process of Small and Medium Sized Firms. In S. Marinova, J. Larimo, & N. Nummela (Eds.), *Value creating in international business: An SME perspective*. Palgrave Macmillan.
12. Eduardsen, J., & Marinova, S. (2015). Coping with Risk in the Internationalization of SMEs. In E. Kaynak & T. Haker (Eds.), *Regional and international competitiveness: Defining national and governmental drivers of productivity, efficiency, growth and profitability*. International Management Development Association.
13. Eduardsen, J., & Ivang, R. (2016). Internet-enabled internationalisation: a review of the empirical literature and a research agenda. *International Journal of Business Environment*, 8(2), 152–175. <https://doi.org/10.1504/IJBE.2016.076629>