

Dr Rikke Duus

Senior Faculty
University College London
School of Management
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Nationality: Danish

Education

- PhD** **“Speak to the Leg: A Re-theorization of Consumer-Object Relations”**
This research explored the ontological shift in the positioning of nonhuman objects towards attaining a role as co-dependent and co-emergent with humans through hybrid relations. This has implications for how we consider objects, technologies and other tools to be intertwined in decision-making, identities and relationships. Importantly, the research also illuminated situations when the boundaries between the human and the non-human erode and become indistinguishable.
- MSc** **Practice-based Research (Distinction)**
Research-based Masters degree focused on collaborative and hybrid learning and knowledge acquisition, facilitated by virtual platforms and digital technologies.
- MSc** **Strategic Marketing (Distinction)**
- BA (Hons)** **International Business Communication**

Academic Posts



University College London, UK
Research Associate & Senior Teaching Fellow
UCL School of Management



ETH Zurich, Switzerland
Visiting Faculty



Copenhagen Business School, Denmark
Consultant



Ashridge Executive Education at Hult International Business School
Adjunct Faculty

Research Areas

At the core of my research is a deep interest in how technology affects and influences the human experience. I am especially interested in how strategic decision-makers in organizations adapt their practices to respond to new digital opportunities; how digital technologies facilitate the emergence of inter- and intra-industry collaborative networks; how complex digital ecosystems require new types of mindsets; and the ‘darker sides’ of data accumulation and surveillance.

- Digital transformation and strategizing approaches
- Organizational co-creation and value acceleration
- Data-driven behaviors and decision-making
- New-age mindsets for complex ecosystems

Publications

- Cooray, M. and Duus, R. (2020) DVC Framework: Accelerating Digital Value Creation. *The European Business Review*, March-April issue.
- Duus, R., & Cooray, M. (2019). TRIP framework: re-thinking organisational competitiveness in digital spheres. *The European Business Review*. July-August issue.
- Duus, R., Cooray, M. and Page, N. (2018) Exploring human-tech hybridity at the intersection of extended cognition and distributed agency: a focus on self-tracking devices. *Frontiers in Psychology*.
- Cooray, M. and Duus, R. (2018) Connected Cities: Driving digital transformation in complex ecosystems. *The European Business Review*, November-December issue.
- Duus, R. and Cooray, M. (2014) Together we Innovate: Cross-cultural teamwork through virtual platforms. *Journal of Marketing Education*, Vol. 26, No.3, pp. 244-257.
- Duus, R. (2013) Speak to the Leg: A post-Paralympic analysis of consumer-object relations, in *E – European Advances in Consumer Research*, eds. Gert Cornelissen, Elena Reutskaja, Ana Valenzuela: Association for Consumer Research.

Papers Under Review

- Duus, R. and Cooray, M. Organizational Co-creation for Value Acceleration. Under review with *MIT Sloan Management Review*.
- Duus, R. and Cooray, M. Title withheld. Under review with *California Management Review*.

Work-in-Progress

- Duus, R. *The Artificial Human: Living as Posthuman Hybrids*, book project to be published by UCL Press.
- Duus, R. and Cooray, M. *The Fallacy of Data-Driven Personalization: 'Data Will Never Know Me'*. Preparing for submission.
- Duus, R. and Cooray, M. *Becoming Digital Humans: Practices Adopted for Navigating Digital and Data-Driven Engagements*. Preparing for submission.
- Duus, R. *Voicing the Non-Human towards the Emergence of Human-Tech Hybridity*. Preparing for submission.

Conference Proceedings

- Cooray, M. and Duus, R. (2019) The Fallacy of Data-Driven Personalization: 'Data Will Never Know Me'. Proceedings of the *Australia and New Zealand Marketing Academy Conference (ANZMAC)*, Wellington.
- Cooray, M. and Duus, R. (2018) Public-Private Collaboration to Drive Innovation in Cities. *Australia and New Zealand Marketing Academy Conference (ANZMAC)*, Adelaide.
- Duus, R., Cooray, M. and Page, N. (2016) Agentic technology: Exploring the influence of Fitbit activity tracker on consumer behavior. *American Marketing Science Conference Orlando*, USA, May 2016.

- Duus, R. Davies, A. and Saren, M. (2015) The Voice of the Leg: A re-theorisation of traditional consumer-object relations. *8th Workshop on Interpretive Consumer Research*, University of Edinburgh, April.
- Duus, R., Davies, A. and Saren, M. (2014) Speak to the Leg: A post-Paralympic analysis and re-theorization of consumer-object relations. *Proceedings of the 39th Macromarketing conference*, Royal Holloway, July.
- Duus, R., Cooray, M. and Davies, A. (2014) The Brand Misfits: Exploring paradoxical brand- resisting practices in social media. *Proceedings of the Brands and Brand Relationships conference*, Boston University, May.
- Cooray, M. and Duus, R. (2011) Entrepreneurs forge ahead in chaos and uncertainty: The story of SMEs in Sri Lanka. *Proceedings of the British Academy of Management conference*, Aston Business School, September.
- Cooray, M. and Duus, R. (2011) Thriving in Chaos and Uncertainty: Business as usual for Sri Lankan entrepreneurial marketers. *Proceedings of the Academy of Marketing conference*, University of Liverpool, July.
- Cooray, M. and Duus, R. (2010) Brand Mindspace: The final frontier for marketers? *Proceedings of the 6th Thought Leaders Conference on Brand Management*, USI, April.

Academic Service

Ad-hoc reviewer for: Philosophy and Technology
 California Management Review
 Journal of Business Ethics
 Culture and Organization
 Journal of Marketing Education

Conference Presentations

- Australian and New Zealand Marketing Academy Conference, New Zealand
- Australian and New Zealand Marketing Academy Conference, Australia
- American Marketing Science Conference Orlando, USA.
- UCL School of Management Teaching and Learning Forum, UK
- 8th Workshop on Interpretive Consumer Research, University of Edinburgh, UK
- UCL Teaching & Learning Conference, University College London, UK.
- Macromarketing Conference, Royal Holloway, UK
- Brands and Brand Relationships Conference, Boston University, US
- ABS Teaching and Learning Conference, Aston Business School, UK
- European Conference of the Association for Consumer Research, IESE Barcelona
- European Marketing Academy Conference, ITU Faculty of Management, Istanbul
- Exploring Spaces for Learning, University of Central Florida, USA
- 30th Standing Conference on Organizational Symbolism, EAE Business School,
- 7th International Blended Learning Conference, University of Hertfordshire, UK
- British Academy of Management Conference, UK
- Academy of Marketing Conference, UK
- Future Trends Conference, US
- 5th International Blended Learning Conference, UK
- Annual Learning & Teaching Conference, UK
- 6th International Conference: Thought Leaders in Brand Management, Switzerland
- The Retention Convention, The Higher Education Academy, UK
- E-Leader Conference, CASA, Malaysia

Media Publications & Interviews

A Strategizing Framework for the Digital Era

IEDP Developing Leaders, 4th August 2020

Technologies digitales: qu'en pensent vraiment les jeunes?

The World Economic Forum, 13th August 2019

Revolt on the Horizon? How Young People Really Feel About Digital Technology

The Conversation, 22nd May 2019

Preparing students for the workplace: why I introduced digital assessments.

UCL Teaching & Learning, 14th December 2018

How social media put us all to work and cashed in on it

Berlingske, 18th August 2018

FT Business School Newsletter

Financial Times, July 2018

The Future of Work

Ascent Magazine, 22nd January 2018

Triumph: The reincarnation of an iconic British brand

The Independent, 14th January 2018

These three factors are critical to the success of future cities

The World Economic Forum, 1st September 2017

Kunstig intelligens overtager din shopping

Politiken, 28th July 2017

Bot until you drop

The Independent, 18th December 2016

Can artificial intelligence change the shopping scenario?

The Indian Economist, 17th December 2016

How artificial intelligence is changing our Christmas shop

Essential Retail, 16th December 2016

Can AI help to choose to perfect present?

The 'i' newspaper, 15th December 2016

How AI is making Christmas shopping more personal

Newsweek, 14th December, 2016

How artificial intelligence is changing our Christmas shop

The Conversation, 12th December 2016

The 5 Barriers to Effective Digital Transformation

CMI Insights, 31st October 2016

Research reveals the dark side of wearable fitness trackers

CNN Today, 1st September 2016

The Nihilistic Angst of Quitting Your Fitbit

New York Magazine, Science of Us, 29th August, 2016

Gennemsigtighed og demokrati

WeekendAvisen, 19th August 2016 (Feature article)

Putting new age organizations on 'ICE'

The World Economic Forum, 12th July 2016

How much does technology mess with your wellbeing? (Comment)

Virgin Entrepreneur, 5th April 2016

The importance of open data

The World Economic Forum, 11th February 2016

Warum die Zukunft auf öffentliche Daten baut

Netz Piloten, 14th March 2016

The future will be built on open data - here's why

The Conversation, 5th February 2016

Big-data analytics: the power of prediction (Expert comment)

Public Finance, 27th January 2016

Wearable fitness trackers: the dark side

The Independent, 27th December 2015

How to get digital transformation right

Ashridge-Hult Business School Blog, 20th November 2015

Assessing the fitness of wearable tech (Expert comment)

The New York Times, 16th November 2015

Uga the Bulldog, Handsome Dan and why university spirit matters

The Conversation, 27th October 2015

Når robotter tager beslutninger for os

Berlingske Tidende, 17th August 2015

How a data deluge leaves us struggling to make up our minds

The World Economic Forum, 21st July 2015

CBS Radio News San Francisco, Radio interview

18th July 2015

Why the data deluge leaves us struggling to make up our minds

Discover, 16th July 2015

Information overload is killing our ability to make decisions

Business Insider, 15th July 2015

Too much information: how a data deluge leaves us struggling to make up our minds

The Conversation, 15th July 2015

Can wearable fitness trackers take control of your life?

Sydney Morning Herald, 22nd June 2015

How we discovered the dark sides of wearable fitness trackers

The Conversation, 19th June 2015

Teaching Experience

Course Design and Delivery at Graduate, Postgraduate and MBA Levels:

- Engaging Digital Customers
- Markets & Customers
- Digital Conversations & Marketing
- Business in the Digital Age
- Entrepreneurial Marketing
- Digital Strategist: Developing New Digital Initiatives
- Digital Transformation and Disruptive Futures
- Digital Transformation
- Dynamic Organizations
- Reaching and Engaging Digital Customers

Executive Education

I design and deliver executive education programs in the areas of digital transformation, digital marketing and customer experience. These programs are aimed at middle and senior executives working in strategic roles. I specialize in experiential learning techniques with a focus to equip participants with the required skills, knowledge and tools to drive organizational change.

Invited Talks

European Forum Alpbach

Opening Panel Speaker – Future Speeches: Does technology foster human resilience?

UniCredit CEO Conference

The Gen Z Era: Disruptors or disrupted? Vienna, May 2018

The World Economic Forum

Switching on a Digital Mindset, Switzerland, July 2016

ETH Zurich

Nonhuman Agency: Is the power shifting, Switzerland, December 2016

Bournemouth University

Consumer-technology relationships, UK, November, 2015

UCL Lunch Hour Lecture Series

The Power of Objects

Babson College

Co-creation of Consumer Experiences in Virtual and Physical Worlds, USA, Feb 2012

University of Leicester

Marketing Communications in an Interconnected World

University of Leicester

The Techno-Human: Exploring our relationships with technology

INTI International University

Entrepreneurial Businesses: Succeeding in chaos and uncertainty

Industry Engagement

Goldman Sachs 10,000 Small Business Program

I designed and delivered the marketing component of the UCL program, centered on helping participating businesses to identify internal and external marketing and opportunities and developing actionable strategies to effectively enhance businesses processes and market presence.

Small Business Charter Growth Vouchers Program

I designed and delivered the training on customer understanding, marketing communications and branding.

UK Lebanese Tech Hub

I designed and delivered two modules in strategic marketing and branding.

The International Collaborative Partnership Program (ICPP), Lead Project Mentor

I managed triangular partnerships between executive MBA students undertaking international projects in USA; Canada, Germany and India. As part of this initiative, I worked with leading client organizations such as IBM, Schneider-Electric, Hartsfield-Jackson International Airport and Deutsche Telekom.

Professional Memberships

Senior Fellow of the Higher Education Academy, 2015

Associate Member of the Chartered Institute of Marketing, 2010

Awards

Nominated, Student Choice Awards, 'Exceptional Feedback', UCL, 2020

Runner-up, 3 Minute Thesis Competition, University of Leicester, 2014

Winner, Vice Chancellor's Award for Excellence in International Engagement, 2013

Winner, Best PhD Presentation & Defense Award, University of Leicester, 2012

Nominated, Vice Chancellor's Award for Enhancing the Quality of the Student Experience and the Success of our Graduates, 2010

Nominated, Vice Chancellor's Award for Tutor of the Year, 2009

Grants

Winner, 'Exploring the Meaning of Student Experience: A Multi-site investigation in the UK, USA and Germany' (collaborative research with the University of West Georgia, USA), 2012-2014

Winner, 'Collaborating Across Borders' program, 2011

Winner, 'The Construction of External Realities Through Facebook', 2011

Winner, 'The Intricacies of Leisure Flight Purchasing Behaviors', 2010

Winner, Innovation Award to develop a Work Placement Scheme for undergraduate marketing students, 2009