

Dr Rikke Duus

Research Associate & Senior Teaching Fellow

University College London (UCL)

School of Management

Website: www.rikkeduus.com

Education

PhD, University of Leicester

Human-tech hybridity, 2010-2016 (awarded with no amendments in June 2016)

MSc, University of Hertfordshire

Practice-based Research, 2010-12, Distinction

MSc, University of Hertfordshire

Strategic Marketing, 2005-2006, Distinction

BA (Hons), Copenhagen Business School

International Business Communication, 2002-2005

Professional Memberships

Senior Fellow of the Higher Education Academy, 2015

Associate Member of the Chartered Institute of Marketing, 2010

Academic Posts



University College London (UCL)

Research Associate & Senior Teaching Fellow

UCL School of Management

2014-current



ETH Zurich, Switzerland

Visiting Lecturer

2017-current



Copenhagen Business School, Denmark

Consultant

2018-current



University of Hertfordshire

Senior Lecturer in Marketing

Department of Marketing & Enterprise

2007-2014

Teaching Experience

University College London 2014-

- Markets & Customers on the MSc Management
- Digital Marketing on the BSc Information Management for Business
- Business in the Digital Age on the BSc Information Management for Business
- Entrepreneurial Marketing on the MSc Technology Entrepreneurship

ETH Zurich, Switzerland 2017-

- Digital Transformation on the Master of Advanced Studies in Management, Technology, and Economics (MAS MTEC)

Copenhagen Business School, Denmark 2018-

- Reaching Digital Customers, to be delivered in 2019 on the MSc in Business Development

Peer-reviewed Publications

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. Interactive Review, with *Frontiers of Psychology*.

Cooray, M. and Duus, R. (2016) How to get digital transformation right. *The Ashridge Journal*, Spring.

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.

Work-in-Progress

Cooray, M. and Duus, R. *Connected Cities: Driving digital transformation in complex ecosystems*. European Business Review, proposal accepted, to be published in Nov-Dec issue.

Duus, R. and Cooray, M. *The business that shouldn't exist: The case of Mlesna Tea* (case study).

Duus, R. *The Artificial Human: Living as Posthuman Hybrids*, book project to be

Conference Proceedings

- 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.

Conference Presentations

2018

European Forum Alpbach, Austria

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

<https://www.alpbach.org/en/person/rikke-duus/>

Australian and New Zealand Marketing Academy Conference

Submitted, awaiting outcome

2016

American Marketing Science Conference Orlando, USA.

2015

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.

2014

Macromarketing Conference, Royal Holloway, UK

Hertfordshire Business School Research Conference, UK

Brands and Brand Relationships Conference, Boston University, US

ABS Teaching and Learning Conference, Aston Business School, UK

2013

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

2012

30th Standing Conference on Organizational Symbolism, EAE Business School, Spain

7th International Blended Learning Conference, University of Hertfordshire, UK

2011

British Academy of Management Conference, UK

Academy of Marketing Conference, UK

2010

Future Trends Conference, US

5th International Blended Learning Conference, University of Hertfordshire, UK

Annual Learning & Teaching Conference, University of Hertfordshire, UK

6th International Conference: Thought Leaders in Brand Management, Switzerland
The Retention Convention, The Higher Education Academy, UK

2009

E-Leader Conference, CASA, Malaysia

Invited Talks

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

Media Publications, Republications & Interviews

FT Business School Newsletter

Financial Times, 16th 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

Industry Engagement

Goldman Sachs 10,000 Small Business Programme

I designed and delivered the marketing component of the UCL programme, centred 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 Programme

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 Programme (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 organisations such as IBM, Schneider-Electric, Hartsfield-

Jackson International Airport and Deutsche Telekom.

Awards

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 & Defence 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' programme, 2011

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

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

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

Services

Ad-hoc reviewer, Journal of Marketing Education, 2014-

Innovation in Education

Business in the Digital Age 2014-

This innovative course is designed to enable student teams to design and launch a new digital business. Using business modelling tools, students collaborate in teams to develop innovative digital business models based on identified market and consumer opportunities. The teams design the digital architecture and infrastructure, market offering, digital marketing and customer testing. The final product is a fully-functioning website executed on the basis of wire framing and blueprint exercises using online tools.

The Experiential Cross-Cultural Exercise (ECCE) 2011-2013

ECCE is a unique and innovative concept that brings together students in the UK and India in virtual collaborative teams, tasked with launching a new business in Delhi. The initiative ran successfully in 2011, 2012 and 2013. In total, more than 600 students have taken part. The initiative was awarded the Vice Chancellor's Award for Excellence in International Engagement in 2013.

e-mktgEDGE 2009-2012

e-mktgEDGE is an initiative that integrates students with business and digital marketing agencies to delivery competitive digital strategies for new entrepreneurial businesses. Students have worked in triangular partnerships with SMEs and digital

agencies and also set up their own ventures and marketed these online. The initiative culminates with the e-mktgEDGE event that brings together students, academics, business practitioners and digital agencies. The initiative has further led to student placements and freelance work for participating students. e-mktgEDGE has been delivered four times since 2009.