

# Dr Rikke Duus

Lecturer (Education) and Research Fellow  
University College London  
School of Management  
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Nationality: Danish

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## Current Academic Posts

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Lecturer (Education) and Research Fellow University College London, UK UCL School of Management	2014 -
Visiting Professor ETH Zurich, Switzerland Department of Management, Technology, and Economics	2017 -

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## Education

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PhD	2016	Doctor of Philosophy 'Human-Technology Relationships'
SFHEA	2015	Senior Fellow of the Higher Education Academy Obtained at University College London, UK
MSc	2012	MSc in Practice-based Research (Distinction)
MSc	2006	MSc in Strategic Marketing (Distinction)
BA (Hons)	2005	International Business Communication Copenhagen Business School, Denmark

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## Awards

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Nominated, Student Choice Awards, 'Inspiring Teaching Delivery', UCL, 2022

Winner, UCL Provost Education Award, 'Outstanding response to teaching during a pandemic', UCL 2021

Winner, UCL Faculty Education Award, 'Outstanding response to teaching during a pandemic', UCL 2021

Nominated, Student Choice Awards, 'Inspiring Teaching Delivery', UCL, 2021

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

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## Research Areas

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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
- Resistance and reframing of the digital experience
- Data-driven behaviors and decision-making
- New-age mindsets for complex ecosystems

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## Publications

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Duus, R. and Cooray, M. (2022) The Power of Peers. Harvard Business Publishing Education. Forthcoming.

Duus, R., Cooray, M., and Lilley, S. (2022) "Now You See Me, Now You Don't": How Digital Consumers Manage Their Online Visibility in Game-Like Conditions. *Frontiers in Psychology – Human-Media Interaction*.

Cooray, M. and Duus, R. (2022) Digital as a Catalyst: Now is the time for business schools to transform. *EFMD Global Focus*.

- Cooray, M., Duus, R. and Sylvestersen, M. (2021) Veins and Wires: Reflections on UrbanTech Transformation. The European Business Review. September-October issue.
- Duus, R. (2021) Develop More Impactful Asynchronous Course Material. Harvard Business Publishing Education. January.
- Cooray, M. and Duus, R. (2020) Why Hackathons Aren't Just for Coders. Harvard Business Publishing Education. August.
- 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.

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### **Work-in-Progress**

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- Duus, R., Cooray, M. and Lilley, S. Exploring Privacy Boundaries Using a Story Completion Method. Data Collected and Analysis Initiated.
- Duus, R. and Cooray, M. Digital Learner Skills, Competences and Capabilities. Data Collected and Analysis Initiated.

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## Conference Conferences and Proceedings

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- Duus, R and Cooray, M. (2021) The Ultra Educator: Designing and Delivering Knowledge in Digital Spheres. EFMD EOCCS Learning Community Symposium – Digital as Mainstream? The Kick-Off presentation.
- Cooray, M. and Duus, R. (2021) The DigitalHack Methodology: Super-charged learning through digital collaboration. CABS Learning, Teaching & Student Experience conference.
- Duus, R. and Cooray, M. (2021) The 3Cs of Async: Educators as Creators, Curators and Connectors. CABS Learning, Teaching & Student Experience conference UCL Education Conference.
- Duus, R. (2021) The 3Cs in Action: From the classroom to the digital stage. UCL Teaching & Learning Conference.
- 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. (2018) Ctrl+Alt+Del? Using tech to create engaging assessments. UCL School of Management Teaching & Learning Forum.
- 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. (2015) Hybrid Learning: The 3-Hour Entrepreneurship Challenge. Teaching and Learning Forum, School of Management, UCL.
- 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. (2015) The 3-Hour Entrepreneurship Challenge. UCL Teaching & Learning Conference, University College London, UK.
- 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. and Cooray, M. (2014) Biolabouring Consumers: Theorizing consumers' affective, relational and experiential work in online social networks. Hertfordshire Business School Research Conference, UK
- 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.
- Duus, R. (2014) Marketing Beyond Borders: Introducing the Experiential Cross-cultural Exercise. ABS Teaching and Learning Conference, Aston Business School, UK.
- Duus, R. (2013) Speak to the Leg: A post-Paralympic analysis of consumer-object relations. European Conference of the Association for Consumer Research, IESE Barcelona.
- Duus, R and Cooray, M. (2013) Collaborating Across Borders: Together we innovate! Exploring Spaces for Learning, University of Central Florida, USA.
- Duus, R. and Cooray, M. (2012) Did we stop talking? The detrimental effects of online social networks on social relations. 30th Standing Conference on Organizational Symbolism, EAE Business School, Spain.
- Duus, R. (2011) International collaborations with Business and Marketing students. 7th International Blended Learning Conference, University of Hertfordshire, UK.
- 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) Convert, Defend and Acquire: Evaluating consumer preference through mindspace. Future Trends Conference, US.
- Duus, R. (2010) Knowledge Exchange through Collaborative Learning Communities. 5th International Blended Learning Conference, University of Hertfordshire, UK.
- Cooray, M. and Duus, R. (2010) Convert, Defend and Acquire: Evaluating consumer preference through brand mindspace. Global Brand Forum, Cass Business School, UK.
- Cooray, M. and Duus, R. (2010) Brand Mindspace: The final frontier for <sup>[1]</sup>marketers?

Proceedings of the 6th Thought Leaders Conference on Brand Management,  
USI, April.

Duus, R. (2009) Do virtual learning environments help deliver a consistent learning  
experience? Exploring the international delivery of UK Marketing degrees. E-  
Leader Conference, CASA, Malaysia.

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## Academic Service

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

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## Invited Talks

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

UniCredit CEO Conference  
The Gen Z Era: Disruptors or disrupted? Vienna

The World Economic Forum  
Switching on a Digital Mindset, Switzerland

ETH Zurich  
Nonhuman Agency: Is the power shifting?, Switzerland

Bournemouth University  
Consumer-technology relationships, UK, November

UCL Lunch Hour Lecture Series  
The Power of Objects

Babson College  
Co-creation of Consumer Experiences in Virtual and Physical Worlds, USA

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

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## Media Publications & Interviews

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The Techno-Humane City	28 <sup>th</sup> January 2022	Weekendavisen
A Strategizing Framework for the Digital Era	4 <sup>th</sup> August 2020	IEDP Developing Leaders
Technologies digitales: qu'en pensent vraiment les jeunes?	13 <sup>th</sup> August 2019	The World Economic Forum
Revolt on the Horizon? How Young People Really Feel About Digital Technology	22 <sup>nd</sup> May 2019	The Conversation
Preparing students for the workplace: why I introduced digital assessments.	14 <sup>th</sup> December 2018	UCL Teaching & Learning
How social media put us all to work and cashed in on it	18 <sup>th</sup> August 2018	Berlingske
FT Business School Newsletter	July 2018	Financial Times
The Future of Work	22 <sup>nd</sup> January 2018	Ascent Magazine
Triumph: The reincarnation of an iconic British brand	14 <sup>th</sup> January 2018	The Independent
These three factors are critical to the success of future cities	1 <sup>st</sup> September 2017	The World Economic Forum
Kunstig intelligens overtager din shopping	28 <sup>th</sup> July 2017	Politiken
Bot until you drop	18 <sup>th</sup> December 2016	The Independent
Can artificial intelligence change the shopping scenario?	17 <sup>th</sup> December 2016	The Indian Economist
How artificial intelligence is changing our Christmas shop	16 <sup>th</sup> December 2016	Essential Retail
Can AI help to choose to perfect present?	15 <sup>th</sup> December 2016	The 'i' newspaper
How AI is making Christmas shopping more personal	14 <sup>th</sup> December 2016	Newsweek

How artificial intelligence is changing our Christmas shop	12th December 2016	The Conversation
The 5 Barriers to Effective Digital Transformation	31st October 2016	CMI Insights
Research reveals the dark side of wearable fitness trackers	1st September 2016	CNN Today
The Nihilistic Angst of Quitting Your Fitbit	29th August, 2016	New York Magazine, Science of Us
Gennemsigtighed og demokrati	19 <sup>th</sup> August 2016	WeekendAvisen (Feature article)
Putting new age organizations on 'ICE'	12th July 2016	The World Economic Forum
How much does technology mess with your wellbeing? (Comment)	5th April 2016	Virgin Entrepreneur
The importance of open data	11th February 2016	The World Economic Forum
Warum die Zukunft auf öffentliche Daten baut	14th March 2016	Netz Piloten
The future will be built on open data - here's why	5th February 2016	The Conversation
Big-data analytics: the power of prediction (Expert comment)	27th January 2016	Public Finance
Wearable fitness trackers: the dark side	27th December 2015	The Independent
How to get digital transformation right	20th November 2015	Ashridge-Hult Business School Blog
Assessing the fitness of wearable tech (Expert comment)	16th November 2015	The New York Times
Uga the Bulldog, Handsome Dan and why university spirit matters	27th October 2015	The Conversation
Når robotter tager beslutninger for os	17th August 2015	Berlingske Tidende
How a data deluge leaves us struggling to make up our minds	21st July 2015	The World Economic Forum



CBS Radio News San Francisco, Radio interview	18 <sup>th</sup> July 2015	CBS Radio
Why the data deluge leaves us struggling to make up our minds	16 <sup>th</sup> July 2015	Discover
Information overload is killing our ability to make decisions	15 <sup>th</sup> July 2015	Business Insider
Too much information: how a data deluge leaves us struggling to make up our minds	15 <sup>th</sup> July 2015	The Conversation
Can wearable fitness trackers take control of your life?	22 <sup>nd</sup> June 2015	Sydney Morning Herald
How we discovered the dark sides of wearable fitness trackers	19 <sup>th</sup> June 2015	The Conversation