

Branding and social media in Academia

Njål Andersen

(And a thank you to Yvonne McNulty for valuable input)

Branding and social media in Academia

An important topic!

My take on having an online persona online

Thoughts for going forwards in a global and
digital world

Branding: An honest, Coherent and genuine picture of whom you are.. As a professional

What is your aim?

- **Be easy to be identified as a research partner**
- **Commercial / consulting / job opportunities**
- **Demonstrate your academic skills**
- **Access to data**
- **Communicate your findings**
- **.**
- **.**
- **Other?**

Disclaimer:

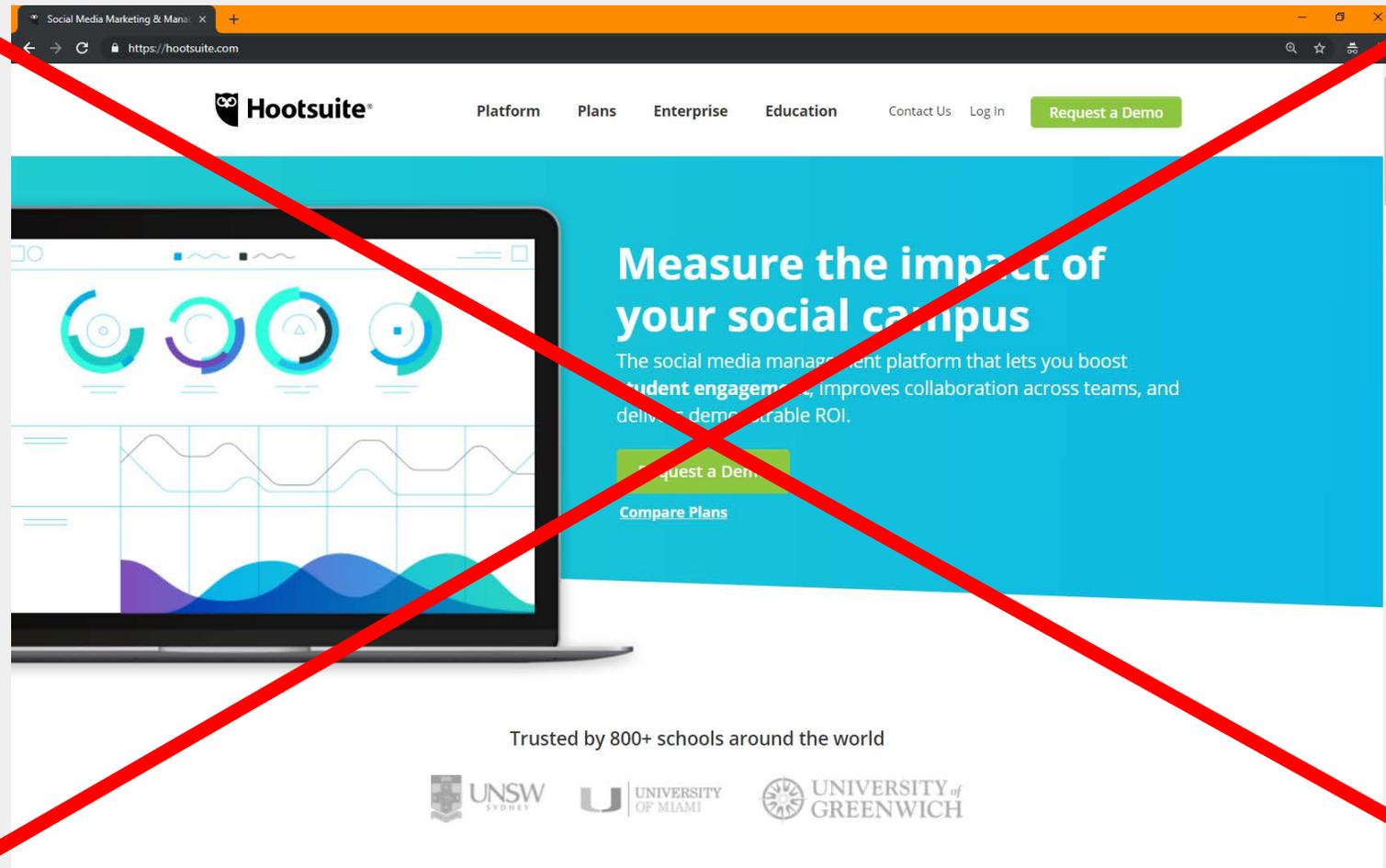
An online presence is no panacea!

There are a myriad of alternatives..



Use an aggregation service

Do NOT try to be everywhere; it is a full time job for a professional. Pick your arenas!



Choose your platforms

*It is better to remain invisible, and be thought a fool,
than to make a poor page, and remove all doubt.*

Two main markets

- **Academia and academics**
- **Rest of world**

Google Scholar

The big one

ResearchGate



Front page is basically a summary...
And a way to follow relevant
researchers

 **Yvonne McNulty**
Ph.D.

[Follow](#)

[Overview](#) [Contributions](#) [Info](#) [Scores](#) [Research Interests](#)

Introduction

RESEARCH INTERESTS * Expatriates: low-status, children and third culture kids, divorce, crises, schooling, non-traditional, LGBT, expatriate international business travellers, failure, expatpreneurs, female breadwinners, trailing spouses, dual-careers, alternatives to expatriates, military, expatriate gig workers * Expatriation: return on investment, expatriation versus migration, localisation, macro talent management and nation branding, the Hague Convention on International Child Abduction, global human resource management * Theory: psychological contract theory, systems theory, prototype theory * Methodological Approaches: construct clarity and jangle fallacy, insider status, ethnography * Faculty Development: building a publishing pipeline, writing for publication, women in academia.

Skills and expertise (14) [View all](#)

[Management](#) [Professional Development](#) [Strategic Management](#) [Business](#)

77 Research items 22,783 Reads 715 Citations

Current research

Projects (2)

Expatriate Veterans
Project
[View](#) [Follow](#)

The Hague Convention on International Child Abduction
Project
[View](#) [Follow](#)

Research Interests (35) [View all](#)

[Publication](#) [Expatriated dual-career partners: hope a...](#)

[Publication](#) [Work in Transition: Cultural Capital and...](#)

[Publication](#) [What About 'Expatriate Children'? Child...](#)

Featured research

Research items (77) [View all](#)

Affiliation

Singapore University of Social Sciences

Location
Singapore

Department
S R Nathan School of Human Development

Position
Senior Lecturer

Yvonne McNulty's Lab

Lab head
 Yvonne McNulty

Lab members (3)
  

[View lab](#)

Network

Following (327) [View all](#)

 **Youjin Chung**
Singapore University of ... [Follow](#)

 **Marina Dabic**
i1 28.62 - University of ... [Follow](#)

 **Benjamin Bader**
i1 17.39 - Leuphana Un... [Follow](#)

Followers (659) [View all](#)

 **Yan Ke**
Singapore University of ... [Follow](#)

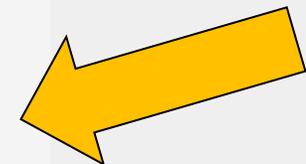
 **Chee Koon Eng**
Singapore University of ... [Follow](#)

 **Hana Alhadad**
Singapore University of ... [Follow](#)

Top co-authors [View all](#)

 **Helen De Cieri**
i1 30.04 - (13) - Mona... [Follow](#)

 **Kate Hultkins**



ResearchGate

Give your academic CV

The screenshot shows a ResearchGate profile for Yvonne McNulty. At the top, there is a navigation bar with the ResearchGate logo (R^G), a home icon, a 'More' dropdown, a search bar, and icons for home, messages, and a notification bell with a '1' badge. A profile picture of Yvonne McNulty is on the left, followed by her name and '19 · Ph.D.'. A blue 'Follow' button is on the right. Below the profile information are tabs for 'Overview', 'Contributions', 'Info' (which is selected), 'Scores', and 'Research Interests'. The 'Info' section is divided into three parts: 'Skills and expertise (14)', 'Topics (2)', and 'Research experience'. The 'Skills and expertise' section lists 14 skills in rounded rectangular tags: Management, Professional Development, Strategic Management, Business, Human Resource Management, International Business, Business Consulting, International Business Management, Business Administration, and Management studies. A 'Show more' link is below the tags. The 'Topics' section lists two topics: Business Administration and Human Resources. The 'Research experience' section is a list of roles with dates, titles, and institutions. The 'Education' section lists a Ph.D. from Monash University (Australia) in International Business, completed between July 2002 and September 2010. The 'Awards & achievements' section is partially visible at the bottom.

Home More Search Add new

Yvonne McNulty
19 · Ph.D. Follow

Overview Contributions Info Scores Research Interests

Skills and expertise (14)

Management Professional Development Strategic Management Business Human Resource Management
International Business Business Consulting International Business Management Business Administration Management studies

Show more

Topics (2)

Business Administration Human Resources

Research experience

| | |
|-----------------------|---|
| Jan 2017– Dec 2017 | Senior Lecturer SIM University · School of Human Development and Social Services Singapore · Singapore |
| Jul 2015– Jul 2016 | Associate Lecturer RMIT University · School of Management Australia · Melbourne |
| Jul 2015– Jul 2015 | Associate Faculty SIM University · School of Business Singapore · Singapore |
| Jul 2013– Jul 2015 | Associate Faculty SIM University · School of Business Singapore · Singapore |

Education

| | |
|-----------------------|---|
| Jul 2002– Sep 2010 | Monash University (Australia) International Business · Ph.D. Australia · Melbourne |
|-----------------------|---|

Awards & achievements

ResearchGate

Build a profile of what you want to do, going forward.

The screenshot shows the ResearchGate profile of Yvonne McNulty, a Ph.D. holder. The profile includes a navigation menu with 'Overview', 'Contributions', 'Info', 'Scores', and 'Research Interests'. The 'Research Interests' section is active, displaying a search bar and a list of research items. The first item is an article titled 'Expatriated dual-career partners: hope and disillusionment' by Agnieszka Kierner, with 8 reads. The second item is a book titled 'Work in Transition: Cultural Capital and Highly Skilled Migrants' Passages into the Labour Market' by Arnd-Michael Nohl, Karin Schittenhelm, Oliver Schmidtke, and Anja Weiß, with 19 reads and 20 citations. The third item is a chapter titled 'What About 'Expatriate Children'? Child-Level Perspective on Self-Initiated Expatriation of Finns Abroad: Multidisciplinary Perspectives on Self-initiated Expatriation' by Anu Warinowski, with 41 reads and 2 citations. Each item has a 'Request full-text' button and options to 'Recommend', 'Follow', or 'Share'.

ResearchGate

Home More

Search

Yvonne McNulty
19 · Ph.D.

Follow

Overview Contributions Info Scores Research Interests

Filter by content type

- All types (35)
- Research items (33)
- Projects (2)
- Questions (0)

Research Yvonne showed interest in

Search by title or keyword

Expatriated dual-career partners: hope and disillusionment

Article

Agnieszka Kierner

8 Reads

Request full-text Recommend Follow Share

Work in Transition: Cultural Capital and Highly Skilled Migrants' Passages into the Labour Market

Book

Arnd-Michael Nohl · Karin Schittenhelm · Oliver Schmidtke · Anja Weiß

19 Reads · 20 Citations

Request full-text Recommend Follow Share

What About 'Expatriate Children'? Child-Level Perspective on Self-Initiated Expatriation of Finns Abroad: Multidisciplinary Perspectives on Self-initiated Expatriation

Chapter

Anu Warinowski

41 Reads · 2 Citations

Request full-text Recommend Follow Share

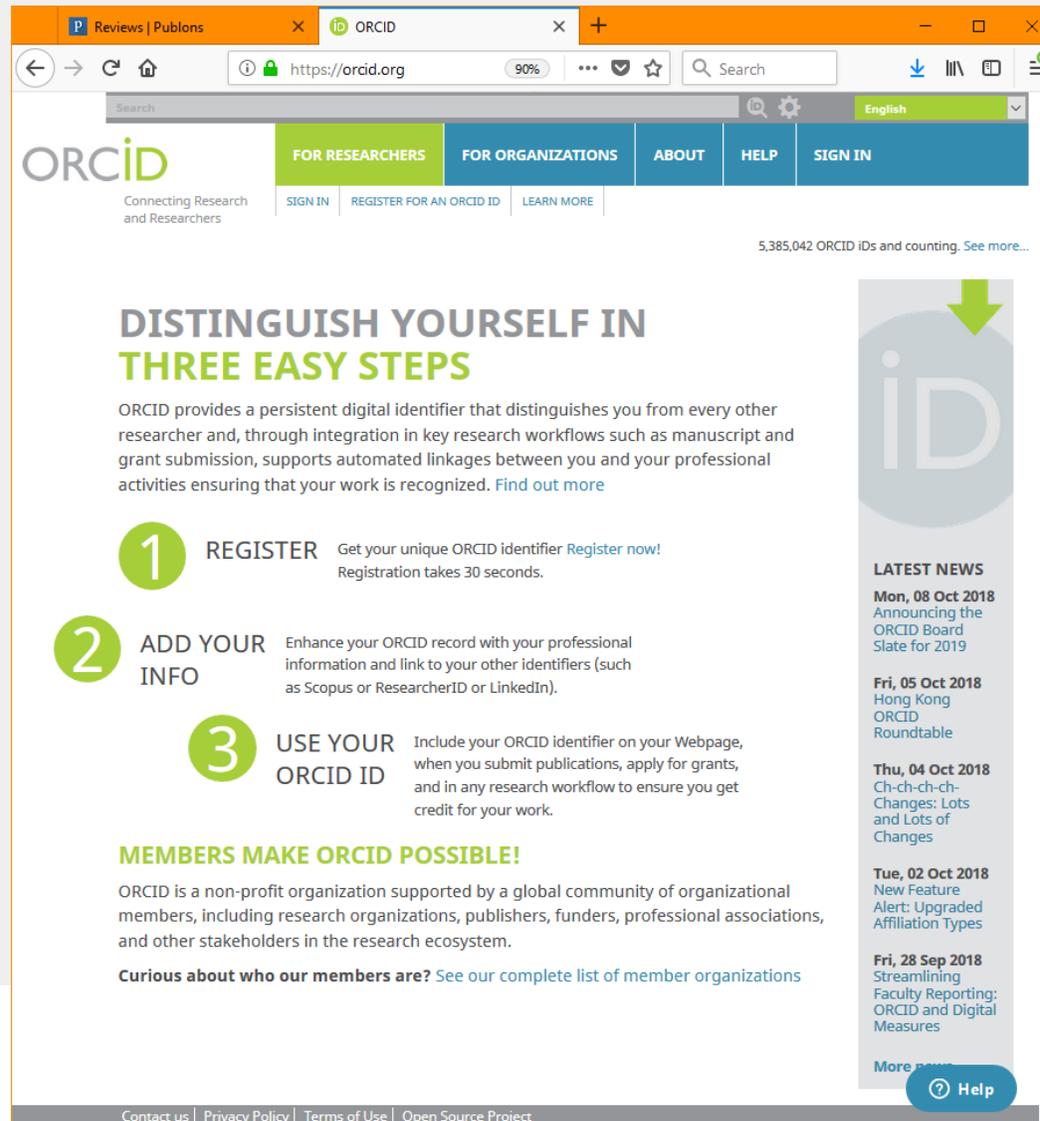
Publons: Get credit for peer reviews

The screenshot shows the Publons dashboard for a user named Njål Andersen. The page title is "Private Dashboard - Reviews" and the user's name is "For Njål Andersen". On the left sidebar, there are navigation options: Public Profile (Profile, Stats), Activity (Notifications (2), Pending records), Records (Review records, Editor records, Publication records, Publication scores, Endorsements, Awards), and Tools (Export verified record, Followed publications, Refer colleagues, Publons widget, Partner dashboard, Academy). The main content area features an "ADD A REVIEW" button and instructions: "Add or load a review using the button above, edit existing reviews by clicking in the Edit column, or add value to existing reviews by clicking in the Progress column." Below this is a "SHOW FILTERS" button and a note: "Use filters to display results by verification status, visibility settings, and more." A table of review records is displayed with the following data:

| DATE | MANUSC... | JOURNAL | PROGRESS | EDIT | CITATIO... | ALTMETRIC |
|------------|----------------|----------------|----------|------|------------|-----------|
| 2018-05-20 | Trajectorie... | The Interna... | | | - | - |
| 2017-03-12 | Social Sup... | The Interna... | | | - | - |

Below the table, it says "No more results." The browser address bar shows "https://publons.com/dashboard/recor".

ORCID: ID system for authors..



The screenshot shows the ORCID website homepage. At the top, there is a navigation bar with the ORCID logo and the tagline "Connecting Research and Researchers". The main navigation menu includes "FOR RESEARCHERS", "FOR ORGANIZATIONS", "ABOUT", "HELP", and "SIGN IN". Below the navigation, a search bar and a language selector (set to English) are visible. The main content area features a large heading "DISTINGUISH YOURSELF IN THREE EASY STEPS" followed by a descriptive paragraph. The three steps are: 1. REGISTER, 2. ADD YOUR INFO, and 3. USE YOUR ORCID ID. To the right, there is a "LATEST NEWS" section with several news items dated from September to October 2018. At the bottom of the page, there are links for "Contact us", "Privacy Policy", "Terms of Use", and "Open Source Project", along with a "Help" button.

ORCID
Connecting Research and Researchers

5,385,042 ORCID IDs and counting. [See more...](#)

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. [Find out more](#)

- 1 REGISTER** Get your unique ORCID identifier [Register now!](#)
Registration takes 30 seconds.
- 2 ADD YOUR INFO** Enhance your ORCID record with your professional information and link to your other identifiers (such as Scopus or ResearcherID or LinkedIn).
- 3 USE YOUR ORCID ID** Include your ORCID identifier on your Webpage, when you submit publications, apply for grants, and in any research workflow to ensure you get credit for your work.

MEMBERS MAKE ORCID POSSIBLE!

ORCID is a non-profit organization supported by a global community of organizational members, including research organizations, publishers, funders, professional associations, and other stakeholders in the research ecosystem.

Curious about who our members are? [See our complete list of member organizations](#)

LATEST NEWS

- Mon, 08 Oct 2018**
Announcing the ORCID Board Slate for 2019
- Fri, 05 Oct 2018**
Hong Kong ORCID Roundtable
- Thu, 04 Oct 2018**
Ch-ch-ch-ch-Changes: Lots and Lots of Changes
- Tue, 02 Oct 2018**
New Feature Alert: Upgraded Affiliation Types
- Fri, 28 Sep 2018**
Streamlining Faculty Reporting: ORCID and Digital Measures

[More news](#)

[Help](#)

Contact us | Privacy Policy | Terms of Use | Open Source Project



Katherine Ognyanova

1.0 | Rutgers, The State University of New Jersey, School of Communication and Information, F... | Communication +23

Katya Ognyanova is an Assistant Professor at the School of Communication and Information, Rutgers University. Prior to her appointment at Rutgers, she was a postdoctoral researcher at the Lazer Lab, Northeastern University and a fellow at the Institute for Quantitative Social Science, Harvard University. She holds a doctoral degree in Com... [more](#)

409 Followers | 141 Following | 6 Co-authors | 5,704 Total Views

+ FOLLOW

2

ALL 9 PAPERS 5 CONFERENCE PRESENT... 4 BOOK CHAPTERS 3 TEACHING DOCUMENTS 1 CONFERENCE PROCEE...

PAPERS



Information, Communication & Society Contextualizing connectivity: how internet connection type and parental factors influence technology use among lower-income children

by [Vikki Katz](#) and [Katherine Ognyanova](#)

This project links research on digital inequality, which focuses on connection quality and its ou... [more](#)

[Download](#) 26 Views



Network visualization with R

This tutorial covers network visualization using the R language for statistical computing (cran.r... [more](#)

[Download](#) 110 Views

Academia is another way to share your research, which supposedly boosts your citations

ACADEMIA

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Academia is the easiest way to share papers with millions of people across the world for free. A study published in *PLOS ONE* found that papers uploaded to Academia receive a 69% boost in citations over 5 years.

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 **FACEBOOK SIGN UP**

Don't have Google or Facebook? [Sign Up with Email](#)



Rest of world: LinkedIn

in Search Home My Network Jobs Messaging Notifications Me Work Free Upgrade to Premium

Rolf Benjamin Johansen • 1st
Global Business Development & Innovation Director i DNV GL
Oslo, Oslo, Norway

Message More...

DNV GL
Universitetet i Oslo (UiO)
See contact info
See connections (500+)

The top three things I am really passionate about in my work are:

- 1) Innovation. I have during my time in DNV GL initiated and managed several significant innovation projects. The largest are on the topics of international standardization of technology and work processes. Common for all the projects is that I have enjoyed the work of bringing new research results to industrial application through close collaboration with large and small companies from USA, Asia and Europe. In 2011 I received the DNV GL Cutting Edge Award for the work my team had done to develop new digital services.
- 2) Strategy. I have, with good results, been part of three important strategy processes in DNV GL. The first was to develop the strategy for the oil and gas market for the 2004 to 2009 period, and the second was to develop the global strategy for fossil and renewable energy for the 2006 to 2011 period. Thirdly, I was the regional manager for Korea and Japan, and responsible for the integration, when Det Norske Veritas (DNV) merged with Germaniche Lloyds (GL) in 2013. I have also worked as a professional strategy consultant in The Boston Consulting Group for three years, from 2006 to 2009. In BCG I worked across several industries, and I was part of growing BCG's Nordic Energy practice.
- 3) Leadership. I have had line manager positions in three periods in DNV GL. Firstly as Head of Section for the subsea technology unit from 2004 to 2006. The section had 20 engineers, and I was leading the section through period of extraordinary growth. Secondly, as Director Of Operations and Project Director

People Also Viewed

- Evelin Garnaa** • 2nd
Innovation Growth Manager at Innovate
- Xiaodong Tong** • 2nd
Group Internal Auditor at DNV GL
- Daniel Ruud** • 2nd
Business Controller i DNV GL
- Bjørn Tore Markussen** • 2nd
EVP & Managing Director at DNV GL Veracity
- Thina E. Ytterhorn** • 2nd
Deputy Group Legal Director and Head of Group Legal's Region Europe & Africa team of lawyers
- Tommy Bjørnsen** • 2nd
SVP and Group Digital Director at DNV GL
- Shinta Rotty** • 2nd
Principal Consultant

Messaging

LinkedIn is similar to researchgate..

- A few things to note :
- Have a professional photo.. (Show you are a fun person on facebook or a blog) Look professional, need not be a suit, but the photo must be a headshot, in focus and sharp.
 - Describe where you are, and where you want to go.

Experience



DNV GL

9 yrs 1 mo

Global Business Development & Innovation Director

Jul 2015 – Present · 3 yrs 3 mos

Oslo Norway

Responsible for strategic business development initiatives and prioritized initiatives with high value add to tactical and yearly performance goals.

Responsible for shaping and implementing innovation processes that create value through digitization and industry cooperation.

Regional Manager Oil & Gas Korea & Japan

Apr 2012 – Jul 2015 · 3 yrs 4 mos

Haeundae-gu, Busan, Korea

Responsible for all DNV GL Oil & Gas services in Korea and Japan. P/L responsibility for revenue of 210 MNOK. Operational responsibilities for the local organization with 62 employees.

Project Director

Sep 2009 – Apr 2012 · 2 yrs 8 mos

Oslo Area, Norway

Responsible for a strategic initiative to incorporate digital technologies in DNV GLs offering to key clients in the maritime and energy business areas. Member of an international management team, managing a project team of 40 specialists and reporting to the CEO on key activities. Integration of small businesses acquired by DNV GL.... See more



Seniorkonsulent

The Boston Consulting Group (BCG)

Jun 2006 – Sep 2009 · 3 yrs 4 mos

Oslo Area, Norway

Senior Consultant and Project Manager. Member of the energy practice's core group. Project work focused on oil and gas production, power generation and renewable energy. Project topics focused on strategy, innovation and productivity improvements.



DNV GL

7 yrs 6 mos

Note that he divides up his 9 years experience at DNV.. To really explain his competence and experience. .. And that he describes it in detailed, and in NON-technical language!



DNV GL

7 yrs 6 mos



Search



Show more

Articles & activity

1,131 followers



SHRM certification - prepare for success!



Helena Wennberg, GMS-T
Published on LinkedIn

"Success is where preparation and opportunity meet" - Bobby Unser, American Racing Legend
Many of you would probably agree with me that the HR profession is no longer just about w...see more

1 Like

Like Comment Share

See all articles



Hur upplever dina internationella kollegor och kunder dig när du är på...

Helena shared this
1 Like



Neat use of VR!

Helena shared this



Looking forward to this Eurofound webcast next week!

Helena shared this

See all activity

Experience



PhD Researcher Strategic Talent Management/Global Mobility

DCU Business School
Oct 2018 – Present · 1 mo
County Dublin, Ireland



Accedo.tv 1 yr 7 mos



Sr HR Generalist EMEA & Global Mobility Specialist
May 2018 – Sep 2018 · 5 mos

Some services that go for both markets

.. And should be tailored...

Twitter

Who to follow: RELEVANT researchers, not generalists. Unless you are a generalist. (Delete people who tweet too much 😊)

Tweet regularly on quality topics.

Ulikskap og mangfold kan føre til auka innovasjon og konkurransefortrinn.

Marte Cecilie Wilhelmsen Solheim
innovasjonsforskar

Tweets 3,225 Following 3,084 Followers 1,582 Likes 12.8K Moments 1 Following

Marte C W Solheim
@MarteCWSolheim Follows you

Marte Cecilie Wilhelmsen Solheim 🧐 - Postdoc @UniStavanger : #Innovation & #Diversity 🌈 #migration #foreignborn #mangfold #mangfold #inequality #integration

Stavanger, Norway
researchgate.net/profile/Marte...
Joined September 2013
Born on October 07

Tweet to Message

1 Follower you know

552 Photos and videos

Next week I am presenting: what competences do we need in the future? What do we have today, and what will we get if we broaden our horizons? at a conference for leaders. Would be great to hear what YOU think!

#diversity #workforcecomposition #digitalization #integration

1 1

Marte C W Solheim @MarteCWSolheim · 4h
What #skills and #competences do we need in the future? What are YOUR thoughts?

#diversity #future #digitalization #migration #integration #backgrounds #mangfold

// Next week I am presenting: what competences do we need in the future? What do we have today, and what will we get if we broaden our horizons? About diversity, integration, inclusion and innovation in a rapidly changing world, at a seminar for leaders/managers. Would be great to hear what you think: what do YOU think that are the skills and competences that we would need more of in the future?

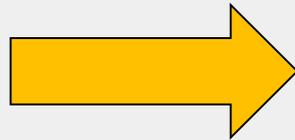
Marte C W Solheim @MarteCWSolheim · 8h
«The Brexit Special»
#brexit

'The Brexit Special' starring Richard Wilson
Apparently, when the Brexit Special is on the menu, there is nothing better that you can order. However, when Richard Wilson, a man we best know as Victor Me...
youtube.com

Who to follow - Refresh - View all

Accenture Technology @...
Follow
Promoted

Facebook



May also be worth joining groups, such as I have for PsychMAP, and to make it easy to contact you

A screenshot of a Facebook profile page for Njål Andersen. The page shows the user's profile picture, name, and navigation options like News Feed, Messenger, and Marketplace. A post by Antonello Provenzano is visible in the news feed, discussing a Russian visa application. The right sidebar shows 'Stories', 'Your Page' (ASC), and navigation buttons for Publish, Photo, and Live.

Facebook interface showing a profile for Njål Andersen. The page includes a search bar, navigation options (Home, Create), and a sidebar with shortcuts (News Feed, Messenger, Marketplace) and shortcuts (Reviewer 2 Must B..., PsychMAP, Utsiktstoppen bore...). The main content area displays a post by Antonello Provenzano titled "Expats in Oslo" with the text: "Hi all! Little question about russian visa: I am going to Sankt Petersburg next month as tourist and I've been compiling the request of a touristic visa. I have booked the flight and booked the hotel and I've already received the documents (via email) from the hotel. While applying on the site of the Russian consulate, at a certain point, I'm requested to specify the "Travel Organization" and a reference for it: I am not sure what I should indicate. Last time I was in Russia ... See More". The post has 1 Comment.

Personal blog

Katya started this blog was started half way through PhD, and has developed it.

She shares resources, both her own and those she has found. This drives traffic to her site.

She also makes a point that she wants to run projects with NGOs.. Good way to market her ability. Has also become popular at SNA conferences.

Katya Ognyanova

Home Blog Bio Research Publications Teaching Tutorials Media

Katherine Ognyanova (Katya) is an Assistant Professor at the School of Communication and Information at Rutgers University. Her research areas include network theory and methodology, computational social science, social use of technology, civic engagement and political behavior, social media and mass communication. She is experienced in data science and information visualization.

Prior to joining Rutgers, Katya was a postdoctoral research fellow in computational social science at the Lazer Lab, Northeastern University and IQSS, Harvard University. She received her Ph.D. from the Annenberg School for Communication & Journalism, University of Southern California.

Check out Katherine's bio, her academic work or her infrequently updated blog. Take a look at a few of the research groups she has worked with: the Lazer Lab, Volunteer Science, the Annenberg Networks Network, Metamorphosis and the Center for the Digital Future. If you are so inclined, follow Katya on Twitter, GitHub, or Academia.edu.

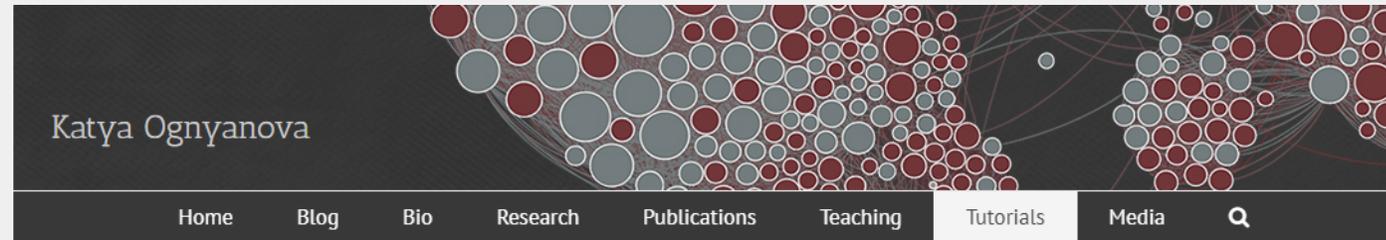
If you are trying to figure out how to pronounce "Ognyanova", check out this post.

Academic Journals RSS feeds
For the last decade or so, I have received my regular dose of new academic content from journal RSS feeds

Static and dynamic network visualization with R
This is a comprehensive tutorial on network

Network datasets
Since I started posting network tutorials on this site, people will occasionally write to ask me about the included examples

Personal blog



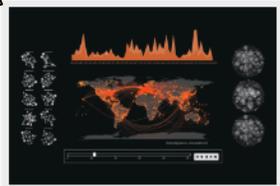
Network Science Tutorials

This page contains information about the most recent versions of several network tutorials that I have developed and I update frequently. The tutorials come from workshops and invited talks I give for students, colleagues, and generally curious bystanders. You can also find some of these materials (and other interesting bits and pieces) on my [GitHub page](#).

If you find the materials on this site to be useful, please cite them in your work. This helps me (and the computational research community) to make the case that the open publishing of digital materials, data, and code is a meaningful academic contribution.

If you want to invite me to give a talk or a workshop at your institution, email workshop@ognyanova.net.

Static and dynamic network visualization with R



This is a comprehensive tutorial on network visualization with R. It covers data input and network formats, parameters and layouts for one-mode and bipartite graphs; interactive and animated visualizations, temporal networks and visualizing networks on geographic maps.

Most recent version: 06/2018 (Polnet Conference)
Downloads: [Web version](#) | [Code & data](#) | [PDF tutorial](#).
Translations: French (L. Beauguitte), Russian (qc-enior)

Introduction to R for Networks



This tutorial provides an introduction to the R language and its use to process and analyze network data. It includes an overview of network formats, input and cleaning of network data, and key graph metrics. The tutorial also covers basics of network visualization in R.

Search ...

Katherine Ognyanova



Asst. Prof. Rutgers SC&I
Postdoc at the Lazer Lab:
Northeastern & Harvard.
PhD in Communication:
USC Annenberg School.



E-mail: kateto@ognyanova.net

Recent Tweets

"Facebooked Flu Shots" - Counter-Intuitive Vaccination Strategies in Complex Networks. A Complexity Explorable for...
twitter.com/i/web/status/1...
1 day ago

Our new report compares two survey sampling strategies: random-digit-dialing (RDD) and voter files (RBS):
pewrsr.ch/20jhjK
1 day ago

Need not go it alone: Collective blog



Home

Welcome to *The Familiar Strange*, an anthropology

JULIA BROWN

IAN POLLOCK

SIMON THEOBALD

JODIE-LEE TREMBATH



If you would like to write for us or have anything to say about the project
(blog/podcast/social media) please email us at: submissions@thefamiliarstrange.com

Need not be academic...

www.cremacafe.no

60%

Search

CremaCafe

Sous vide Trykkoker Middag ▾ Kaker Gjærbakst

Blåskjellsuppe

Crema Cafe matblogg og oppskrifter

Bloggen ble inspirert av at jeg fikk en Sous Vide supreme, kjøpte Modernist Cuisine serien, og fikk en del viltkjøtt i hus. Her finner du mine oppskrifter, som oppdateres ettersom jeg finner forbedringer og tester nytt utstyr. Bruk søkefunksjonen øverst, menyen, eller se på de siste bidragene. Oppskriftene er satt opp der ingredienser er satt opp etter rekkefølge de skal brukes, og beskrivelse av hva som skal gjøres på hvert steg.

Temperert sjokolade, Ganache og sjokoladétrøfler

Nytt år, nytt kurs hos Sebastian Bruno, i år om sjokolade (i fjor var det makroner). Flott kurs som bare er å anbefale, med masse nyttige tips og oppskrifter. Så mange, at jeg velger å skrive notatene mine her for når jeg skal lage det selv. Når man lager konfekt...

[read more](#)

Thai krabbe

Det er krabbesessong... og med det, gode muligheter for å nyte denne råvaren! 1 lek 2 fedd hvitløk 1 chili 2 ss olivenolje Finhakk løk, hvitløk og chili, og stek mør. 1 ss grønn chilipaste Ha chilipaste sammen med løken, og stek i 30 sek. 1 boks kokosmelk 1 ss oyster...

[read more](#)

Karamellsaus - min optimale

Karamellsaus kan brukes til så mye, på is, til sticky toffee pudding, på havregrot og en spiseskje i kaffen... for å nevne noen. Oppskriften er svært lik den for karameller, den tas bare av varmen litt før, og har litt mer fløte. Mange karamellsauser blir søte, jeg...

[read more](#)

Tyttebær og pistasjottestek (Vegetar middæ)

Makroner

Noen retter trenger en introduksjon. Dette

Blåskjellsuppe

Blåskjell er noe jeg ofte glemmer... men er

Academic articles

Articles from everywhere

Courses

Me, and my other websites

Books

Statistics

Tools and resources

Video and audio

Latest posts



Personal branding and social media: thoughts for budding academics

Tools

I have been asked to give a lecture on how budding academics may want to think about their online personas for a conference held here at BI Norwegian Business School. Here is some supporting documents to that lecture. A key point is to choose what services to use and...

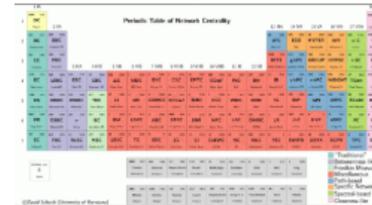


PhD comic and my dream

Talks

I love this comic... and think this is a great example! 😊

[read more](#)



SNA measures are not like other measures

Statistics, Talks

There is a multitude of measures in social network analysis (SNA). In other social sciences, great lengths are gone to develop robust and valid measures, with discrete validity, which means there are relatively few overlapping constructs; and some remain standard for...

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How to publish.. according to AMJ

Sep 24, 2015 | Academics

Publishing is a craft, like so many others. A series of five articles in Academy of Management Journal, where various editors come with recommendation for how to approach each part of the process from design to the final article.

Publishing in *AMJ*—[Part 1: Topic Choice](#) Alt: [\(EBSCO Download\)](#)

Publishing in *AMJ*—[Part 2: Research Design](#) Alt: [\(EBSCO Download\)](#)

Publishing in *AMJ*—[Part 3: Setting the Hook](#) Alt: [\(EBSCO Download\)](#)

Publishing in *AMJ*—[Part 4: Grounding Hypotheses](#) Alt: [\(EBSCO Download\)](#)

Publishing in *AMJ*—[Part 5: Crafting the Methods and Results](#) Alt: [\(EBSCO Download\)](#)

Publishing in *AMJ*—[Part 6: Discussing the Implications](#) Alt: [\(EBSCO Download\)](#)

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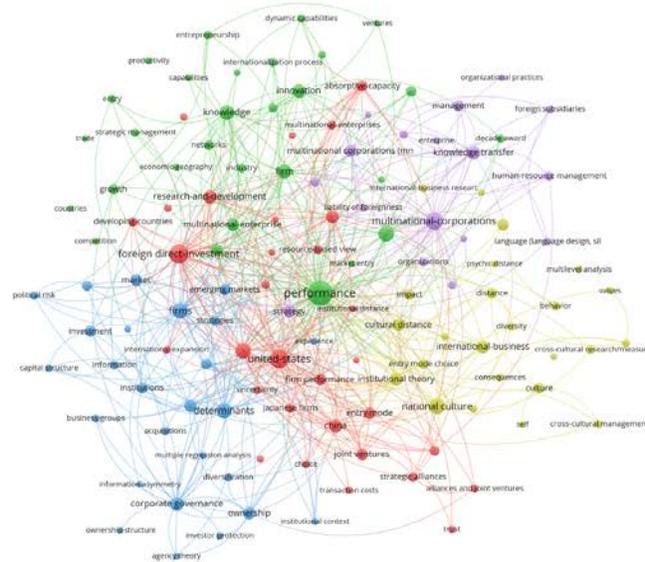
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make it as relevant as possible.

JIBS Keywords



 VOSviewer

Top Keywords by cluster in JIBS*

| Cluster 1 | Cluster 2 | Cluster 3 | Cluster 4 | Cluster 5 |
|--------------------------|---------------------------|-----------------------|------------------------|------------------------------|
| Multinational-enterprise | Determinants | Competitive advantage | Cultural distance | Entry mode |
| Firm | Institutional environment | Institutional theory | International-business | Joint ventures |
| Knowledge | Governance | Knowledge transfer | Distance | International joint ventures |
| Research-and-development | Emerging markets | Resource-based view | Entry mode choice | Strategic alliances |

A good blog / website **can not be created in a week.**
A little over time, is much better.
(The same is true for all social media platforms)

Academic articles

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Me, and my other websites

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Statistics

Tools and resources

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Latest posts



Personal branding and social media: thoughts for budding academics

Tools

I have been asked to give a lecture on how budding academics may want to think about their online personas for a conference held here at BI Norwegian Business School. Here is some supporting documents to that lecture. A key point is to choose what services to use and...

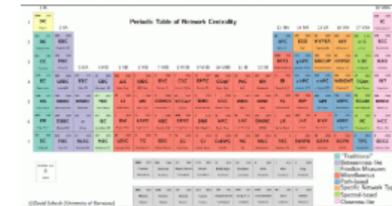
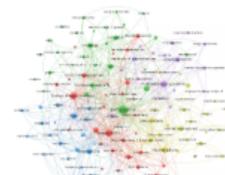


PhD comic and my dream

Talks

I love this comic... and think this is a great example! 😊

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There are a myriad of alternatives..



Volunteer for online responsibilities

Advice from Yvonne McNulty:

“Volunteer to run something on social media that is academically related to your field of research: as the moderator, your name is the one that keeps popping up over and over and over again when you promote or run the group/platform.

Put your photo in the profile. I have been to conferences all over the world where complete strangers walk up to me and say ‘it is so nice to meet you in person after having you in my inbox for a year’. People start to associate XYZ with your name. This alone has built my profile over the past 5 years in ways that publications never could.” It’s about being known, and carefully ensuring you are known in the areas/fields you want to be known in. Doing it online is a no brainer – your bum never has to leave your seat, you get instant outreach globally without ever leaving home.”

Academics are vagabonds

Your school e-mail and profile are temporary

Be easy to find and get to know.. also for the future!

Go forth and develop your online brand..

.. And do as I say, not necessarily as I do.