



## Mikkel BRAUER-JOHNSEN

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I am doing a Ph.D. at Aarhus University, Department of Management, Section of Corporate Communication. My scholarship focuses on the role of *strategic communication* in the *management of projects* in *project-based organisations*.

### **Educational background:**

**2013-2015:** Master of Arts in *Corporate Communication* at Aarhus University, Denmark. My MA Thesis was an in-depth empirical case study of a Danish marketing agency, focusing on knowledge management processes for co-creating project conception.

**2010-2013:** Bachelor of Arts in *Marketing and Management Communication* at Aarhus University, Denmark

### **Supervisor**

Main supervisor: Associate Professor Helle KRYGER AGGERHOLM

Co-supervisor: Associate Professor Per SVEJVIG

Host supervisor at PolyU: Dr. Patrick S. W. FONG

### **Area of Research**

#### **Project Management**

#### **Strategic Communication**

My research focuses on the role of strategic communication in the management of projects in project-based organisations. Strategic communication is defined as the purposeful and intentional use of communication to accomplish some pre-defined objective. Thus, my research more specifically explores how communication is used strategically by members of project-based organisations in their work with clients. I am interested in learning more about how the use of strategic communication activities such as building trust, developing mutual understanding, and shaping meaning and expectations influences the achievement of strategic objectives in project-based organisations. Thus, my research is cross-disciplinary, focusing both on project management literature as well as strategic communication literature.

### **Research Scope**

My research contributes to both project management literature and strategic communication literature. It aims at developing a nuanced conceptualisation of the strategic management of projects, more specifically how to align organisational and project strategies through the strategic use of communication in project-based organisations. It also aims at drawing conceptual connections between the fields of project management and strategic communication, thus employing strategic communication perspectives in a project management context to explore whether and how such perspectives are relevant in such a context. Empirically, I study Danish project-based organisations, more specifically Danish marketing agencies whose core business is

organised around projects, and whose main work consists of collaborating with clients in project contexts. The current research project relates primarily to the completion of my Ph.D. thesis in March 2019.

## **Research Methodology**

I conduct qualitative, explorative research. I am interested in exploring and developing an in-depth understanding of qualitative phenomena within project management, specifically from a theoretical perspective of strategic communication. My research methodology relies on a mixture of inductive and deductive data collection and analysis. I have collected data through a variety of methods, including semi-structured research interviews, collection of archival data (in the form of various organisational documents and communication material), as well as collection of data on company websites, focused on the discursive formulations and constructions emerging in their written communication. Working qualitatively with my empirical data, I employ a variety of data analysis methods, including qualitative content analysis, thematic analysis, and discourse analysis.

## **Academic Attachment and Exchange**

Research Student Attachment Programme for incoming visiting PhD students

## **Hobbies**

I have a few different hobbies that I pursue. First of all, I play drums in the Danish rock band MALRUN. We have played for the last ten years, during which we have published four albums and toured Europe several times with other bands. I also love football – I am a passionate Manchester United fan. Finally, I love cooking everything from traditional Danish dishes to homemade Indian curries. I spent most of my spare time with my lovely wife and my 1,5 year old son, my wonderful family, and my good friends.

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Updated in September 2017