



# CHARLOTTA EDLUND – CV



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## Teaching interests

International marketing, international business, management, consumer behaviour, cross-cultural management, leadership, business ethics.

## Education

### PhD Courses

- Business Networks and Internationalization (15 cr, 2003)
- Methods and Structure in writing a PhD for University Lecturers (7,5 cr, 2009)

### Pedagogical Courses

- Supervising Bachelor- and Master Thesis (3 cr, 2005)
- Course Design (6 cr, 2007)
- The University Teacher (3 cr, 2009)
- Creating your pedagogical merit portfolio (2.5 cr, 2016)
- Pedagogical Project (2.5 cr, 2016)
- Successful Case Teaching Workshop (2017)
- Successful Case Writing Workshop (2017)
- Student and the learning environment (2.5 cr, 2019)
- Open Networked Learning (3 cr, 2021)

### 1997 – 2000 Mälardalen University (MdU)

- M.Sc. in Business Administration with a specialization in International Marketing
- Johannes Kepler Universität, Linz, Austria (1999-2000) Master of Advanced Studies (exchange student 1 year)
- 2000 "Sprachdiplom Wirtschaftssprache Deutsch" - Chamber of Commerce, Vienna, Austria

## Employment academica

### November 2001 - - Mälardalen University

Assistant Professor & Distinguished University Lecturer in Business Administration, MDU, School of Business, Society and Engineering, Västerås

### Current Responsibilities

- 202601 - - Sunrise Project Manager
- 202501 - - Sunrise Project Group. WP3 and WP6
- 202411 - - Head of Accreditation at EST
- 202503 - - Head of Internationalisation at the Division of Business & Social Sciences
- 2024 - - Course responsible and teacher for summer course Global Impact: Dilemmas in Ethics, Responsibility & Sustainability.
- 2024 April - Was promoted to Assistant Professor based on pedagogical merits (see [pedagogical portfolio](#))
- 2023 June was merited to Distinguished University Lecturer (excellent lärare – see pedagogical portfolio: <https://charlottaedlundpedagogicalportfolio.webnode.se/>).
- 2022 - - Member of the steering committee for EFMD's Bachelor Programmes Conference.
- 2020 - - Project leader for arranging hackathon event HACKOFFICE ([www.primeathon.com](http://www.primeathon.com))
- 2016 - - Giving workshops to different student groups in business about Ethics-Responsibility-Sustainability as well as social and collaborative skills.
- 2012 - - Project leader and teacher for the EUROWEEK Conference (Course: Industrial projects in a global perspective).
- 2016 - - Managing Director of the Executive Board of PRIMENetworking and MdU Responsible leader (<https://primenetworking.eu>)
- 2004 - - MdU Responsible leader for NordPlus Network (<https://nordbiz.webnode.se>)
- 2017 - - Teaching Leadership at one of our partner universities in Austria.

## Previous Responsibilities

- 2024 Autumn Chairwoman of reference group 1 in “Orangea omställningen”
- 2022 - 2024 Course responsible and teacher for the intensive course within the NordBiz network.
- 2012 - 2025 Course responsible for Bachelor level course Managing the Multinational Enterprise.
- 2013 – 2025 - Administratively responsible thesis coordinator for all thesis courses in Business (approx. 400 students/year).
- 2017 – march 2025 - Programme Coordinator International Business Management (EFMD accredited 2017, 2020 and 2025)
- 2024 – Arranging Euroweek at MDU: <https://www.primenetworking.eu/euroweek-2024/>
- 2021 - 2023 Part of the team of facilitators for Open Networked Learning (<https://www.opennetworkedlearning.se>)
- 2012 - 2023 Course responsible & Examiner for distance learning course Cross-Cultural Management (150 students/year)
- 2021 – 2023 Vice Head of Department: Human Resource planning
- 2020 - 2022 Member of Faculty board for Business Studies (quality assurance)
- 2018 - 2020 Project leader for arranging the “EST Sustainability Day”
- 2017 - 2019 Project leader/teacher intensive course Smart Cities – NordPlus.
- 2016 - 2019 Alumni coordinator for IBM and IM program
- April 2014 and 2024: Organising Euroweek at Mdu as well as participating as a teacher with two projects.
- Supervisor for students writing their thesis at intermediate level (40 students/year).
- 2004 – 2011 Combining role as lecturer with role as International Coordinator (50/50). Between the years of 2007 – 2009 Head of Internationalisation at the School (100%).
- 2004 – 2007 Teaching at the Master’s Programme International Marketing (40-60 students/year).
- 2003 – 2004 Responsible for developing the master programme International Marketing (60cr).
- 2009 - 2016 head of the NordPlus network “NordBiz”.
- 2012 - 2016 teaching Business Ethics at one of our partner universities in Austria.
- 2013 – 2017 Programme Coordinator Bachelor’s Programme International Marketing
- Spring 2017: Pedagogical project with Edlund, C., Fritz, J., Lindh, C. & Norling, Variations in students’ perceived preferences about their learning.

## Experience, previous positions

### 2000 – 2001 Wybo Communications

Marketing Manager – Responsible for the internal communication between the offices, “public responsible under Swedish law”, design and restructuring of Wybo’s Intranet, maintenance and update of the public website, project leader for Wybo’s new graphical profile concept (new logo, graphical material, web site and Intranet etc).

### 1996 - 1999 Part Time Positions

- Substitute teacher in mathematics 7th and 8th grade, Tunboskolan Kolbäck (1997).
- Summer- and part time job as an assistant at the immigration office in Västerås (1996-1999).

### 1993 – 1996 Västerås Stad (municipality)

Immigration Office - Worked at one part of the social welfare office introducing immigrants, who had received permanent residence, to the Swedish society. In daily contact with different authorities, helping immigrants to have a good start in their new country.

## Awards and honors

### EUROWEEK

Project leader for award winning projects

- 2023 – First prize, best poster pitch ‘Innovation device to save lives’. First prize best presentation ‘Innovation device to save lives’. First prize best presentation ‘Innovation made by humans for humans: using design thinking for new product development’. First prize best paper ‘AI risk in the labor market’ (TH Brandenburg, Germany).
- 2022 – First prize, best poster pitch ‘Handbook: Case studies, Tips, and Best Practices in Implementing CSR’. Third prize, best poster pitch ‘Co-creation and CSR: Building Sustainable Business Programs and Brand Loyalty’. Third prize, best paper ‘The “Perfect Packaging” – Socially Responsible Packaging in Personal Hygiene Products’ Packaging (University of Lille, France)
- 2019 – First prize, best poster pitch, ‘Creating Customer Value & Brand Equity through Sustainable Digital Brands’ (Brno University of Technology, Czech Republic)
- 2017 - First prize, best project paper, ‘Innovation and Creativity at the Bottom of the Pyramid’. First prize, best presentation, ‘Innovation and Creativity at the Bottom of the Pyramid’ (Politechnico de Coimbra, Portugal)
- 2016 – First prize, best project paper, ‘Startup Companies Facing Global Competition’.. Second prize, project paper, ‘The New Angels of Life’. First prize, best presentation, ‘Startup Companies Facing Global Competition’. First prize, best presentation, ‘International Education - The Shape of Things to Come’ (ECAM Brussels)

- 2015 – First prize, best presentation, ‘There is more to Business...’ (University of Economics in Katowice, Poland)
- 2014 – First prize, best presentation, ‘Village People’. First prize, best presentation, ‘Managing the Data Overflow in Smart Cities’ (MdU, Sweden)
- 2013 – First prize, best presentation, ‘Social Media Marketing – A quantitative study from a social network perspective’ (BA School of Business and Finance, Riga, Latvia)
- 2012 – First prize, best presentation, ‘Fair trade, a remedy of the heat of hell or just a heavenly idea?’ (Hanze University of Applied Science, Groningen, the Netherlands)

## Conference participation

- Euroweek Conference (2012 Groningen Netherlands, 2013 Riga Latvia, 2014 Västerås Sweden, 2015 Katowice Poland, 2016 Brussels Belgium, 2017 Coimbra Portugal, 2018 Kapfenberg Austria, 2019 Brno Czech Republic, 2020 Kavala Greece (online), 2022 Lille France, 2023 Brandenburg Germany, 2024 Västerås Sweden. 2026 Katowice Poland).
- Internationalization Days at the Swedish Council for Higher Education, **presenting** ‘Open Your Mind – Internationalization Doesn’t Happen Without Inclusion (Nov 10, 2021)
- Didactic Forum – University of Applied Sciences Brandenburg, Germany (July 1-2, 2021). **Presenting:** ‘Digitalization and Didactic Strategies - Teaching methods in a digital diverse space: What are our best practices?’
- Didactic Forum – University of Applied Sciences Brandenburg, Germany (June 29-30, 2020) **Presenting:** ‘Keeping the Presence in an Online Context’.
- Didactic Forum – University of Applied Sciences Brandenburg, Germany (July 2-3, 2018). **Presenting:** ‘Motivating Diverse Student Groups – Student’s Learning Styles and Teachers’ Didactic Challenges’.
- NU2018 – **Session:** ‘Hur tror vi att vi lär oss’ - en session om studenters uppfattningar om lärande’.
- EFMD Conference on Bachelor Programmes (Nottingham 2017, Madrid/Segovia 2018, Oslo 2019, Online 2020 and 2021, Ashridge 2022, Birmingham 2024, Casablanca 2025)
- EFMD Marcom, External & Alumni Relations Conference (Berlin 2018)
- EFMD Managing Alumni Volunteers: a key to your success – and one of your greatest challenges? (Brussels 2017)
- EFMD Alumni Communications (Brussels 2016)

## Publications

Dahlin, M. & Edlund, C. (2005) A Process View on Relational Change and the Role of Information Technology. In: Thilenius, P. & Hadjikhani, A. (Eds. 2005) “Studies in Business Networks – Some thoughts on IT and Internationalization”, Mälardalens Högskola, Ekonomihögskolan, Västerås.

## Other Qualifications

### Languages

- Swedish as mother tongue
- English: fluent in understanding, spoken, and written English
- German: fluent in understanding and good spoken and written.