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Academic appointments

- 2025 – ···· 📌 **Professor**, Dept. of Economics and Business Economics, Aarhus University
- 2019 – 2025 📌 **Associate Professor**, Dept. of Economics and Business Economics, Aarhus University
Parental leave: Oct 2023 (full-time) and Sep-Dec 2024 (part-time - 80% leave)
Parental leave: Oct 2020 (full-time) and Sep-Dec 2021 (part-time - 80% leave)
- 2015 – 2019 📌 **Assistant Professor**, Dept. of Economics and Business Economics, Aarhus University

Education

- 2015 📌 **PhD Economics and Business Economics**, Aarhus University.
📌 **MA Social Science Data Analysis** (with distinction), University of Essex .
- 2011 📌 **MA Business Administration** (minor in German), Aarhus University.
- 2009 📌 **Bsc Management** (minor in German), Aarhus University.

Current research interests

- 📌 Quantitative research methods (GLMs, Statistical inference, Sensitivity analysis)
- 📌 Meta Science (Statistical myths in management research, Replications)
- 📌 Computational Social Science (Machine Learning, Business analytics, Programming)
- 📌 Applications (Corporate finance, Social epidemiology, Public administration)








Selected Publications

- 1 B. Aczel, ..., **J. N. Wulff**, ..., and B. Nosek, "Investigating the analytical robustness of the social and behavioural sciences," *Nature*, vol. 652, pp. 135–142, 2026. 📄 DOI: 10.1038/s41586-025-09844-9.
- 2 S. Lonati and **J. N. Wulff**, "Hic Sunt Dracones: On the Risks of Comparing the ITCV With Control Variable Correlations," *Journal of Management*, vol. 52, no. 2, pp. 801–827, 2026. 📄 DOI: 10.1177/01492063241293126.
- 3 A. H. Tyner, ..., **J. N. Wulff**, ..., B. Nosek, and T. M. Errington, "Investigating the replicability of the social and behavioral sciences," *Nature*, vol. 652, pp. 143–150, 2026. 📄 DOI: 10.1038/s41586-025-10078-y.
- 4 T. Aabo, C. Pantzalis, J. C. Park, L. Trigeorgis, and **J. N. Wulff**, "CEO Personality Traits, Strategic Flexibility, and Firm Dynamics," *Journal of Corporate Finance*, vol. 84, no. 1, p. 102 524, 2024. 📄 DOI: 10.1016/j.jcorpfin.2023.102524.
- 5 **J. N. Wulff** and L. N. Taylor, "How and why alpha should depend on sample size: A Bayesian-frequentist compromise for significance testing," *Strategic Organization*, vol. 22, no. 3, pp. 550–581, 2024. 📄 DOI: 10.1177/14761270231214429.











- 6 **J. N. Wulff**, G. B. Sajons, G. Pogrebna, *et al.*, "Common Methodological Mistakes," *The Leadership Quarterly*, vol. 34, no. 1, pp. 1–24, 2023.  DOI: <https://doi.org/10.1016/j.leaqua.2023.101677>.
- 7 A. R. Villadsen and **J. N. Wulff**, "Statistical Myths About Log-Transformed Dependent Variables and How to Better Estimate Exponential Models," *British Journal of Management*, vol. 32, no. 3, pp. 779–796, 2021, ISSN: 1045-3172.  DOI: 10.1111/1467-8551.12431.
- 8 **J. N. Wulff** and A. R. Villadsen, "Keeping it within bounds: Regression analysis of proportions in international business," *Journal of International Business Studies*, vol. 51, no. 2, pp. 244–262, 2020.  DOI: 10.1057/s41267-019-00278-w.
- 9 T. S. Guul, A. R. Villadsen, and **J. N. Wulff**, "Does Good Performance Reduce Bad Behavior? Antecedents of Ethnic Employment Discrimination in Public Organizations," *Public Administration Review*, vol. 79, no. 5, pp. 666–674, 2019.  DOI: 10.1111/puar.13094.
- 10 **J. N. Wulff**, "Interpreting results from the multinomial logit model: Demonstrated by foreign market entry," *Organizational Research Methods*, vol. 18, no. 2, pp. 300–325, 2015.  DOI: 10.1177/1094428114560024.

Research awards and honors



Awards

- 2026  AOM award for Best Paper in the Research Methods Division.
- 2025  Sage Publications/RM Division Best Paper Award Winner, AOM
- 2023  Sage Publications/RM Division Best Paper Award Nominee, AOM
- 2022  Academy of Management Fellows' Award for Responsible Research in Management.
 Top Cited Article 2020-2021 in European Management Review.
- 2018  Carlo Masini Award for Innovative Scholarship at the Academy of Management Annual Meeting (AOM).
 AOM award for Best Paper in the Research Methods Division.
 AOM award for Best Paper in the PNP Division.
- 2016  Finalist for Northeastern University Award for the Best Dissertation in IM, AOM.
- 2015  Finalist for the Fundação Dom Cabral Best Paper Award in Strategy / IB Theory, AOM.
 AOM award for Best Paper in the IM Division.




Grants

- 2025  AUFF NOVA. "Machine Learning in Finance: From Candlestick Charts to Interpretable Predictions". PI: Veliyev, B., co-PI: Wulff, J.N. Amount: \$94,000 / DKK 600,000.
- 2020  AUFF NOVA. "Opening the Black Box: Making Machine Learning Interpretable for Organizational Research". PI: Wulff, J.N. Amount: \$295,000 / DKK 2,000,000.
- 2017  MGTm Research Accelerator Programme. PI: Villadsen, A.R., co-PI: Wulff, J.N. Amount: \$7,670.
- 2016  AUFF Supplementary Pool. PI: Wulff, J.N. Amount: \$5,500.
- 2013  Ferdinand Sallings Mindelegat. PI: Wulff, J.N. Amount: \$23,000.
 Reinholdt W. Jorck og Hustrus legat. PI: Wulff, J.N. Amount: \$4,600.
 Augustinus Fonden. PI: Wulff, J.N. Amount: \$3,070.
 Oticon Fonden. PI: Wulff, J.N. Amount: \$1,500.
 Solar Foundation Research Grant. PI: Wulff, J.N. Amount: \$7,660.
 Augustinus Fonden. PI: Wulff, J.N. Amount: \$3,070.

Research awards and honors (continued)





- 2010  Solar Foundation Research Grant. PI: Wulff, J.N. Amount: \$7,660.
- 2010  Knud Højgaards legat. PI: Wulff, J.N. Amount: \$1,500.

Software




- Web apps  A Bayesian-frequentist compromise for significance testing: Web app with suite for setting the significance level as a function of sample size using Bayes factors
- R packages  alphaN: Set alpha based on sample size using Bayes factors
-  biokNN: Bi-Objective k-Nearest Neighbors Imputation for Multilevel Data

Teaching



Teaching evaluations

- 2024 –  Generative AI with LLMs (MSc in Business Intelligence, MSc in Data Science). Evaluations (1-5): 4.9, 5.0
- 2023  AI for Business Intelligence (MSc in Business Intelligence, MSc in Data Science). Evaluations (1-5): 4.8
- 2021 –  Machine Learning for Business Intelligence 2 (MSc in Business Intelligence). Evaluations (1-5): 4.9, 4.6, 4.9, 4.9, 4.9, 5.0
- 2019 – 2022  Bayesian Data Analysis using R and Stan (MSc in Business Intelligence, Msc Data Science). Evaluations (1-5): 4.8, 4.9, 4.6, 4.5
- 2019 – 2020  Data Mining for Business Decisions. (Msc Business Intelligence). Evaluations (1-5): 3.9, 4.2
- 2015 – 2017  Internationalisation of the Firm (Msc International Business and Finance). Evaluations (1-5): 4.8, 4.8, 4.9, 4.4
- 2014 – 2017  Business Data Collection and Handling. (Bsc Business Administration). Evaluations (1-5): 4.8, 4.9

Teaching awards and nominations




- 2024  Best Lecturer in Economics and Business Administration ("Den Gyldne Fugl") - Finalist
- 2018  Aarhus BSS's Award for Lecturer of the Year, Aarhus University - Winner
- 2015  Best Lecturer in Economics, Aarhus University ("Den Gyldne Pegepind") - Finalist.

Teaching courses












- 2023  Bachelor's, Master's, and PhD Supervision for Associate Professors and Professors, Centre for Educational Development at Aarhus University,
- 2016  Teacher Training Course for Assistant Professors, Module 1–4, Centre for Educational Development at Aarhus University,

Research Leadership




Postdoc

- 2021 – 2023  Benjamin D. Liengaard  
Current position: Associate Professor, Aarhus University

PhD




- 2019 – 2022  Maximiliano Enrique C Alvarez  
Current position: Postdoc, The Polytechnic University of Milan
Recipient of AUFF's talent award
- 2021 – 2024  Lau Abild Holgersen 
Current position: Assistant Professor, Aarhus University
- 2021 – 2026  Camille Pedersen 
Current position: Postdoc, Aarhus University
- 2024 – ····  Julie Norlander Matthiesen 
- 2025 – ····  Jonas Theill Bøjstrup 

Longer Research Visits





- 2020  Visiting Researcher, Drexel University, United States of America (*cancelled prematurely due to Covid-19*).
- 2013  Visiting Researcher, Vienna University of Economics and Business, Austria.
- 2007  International Exchange, Freie Universität Berlin, Germany.

Academic service


Editorial service

- 2025 – ····  Editorial Board Member for the Consortium for the Advancement of Research Methods and Analysis (CARMA)
- 2024 – ····  Methods Consultant for the Journal of Management Methods Task Force.
- 2021 – ····  Associate Editor and Methods Advisor at The Leadership Quarterly.



Workshops & courses

- 2026  "Advanced Regression II: Binary Outcomes: Interactions, Endogeneity, and Panel Data". CARMA live short course (Lecturer).
- 2025  "AI and the Future of Organizational Research" at the CARMA New Doctoral Student Workshop (Panelist).
-  "Testing the Impossible? Advanced Sensitivity Analysis for Management Research" at the AOM annual meeting (Co-Organizer).
- 2021  "Fractional Regression Models" at the AIB conference (Organizer/Presenter).










Misc

- 2023  Session Moderator for the session titled "Robustness and Replicability: Limitations and Recommendations" at AOM.

Academic service (continued)








- 2017  External member of the PhD committee for Nicola Eberhard, University of Queensland, Australia.
- Reviewer  Journal of Management, Journal of International Business Studies, The Leadership Quarterly, British Journal of Management, Academy of Management Annual Meeting, Journal of Business Research, PLOS ONE, Behavior Research Methods, Organizational Research Methods.

Administration


- 2025 –  Member of the Academic Council at Aarhus BSS, Aarhus University.
- 2022 –  Teaching coordinator for the MSc. Business Intelligence programme at the Department of Economics and Business Economics, Aarhus University.  Program presentation.
- 2022 – 2025  Board member for Jubilæumsfonden and Fonden at the School of Business and Social Sciences, Aarhus University.
- 2020 – 2022  Substitute union representative at at the Department of Economics and Business Economics, Aarhus University.
- 2019 – 2022  Organizer of the Econometrics and Business Analytics Seminar Series at the Department of Economics and Business Economics, Aarhus University.
-  Employee representative in the Local Liaison Committee at the Department of Economics and Business Economics, Aarhus University.
- 2019 – 2024  Faculty representative at the AACSB and EQUIS Re-accreditation visits, Aarhus University.
- 2016  Faculty representative at The Danish Accreditation Institution's institutional accreditation, Aarhus University.

Other education



Certifications

- 2023  Generative AI with Large Language Models, DeepLearning.AI.
- 2022  TensorFlow: Data and Deployment Specialization, DeepLearning.AI.
-  DeepLearning.AI TensorFlow Developer Specialization, DeepLearning.AI.
- 2017  Machine Learning specialization, University of Washington, US.
- 2014  Data Science Certificate, University of Washington, US.
- 2014-2015  Principles of Computing Specialization, Rice University, US.
- 2013-2015  Computer Science Certificate, Massachusetts Institute of Technology (MIT), US.

Independent coursework

- Courses  Statistical Learning (Stanford, US), Computing for Data Analysis (Johns Hopkins University, US), Linear Algebra: Foundations to frontiers (The University of Texas, US), Calculus One and Two (The Ohio State University, US), Mathematical Biostatistics Boot Camp 1 (Johns Hopkins University, US), Learn to Program: The Fundamentals (University of Toronto, US), Pre-Calculus (University of California, US)

Other experience

- 2020 –  External examiner within statistics and data analysis appointed by Det Erhvervsøkonomiske Censorkorps (Corps for External Examiners within Business Economics) for universities in Denmark.
- 2020  Data analyst for the Systematizing Confidence in Open Research and Evidence (SCORE) project.