

CURRICULUM VITAE OF HANS KJELLBERG

BORN: August 12, 1967, Mockfjärd, Sweden.
CITIZENSHIP: Swedish.
ACADEMIC ADDRESS: Department of Marketing & Strategy, Stockholm School of Economics, P.O. Box 6501, SE-11383 Stockholm, Sweden.
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A. ACADEMIC DEGREES AND EXPERT EVALUATIONS

- 2015 Promoted to full professor of marketing at SSE.
- 2014 Declared competent as professor of marketing at Uppsala University by Prof. Maria Bengtsson, Prof. Pervez Gauri, and Prof. Poul Homan Andersen.
- 2012 Declared competent as professor in business administration, focus on consumer marketing, at Linköping University by Prof. Maria Holmlund-Rytkönen, Prof. Claes-Robert Julander, and Prof. Lars-Erik Gadde.
- 2005 Docent (Business Administration) Stockholm School of Economics, Sweden. Expert evaluations by: Prof. Barbara Czarniawska, GRI, Göteborg University and Prof. Lars-Erik Gadde, Chalmers University of Technology, Göteborg.
- 2001 Ph.D. (Business Administration) Stockholm School of Economics, Sweden. Thesis: *Organising Distribution. Hakonbolaget and the efforts to rationalise food distribution, 1940-1960*. Main tutor: Prof. Lars-Gunnar Mattsson, Stockholm School of Economics. Faculty opponent: Prof. Michel Callon CSI, École des Mines de Paris.
- 1995 Ph.Lic. (Business Administration) Stockholm School of Economics, Sweden. Thesis: *Formal network Analysis of Markets and Industries*. Main tutor: Prof. Lars-Gunnar Mattsson, Stockholm School of Economics. Discussant: Docent Jan Ottosson, Dept. of Economic History, Uppsala University.
- 1992 M.Sc. (Business Administration and Economics) SSE, Sweden. Thesis: *Strategiska allianser mellan bioteknikföretag, En kvantitativ nätverksanalys*. Main tutor: Assistant professor Anders Lundgren, SSE. Examiner: Prof. Håkan Håkansson, Dept. of Business, Uppsala University.

B. HONOURS, AWARDS AND RESEARCH GRANTS

- 2018 Main applicant for competitively awarded 4-year, 4.5 Msek research grant for the project *Uppriktig marknadsföring? Hur framväxten av 'influencers' omdefinierar kommersiella och sociala relationer* from the Swedish Research Council.
- 2018 Main applicant for competitively awarded 3-year, 2 Msek research grant for the project *Valuing for innovation? The consequences of value-based assessments of medical devices* from Handelsbankens forskningsstiftelser.

- 2018 Main applicant for competitively awarded 3-year, 2 Msek research grant for the project *Sincere Marketing? How the rise of online influencers redefines commercial and social relations* from Handelsbankens forskningsstiftelser.
- 2017 Main applicant for competitively awarded 2-year, 1 Msek research grant for a PhD-project from Torsten Söderbergs Stiftelse.
- 2015 Main applicant (with Ebba Sjögren as co-applicant) for competitively awarded 3-year, 4.8 Msek research grant from Bank of Sweden Tercentenary Fund.
- 2015 Main applicant for competitively awarded 4-year, 3.7 Msek research grant for 2 PhD-projects from Torsten Söderbergs Stiftelse.
- 2014 Competitively awarded research exchange grant, Handelsbanken (.1 Msek).
- 2014 External research grant from Bristol Myers Squib (.12 Msek).
- 2013 Elected Inspector of the SSE Student Association.
- 2012 Competitively awarded 4-year, 19.8 Msek research grant from Swedish Research Council. “Digitalizing consumer culture”. Main applicant: M. Persson-McIntyre.
- 2012 MSc Teacher of the Year Award 2011-2012 from SSE student association.
- 2012 Visiting scholar at Shidler College of Business, University of Hawai’i at Manoa.
- 2011 Competitively awarded travel grant, Handelsbankens forskningsstiftelser (.1 Msek).
- 2008 Competitively awarded 30Msek research grant, Bank of Sweden Tercentenary Fund “Organising Markets.” Main applicants: C-F Helgesson, N. Brunsson & C. Garsten.
- 2006 Competitively awarded 3-year, 2.6 Msek research grant, Bank of Sweden Tercentenary Fund. “Organising the Multi-Professional Market-Maker. With assistant professors Karin Winroth, Södertörn (main applicant) & Peter Hägglund, SSE.
- 2005 Marketing book-of-the year award from the Swedish Marketing Federation for *Den Där Marknaden* (Studentlitteratur, 2004).
- 2005 Main applicant for competitively awarded 3-year, 2 Msek research grant from Bank of Sweden Tercentenary Fund. “Market-making – shaping markets and market actors in practice.” With associate professors C-F Helgesson and Anders Liljenberg.
- 2004 2-year, 1 Msek research project grant from Billerud AB, to describe the formation of Billerud AB through a joint spin-off from AssiDomän and StoraEnso in 2001.
- 2001 Handelsbankens forskningsstiftelser, Wallander post doc-grant. 2+1 year.
- 2001 Competitively awarded 3-year research project grant, Bank of Sweden Tercentenary Fund. “Making the sale.” With associate professor Per Andersson (main applicant).
- 1993 Award for a distinguished civilekonom-thesis at Stockholm School of Economics.

C. TEACHING – COURSES DEVELOPED AND TAUGHT

I have taught courses at undergraduate and graduate levels in Marketing, Organization and Research Methodology. My experience includes seminars, case-based teaching, lectures for large audiences and thesis tutoring (typically 2-3/year). I have developed and directed courses on my own and in collaboration with others, both for bachelor, master, and PhD-students, including an internship course for master students. I have also been involved in program development, most recently in developing the new SSE MBM program. Not counting examinations, I have taught approx. 17000 lecture hours (seminars & lectures at BSc, MSc and PhD levels). I have also directed and taught executive education at SSE, approx. 550 hrs. In 2012, the SSE master students elected me ‘MSc Teacher of the year’.

1. B.Sc. COURSES

- 2012-present Lecturer Marketing 1 and 2.
 2008-2012 Marketing 1 (SSE course 210). Introductory marketing course. (7.5 erts)
 2010-2012 Marketing 2 (SSE course 211). Introductory marketing course. (7.5 erts)
 2008-2009 Marketing plan project. BSc specialization in marketing (3 erts)
 2003-2007 Företag och marknad (SSE course 310). Introduction to marketing and organization theory (15 erts).
 1992-1998 Basic marketing (SSE course 303) (7.5 erts)

2. M.SC. COURSES

- 2016-2019 Course director “Shaping markets for growth” MSc course 5 erts.
 2013-2018 Director “Shaping global markets”, MSc International business, 7.5 erts.
 2003-present Lecturer on the use of Theories and models, for the thesis project in marketing.
 2009-present Supervisor of MSc theses in Marketing and Strategy (1-2/year)
 2014-2015 Director “Market shaping”, 7.5 erts
 2012 Director “Marketing Internship – contemporary marketing practice”, 15 erts.
 2011-2012 Director “Frontiers in marketing management” 15 erts.
 2011-2015 Director “Strategic marketing practice” 7.5 erts (SSE General mgmt master).
 2010-2013 “Market shaping”-module 4 erts (“Frontiers in marketing management”).
 2009-2011 Introductory module “The scope of marketing”, 3 erts (SSE marketing master).
 2006-2007 Course director, Market Systems (SSE course 2301, 7.5 erts).
 2005 Teacher, Market Systems, (SSE course 2301).
 2003 Course director, Marketing project (SSE course 7.5 erts).
 1995-2002 Ad hoc lecturing and seminars in the specialization in Marketing at SSE.

3. PH.D. COURSES

- 2014 Director PhD course: An introduction to constructivist market studies.
 2013 Faculty PhD course, Aarhus University: The role of theory in business research
 2012 Faculty on the FMM Doctoral workshop in Auckland, Dec 9.
 2012 PhD workshop “Challenges in studying market practices”, U. of Hawai’i.
 2009 Lecturer on “Actor network Theory in the study of markets” in the course “Actor Network theory” given by Barbara Czarniawska, GRI, Gothenburg.
 2008 “The use of STS in the study of markets” Ph.D. course together with Kjell Tryggestad, CBS, Denmark.
 2006 Lecturer on narrative methods in the Ph.D. course “Qualitative research methods” by Bengt Stymne, SSE.
 2003 Lecturer on the Ph.D. course “STS in the study of markets and firms” co-organized by SSE and Uppsala University.
 2002 Lecturer on the introductory Ph.D. course in marketing at SSE.
 2001 Lecturer on historical research methods in marketing in Ph.D. course on marketing theory by Lars-Gunnar Mattsson and Per Andersson.

4. EXECUTIVE EDUCATION

- 2016-present SSE Executive MBA marketing module
 2007-2010 Program director for the CUPS mgmt program for the healthcare sector at IFL (12-day middle mgmt program).
 2009 Lecturer on market analysis, Janssen Cilag corporate program.
 2008 Lecturer on market analysis, VIHS program.
 2008 Teacher, market analysis, Novartis, corporate program, Moscow, SSE Russia.
 2007 Lecturer on market practices, VIHS program.
 2007 Teacher, market analysis, Schering AG, corporate program, St. Petersburg.
 2006 Lecturer on market theories, IFL, MBA Health.

D. EDITORIAL AND RESEARCH EVALUATION ACTIVITIES

1. MEMBERSHIP IN EDITORIAL BOARDS

- 2019 Member of the Editorial Review Board for *AMS Review*.
 2015 Member of the Editorial Board for *Marketing Theory*.
 2012 Member of the Editorial Review Board for *Consumption Markets & Culture*.
 2011 Member of the Editorial Review Board for *Industrial Marketing Management*.
 2011 Member of the Editorial Advisory Board for *Journal of Marketing Management*.

2. OTHER EDITORIAL AND REVIEWER ACTIVITIES

- 2019- Special issue editor “Theories of markets” in *AMS Review*.
 2017-2019 Special issue editor “Digital markets” in *Consumption Markets and Culture*.
 2016-2018 Associate editor of the *Sage Handbook of Service Dominant Logic*.
 2014 Expert for translation of Latour, B. *Reassembling the Social*, Studentlitteratur.
 2013-2014 Special issue editor *Journal of Marketing Management (JMM)* “Exploring the Performativity of Marketing: Theories, Practices and Devices”.
 2013-2014 Co-editor of *Concerned markets* published by Edward Elgar.
 2012-2014 Special issue editor *Industrial Marketing Management* “Market Innovations”.
 2011 Editor of Themed Section on Values and valuations in market practices for *Journal of Cultural Economy*.
 2011 Special issue editor for *Consumption Markets and Culture* “Shaping exchanges/Building markets”.
 2010 Co-editor *Reconnecting Marketing to Markets*, Oxford University Press (with professors Luis Araujo, Lancaster, and John Finch, Strathclyde).
 2008 Special issue editor for *Marketing Theory* “Market Practices and Forms”.
 2004 Co-editor *Den där marknaden*, Studentlitteratur (with associate professors Claes-Fredrik Helgesson and Anders Liljenberg).
 2001-present Ad hoc reviewer for the following journals/publishers/research councils:

<i>American Sociological Review</i>	<i>J of Business Research</i>
<i>Bank of Sweden Tercentenary Fund</i>	<i>J of Cultural Economy</i> ^[SEP]
<i>Construction Mgmt & Economics</i>	<i>J of Service Marketing</i>
<i>European Journal of Marketing</i>	<i>Organization</i> ^[SEP]
<i>Human Technology</i> ^[SEP]	<i>Organization Studies</i> ^[SEP]
<i>J of Business & Industrial Marketing</i>	<i>Socio-Economic Review</i> ^[SEP]
<i>J of Business Enterprise</i>	<i>Science Studies</i>

 1999-present Reviewer for the Industrial Marketing and Purchasing Group Conference

3. EVALUATIONS OF DISSERTATIONS AND ACADEMIC POSITIONS

- 2019 PhD thesis grading committee for Elin Åström Rudberg, SSE.
 2018 PhD thesis grading committee for Kaisa Koskela-Huotari, CTF, Karlstad.
 2018 Pre-examiner and faculty opponent at Sara Lindeman’s PhD defense, Hanken School of Economics, Finland.
 2017 PhD thesis examination committee for Ebba Laurin, SSE.
 2016 PhD thesis examination committee for Joacim Larsson von Garaguly, SSE.
 2015 PhD thesis examination committee for Henning Christner, SSE.
 2015 PhD thesis committee for Angie Nariswari, University of Hawai’i.
 2014 PhD thesis grading committee for Lucia Gatti, University of Lugano.
 2014 PhD thesis committee for Heiko Wieland, University of Hawai’i.

- 2013 External examiner for Assistant Professor position in Valuation of Sustainable Innovations at Aalborg University.
- 2012 Ext. examiner PhD-thesis, Lund: M. Wengelin, *Service, Regulations and Ports*.
- 2011 External examiner for lecturer position in marketing at Linköping University.
- 2011 PhD thesis committee for Mikael Ottoson, Linköping University.
- 2010 PhD thesis committee for Mart Ots, Jönköping International Business School.
- 2009 External examiner for Associate Professor position in marketing at University of Southern Denmark.
- 2008 External examiner, PhD-thesis at CBS, Denmark. Satu Reijnonen: *Green and Fragile: A Study on Markets and the Natural Environment*.
- 2008 PhD thesis committee for Johan Hagberg, *Flytande identitet*, Högskolan i Borås/Göteborgs Universitet.
- 2007 External examiner, PhD defense, Peter Dahlin *Turbulence in business networks*, at Mälardalen university.
- 2004-present Ad hoc external discussant on PhD proposals and manuscripts (e.g. at SSE, CBS, GRI, Linköping, UCD, Örebro University, etc).

4. UNIVERSITY EVALUATIONS AND ACCREDITATIONS

- 2009 Academic expert on the Danish Accreditation Agency's (<http://www.acedenmark.dk/>) expert panel for the national accreditation of all Danish master programs in business administration (Cand. Merc.).

E. PROFESSIONAL RESPONSIBILITIES AND ACTIVITIES

1. UNIVERSITY-RELATED RESPONSIBILITIES

- 2019- Head of Department of Marketing and Strategy, SSE.
- 2018- Member of the SSE PhD Admissions Board.
- 2016 Assisting program director for the SSE Master in Business and Management.
- 2015-present Head of the Center for Market Studies at the Stockholm School of Economics Institute for Research (SIR).
- 2015 Member of program development group for SSE Master in Business & Mgmt.
- 2012 Director of the Master specialization in Marketing & Media Management
- 2010-2015 Equal opportunity representative, Dept of Marketing & Strategy.
- 2009 Member of the president's task force on a new SSE governance structure.
- 2006-present Associated researcher SCORE, Stockholm Centre for Organizational Research.
- 2006-2010 Board member of The Economic Research Institute (EFI) at SSE.
- 2006-2008 Member of internal workgroups to develop and align the marketing curriculum at SSE to the Bologna agreement (BSc and MSc).
- 2005-2015 Associate Professor, Department of Marketing & Strategy, SSE.
- 2004 Formed the Market Studies Research Group at SSE with assistant professors C-F Helgesson and Anders Liljenberg.
- 2004-2006 Researcher at the Institute for research in Economic History at SSE.
- 2003-2004 Responsible for the faculty meetings in the Marketing Area at SSE.
- 2001-2004 Part time researcher at the Economic research institute at SSE.
- 2001-2005 Assistant Professor, Centre for Marketing, Distribution and Industry Dynamics, Stockholm School of Economics, Sweden (SSE).
- 2000 Development of equal opportunity plan for the Marketing Area.
- 1993-2000 Instructor and teacher, Centre for Marketing, Distribution and Industry Dynamics, Stockholm School of Economics, Sweden (SSE).

1992-2001 Research Assistant and doctoral student, Centre for Marketing, Distribution and Industry Dynamics, Stockholm School of Economics, Sweden (SSE).

2. DOCTORAL TUTORING AND DISSERTATION COMMITTEES

2018- Main supervisor for Carin Sjölin, SSE (defense scheduled for 2023).
 2018- Main supervisor for Jessica Backsell, SSE (defense scheduled for 2022).
 2018- Main supervisor for Fairouz Hussien, SSE (defense scheduled for 2022).
 2016- Main supervisor for Gianluca Chimenti, SSE (defense scheduled for 2020).
 2015- Main supervisor for Cecilia Cederlund, SSE (defense scheduled for 2020).
 2015-2020 Main supervisor, Lei Huang, SSE. PhD thesis defended Jan. 2020: *Co-creating solution value: Understanding process dynamics and digitization effects*.
 2012-2019 Co-supervisor, Riikka Murto, SSE. PhD thesis defended Nov. 2019: *An app for women? Exploring the performance of gender and diversity in market practice*.
 2012-2017 Co-supervisor for Ingrid Stigzelius, SSE. PhD thesis defended March 2017: *Producing Consumers: Agencing and concerning consumers to do green*.
 2011-2015 Ange Nariswari, U. of Hawai'i at Manoa. PhD thesis defended May 2015: *Love in Translation: the co-creation of Valentine's Day as a Market-mediating Ritual*.
 2012-2014 Heiko Weiland, U. of Hawai'i at Manoa. PhD thesis defended April 2014: *Market formation and re-formation in service ecosystems*.
 2010-2012 Stefan Einarsson, SSE, PhD thesis: *Ideology Being Governed. Strategy Formation in Civil Society*.
 2009-2011 Lena Bjerhammar, Dalarna University, PhD thesis: *Produktutvecklings-samarbete mellan detaljhandelsföretag och deras varuleverantörer*.
 2006-2009 Camilla Steinby, Hanken School of Economics, Helsinki, Finland, PhD thesis: *Multidimensionality of actors in business networks*.
 2006-2007 Christoffer Holmberg, SSE, Licentiate thesis: *Den kalkylerande marknaden, en studie av marknaden för distribution av läkemedel* (main tutor).
 2004-2006 Katarina Aspenberg, Licentiate thesis: *Organizing purchasing* (main tutor).
 2006 PhD tutor at the 3rd IMP Doctoral Colloquium in Milan, Italy.

3. RESEARCH RELATED ACTIVITIES

2019 Invited seminar at Auckland University, April.
 2018 Organizer of LancStock Market Studies workshop III, Oct 3-5, 2018.
 2017 Workshop on media market digitalization, Stockholm University, Sept. 7-8.
 2017 Invited seminar on pricing and valuation of cancer drugs, Uppsala University.
 2016 Organizer of LancStock Market Studies workshop II, May 11-13, 2016.
 2016 Invited seminar on pricing and valuation of cancer drugs, Leading Health Care.
 2015 Invited seminar on the formation of legal cannabis markets at CBS.
 2015 Invited presentation at American Marketing Science conference session "Market (Re)creation through Innovation and Entrepreneurship"
 2015 Co-organizer of LancStock Market Studies workshop, Lancaster University April 8-10, 2015.
 2015-2016 Co-organizer of the 4th *Interdisciplinary Market Studies Workshop*.
 2014 Expert report to BristolMyersSquibb on changed pricing in b2b pharma market
 2014 Invited academic expert, MTC challenge group on digital business strategies.
 2013 Invited seminar at Lancaster University, November.
 2013 Invited seminar at University of Exeter, November.
 2013 Invited speaker at ESF Workshop "Agencing markets", Corsica, Sept. 18-20.
 2013 Partaking in the creation of the open-access journal *Valuation Studies*.
 2013 Invited seminar at Chalmers, Technology Management & Economics, Apr. 24.

- 2013 Invited seminar at Uppsala University, Dept. of Business Studies, Apr. 3.
- 2013 Invited speaker at Anthropology of Markets & Consumption, UC Irvine, Mar.
- 2013 Outreach committee member for 2013 Consumer Culture conference, Arizona.
- 2013 Co-organizer of special track on “Performativity of markets” at MacroMarketing 2013, Toronto.
- 2013-2014 Co-organizer of the 3rd *Interdisciplinary Market Studies Workshop*.
- 2012 Co-organizer of special track on Market Innovation at IMP conference, Rome.
- 2012 Invited lecture at the Swedish Institute: “Marketing of the Stockholm Olympics 1912”.
- 2012 Invited seminar at Linköping University: “Marketing Shares, Sharing markets”.
- 2012 Member of the steering group of Charisma: Consumer Market Studies (www.charisma-network.net).
- 2012 Invited seminar at University of Hawaii: “How users shape markets”.
- 2011-2012 Co-organizer of the EIASM 2nd *Interdisciplinary Market Studies Workshop*.
- 2011-2012 Member of the organizing committee for the 2nd EIASM *Interdisciplinary Market Studies Workshop*.
- 2011 Invited speech at MTC/Marknadsförbundet: “Shaping markets”.
- 2011 Invited speaker at the “Encountering Markets” workshop at CBS, organised by professors Liz McFall, Paul du Gay, and Franck Cochoy.
- 2010-2015 Ran the www.marketstudi.es website with Luis Araujo and John Finch.
- 2010 Invited seminar “Reconnecting Marketing to Markets” organised by professor Steve Woolgar, Saïd school of business, Oxford, Dec 10.
- 2009-2010 Founding member and co-organizer of the 1st EIASM *Interdisciplinary Market Studies Workshop*.
- 2009 Co-organizer of special track at Fekis, the Swedish national conference in business administration, with Liv Fries.
- 2008 Invited speaker at the workshop “Politics of performativity” organised by professor Franck Cochoy, University of Toulouse, France.
- 2008 Invited research presentation “The death of a salesman” at Lancaster university management school, UK.
- 2008 Invited research presentation “Devices of performativity” at CBS.
- 2008 Invited commentator for the seminar “Nya Karolinska Sjukhuset”, organized by Leading Health Care, IFL.
- 2008 Invited expert on the Swedish public expert-committee “Patientens rätt”.
- 2007 Invited to contribute to the *Sage Handbook of Marketing Theory*.
- 2007 Invited research presentation “A practice approach to markets” at CBS.
- 2005-2012 Co-organiser of special tracks on “Markets and Market(ing) Practices” at the IMP conference with Luis Araujo (Lancaster), Robert Spencer (Marseille), Debbie Harrison (BI), John Finch (Glasgow), Susi Geiger (Dublin), and others.
- 2005 Member of the scientific committee for the annual IMP conference, Rotterdam.
- 2005 Co-organizer of special track “Shaping Exchange/Building Markets” at the NFF conference in Aarhus, with C-F Helgesson and Peter Karnoe (CBS).
- 2004-2008 Co-organiser of annual market studies workshops at Euromed Marseille, UCD Dublin, University of Southern Denmark, and Strathclyde Glasgow.
- 2004 Invited speaker with C-F Helgesson at “Does STS mean business?” organized by Professor Steve Woolgar at the Saïd Business School, Oxford, June 30.
- 2004 Organizer of a one-day session “On social and consumer sciences shaping market(-ing) practice” at the 4S/EASST conference in Paris, august 25-28, with C.-F. Helgesson and Catherine Grandclement (Ecole des Mines).
- 2003 Co-founder of the *IMP Market Studies group* (research collaboration).

- 2003 Organizer of the *Workshop on market-ing practice in shaping markets*, Skebo, June 14-16 with L-G Mattsson, C-F Helgesson and Anders Liljenberg.
- 2002-2003 Expert report commissioned by Riksförsäkringsverket on pharmaceutical distribution in the Nordic countries.
- 1992 Co-organizer of the *Nordic workshop on inter-organizational research*.

4. PATERNITY LEAVES

2000-02-01-2000-05-31 and 2001-06-01-2001-08-31, with my son, Per.

1998-01-01-1998-07-31 with my second daughter, Kristina.

1995-07-01–1996-01-01 with my first daughter, Linnea.

F. PUBLICATIONS

1. ARTICLES IN REFEREED JOURNALS

2020

Hagberg Johan & Hans Kjellberg. Digitalized markets. *Consumption Markets & Culture*, 23:2, 97-109. DOI: 10.1080/10253866.2020.1694209. (AJG2).

Hagberg, Johan, Hans Kjellberg & Franck Cochoy. The Role of Market Devices for Price and Loyalty Strategies in 20th Century U.S. Grocery Stores. *Journal of Macromarketing*. <https://doi.org/10.1177/0276146719897366>. (AJG2).

2019

Cochoy, Franck, Johan Hagberg & Hans Kjellberg. ‘Price display technologies and price ceiling policies: Governing prices in the WWII and Postwar US economy (1940-1953).’ *Socio-Economic Review*. (AJG3).

Fuentes, Christian, Johan Hagberg & Hans Kjellberg. 2019. ‘Soundtracking: music listening practices in the digital age’. *European Journal of Marketing* 53 (3): 483-503. (AJG3).

Kjellberg, Hans, Johan Hagberg & Franck Cochoy. 2019. ‘Thinking Market Infrastructure: Barcode Scanning in the US Grocery Retail Sector, 1967–2010’. *Research in the Sociology of Organizations* 62: 207-32. (AJG3)

2018

Cochoy, Franck, Johan Hagberg & Hans Kjellberg. ‘The ethno-graphy of prices: On the fingers of the invisible hand (1922-1947)’ *Organization* (AJG3). DOI: 10.1177/1350508418790142.

Cochoy, Franck, Johan Hagberg & Hans Kjellberg. ‘The technologies of price display: Mundane retail price governance in the early 20th century.’ *Economy & Society* (AJG3).

2017

Hagberg, Johan, Hans Kjellberg & Franck Cochoy. ‘Managing leaks: Shoplifting in US grocery retailing 1922–1969.’ *European Management Journal* (AJG2) DOI: 10.1016/j.emj.2017.06.001

Kjellberg, Hans & David Olson. ‘Joint markets: How adjacent markets influence the formation of regulated markets.’ *Marketing Theory* 17(1): 95-123 (AJG3). DOI: 10.1177/1470593116658203.

2016

Araujo, Luis & Hans Kjellberg. ‘Enacting novel agencements: the case of Frequent Flyer schemes in the US airline industry (1981–1991).’ *Consumption Markets & Culture*, 19(1): 92-110. (AJG2).

Geiger, Susi & Hans Kjellberg. ‘Why bother? On the rewards of small-scale academic workshops.’ *Marketing Theory*, 16(2): 263-266. (AJG3)

Hagberg, Johan & Hans Kjellberg. 'Ständigt slölyssnande – om digitaliseringens påverkan på musikkonsumtionen.' *Kulturella Perspektiv* 25(2): 16-23.

Harrison, Debbie & Hans Kjellberg. 'How users shape markets.' *Marketing Theory* (AJG3). DOI: 10.1177/1470593116652004.

2015

Kjellberg, Hans, Frank Azimont & Emma Reid. 'Market Innovation Processes: balancing stability and change.' *Industrial Marketing Management* 44(1): 4-12. (AJG3)

Mason, Katy, Hans Kjellberg & Johan Hagberg. 'Exploring the performativity of marketing: theories, practices and devices.' *Journal of Marketing Management* 31(1-2): 1-15 (AJG3)

Araujo, Luis & Hans Kjellberg. 'Forming Cognitions through Investments: Frequent Flyer Programs in US air travel post deregulation (1981-1991).' *Industrial Marketing Management* 44(7): 68-78. (AJG3)

Hagberg, Johan & Hans Kjellberg. 'How much is it? The role of price representations in retailing.' *Marketing Theory* 15(2): 179-99. (AJG3)

2014

Nenonen, Suvi, Hans Kjellberg et al. 'A new perspective on market change: Market plasticity and the stability-fluidity dialectics.' *Marketing Theory* 14(3): 269-89. (AJG3)

2013

Helgesson, C-F & Hans Kjellberg. 'Values and valuations in market practice.' *Journal of Cultural Economy*, 6(4): 361-69. (AJG2)

Kjellberg, Hans & Mallard, Alexandre, et al. 'Valuation studies: Our collective two cents.' *Valuation Studies* 1 (1).

2012

Geiger, Susi, Hans Kjellberg & Robert Spencer. 'Shaping exchanges, Building markets.' *Consumption, Markets & Culture*, 15(2): 1-15. (AJG2)

Hans Kjellberg, Kaj Storbacka et al. 'Market futures/future markets.' *Marketing Theory* 12(2): 219-23. (AJG3)

2010

Hagberg, Johan & Hans Kjellberg. 'Who performs marketing? Dimensions of agential variation in market practice.' *Industrial Marketing Management* 39(6): 1028-37. (AJG3)

Harrison, Debbie & Hans Kjellberg. 'Segmenting a market in the making: industrial market segmentation as construction.' *Industrial Marketing Management* 39(5): 784-92. (AJG3)

Kjellberg, Hans. 'Struggling to perform a warehouse – buildings as symbols and tools.' *Construction Management and Economics* 28(6): 675–94. (AJG2)

Kjellberg, Hans & C-F Helgesson. 'Political marketing: multiple values, performativities and modes of engaging.' *Journal of Cultural Economy* 3(2): 279-97. (AJG2)

Winroth, Karin, Jesper Blomberg & Hans Kjellberg. 'Enacting Overlapping Markets: Constructing the Identity of Shares in Investment Banking.' *Journal of Cultural Economy* 3(1): 3-18. (AJG2)

2008

Andersson, Per, Katarina Aspenberg & Hans Kjellberg. 'The configuration of actors in market practice.' *Marketing Theory* 8(1): 67-90. (AJG3)

Araujo, Luis, Hans Kjellberg & Robert Spencer. 'Market practices and forms.' *Marketing Theory*, 8(1): 5-14. (AJG3)

Kjellberg, Hans. 'Market Practices and overconsumption.' *Consumption, Markets & Culture* 11(2): 151-67. (AJG2)

2007

Kjellberg, Hans. 'The death of a salesman. Reconfiguring economic exchange in Swedish post-war food distribution.' *Sociological Review*, 55(s2): 65-91. (AJG3)

Kjellberg, Hans & C-F Helgesson. 'On the nature of markets and their practices.' *Marketing Theory*, 7(2): 137-62. (AJG3)

Kjellberg, Hans & C-F Helgesson. 'The mode of exchange and shaping of markets.' *Industrial Marketing Management*, 36(7): 861-78. (AJG3)

2006

Kjellberg, Hans & C-F Helgesson. 'Multiple versions of markets: multiplicity and performativity in market practice.' *Industrial Marketing Management* 35(7): 839-55. (AJG3)

1993

Håkansson, Per, Hans Kjellberg & Anders Lundgren. 'Strategic Alliances in Global Biotechnology – A network approach.' *International Business Review* 2(1): 65-82. (AJG3)

2. BOOKS

Mason, Katy, Hans Kjellberg & Johan Hagberg (eds.). 2017. *Marketing Performativity. Theories, Practices and Devices*. London: Routledge.

Geiger, Susi, Debbie Harrison, Hans Kjellberg & Alexandre Mallard (eds.). 2014. *Concerned markets*, Edward Elgar.

Blomberg, Jesper, Hans Kjellberg & Karin Winroth. 2012. *Marketing shares, sharing markets: Experts in investment banking*. Palgrave Macmillan.

Araujo, Luis, John Finch & Hans Kjellberg (eds.). 2010. *Reconnecting marketing to markets*. Oxford: Oxford University Press.

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