

CURRICULUM VITÆ

for

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ACADEMIC DEGREES

- 2006 *Professor in Business Administration, especially media* at Stockholm School of Economics (SSE).
- 2003 *Professor in Business Administration* at Stockholm University (SU).
- 1998 *Professor Degree in Business Administration, especially Marketing*. Ranked number one of four applicants and offered the professorship at the Gothenburg University, but accepted another offer from SU.
- 1992 *Docent Degree in Economic Psychology* at SSE.
- 1991 *Doctor Degree in Business Administration* at SSE.
- 1988 *Licentiate Degree in Business Administration* at SSE.
- 1982 *Civilekonom (M.Sc. in Business Administration and Economics)* at SSE.

EMPLOYMENTS SINCE 1979

- 2009- *Head/Prefect* of the Department of Marketing and Strategy at SSE.
- 2008- *Head* of the Center for Media and Economic Psychology at SSE.
- 2006- *The Bonnier Family Professor* in Business Administration, especially media, at SSE.
- 2003-2006 *Professor* at the Department of Applied Communications Science – GI and IHR at SU.
- 1998-2006 *Head/Prefect* of the Department of Applied Communications Science – GI and IHR at SU.
- 1998-2004 *Adjunct professor* at SSE.
- 1996-1998 *Acting professor* at SSE.
- 1996-1998 *Head* of the Foundation for Research in Trade and Distribution at SSE.
- 1994-1995 *Research assistant* at the Foundation for Research in Trade and Distribution at SSE.
- 1991-1994 *Research assistant* at the Center for Economic Psychology at SSE.
- 1991 *Program Director* of the IAREP/SASE International Conference on Research in Economics and Psychology (ca. 450 participants).
- 1982-1991 *Teacher* at SSE.
- 1981-1991 *PhD student* and *research project manager* at the Center for Economic Psychology at SSE.
- 1981-1982 *Teaching and research assistant* at the Center for Economic Psychology at SSE.
- 1980 *Assistant* at the economic department of Boliden Intertrade (three months).
- 1979 *Assistant/responsible for some clients* at PK Factoring (three months).

LONGER PERIODS ABROAD

- 1985 *Kenya*: Three months evaluating a development project run by the UN, financed by the Swedish International Development Cooperation Agency (SIDA).
- 1984 *Japan*: Three months as teacher, organizer, coordinator etc. at the Japan International Friendship Center in Tokyo.
- 1982 *Romania*: Three months as tour guide and responsible for the Sport Club in Mamaia for the Continentresor Inc.
- 1975-1976 Exchange student in the *USA*: one year at High School with ASSE/IKU.

PROFESSIONAL COURSES TAKEN

- 2012-2017 *Personnel care*. 1 day/year. Stockholm School of Economics.
- 2010 *Talking with personnel*. 1 day. Stockholm School of Economics.
- 2009-2011 *Personnel health care*. 1 day/year. Stockholm School of Economics.
- 2004 *Leadership training* for prefects/department heads, 6 days. Stockholm university.
- 2003 *Leadership training* for prefects/department heads, 2 days. Stockholm university.
- 2003 *Personnel health care* for prefects/department heads, 1 day. Stockholm university.
- 2003 *Performance review (talking with personnel)*. Stockholm university.
- 2002 *How to meet and cope with media?* 2 days. Stockholm university.
- 2000-2001 *Leadership training* for prefects/department heads, 5 days. Stockholm university.

RESEARCH AWARD

- 1994 Research award by *Svenska Dagbladet's Leadership Council* for my work with the 'Corporate Image Barometer of the Stockholm School of Economics'.

RESEARCH PROJECTS AND GRANTS

In the following list the time period of each research project, its focus (topic) and the names of the financiers are mentioned:

- 2017-2018 *The future of news journalism in the digital age II*. Vinnova. PhD project for Adam Åbonde.
- 2016- Study of *the history of the Swedish advertising industry*. PhD project for Elin Åström Rudberg.
- 2016-2018 *The future of news journalism in the digital age I*. Vinnova.
- 2013- *Industry clusters and their organization*. PhD project for Assia Viachka.
- 2013- *Sustainable Business – Reputational Risk and Opportunity Management* (the media dependence). Project in cooperation with KPMG Inc.
- 2011 *Performance based incentives*. (On hold.)
- 2010 Study of *gender equality and diversity*. Stockholm School of Economics.
- 2010-2013 Study of *the history of the Swedish advertising industry and its influence on media development*. Handelsbanken's Research Foundations.
- 1990- *Employer branding*, primarily a longitudinal study (annual survey) – *the SSE Employer Image Barometer*,) but also including other studies. SSE Corporate Relations.
- 1989- Experiments on *the psychology of decision making, risk taking and information search, and its implication for communication*. Some new experiments every year. Originally Axel Johnsson foundation and later on MTC and within my Chair.
- 2010-2016 *The information process of fund managers*. Torsten Söderbergs Stiftelse. PhD project for Emelie Fröberg.
- 2008-2015 Study of *media choice in marketing focusing on green media – "Paper Sense"*. Vinnova. PhD project for and thesis by Claudia Rademaker in 2013.
- 2007-2015 Study of the *persuasive pervasive games*. KK-Foundation, Ångpanneföreningen's foundation for Research and Development and the Swedish Energy Agency. PhD project for and thesis by Mattias Svahn in 2014.
- 2008-2013 Study of *co-operation within Swedish local daily press*. Ridderstads Stiftelse för Historisk Grafisk Forskning/Ridderstad's Foundation and Sparbankernas' Research Foundation. PhD project for and thesis by Christopher Rydland in 2013.
- 2008-2012 Study of *Scandinavian media companies' internationalization*. Vinnova and Wallenberg-Thunholm.
- 2010-2011 Study of *economic expectations among professionals trained in management and economics (SSE Alumni)*. Stockholm School of Economics.
- 2006-2009 Study of the *economic psychology of the welfare state*. Jan Wallander and Tom Hedelius' Foundations and Tore Browaldh's Foundation. PhD project for and thesis by Erik Lakomaa in 2009.
- 2004-2005 Evaluation of the communication and media strategies used by the political parties for the European Parliament election in 2004. The Swedish Government. Report by Tom Andersson.
- 1999-2003 Longitudinal study of a *business cycle indicator* and the development on the *stock exchange market*. SSE Corporate Relations.
- 1999-2003 Longitudinal study of three societal issues: *Attitudes towards EMU/the Euro, the movement of Swedish companies abroad, and gender equality*. SSE Corporate Relations.
- 1996-2001 Study of *consumer product categorizations and buying planning behavior*. Craft Freia Marabou. PhD project for and thesis by Fredrik Lange in 2003.
- 1998-2000 Study of *household financial behavior*. Finansforum & the Swedish Bank Research Foundation.
- 1995-2000 Study of *the importance of brand name, packaging and price on consumers' choice of two f.m.c.g.* KF/Goman.
- 1997-1999 Study of *Direct marketing in Sweden*. Swedma.
- 1997-1998 Study of *The Psychology of the EMU and the EURO*. A joint international research project. The EU Commission.

- 1997-1998 Study of *Advertisement effectiveness measurement*. Association of Swedish Advertisers and GAF. A PhD project for and thesis by Lars Bergkvist in 2000.
- 1997-1998 Study of the *costs for paying in Sweden*. The D-group and Förenings Sparbanken. Report by Carina Holmberg.
- 1996-1998 Study of *Internet as a marketing channel and of the Internet consumer*. Telia. PhD project for and thesis by Micael Dahlén.
- 1997 Study of *Decision making within Swedish health care*. Apoteksbolaget.
- 1993-1997 Study of *household financial behavior*. Trygg-Hansa's Research Foundation.
- 1995-1996 Study of *brands and brand strategies*. The Swedish Patent and Registration Office.
- 1992-1994 Study of *business ethics*. SNS and the Stockholm Stock Exchange.
- 1991-1993 Study of *Risk taking and tax evasion among young people, especially among young self-employed*. Johnson Foundation and the Sparbanken Foundation.
- 1991 Study of *willingness to pay for higher education in Sweden*. (On my own.)
- 1982-1991 My Ph.D. project: *Taxation and economic behavior: saving and tax evasion*. Riksbankens Jubileumsfond/the Swedish Foundation for Humanities and Social Sciences.
- 1987-1990 *A computer based simulation experiment about tax evasion (in a small firm)*. A joint international research project. The Sparbanken Foundation.
- 1988-1989 A study of *the forming of tax attitudes and tax behavior*. The Sparbanken Foundation. Licentiate thesis by Ana de Juan in 1989.
- 1987-1989 Experiments on *judgements and decision making*. SSE Executive Education.
- 1988 A study of *Household Saving Behavior*. Spardelegationen and the Ministry of Finance.
- 1986-1987 Study of *entrepreneurial economic behavior*. Riksbankens Jubileumsfond/the Swedish Foundation for Humanities and Social Sciences.
- 1985 Evaluation of a UN development project called "*Skill Development for SelfReliance*" in Kenya. SIDA/The Swedish International Development Cooperation Agency.

Before then I worked as a research assistant with the following projects:

- 1982 A study of *household debt behavior*. Project leader: PhD Alf Lindqvist.
- 1981-1982 Evaluation of the *Consumer Insurance Bureau*. Project leader: PhD P G Holmlöv.

List of publications at the end of the CV.

MAIN SUPERVISOR OF PHD STUDENTS

- 2016- Adam Åbonde: The future of journalism – the consumer perspective.
- 2013- Elin Åström-Rudberg: The history of the advertising industry in Sweden.
- 2013- Assia Viachka: The organizing of business clusters.
- 2010-2016 Emelie Fröberg: Fund managers' information processing behavior. *PhD in 2016*.
- 2008-2014 Mattias Svahn: Marketing communications by pervasive gaming. *PhD in 2014*.
- 2008-2013 Christoffer Rydland: Cooperation and competition in Swedish daily press. *PhD in 2013*.
- 2008-2013 Claudia Rademaker: Green media – media planning and media choice for marketing communications. *PhD in 2013*.
- 2008-2012 Per Hedberg: Social interactions in an economic context. *PhD in 2012*.
- 2006-2009 Mayeda Jamal: Judgment and Decision Analysis in Child Welfare. *PhD in 2009*.
- 2006-2009 Erik Lakomaa: The economic psychology of the welfare state. *PhD in 2009*.
- 2006-2009 Kristian Kallenberg: Operational risk management. *PhD in 2009*.
- 2002-2007 Sanjay Nagaraj: Ad research. *PhD in 2007*.
- 1993-1999 Jonas Gunnarsson: Household saving behavior. *PhD in 1999*.
- 1997-1998 Lars Bergkvist: Ad research. *PhD in 2000*.
- 1996-1998 Fredrik Lange. Consumer planning and product categorization. *PhD in 2003*.
- 1996-1998 Ingela Carlsson: Value assessment of brands. Left for a position in the industry.
- 1996-1998 Micael Dahlén: Internet behavior. *PhD in 2001*.
- 1993-1995 Lars Bergkvist: Business ethics. *Licentiate degree in 1995*.
- 1993 Sofie Westerstrand: Tax evasion. Left for a position in the industry.

CO-SUPERVISOR OF PHD STUDENTS

- 2014- Gustav Almqvist: Cognitive biases in financial decision making.
- 2010-2017 Camilla Dahlin-Andersson: Visioner för miljoner – en berättelse om innovationsförlopp ur praktisk och teoretisk synvinkel. (Visions for millions - a story of innovation processes from a practical and theoretical point of view.)
- 2008-2011 Liv Fries: Att organisera tjänstesektorns röst. En teori om hur organisationer formar aktörer. (To organize the voice of the service sector. A theory of how organizations form actors.) *PhD in 2011.*

PROJECT MANAGER (“JUBILEE GENERAL”) OF THE SSE CENTENNIAL JUBILEE 2008 – 2009

- a) Chair of the *main jubilee committee* (about 15 people from different SSE departments) discussing the general strategy: target groups, purposes and ideas. It was then my responsibility to choose what to do, to make budgets (and negotiate about these) and to make sure all events were realized, using the resources possible to obtain.
- b) *Start-off*, January 21 2009, for all personnel. *Theme*: ”We’re taking off!”. *Purpose*: To gather and engage all personnel for the Centennial Jubilee and induce a positive spirit. Very successful: 393 participants of about 480 at SSE. (I “homemade” 11 ”commercials” for the SSE homepage.)

All departments had arranged exhibitions or presentations of their research etc., and a game. During three hours, all personnel then went around the whole school, visiting each other’s departments and participated in the different games. At 5 pm the main auditorium was filled with more personnel than ever before who participated in a kick-off ceremony, followed by activities at the premises of the student union, a dinner in the Great Hall accompanied by internally produced entertainments.

- c) *Jubilee lectures*: One lecture per month, January thru May and August thru December. *Purpose*: To expose the many different research areas within SSE and spread results and insights to the general public (about 300 listeners at each lecture).
- d) *International case competition* March 5 – 7. *Purpose*: Expose SSE among prominent business schools on the international arena.
- e) *The jubilee farce*, three performances May 4 – 6 at the Oscar’s Theatre with students (and some teachers) as actors. *Purpose*: Strengthen the relations to the SSE alumni, other external VIPs of SSE and the personnel by exposing also cultural excellence from the SSE.
- f) *Homecoming* May 27, the SSE birthday. *Purpose*: To strengthen the relations to the SSE alumni and other external VIPs by inviting them to an informal “birthday party” and to expose the research and educational programs at the SSE in different ways:
- 10.00 – 13.30: Special event for VIPs, including a buffet lunch.
 - 12.00 – 17.30: Walk-around in the SSE premises where the different departments and research centers offered the same exhibitions and presentations as January 21.
 - 12.30 – 17.30: A number of lectures by SSE researchers as well as an open debate about diversity in the main auditorium. (More than 1,000 visitors.)
 - 17.45 – 18.30: Speeches by the President and the Jubilee general. (About 300 listeners.)
 - 17.30 – 22.00: Dinner (buffé) and mingle in all SSE premises at Holländargatan and Saltmätargatan. (800 guests.)
 - 22.00 – 03.00: *Persistence of time* – a spectacular night at Sveavägen 65 arranged by the students. (1,000 guests.)
- g) *Receiving the Swedish Flag from the King at Skansen*, June 6. *Purpose*: We applied to be a recipient of the Swedish flag as one of many ways of exposing SSE in positive contexts during the jubilee year. A student, the Vice president and the Jubilee general were present to receive the flag.

- h) **Scientific conferences**, September 10. *Purpose*: To alert also researchers that SSE is turning 100 years, and to present make visible the research carried out at SSE. Researchers were invited from all over the world, especially SSE Honorary Doctors. Each department arranged its own conference. My department *Marketing and Strategy* arranged a conference together with the Center of Economic Statistics.
- i) **A conference for top managers of companies and other institutions** about *Human nature and economic incentives*, September 11. *Purpose*: 1. To market SSE and the SSE Corporate Partner program to big companies and institutions that are not yet SSE partners to make them interested in becoming a partner, 2. to offer existing SSE partners a conference of exceptional quality, and 3. to raise money for the jubilee budget. This was achieved by very prominent lecturers and debaters: two Nobel Laureates, other well-known international scientists, the Swedish minister of finance and some CEOs from the business world. (About 200 listeners.)
- j) **Promotion**, September 11. *Purpose*: To arrange a different and more solemn promotion than what is usual, with the King and the Queen and many other VIPs from academics, the business world and other institutions in the society present. (About 800 guests.)
- k) **Jubilee banquet at the City Hall**, September 11. *Purpose*: The formal highlight of the jubilee celebrations to strengthen the relations with the business world, the academic world, other institutions and the SSE personnel. (1,200 dinner guests, including the King and the Queen.)
- l) **Jubilee dinner at SSE**, September 11 for 300 alumni and students. *Purpose*: Having an alternative to the Jubilee banquet for alumni and students for whom there were no seats available (many).
- m) **Jubilee Night Cap** at Münchenbryggeriet, September 11-12 (the night) for 1,500 guests. *Purpose*: To further strengthen the relations with the SSE alumni, present students, SSE personnel and other interested partners to SSE.
- n) **The SSE 100 Jubilee book**. Was only involved as one of the authors.
- o) **The world in 100 years**. *Purpose*: To stimulate thoughts about the future and expose this capacity of SSE by having personnel (and possibly others) writing about the world in 100 years. The only activity not completed.
- p) **Closing event: "100 and one night"**, January 20, 2010. *Purpose*: To make the Jubilee celebrations run ashore for the SSE personnel. Included a flea market arranged by the personnel (for the personnel) where all incomes went to charity, followed by a dinner.
- q) **Communications**. The whole Jubilee year should be viewed as a big marketing campaign of the SSE, both internally (to stimulate and strengthen the loyalty of its personnel) and externally towards important target groups (including the general public). We made a home page, had SSE jubilee tapestries outside the main entrance and a lamp to project the SSE logo on the street outside the main building, a lot of mass media coverage etc.

MY PRIMARY TEACHING AREAS

- 1982- *Marketing*: Buying behavior, business and marketing strategy, 'marketing mix', marketing communications, branding, segmentation etc.
- 1982- *Research methodology*: Data collection techniques and statistics applied in marketing research and behavioral sciences.
- 1986- *Economic psychology*: Psychology, decision making/cognitive psychology and economic behaviors like tax evasion, financial behaviors, gender issues etc.
- 1986- *Business ethics, corporate responsibility and reputational risk management*.

PROGRAM AND COURSE DIRECTOR / MAIN LECTURER

When at SU, 1998 – 2006, I had the overall responsibility for the curriculum of the *Graphic Management program* (GI), 120 ECTS, and the *Marketing Communication Management program* (IHR), 90 ECTS, as well as being director of a number of specific courses (see below). My last mission at GI-IHR was to plan and launch a new program, *Market Communication and Information Technology*, which is still running. (CD = Course Director. L = Lecturer/teacher.)

- 2018 *Brands and Communications*. SSE Master program: 7.5 Ects. CD and L.
- 2016- *Sustainability/reputational risk management*. SSE/Cems IB Master program: 7.5 Ects. L.
- 2014-2017 *Contemporary Research Issues in Marketing*. SSE, Master students: 7.5 Ects. L.
- 2009-2016 *Marketing I*. SSE, all first year students: 7.5 Ects. CD and L.
- 2008-2017 *Marketing II*. SSE, all first year students: 7.5 Ects. CD and L.
- 2011 *Managing Marketing Processes*. SSE Master program: 7.5 Ects. CD and L.
- 2010 *Marketing*. SSE Center for Retailing, Norrtälje: 7.5 Ects. CD and L.
- 2009-2012 *Master in Marketing and Media Management*. SSE, 180 Ects. Program Director.
- 2007-2008 *Media psychology and media development*. SSE: 7.5 Ects. CD and L.
- 2003-2006 *Leadership and personnel management*. GI: 7.5 Ects. CD and L.
- 2000-2006 *Advertising, brands and media: strategy, tactics and design*. IHR: 7.5 Ects. CD and L.
- 2000-2006 *Marketing communications and relations: PR, RM and DM*. IHR: 7.5 Ects. CD and L.
- 2003-2005 *Marketing communications*. SSE: 7.5 Ects. CD and L.
- 2001-2005 *Marketing II*. GI: 7.5 Ects. CD and L.
- 2003 *Media management*. SSE/KTH: 15 Ects. CD and L.
- 2001-2002 *Marketing communications and the consumer*. SSE/KTH: 15 Ects. CD and L.
- 2000-2006 *The psychology and ethics of marketing communications and leadership*. GI: 7.5 Ects. CD and L.
- 2000-2004 Commissioned education for Swedma: *Direct marketing – RM, CRM, one-to-one marketing*. GI-IHR: 7.5 Ects. (1 – 2 courses per year.) CD and L.
- 1999-2006 *The psychology and ethics of marketing communications*. IHR: 7.5 Ects. CD and L.
- 1999-2005 *Customer behaviour and marketing*. IHR: 7.5 Ects. CD and L.
- 1999-2005 *Market analysis: theory and practice*. IHR: 7.5 Ects. CD and L.
- 1999-2006 *Leadership, project management and ethics*. IHR: 5 Ects. CD and L.
- 1999-2000 *Marketing communications and the consumer*. SSE/KTH: 7.5 Ects. CD and L.
- 1998-2000 *Psychology*. GI: 5 Ects. CD and L.
- 1999 PhD course in *The frontiers of marketing communications*. GI-IHR: 7.5 Ects. CD and L.
- 1998/1999 *Business administration and economics*. IHR: 37.5 Ects. Program Director.
- 1998-1999 *Project in business administration – Calamus* (GI: 3 Ects).
- 1998 *Psychology* (IHR: 2 Ects).
- 1996-1998 *Advanced course in marketing*. SSE: 30 Ects. Co-CD and L.
- 1992-1998 Courses in *decision making and economic behavior* for all students in their first study year, and an elective in the third study year. SSE: 7.5 Ects. CD and L.
- 1991-1998 Courses in *marketing research and consumer buying behavior*. SSE: courses à 7.5 Ects within the marketing specialization in the third study year. CD and L.
- 1997 An international virtual (Internet based) course in *Retailing* with Universität St. Gallen, Schwitserland. SSE: 7.5 Ects. CD.
- 1997 Course in *Advertising Management* for SSE executive education. CD and L.
- 1996-1997 Course about *the store and the consumer* for business people in the retailing industry (FDR/SSE). L.
- 1995-1997 Course in *marketing information for marketing managers*. SSE: 7.5 Ects. within the marketing specialization in the third study year. CD and L.
- 1995 Course in *applied marketing research* at the Stockholm School of Economics in Riga.
- 1995 PhD course in *research methodology* at the Swedish Institute for System Development, SISU: 7.5 Ects. CD and L.
- 1992-1993 Courses in *marketing* at the Stockholm School of Economics in Riga. CD and L.

GUEST LECTURES AT OTHER SWEDISH UNIVERSITIES (NOT EMPLOYERS)

2011-2014	Royal Institute of Technology (KTH): brands and branding strategies.
2006	Royal Institute of Technology (KTH): brands and branding strategies.
2006	Stockholm University: a number of lectures in consumer behavior and marketing.
2006	University of Kalmar: branding and business development.
2000-2003	Royal Institute of Technology (KTH): brands and branding strategies.
1995-2003	Royal Institute of Technology (KTH): the psychology of decision-making.
2000	Gothenburg University: household financial behavior.
1995-1996	Linköping University: the psychology of decision-making.
1994	Jönköping International Business School: the psychology of decision-making.
1993	Linköping University: the psychology decision-making.
1987	Karolinska Institutet/WHO/IHCAR: market analysis.

TEACHING OR RESEARCH ABROAD

1996	Lecturer at IAREP doctoral seminar in Paris in France.
1994-1995	Lectures in marketing and market analysis at SSE in Riga, Latvia.
1994	Visiting lecturer at the CentER for Economic Research at Tilburg University, the Netherlands about some theoretical and methodological aspects on the study of household saving behavior.
1992-1993	Courses in marketing at SSE in Riga, Latvia.
1988	Visiting researcher at the University of Adelaide, Australia.
1987	Visiting lecturer at the Tilburg University, the Netherlands, about income taxation.
1986	Visiting lecturer at two Universities at Katowice, Poland, about research in behavioral sciences and market research in Sweden.
1984	Lecturer at Japan International Friendship Center in Tokyo, Japan.

EXPERT REVIEWER WITHIN THE ACADEMICS

2007-2015	<i>Expert reviewer</i> of a number of applications for promotions of faculty at SSE
	<i>Expert reviewer</i> of all research carried out in Business Management at Vaasa University in Finland.
2013	<i>Expert reviewer</i> of a research application to Riksbanken's Jubileumsfond.
2012	<i>Expert reviewer</i> of Thomas Karlsson for "universitetslektor" at Linnaeus University.
2012	<i>Expert reviewer</i> of Katarina Zambrell for "universitetslektor" at Linnaeus University.
2011	<i>Expert reviewer</i> of a research application to The Foundation for Baltic and East European Studies.
2007	<i>Expert reviewer</i> of ten applicants for an academic position at Stockholm University
2001	<i>Expert reviewer</i> of six applicants for a professor position at Stockholm University.

EDITOR/REVIEWER

2015	<i>Editor</i> of the book <i>Risker och riskhantering i näringsliv och samhälle</i> .
Later years:	<i>Reviewer</i> of papers for different conferences.
2003	<i>Reviewer</i> for <i>Research on Economic Inequality</i> .
2001	<i>Reviewer</i> for <i>Scandinavian Journal of Psychology & Marketing</i> .
1997-1999	On the <i>editorial board</i> for <i>International Journal of Research in Marketing</i> .
1996-1997	<i>Guest editor</i> for two issues of the <i>Journal of Economic Psychology</i> .
1996, 1999	<i>Reviewer</i> for the <i>Journal of Economic Psychology</i> .
1994	<i>Reviewer</i> for <i>Journal of Consumer Policy</i> .

EXAMINER, OPPONENT OR GRADING COMMITTEE OF PHD THESES

- 2016 *Grading committee* for John Karsberg's dissertation ...
- 2014 *Examiner* of Angelika Löfgren's dissertation "International Network Competitiveness. Technical and Foreign Market Knowledge Development in International SME Networks" at the Stockholm School of Economics.
- 2012 *Examiner* of Sergiy Protsiv's dissertation "Attraction and Repulsion – Modelling Interfirm Interactions in Geographical Space" at the Stockholm School of Economics.
- 2012 *Examiner* of Erik Modig's dissertation "Understanding Advertising Creativity. How Perceptions of Creativity Influence Advertising Effectiveness" at the Stockholm School of Economics.
- 2011 *Grading committee* for Erika Knutsson's dissertation "Bundling for consumers? Understanding complementarity and its effect on consumers' preferences and satisfaction" at the Business School at Umeå University.
- 2010 *Examiner* of Niclas Öhman's dissertation "Considering intentions" at the Stockholm School of Economics.
- 2010 *Examiner* of Erik Hunter's dissertation "Celebrity entrepreneurship and celebrity endorsement: Similarities, differences, and the effect of deeper engagement" presented at the School of Management, Queensland University of Technology, Australia.
- 2010 *Opponent* of Maria Hullgren's dissertation "Mortgage rate choice" at the Royal Institute of Technology.
- 2009 *Grading committee* for Fredrik Törn's dissertation "Challenging Consistency: Effects of Brand-Incongruent communications" at the Stockholm School of Economics.
- 2009 *Opponent* of Erik Hunter's dissertation "Celebrity entrepreneurship and celebrity endorsement: Similarities, differences and the effect of deeper engagement" at Jönköping International Business School.
- 2008 *Grading committee* for Sara Rosengren's dissertation "Facing Clutter: On Message Competition in Marketing Communications" at the Stockholm School of Economics.
- 2008 *Opponent* of Marie Grusell's dissertation "Reklam – en objuden gäst?" (Advertising- An Uninvited Guest?) at Gothenburg University.
- 2008 *Pre-opponent* of Anna Radon's dissertation "Luxury Brands" at Stockholm University.
- 2007 *Pre-opponent* on Daniel Nilsson's dissertation "Transactions in Cyberspace: The Continued Use of Internet Banking" at the Stockholm School of Economics.
- 2006 *Opponent* of Thomas Mejtoft's dissertation "Strategies in the digital printing value system" at the Royal Institute of Technology, Stockholm.
- 2006 *Grading committee* for Patrik Nilsson's dissertation "Attention to Advertising" at Umeå University.
- 2006 *Opponent* of Jeanette Hauff's dissertation "Consumer Decision-making Regarding Financial Services, A Study of Mutual Fund Savings Within the Swedish Pension System" at Gothenburg's University.
- 2005 *Grading committee* for Jens Nordfält's dissertation "Is consumer decision-making out of control?" at the Stockholm School of Economics.
- 2004 *Grading committee* for Annica Nordegren's dissertation "Design som teori och empiri. Ett designteoretiskt forskningsprojekt med en prototyputveckling av ett symbolsystem för vinsmaker" (Design-theoretical and empirical, A research project in design theory including the development of a prototype for a symbol system that represents tastes of wine) at the *School of Architecture* at the Royal Institute of Technology.
- 2004 *Grading committee* for Veronica Gustafsson's dissertation "Entrepreneurial Decision Making: Individuals, Tasks, and Cognitions" at Jönköping International Business School.
- 2003 *Grading committee* for Fredrik Lange's dissertation at the Stockholm School of Economics.
- 1998 *Grading committee* for Johan Wiklund's dissertation 'Small Firm Growth and Performance: Entrepreneurship and Beyond' at Jönköping International Business School.
- 1997 *Opponent* for Frans Melin's dissertation 'Varumärket som strategiskt konkurrensmedel – Om konsten att bygga upp starka varumärken' (The Brand as a Sustainable Competitive Advantage – On the Art of Building Strong Brands) at Lund University.

(CO)ORGANIZER OF CONFERENCES/WORKSHOPS

- 2017 Organizer of conference for the media industry about *the future of news journalism* at the SSE in co-operation with the media industry.
- 2012 Co-organizer (and Chairman) for a conference on *Social Media* at the SSE in cooperation with MTC.
- 2011 Co-organizer of two conferences for the research network *Texten, läsaren och samhället* (The text, the reader and the community), including one at SSE.
- 2010 Co-organizer of two conferences for the research network *Texten, läsaren och samhället* (The text, the reader and the community).
- 2009 Co-organizer of two conferences for the research network *Texten, läsaren och samhället* (The text, the reader and the community).
- 2008 Co-organizer of two conferences for the research network *Texten, läsaren och samhället* (The text, the reader and the community).
- 2007 Principal organizer of the conference for the research network *Texten, läsaren och samhället* (The text, the reader and the community) at SSE.
- 2006 Member of the organization committee for a conference for the research network *Texten, läsaren och samhället* (The text, the reader and the community), a co-operation between Lärarhögskolan (the Teacher Education at Stockholm University, Stockholm School of Economics, GI/IHR/SU, Svenska Språknämnden (the Swedish Language Board) and the Centre for Easy-to-Read.
- 2003 Co-organizer for research seminar about Easy-to-Read together with professor Mats Myrberg at the Centre for Easy-to-Read.
- 1999 Co-organizer for *The 30th Annual conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management*, in cooperation between GI and the Royal Institute of Technology (about 50 participants).
- 1998 Member of the Organization-committee for EMAC's conference at SSE (about 200 participants).
- 1996 Member of the *scientific committee* for IAREP's conference in Paris about *Social and Economic representations* (about 190 participants).
- 1995 Co-organizer of a workshop at Tilburg University, Holland, about *Household Saving Behavior* (about 20 participants).
- 1992 Sole organizer of the international conference of *Perspectives in Economic Psychology* at the SSE (about 40 participants).
- 1991 *Program Director* for IAREP/SASE *International Conference on Research in Economics and Psychology* at SSE (about 450 participants).

MEMBER OF INTERNAL ACADEMIC BOARDS AND COMMITTEES

- 2015- *Chairman* of the Board of the foundation *Stockholm School of Economics Institute for Research (SIR)*.
- 2009- *Member* of the *Managing Committee*, then the *Faculty and Program Board* at SSE (and a number of sub-boards, committees, task forces etc.).
- 2011-2012 *Chairman* of the Board of Professors in Business Administration at SSE.
- 2010-2014 *Vice Chairman* of the Board of the foundation *Stockholm School of Economics Institute for Research (SIR)*.
- 2006-2010 *Member* of the Board of Professors at the SSE.
- 2005-2006 *Member* of a committee to develop suggestions about the future research of "digital cultures" (which was defined as a result of the committee) at Stockholm University.
- 2005-2006 *Member* of the Editorial Board for "SU-nytt" (the Stockholm University News).
- 2002-2006 *Chairman* in board at Stockholm University concerning the funding for applications for the co-existence with the surrounding community.
- 2000-2006 *Alternate member* of the Board at *Samhällsvetenskapliga Fakultetsnämnden* (Social Sciences Faculty Board) at Stockholm University.
- 1999-2000 *Member* of a Task-force to create the *Stockholm Center for Media and Communication*, a future project between (particularly) Stockholm School of Economics, the Royal Institute of Technology and Stockholm University.
- 1998-2006 *Chairman* of *GI and IHR's Department Board*.

- 1997-1998 *Member of the management team for an international cooperation project between SSE, Telia and the University of St.Gallen, Schweiz about the Virtual University.*
- 1997-1998 *Member of the management team for the Center for Information and Communication.*
- 1996-2000 *Member of the management team for a co-operation project between the Stockholm School of Economics and the Royal Institute of Technology about an educational program in business development and media technology.*
- 1996-1998 *Member of the Board for the Economic Research Institute at Stockholm School of Economics.*
- 1988-1993 *Member (chosen by the faculty) in the Board of Education at the Stockholm School of Economics.*

EXTERNAL BOARD MEMBERSHIPS

- 2016- Member of the Board of *Folkuniversitetsgruppen Öst.*
- 2012- Member of the Board of *Atlasmuren Fastigheter AB*, a real estate company.
- 2012- Member of the Board of *the Marketing Technology Center (MTC).*
- 2010- Alternate member of the Board for *Jacob Wallenberg's Foundation.*
- 2009- Member of the Board for *Inga and Sixten Holmquist's Foundation.*
- 2005- Chairman of the Board of *MAIN Market Investments Research & Consulting AB.*
- 1999- Elected member of the *Bild- och OrdAkademin (the Image and Word Academy).*
- 2005-2012 Member then Vice Chairman (from 2008) of the Board of *Stiftelsen för LättLäst nyhets-information och litteratur* (the Centre for Easy-to-Read news-information and literature).
Appointed by the Swedish Government.
- 2004-2006 Member of the Board of *Kamratföreningen Diplomerade från IHR.*
- 2002-2004 Alternate member of the Board of *Stiftelsen för LättLäst nyhetsinformation och litteratur* (the Centre for Easy-to-Read news-information and literature). Appointed by the Government.
- 1999-2004 Member of the Board for *Handelshögskolans Kamratförening.*
- 1998-2003 Member of the Board for the foundation *Chris Ottanders Fond för insatser inom marknads-kommunikation* (Chris Ottander's Foundation for Efforts in Market-communications) and Chairman in the awards-committee.
- 1992-2003 Chairman of IAREP Sweden.
- 1992-2003 Member of the International Board of *the International Association for Research in Economic Psychology (IAREP).*
- 1997-2000 Alternate member of the Board for *Konsumentprisindex* (Consumer-price-index).
- 1994-1998 Treasurer and member of *the International Managing Committee* of IAREP.
- 1986-1990 Chairman/President for *VISITORS PEOPLE-TO-PEOPLE* in Sweden.
- 1983-1985 Secretary of the Board for *PEOPLE-TO-PEOPLE* in Sweden.
- 1978-1981 Chairman/President for the student-exchange-program *Internationellt Kultur-Utbyte (IKU)* (International Cultural-Exchange).

OTHER EXTERNAL COMMISSIONS OF TRUST

- 2006 Member of *Forskning&Framstegs (Research&Progress)* jury for best article (reviewed 78 articles).
- 2005-2006 Jury member of *Dagens samhälles annonsörtävling (Today's society's advertising competition).*
- 2000-2007 Member of *Forskning och Framstegs (Research&Progress) Editorial Board.*
- 2004 Jury-member for *Annonörföreningens 100-wattstävling* (Association of Swedish Advertisers' 100-watt competition)
- 2003-2004 Jury member of *Guldnyckeln* (the Golden Key) (Swedma/Grafiska Företagens Förbund).
- 1999-2002 Chairman in the award-committee for the annual *Marketing Award*, The Swedish Magazine Publishers Association (SMPA).
- 1999-2000 Member of *Swedish Council for Planning and Co-ordination of Research* committee for research information.
- 1999-2000 Member of the assessment-committee for scholarships *from Bo Wickman's Memorial foundation*, The Swedish Association of Communication Professionals.
- 1993-1997 Member of *IAREP committee for research awards* (doctoral student conference papers).

OTHER EXTERNAL ASSIGNMENTS

- 1979-2017 *Lecturer, panel discussant etc.* mainly within marketing, consumer behavior, market analysis, marketing communications, the media industry, financial behavior, business ethics, the psychology of decision-making, gender equality and diversity, reputational risk management etc., both in Sweden and in other countries. These assignments are conducted at business firms, public institutions or at public events as part of "the third assignment" within academics, and often as part of my research (a number of assignments each year).
- 1979-2017 *Consultant/Expert:* Expert advisor or reviewer in (market) research, statistical analysis, organizational studies, law suits (related to marketing), investigations etc.

For the above mentioned assignments, see the appendix External Assignments 1979 – 2017.

PUBLICATIONS

Peer-reviewed journal articles

- Rademaker, C.R., M.B. Royne & R. Wahlund (2015). Eco-harmful media perceptions and consumer response to advertising. *Journal of Cleaner Production*.
- Müller-Peters, A., ... R. Wahlund (1998). Explaining attitudes towards the euro: Design of a cross-national study. *Journal of Economic Psychology*, 19:6, 663-680.
- Gunnarsson, J. & R. Wahlund (1997). Household Financial Strategies in Sweden: An exploratory study. *Journal of Economic Psychology*, 18, 201-233.
- Webley, P. & R. Wahlund (1997). Perspectives in Economic Psychology. *Journal of Economic Psychology*, 18, 153-156.
- Groenland, A.G.E. & R. Wahlund (1996). Household saving behaviour and financial management. *Journal of Economic Psychology*, 17, 669-675.
- Wahlund, R. & J. Gunnarsson (1996). Mental Discounting and Financial Strategies. *Journal of Economic Psychology*, 17, 709-730.
- Davidsson, P. & R. Wahlund (1992). A Note on the Failure to Use Negative Information. *Journal of Economic Psychology*, 13, 343-353.
- Wahlund, R. (1992). Tax Changes and Economic Behavior: The Case of Tax Evasion. *Journal of Economic Psychology*, 4, 657-677.
- Robben, H.S.J., P. Webley, R.H. Weigel, K.-E. Wärneryd, K.A. Kinsey, D.J. Hessing, F. Alvira Martin, H. Elffers, R. Wahlund, L. van Langenhove, S.B. Long and J.T. Scholtz (1990). Decision frame and opportunity as determinants of tax cheating: an international experimental study. *Journal of Economic Psychology*, 11, 1-23.
- Wahlund, R. (1989). Perception and Judgment of Marginal Tax Rates After a Tax Reduction. I Grunert, K.G. & Ölander, F. (eds.), *Understanding Economic Behavior*. Doordrecht: Kluwer.
- Wahlund, R. & K-E. Wärneryd (1988). Aggregate saving and the saving behavior of saver groups in Sweden accompanying a tax reform. I S. Maital (ed.), *Applied Behavioral Economics*, Volume I. Brighton, England: Wheatsheaf Books Ltd.
- Wahlund, R. & K-E. Wärneryd (1987). Det totala sparandet och sparbetenden hos olika grupper av sparare. Skandinaviska Enskilda Bankens Kvartalskrift 3, 52-64. Aggregate Saving and the Saving Behavior of Saver Groups. *Skandinaviska Enskilda Banken Quartely Review* 3, 52-64.
- Wärneryd, K.E. & R. Wahlund (1985). Inflationary Expectations. I H. Brandstätter & E. Kirchler (eds.), *Economic Psychology*. Linz, Austria: Rudolf Trauner Verlag.

Books, research reports and book chapters

- Svahn, M., R. Wahlund, M. Denward, C. Rademaker & P. Nilsson (2017). *A model for evaluating converged media for advertising purposes* i A. Lugmayr & C. Dal Zotto (Eds), *Media Convergence Handbook – Volume I. Journalism, broadcasting and social media aspects of convergence*, Springer-Verlag.
- Rademaker, C., P. Nilsson & R. Wahlund (2017). On experts in Marketing. I Werr, A. and S. Furusten (eds.), *The Organization of the Expert Society*. New York och London: Routledge Taylor & Francis Group.
- Wahlund, R., red. (2016). *Risker och Riskhantering i näringsliv och samhälle*. Stockholm School of Economics Institute for Research.
- Wahlund, R. (2016). *Om risker och riskhantering i näringsliv och samhälle*. I Wahlund, R. (red.), *Risker och Riskhantering i näringsliv och samhälle*. Stockholm School of Economics Institute for Research.
- Wahlund, R., D. Dellham, D. Åberg & E. Lakomaa (2016). Anseenderisker och dataskydd. I Wahlund, R. (red.), *Risker och Riskhantering i näringsliv och samhälle*. Stockholm School of Economics Institute for Research.
- Wahlund, R. (2016). *The Stockholm School of Economics Employer Image Barometer 2015/2016. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.
- Wahlund, R. (2015). *The Stockholm School of Economics Employer Image Barometer 2014. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.

- Wahlund, R. (2014). *The Stockholm School of Economics Employer Image Barometer 2013. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.
- Nilsson, P., C. Rademaker, M. Svahn & R. Wahlund (2013). *Om medieutveckling – tillbaka till framtiden!* i P. Andersson, B. Axelsson & C. Rosenqvist (Eds), *Det mogna tjänstesamhällets förnyelse*. Lund, Studentlitteratur.
- Wahlund, R., C. Rademaker, P. Nilsson & M. Svahn (2013). *Mediernas roll i marknadskommunikationen*, i G. Nygren & I. Wadbring (Eds), *På väg mot medievärlden 2020*. Lund: Studentlitteratur.
- Wahlund, R. (2013). *The Stockholm School of Economics Employer Image Barometer 2012. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.
- Rademaker, C., P. Nilsson & R. Wahlund (2012). *Marknadens virtuoser – Om experter på marknadsföring och marknadskommunikation*, i S. Furusten & A. Werr (Eds), *Expertsamhällets organisering – Okunskapens triumf?* Lund, Studentlitteratur.
- Wahlund, R. (2012). *The Stockholm School of Economics Employer Image Barometer 2011. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.
- Wahlund, R. (2011). *The SSE Alumni Economic Forecast Spring 2010: SSE Alumni's Expectations about Economic Developments*. SSE/EFI Working Paper Series in Business Administration, No 2010:8.
- Wahlund, R. (2011). *The Stockholm School of Economics Employer Image Barometer 2010. Concerning SSE students' interest in different employers, industries, countries, employment conditions and working in their own businesses*. Stockholm: Handelshögskolan i Stockholm.
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- Wahlund, R. (2009). *Handelshögskolans Imagebarometer 2008. Om Handelshögskolestudenternas intresse för olika arbetsgivare, branscher, länder, anställningsförhållanden samt eget företagande*. Stockholm: Handelshögskolan i Stockholm.
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- Wahlund, R. (2002). *Handelshögskolans Imagebarometer 2001 med särskild fokusering på rekrytering av civilekonomer*. Stockholm: Handelshögskolan i Stockholm.
- Marell, A. & R. Wahlund (2001). The attitudes towards the Euro in Sweden. In Müller-Peters, A., R. Pepermans, G. Kiell & M. Farhangemehr (Eds.), *The Psychology of European Monetary Union: A Cross-National Study of Public Opinion Towards the Euro*. Compostela Group of Universities: European Issues.
- Lange, F. och R. Wahlund (2001). *Category Management – När konsumenten är manager*. Research report. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
- Wahlund, R. (2001). *The year 2000 EMPLOYER IMAGE BAROMETER of SSE*. Stockholm: Handelshögskolan i Stockholm.
- Gunnarsson, J., R. Wahlund och H. Flink (2000). *Finansiella strategier i förändring: segment och beteenden bland svenska hushåll*. Research report. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
- Wahlund, R. (2000). *Försäljningspsykologi. I Sälj 3000*. Lund: Söderlund International.
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- Hjalmarsson, H. och R. Wahlund (1999). *Direktmarknadsföring i Sverige – en studie av vad som produceras, i vilken omfattning och av hur många*. WPSBA Nr. 8. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
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- Wahlund, R. (1998). *Handelshögskolans Imagebarometer 1998 med särskild fokusering på rekrytering av civilekonomer. Executive Report*. Stockholm: Handelshögskolan i Stockholm.
- Hven, L. och R. Wahlund (1997). *Att undersöka läkares förskrivning av läkemedel med hjälp av conjoint-analys – en förstudie*. FDR WPS Nr 16. Stockholm: Handelshögskolan i Stockholm.
- Lange, F. och R. Wahlund (1997). *Planerade och oplanerade köp – konsumenters planering och köp av dagligvaror*. Research report. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
- Wahlund, R. (1997). *Handelshögskolans Imagebarometer 1997 med särskild fokusering på rekrytering av civilekonomer*. Stockholm: Handelshögskolan i Stockholm.
- Håkansson, P. och R. Wahlund (1996). *Varumärken – Från teori till praktik*. Stockholm: Fonden för Handels- och Distributionsforskning.
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- Gunnarsson, J. & R. Wahlund (1995). *Hushållens Finansiella Strategier*. Research report. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
- Wahlund, R. (1994). *Psykologi och etik*. I L. Bergkvist, R. Wahlund och K.-E. Wärneryd, *Etik och Finanser*. Stockholm: SNS Förlag.
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- Wärneryd, K.-E., S. Jundin & R. Wahlund (1988). *Sparbeteenden och Sparattityder*. Stockholm: Allmänna Förlaget.
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- Wahlund, R. (1988). *Perception of and unreasonableness of marginal tax rates when income tax rates are reduced*. Research paper 6348. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.

- Wahlund, R. (1988). *People's perception and evaluation of reduced marginal income tax rates*. Research paper 6339. Stockholm: Ekonomiska Forskningsinstitutet vid Handelshögskolan i Stockholm.
- Wahlund, R. (1986). *Relevant and reliable information for 'Skill Development for Self-Reliance'*. En utvärdering av ett UN/ILO/SIDA-projekt. Stockholm: Sektionen för ekonomisk psykologi vid Handelshögskolan i Stockholm.
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Conference papers

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- Wahlund, R. & A. Marell (1998). *Evidence of loss aversion in expectations and attitudes: the Euro case*. Uppsats presenterad vid IAAP/IAREP:s internationella konferens i psykologi i San Francisco, augusti.
- Marell, A. & R. Wahlund (1998). *International comparison of attitudes toward the EMU/EU and its consequences for future behavior*. Uppsats presenterad vid IAAP/IAREP:s internationella konferens i psykologi i San Francisco, augusti.
- Wahlund, R. (1995). *Confirmation bias among professionals*. Uppsats presenterad vid IAREP's konferens i Bergen, Augusti.
- Wahlund, R. & J. Gunnarsson (1995). *Subjective Discounting and Household Financial Strategies*. Uppsats presenterad vid *The IAREP workshop on Household Saving Behavior* på Tilburg University, Holland, October 27.
- Gunnarsson, J. & R. Wahlund (1994). *Household Financial Strategies – they do exist!* Uppsats presenterad vid IAREP:s konferens i Rotterdam, Juli.
- Gunnarsson, J. & R. Wahlund (1994). Saving behaviour over the life-cycle and time preference in financial strategies. I G. Antonides och W.F. van Raaij, (eds), *Proceedings of the IAREP/ SABE conference Integrating views on economic behavior*. Rotterdam: Erasmus Universitet, pp. 70-88.
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Other publications

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