

CV

Sara Rosengren (PhD)
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Current Positions

- 2017- The Association of ICA Retailers' Chair of Business Administration, especially Retailing, Stockholm School of Economics, Sweden
- 2017- Head, Center for Center for Retailing, Stockholm School of Economics, Sweden

Academic Positions

- 2017- Tenured Professor in Business Administration, especially Marketing, Stockholm School of Economics, Sweden
- 2014-2017 Head of Research, Center for Retailing, Stockholm School of Economics, Sweden
- 2014-2016 Tenured Associate Professor. Stockholm School of Economics, Sweden
- 2012-2014 Professor II, Marketing, Tromsø University Business School, Norway
- 2011-2013 Senior Research Fellow / Docent, Center for Consumer Marketing, Stockholm School of Economics, Sweden
- 2009-2011 Post Doc Researcher, Center for Consumer Marketing, Stockholm School of Economics, Sweden
- 2002-2008 PhD Student and Teacher, Department of Marketing and Strategy, Stockholm School of Economics, Sweden

Academic Degrees/Titles

- 2017 Professor, Stockholm School of Economics, Sweden
Assessment Committee: Not disclosed
- 2014 Tenured Associate Professor, Stockholm School of Economics, Sweden
Assessment Committee: Not disclosed
- 2012 Professor of Marketing, Tromsø University Business School, Norway.
Assessment Committee: Prof. Nina K Prebensen (University of Tromsø, Norway), Prof. Kjell Grønhaug (Norwegian School of Economics, Norway), Prof. Karen Brunsø (Aarhus University, Denmark)
- 2011 Docent, Stockholm School of Economics, Sweden
Assessment Committee: Prof. Deo Sharma (Stockholm School of Economics, Sweden), Prof. Kjell Grønhaug (Norwegian School of Economics, Norway)
- 2008 PhD in Marketing, Stockholm School of Economics, Sweden
"Facing Clutter – On Message Competition in Marketing Communications"
Opponent: Prof. Patrick De Pelsmacker (University of Antwerp, Belgium).

Awards and Distinctions

- 2017 Listed as “Most Powerful in Retail” (awarded by Swedish industry paper Market/Icanyheter)
- 2017 Member of The Royal Swedish Academy of Engineering Sciences (IVA, Kungliga Ingenjörsvetenskapsakademien)
- 2016 Awarded "BSc Teacher of the Year" by the Student Association at the Stockholm School of Economics.
- 2016 Rosengren and Dahlen (2015) “Exploring Advertising Equity” named as one of top three papers published in Journal of Advertising in 2015.
- 2016 Awarded as one of Sweden’s top 100 Super Talents by business paper “Affärsvärlden”. Category: Creative minds. (Affärsvärlden: Supertalanger).
- 2016 Awarded as one of Sweden’s top 100 Communicators in Business by Swedish industry paper “Resumé”. (Resumé: Näringslivets superkommunikatörer).
- 2014 Awarded as one of Sweden’s top 100 Communicators in Business by Swedish industry paper “Resumé”. (Resumé: Näringslivets superkommunikatörer).
- 2014 Awarded the “Corporate Partners Research Award 2014” at the Stockholm School of Economics, Sweden. Motivation: For her superior academic record, development potential, and strong commitment to both research and teaching.
- 2011 Honorary mention “Marketing Book of the Year” for “Reklam – förståelse och förnyelse”. Awarded by the Swedish Marketing Association.
- 2009 Wallander Scholarship for post-doctoral research. A postdoctoral scholarship funding 3 years of Post Doc work. Awarded based on merits from the PhD Thesis.
- 2009 Gerhard Törnqvist Prize for Best Scientific Publication 2007–2008 by PhD student at the Stockholm School of Economics
- 2005 Gerhard Törnqvist Prize for Best Scientific Publication 2003–2004 by PhD student at the Stockholm School of Economics

Scientific Impact

Google citations: 1156, h-index: 17, i10-index 20 (March 2018)

- Re-define advertising to better fit with contemporary marketing in Journal of Advertising (see Dahlen and Rosengren, 2016a and 2016b).

- Advertising equity is included in the latest edition of Handbook of Marketing Scales suggesting that it is expected to have a long-lasting use in academic marketing research.

- Advertising equity is currently being implemented by advertising, pr, and content agencies suggesting that it will have a long-lasting impact on marketing communication practice.

- Founder and director of the CFR Research School in Retailing that sets out to strengthen retail research both nationally and internationally. In 2018 20 PhD candidates from 8 countries participated in the research school.

Education

2015	Strategic Planning and Management in Retailing, Babson College Executive Education, US
2012	Supervising PhD Candidates, Uppsala University / Stockholm School of Economics, Sweden
2011	International Teacher's Program (ITP), Kellogg Business School, US
2002-2008	PhD Program, Department of Marketing and Strategy, Stockholm School of Economics, Sweden
2003	Teaching Higher Education, Umeå University / Stockholm School of Economics, Sweden
1997-2002	MSc in Marketing, Stockholm School of Economics, Sweden (incl. Erasmus Exchange at Wirtschaftsuniversität Wien, Austria)

PhD Supervision

2017	Co-Supervisor: Nina Grahnberg Åkestam, Topic: Social Effects of Advertising
2016	Co-Supervisor: Karina T. Liljedal, Topic: Consumer Co-Creation
2016	Co-Supervisor: John Karsberg, Topic: Receiver Context in Advertising/Retailing
2013	Co-Supervisor: Claudia Rademaker, Topic: Green Media
2012	Co-Supervisor: Jonas Colliander, Topic: Social Media Marketing
2012	Co-Supervisor: Erik Modig, Topic: Advertising Creativity
Ongoing	Main Supervisor: Angelica Blom, Topic: Omnichannel Retailing (planned: 2018)
	Main Supervisor: Carl-Philip Ahlbom, Topic: In-store Marketing (planned: 2019)
	Main Supervisor: Svetlana Kolesova, Topic: Changing Consumer Behavior in Grocery Retailing (planned: 2021)
	Main Supervisor: Reema Singh Batra, Topic: Changing Consumer Behavior in Retailing (planned: 2021)

Pedagogical Experience

I have been teaching at various business schools and universities in Northern Europe since 2002 (Sweden, Norway, Latvia, Russia). My experience ranges from lecturer and seminar teacher to course director and course founder (Bachelor, Master, PhD, and Executive Education). I have also supervised 45+ MSc and BSc theses. Since 2014 I have been running different doctoral courses and colloquiums and since 2018 I am head of the CFR Research School in Retailing.

Topics: Brand Management, Consumer Behavior, Marketing 101, Marketing Communications, Market Research, and Retailing.

Activities in the Academic Community

Member: Royal Academy of the Royal Swedish Academy of Engineering Sciences (2017-)
Board Member: European Advertising Academy (2012-, responsible PhD Colloquium 2014-17)
Board Member: Stockholm School of Economics Institute for Research (SIR) (2016-)
Board Member: Journal of Advertising Research Editorial Board (2017-)
Board Member: International Journal of Advertising Editorial Board (2013-)
Board Member: Journal of Advertising Editorial Board (2014-)
Board Member: Nordic Journal of Business Editorial Board (2015-)
Advisory Board Member: Nordic Retail and Wholesale Conference (NRWC)

Best Conference Paper Jury Member:

International Conference on Research in Advertising (ICORIA) 2013, 2014, 2015, 2017

Conference Chair/Track Chair:

Nordic Retail and Wholesale Conference (NRWC), Stockholm 2014. Semi-annual conference of the Nordic Retail and Wholesale Association. Co-chair with Fredrik Lange (Chair) and Jens Nordfält (Co-chair).

International Conference on Research in Advertising (ICORIA), Stockholm (2012). The annual conference of the European Advertising Academy. Hosted 150 researchers from 22 countries as well as 60+ Swedish marketing professionals. Co-chair: Micael Dahmén.

European Marketing Academy Conference (EMAC), Valencia 2014. Track: Advertising, Promotion and Marketing Communications. Co-chairs: Rosellina Ferraro (University of Maryland, US) and Peeter Verlegh (University of Amsterdam, Netherlands).

Assessments committees/opponent:

Professor, Marketing (Lund University, 2018)

PhD Dissertation, Advertising (Macquarie University, Australia, 2017)

PhD Dissertation, Marketing (Hanken, Finland, 2017)

PhD Dissertation, Public Relations (Royal Institute of Technology, Sweden, 2017)

Associate Professor, Marketing (BI, Norway 2016)

PhD Dissertation, Retailing (Lund University, Sweden, 2016)

PhD Dissertation, Advertising (Macquarie University, Australia, 2015)

PhD Dissertation, Marketing Communications (Warwick University Business School, UK, 2015)

PhD Dissertation, Consumer Behaviour (Norwegian School of Economics, Norway, 2015)

Master Program, Marketing Management (Oslo School of Management, Norway 2014)

Post Doc Position, especially experiential marketing (UiT The Arctic University of Norway, 2014)

PhD Dissertation, Consumer Behaviour (Norwegian School of Economics, Norway, 2014)

Lecturer in Marketing: consumers, brands, and fashion (University of Borås, Sweden 2014)

Lecturer in Marketing: digital commerce (University of Borås, Sweden 2014)

Master of Science Program (NOKUT, Norway, 2012)

PhD Dissertation, Branding (Norwegian School of Economics, Norway, 2011)

Senior Lecturer in Media and Communications (Uppsala University, Sweden, 2011)

Reviewer:

Advances in Consumer Research, European Advances in Consumer Research, European Marketing Academy Conference, International Conference on Research in Advertising, International Journal of Research in Advertising, Journal of Advertising Research, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Product and Brand Management, Journal of Marketing Education.

Memberships:

Association for Consumer Research, American Advertising Academy, European Advertising Academy, European Marketing Academy, The Royal Swedish Academy of Engineering Sciences.

Outreach

My research has been cited in major Swedish media such as: Dagens Nyheter, Expressen, Svenska Dagbladet, Sveriges Radio, UR and SVT as well as industry specific media such as Dagens Media, Resumé, and Market. As of 2012 I am a recurring columnist/market analyst in Resumé [Sweden's leading newspaper for the advertising industry] where I write about my own and others academic marketing research. I am also frequently invited to talk about my research at events target at the marketing and retailing industries.

Since 2004 I work as an independent advisor and consultant within marketing. Examples of clients: Carat, Dagens Nyheter, Jung Relations, Ordning&Reda, TT. As of 2014 this activity is done in a corporation AB Resubmit.

Personal

Born June 25, 1978. Live with husband and two daughters (born 2007 and 2009) in Enskede, Stockholm. Language skills: Swedish (native), English (fluent), German (working knowledge).

Publications (sorted by year):

A. Journal articles (*ABS3/4)

32. Lange, Rosengren, Colliander, Hernant and Liljedal (2018), Bridging Theory and Practice in an Applied Retail Track, *Journal of Marketing Education*.
31. *Rosengren, Dahlen, and Karsberg (2018), The Effects of Signaling Monetary and Creative Effort in Ads Advertising Effort Can Go a Long Way Influencing B2B Clients, Employees, and Investors, *Journal of Advertising Research* (ABS3, Top 3 MC).
30. Rosengren and Bondesson (2017), How Organizational Identification Among Retail Employees is Affected by Advertising, *Journal of Retailing and Consumer Services* (ABS2).
29. Hernant and Rosengren (2017), Now What? Evaluating the Sales Effects of Introducing an Online Store, *Journal of Retailing and Consumer Services* (ABS2).
28. *Åkestam, Rosengren, and Dahlen (2017), Advertising "Like a Girl", The Role of Ad Reactance in Understanding "Femvertising" and Its Effects, *Psychology and Marketing* (ABS3).
27. *Åkestam, Rosengren, and Dahlen (2017), Think About It - Can Portrayals of Homosexuality in Advertising Prime Consumer-Perceived Social Connectedness and Empathy?, *European Journal of Marketing*, 51(1). (ABS3).
26. Söderlund, Colliander, Karsberg, Liljedal, Modig, Rosengren, Sagfossen, Szugalski, and Åkestam (2017), The allure of the bottle as a package: An assessment of perceived effort in a packaging context, *Journal of Product & Brand Management*, 26(1) (ABS1).
25. *Dahlen and Rosengren (2016b) "Reply to the Comments on: "Dahlen and Rosengren 2016", *Journal of Advertising*, 45(3) (ABS3, Top 3 MC).
24. *Dahlen and Rosengren (2016a), If Advertising Won't Die, What Will It be? Towards a New Definition of Advertising, *Journal of Advertising*, 45(3) (ABS3, Top 3 MC).
23. *Lange, Rosengren, and Blom (2016), Store-window creativity's impact on shopper behavior *Journal of Business Research*, 69(3) (ABS3).
22. *Prebensen and Rosengren (2016), Experience value as a function of hedonic and utilitarian dominant services, *International Journal of Contemporary Hospitality Management*, 28(1) (ABS3).
21. *Rosengren and Dahlén (2015), Exploring Advertising Equity: How a brand's past advertising may affect consumer willingness to approach its future ads, *Journal of Advertising*, 44(1). (ABS3, Top 3 MC). *Named as one of top three papers published in Journal of Advertising in 2015.*
20. Rosengren, Modig, and Dahlén (2015), The value of ambient marketing from a consumer perspective, *Journal of Marketing Communications*, 21(1). (ABS1).
19. Modig & Rosengren (2014), Can advertising creativity affect product perceptions and retailer evaluations?, *Journal of Product & Brand Management*, 23(6) (ABS1).
18. *Dahlén, Rosengren, and Smit (2014), Why the Marketer's View Matter as Much as the Message. Speaking Down to the Consumer Speaks Badly to a Brand's Image, *Journal of Advertising Research* (Sept), 304-312 (ABS3, Top 3 MC).
17. Rosengren and Bondesson (2014), Consumer Advertising as a Signal of Employer Attractiveness, *International Journal of Advertising*, 33(2). (ABS2, Top 3 MC).

16. Modig and Rosengren (2013), More Than Price? Exploring the Effects of Creativity and Price in Advertising, *Advances in Consumer Research*, 41. (ABS2).
- 15.*Rosengren and Dahlén (2013), Judging a Magazine by Its Advertising: Effects of Advertising on Perceptions of a Media Vehicle, *Journal of Advertising Research*, 33(1) (ABS3, Top 3 MC).
- 14.*Rosengren, Dahlén, and Modig (2013), Think Outside the Ad – Can Advertising Creativity Benefit More Than the Sender?, *Journal of Advertising*, 42(4). (ABS3, Top 3 MC).
13. Söderlund and Rosengren (2010), The Happy versus Unhappy Service Worker in the Service Encounter: Assessing the Impact on Customer Satisfaction. *Journal of Retailing and Consumer Services*, 17(2) (ABS2).
- 12.*Dahlén, Rosengren, and Törn (2008), Advertising Creativity Matters, *Journal of Advertising Research*, 48(3). (ABS3, Top 3 MC).
- 11.*Dahlén, Rosengren, Törn, and Öhman (2008), Could Placing ads Wrong be Right? Advertising Effects of Thematic Incongruence, *Journal of Advertising*, 37(3). (ABS3, Top 3 MC).
Awarded the Gerhard Törnqvist Prize for Best Scientific Publication 2007–2008 by graduate student at the Stockholm School of Economics.
10. Rosengren (2008), Publicity vs. Advertising in a Cluttered Environment – Effects on Attention and Brand Identification, *Journal of Current Issues and Research in Advertising*, 30(2).
9. Söderlund and Rosengren (2008), Revisiting the smiling service worker and customer satisfaction, *International Journal of Service Industry Management*, 19(5) (ABS2).
8. Söderlund and Rosengren (2007), Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment, *Journal of Retailing and Consumer Services*, 14 (ABS2).
7. Dahlén and Rosengren (2006), What's in a Name? Brand Heritage and Opinion Strength, *Advertising Express*, Special Issue: Heritage Brands (January).
6. Rosengren and Dahlén (2006), Brand-Slogan matching in a Cluttered Environment, *Journal of Marketing Communications*, 12(4) (ABS1, at the time ABS2).
5. Rosengren and Dahlén (2006), The End of PR as We Know It? The Real Power of PR Means Letting Go, *Advertising Express* (June).
4. Dahlén and Rosengren (2005), Brand Affect Slogans Affect Brands? Competitive Interference, Brand Equity, and the Brand-Slogan Link, *Journal of Brand Management*, 13(2) (ABS2).
3. Dahlén and Rosengren (2005), Advertising Strategy: Advertising Redefined?, *Advertising Express*, Special Issue: Advertising 2005 and Beyond (January).
2. Söderlund and Rosengren (2004), Dismantling 'positive affect' and its effects on customer satisfaction: An empirical examination of customer joy in a service encounter, *Journal of Satisfaction, Dissatisfaction and Complaining Behavior*, 17.
- 1.*Dahlén, Rasch, and Rosengren (2003), Love at First Site? A Website Advertising Effectiveness Study, *Journal of Advertising Research*, 43(1). (ABS3, Top 3 MC).
Awarded the Gerhard Törnqvist Prize for Best Scientific Publication 2003–2004 by graduate student at the Stockholm School of Economics.

B. Books

6. Baines, Fill, Rosengren, and Antonetti (2017), *Fundamentals of Marketing*, Oxford University Press, UK.
5. Baines, Fill, and Rosengren (2017), *Marketing*, 4th Edition, Oxford University Press, UK. *One of Europe's top three marketing text books. Market leader in the UK.*
4. Dahlen, Lange, and Rosengren (2017), *Optimal Marknadskommunikation*, 3rd edition, Liber, Sweden. *Sweden's leading marketing communication textbook.*
3. Rosengren, Dahlén, and Okazaki (Eds) (2013), "Advances in Advertising Research (Vol. IV) – The Changing Roles of Advertising", Springer Verlag, Germany.
2. Rosengren and Sjödin (2011), *Reklam – förståelse och förnyelse [Marketing Communications – today/tomorrow]*, Liber: Sweden. *Awarded honorary mention "Marketing Book of the Year 2011".*
1. Rosengren (2008), *Facing Clutter – On Message Competition in Marketing Communications*, EFI: Sweden. PhD Dissertation. *Awarded the Wallander Scholarship for post-doctoral research.*

C. Contributions to books

7. Rosengren, Lange, Hernant, and Blom (2017), *Catering to the Digital Consumer: From Multichannel to Omnichannel Retailing*, In: *Managing Digital Transformation*, Eds. Andersson et al.
6. Rosengren (2016), *From Advertising Avoidance to Advertising Approach: Rethinking Advertising Attention in New Advertising Formats*. In: *Advertising in New Formats*, Ed. De Pelsmacker.
5. Bondesson and Rosengren (2016), *Understanding Employee Perceptions of Advertising Effectiveness*, in Verlegh, P., Voorveld, H., and Eisend, M. (Eds.), *Advances in Advertising Research (Vol. VI) - The Digital, the Classic, the Subtle, and the Alternative*, Springer Verlag.
4. Rosengren (2014), *Reklamkapital – en förbisedd tillgång*, in "Marknadsföring och påverkan på konsumenten", Ed: M. Söderlund, *Studentlitteratur/SIR. Available online through Slideshare, where it has 4,951 views suggesting it is widely read by Swedish marketing practitioners (Feb. 2017).*
3. Rosengren and Dahlén (2012), *Creative Media Choice as a Marketing Signal*. In "EAA Advances in Advertising Research" (Vol. III). Eds. M. Eisend, T. Langer and S. Okazaki (2012).
2. Dahlén and Rosengren (2008), *What's in a Name? Brand Heritage and Opinion Strength*, in: "Heritage Brands", ed. M. Garikaparthi and A.V. Bala Krishna, India: The Icfai University Press (2008). Reprint of Dahlén & Rosengren (2006).
1. Dahlén and Rosengren (2006), *Advertising Strategy: Advertising Redefined*, in: "Reinventing Advertising: A new reality", ed. N. Mankad, India: The Icfai University Press. Reprint of Dahlén & Rosengren (2005).

D. Other publications (selection)

Rosengren (2016), *En tjej som heter Sara*, in Lantz and Portnoff (eds), *179 år av ensamhet*, Bonnier.

Bondesson and Rosengren (2015), *Vad kännetecknar en framgångsrik annonsör?*, Rapport för Sveriges Annonsörer.

Rosengren (2015), *Marknadsföringens bredare betydelse*, Organisation & Samhälle, Nr 1