

Curriculum Vitae of Jonas Colliander

Born: September 30, 1980.

Citizenship: Swedish

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A. Academic degrees

2012: PhD. Stockholm School of Economics, Sweden. Thesis: *"Socially Acceptable?: Exploring Consumer Responses to Marketing in Social Media."* Main tutor: Prof. Micael Dahlén, Stockholm School of Economics, Sweden. Faculty opponent: Prof. Edith Smit, University of Amsterdam, the Netherlands.

2005: MSc. Business Administration, Stockholm School of Economics. Thesis: *Inkongruent annons eller inkongruent medium? : (...eller kanske både och...eller kanske ingenting alls...),* with Stefan Szugalski. Main tutor: Prof. Micael Dahlén, SSE. Faculty examiner: Dr. Fredrik Lange, SSE.

B. Research grants and honors awarded

2017: Competitively awarded research grant, Handelsbankens Forskningsstiftelser, 2 MSEK. With: Prof. Magnus Söderlund (main applicant), Prof. Micael Dahlén and Dr. Erik Modig.

2016: Research grant from Vinnova, 3 MSEK. With: Prof. Richard Wahlund (main applicant), Dr. Karina T Liljedal, Dr. Mathias Svahn, Dr. Emily Fröberg, MSc Adam Åbonde.

2013: Competitively awarded Wallander Scholarship for post-doctoral studies, Handelsbankens Forskningsstiftelser, 1,475 MSEK.

C. Courses developed and taught

During my 8 years at SSE I have developed and taught numerous courses both at SSE and other academic institutions as well as supervised a large number of student theses both at the bachelor and master levels (approx. 25). I have also taught at the executive level at the Stockholm School of Economics in Riga and the Stockholm School of Economics in Russia.

1. Courses taught at the bachelor and master level

2012-2013 and 2017: Marknadsanalys (Market research). Bachelor course taught at the SSE bachelor program in Retail Management. Course director. Course evaluations among the highest at SSE in the spring of 2017.

2015 - present: Corporate Clubs. Pilot course developed at the SSE bachelor program in Business and Economics. Course director.

2015 - present: NDH676 (retail clubs). Course merging theory and practice at the SSE bachelor program in Retail Management. Teacher.

2015 and 2016: XL. Full semester (30 ECTS) masters course in marketing communication, branding and creative business development at the SSE master in marketing and media management. Course director.

2012-2013: Business research. A version of the market research course above taught at the SSE bachelor program in Business and Economics. Course director.

2010-2012: Market research. A version of the market research course above taught at the bachelor program at the Stockholm School of Economics in Riga, Latvia. Course director.

2010: Managing marketing processes. Master course taught at the SSE master in general management. Course director.

2009-2017. Assisted colleagues by holding lectures, seminars, tutoring sessions at a wide variety of courses at SSE but also at Stockholm University.

2. Teaching at the executive level

2012: Consumer behavior course taught to category managers at RIMI Baltic. SSE Riga.

2012: Consumer behavior course taught to managers at Philip Morris International. Stockholm School of Economics in Russia.

3. Selected student theses supervised

Sofia Kocken and Karin Skoghagen: *“En ny sångfågel i marknadsföringsdjungeln: En kvantitativ studie om Twitters potential som marknadsföringsmedium”*
Subsequently awarded a competitive thesis scholarship by Prime PR

Eva Skoghagen and Madeleine Johansson: *“Varumärkesvänner och relationsreklam - En kvantitativ studie av medarbetarkommunikation på Facebook”* Subsequently awarded a competitive thesis scholarship by Prime PR.

Jeanette Finder and Emelie Levall: *“Exploring the Store with Your Hands”*.

Subsequently awarded the Karl-Erik Wärneryd's award for "Outstanding essay in Marketing and Media Management" and the "Hakon Swenson stiftelsen" and "Handelns utvecklingsråds" student essay scholarship.

D. Editorial and research evaluation activities

2017: Appointed member of the editorial review board, International Journal of Advertising.

2016: Appointed member of the supervisory committee for the doctoral student Stefan Szugalski, SSE.

2010-present. Ad-hoc reviewer for the following journals:

Journal of Advertising

European Journal of Marketing

Computers in Human Behavior

Journal of Retailing and Consumer Services

Journal of International Hospitality Management

Journal of Service Theory and Practice

International Marketing Review

Journal of Consumer Marketing

Journal of Product & Brand Management

E. Selected professional activities and other responsibilities

2012-present: Post-doc researcher, Center for Consumer Marketing, SSE.

Spring 2017: On part time paternity leave with my second child.

2016: Appointed secretary to the State Public Report (Statens Offentliga Utredning) Fi: 2016:11 "Ett reklamlandskap I förändring". To be presented Jan 12, 2018.

Aug 2013 – Aug 2014: on paternity leave with my first child.

2011 – 2015: Senior analyst, Bluecarrot KB.

2008 – 2012: PhD. Student. Center for Consumer Marketing, SSE.

2005 – 2008: Team leader for international account managers. Sedo GmbH, Cologne, Germany.

F. Publications

1. Articles

Colliander, J., Söderlund, M., and Marder, B. (Forthcoming) "Watching others receive unearned superior treatment: Examining the effects on tourists who receive less than their peers" *Journal of Travel Research*.

Marder, B., Archer-Brown, C., Colliander, J. and Lambert, A. (2018) "The Ubiquitous Phenomenon of Idyllic Vacation Posts On Facebook: A model for understanding the psychological and behavioral implications of incidental vicarious consumption of travel." *Journal of Travel Research*.
<https://doi.org/10.1177/0047287518786465>

Lange, F., Rosengren, S., Colliander, J., Hernant, M., and Liljedal, K.T. (2018) "Bridging Theory and Practice in an Applied Retail Track." *the Journal of Marketing Education*. <https://doi.org/10.1177/0273475318755837>

Marder, B., Archer-Brown, C., Colliander, J. Yau, A and Marchant, C. (2018) "Conspicuous political brand interactions on Social Network Sites", *European Journal of Marketing*. 52 (3/4): 702-724.

Colliander, J., and Marder, B., (2018) "'Snap happy' brands: Increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on Instagram" *Computers in Human Behaviour*
<https://doi.org/10.1016/j.chb.2017.09.015>

-Colliander, J., Marder, B., Lid Falkman, L., Madestam, J., Modig, E., and Sagfossen, S. (2017) "The Social Media Balancing Act: Testing the Use of a Balanced Self-Presentation Strategy for Politicians Using Twitter" *Computers in Human Behaviour*, <http://dx.doi.org/10.1016/j.chb.2017.04.042>

-Söderlund, M., Colliander, J., Karsberg, J., Liljedal, K. T., Modig, E., Rosengren, S., Sagfossen, S., Szugalski, S., and Åkestam, N. (2017) "The allure of the bottle as a package: An assessment of perceived effort in a packaging context", *Journal of Product & Brand Management*, Vol. 26 (6).

-Colliander, J., Söderlund M., and Szugalski, S. (2016) "Multi-level loyalty program rewards and their effects on top-tier customers and second-tier customers". *Journal of Consumer Marketing*, Vol. 20 (4).

-Söderlund, M. and Colliander, J. (2015) "Loyalty program rewards and their impact on perceived justice, customer satisfaction, and repatronize intentions", *Journal of Retailing and Consumer Services*, Vol. 25.

-Colliander, J., Dahlén, M. och Modig, E., (2015) "Twitter for two: Investigating the effects of tweeting with customers", *International Journal of Advertising*. Vol. 34 (2).

-Colliander, J. och Erlandsson, S. (2015) "The Blog and the Bountiful: Exploring the Effects of Disguised Product Placement on Blogs that are Revealed by a Third Party." *Journal of Marketing Communications*. Vol. 21 (2).

-Modig E., Dahlén, M. and Colliander J. (2014) "Consumer-perceived signals of 'creative' vs. 'efficient' advertising: Investigating the roles of expense and effort". *International Journal of Advertising*, Vol. 33 (1).

-Colliander, J. och Wien, A. (2013) "Trash talk rebuffed: What can we learn from the phenomenon of consumers defending companies criticized in online communities?" *European Journal of Marketing*. Vol. 47 (10).

-Colliander, J och Dahlén, M. (2011) "Following the Fashionable Friend, the Power of Social Media: Publicity Effectiveness of Blogs vs Online Magazines" *Journal of Advertising Research*, Vol. 51 (1).

2. Books

"Socially Acceptable? Exploring Consumer Responses to Marketing in Social Media." (2012) HHS, Stockholm. (PhD. thesis)

3. Pipeline publications

Stubb, C., Nyström A-G and Colliander, J. "Influencer marketing: The effects of sponsorship compensation justification on sponsored content effectiveness." In third round of revisions at the *Journal of Interactive Marketing*.

Stubb, C. and Colliander, J. "This is not sponsored content" – The effects of impartiality disclosure and e-commerce landing pages on consumer responses to social media influencer posts. In second round of revisions at *Computers in Human Behavior*.

Szugalski, S., Colliander, J. and Söderlund, M. "What is beautiful is good" revisited: An examination of food unattractiveness and its impact on consumers". In second round of revisions at the *Journal of Retailing and Consumer Services*.

4. Conference presentations

Szugalski, S., Colliander, J., Söderlund, M. and Sagfossen, S. (forthcoming) "Stealing from the rich." Research film to be presented at the ACR conference, Oct 27-28, 2017, San Diego, California, USA.

Colliander, J., and Söderlund, M. (2017) "On the losing end of service variability: an examination of the effects on those customers who receive less than their peers" presented at QUIS 2017, Porto, Portugal.

Szugalski, S., Söderlund M., Colliander, J., and Sagfossen, S. (2015) "My army training week." Research film presented at the ACR conference, Oct 24-25, New Orleans, Louisiana, USA.

Modig, E., Colliander, J., and Töndevold, K. (2012), "How art in advertisements influence advertising effectiveness". Presented at EMAC 2012, 22-25 May, ISCTE Business School, Lisbon, Portugal.

Colliander, J., Dahlén, M., Rosengren S. and Törn, F., (2010) "Ad(d)ing value through a mismatch: effects of incongruent advertising on a Magazine."

Presented at ICORIA 2010, 25-26 June, Madrid, Spain. Nominated as best conference paper.

Modig, E., Colliander, J. and Erlandsson, S. (2010) "CREATIVE OR EFFECTIVE ADVERTISING? COMPARING THE EFFECTS OF BRAND BUILDING AND SALES DRIVEN ADVERTISING ON BRAND EQUITY." Presented at EMAC 2010, 1-4 June, CBS, Copenhagen, Denmark.

Modig, E. and Colliander, J (2009) "WORD OF MOUTH EFFECTS OF CREATIVE ADVERTISING." Presented at EMAC 2009, 26-29 May, Nantes, France.