

CV

Erik Modig

Center for Consumer Marketing

Stockholm School of Economics

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Born: 10 January 1980

Languages: Swedish, native language

English, fluent

German, spoken

Current position

2012– Stockholm School of Economics, Sweden. *Assistant Professor*, Center for Consumer Marketing at the Department of Marketing and Strategy. Research focus on advertising strategy and creativity.

2012– Stockholm University, Sweden. *Assistant Professor (part time)*, Department of Advertising and Public Relations.

Other Positions

2008–2012 **Stockholm School of Economics**, Sweden. *PhD Candidate*, Center for Consumer Marketing, Stockholm School of Economics. Thesis “Understanding Advertising Creativity” presented and approved Nov, 2012.

2012– **Beard and Spouse AB**, Stockholm. *Founder and senior consultant (part time)*. Communication agency focused on helping companies with communication strategy and implementation.

- 2006–2012 **Gallery Art Concept Store**, Stockholm. (www.artconceptstore.se). *Founder and manager*. Artist run gallery for young emerging artists.
- 2004– **Erik Modig Art & Design**, Stockholm (www.erikmodig.com). Founder and manager, Own company for consulting within advertising strategy and design. I am also a painter, having approx. two solo exhibitions each year.

Board Positions

- 2010–2013 **Kamratföreningen (The Alumni Association of the Stockholm School of Economics)**. Member of the board. Responsible for marketing activities.
- 2009–2013 **Konstföreningen vid Handelshögskolan i Stockholm**. Part of the board and responsible of the purchase of artworks.
- 2007–2012 **SoFo Företagarförening**, Stockholm. (www.sofo-stockholm.se) President of an association of firms in the SoFo district in Stockholm. During my years as president I took the association from 40 members to an association of total 110 members with its own newspaper and well known website.

Education

- 2012 **Stockholm School of Economics**, Sweden. (www.hhs.se) Doctor of Philosophy in Business Administration. Thesis: Understanding Advertising Creativity.
- 2008 **Stockholm School of Economics**, Sweden. (www.hhs.se) Master of Science in Business & Economics. Major in Marketing. Name of master thesis: Unbundling Creativity.
- 2004 **University of Stockholm**, Sweden. (www.su.se) History of Art, 35 credits. Astronomy, 5 credits.
- 2000 **Nösås Gymnasium**, Stenungsund, Sweden. Social Science, Economics.
- 1998 **Burgdorf Gymnasium**, Burgdorf, Switzerland. Exchange program.

Scholarships and other achievements

- 2008 The master thesis Unbundling Creativity was rewarded a scholarship for best thesis within marketing that year at HHS.
- 2008 A member of Mensa International.
- 2000 Rewarded a scholarship for highest grade average of all 500 students that graduated from Nösås Gymnasium in 2000.
- 1989 Winner of the “Best Friend Award” among 42 players in the local soccer team.

Research

My main research focus is advertising creativity and effectiveness. Specifically, I investigate how consumers process information and use it in their product and brand evaluations. The research answers questions such as: What is effective advertising? Is creative advertising better? How do you define creativity and effectiveness? What are the differences between consumers 'and practitioners' perception of creativity? In addition, my researching covers topics such as how companies, employees and brands may be more creative in their daily work.

As of 2013 my research have also focused on retailing and political advertising. Especially I am interested in how creativity in store leaflets and communication affect price sensitivity and retailer attractiveness.

Books

Modig, K. and Modig, E. (2013), *Värdet av konst – för individ, näringsliv och samhälle*, Rheologica Publishing AB, Stockholm.

Modig, E. (2012), “*Understanding Advertising Creativity – how perceptions of creativity influences advertising effectiveness*”, Doctoral dissertation, Stockholm School of Economics.

Articles

Rosengren, S., Dahlén, M., and Modig, E. (2013), “**Think Outside the Ad: Can Advertising Creativity Benefit More Than the Advertiser?**”, *Journal of Advertising*, 42(4), 320–330.

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Modig, E., Dahlén, M., and Colliander, J. (Forthcoming in International Journal of Advertising), “**Consumer-perceived signals of “creative” versus “efficient” advertising: Investigating the roles of expense and effort.**”

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Modig, E. and Rosengren, S. (Forthcoming in Advances in Consumer Research), “**More Than Price? Exploring the Effects of Creativity and Price in Advertising.**”

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Rosengren, S., Modig, E. and Dahlén, M. (Forthcoming in Journal of Marketing Communications), “**More than Words - The value of ambient marketing from a consumer perspective.**”

Working Papers

Modig, E., Dahlén, M. (In review), “**What if Creativity Mattes to Everyone: Exploring the Perceptions of Consumers versus Practitioners.**”

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Modig, E., Dahlén, M. (In review), **“Does it matter what you look for? What practitioners see in “creative” versus “effective” advertisements.”**

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Colliander, J., Dahlén, M, and Modig, E. (In review), **“Twitter for two: Investigating the effects of tweeting with customers.”**

Conference Papers

Modig, E. and Rosengren, S. (2013), **“More Than Price? Exploring the Effects of Creativity and Price in Advertising.”** paper presented at ACR Conference, Chichago, U.S.

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Modig, E. and Colliander, E. (2013), **“Capturing the undecided: How broadening of one’s political agenda appeals to swing voters”**, paper presented at ICORIA, Zagreb, Croatia.

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Modig, E. and Rosengren, S. (2013), **“Can advertising creativity affect price perceptions and retailer reputation?”**, paper presented at Pricing and Retailing Conference at Babson College, Boston, U.S.

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Töndevold, K., Colliander, J., & Modig, E. 2013, **“Could it be best to avoid consumers in new product development? Exploring the impact on brand uniqueness and self-brand connection”**. In: Proceedings from the 42nd EMAC Conference, Istanbul Technical University, Istanbul, Turkey, 4-7 June.

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Modig, E., Colliander, J., and Töndevold, K. (2012), **“How art in advertisements influence advertising effectiveness”**. In Proceedings from the 41st EMAC Conference, ISCTE Business School, Lisbon, Portugal 22-25 May.

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Modig, E., Colliander, J., and Erlandsson, S. (2010), **“Speed or distance? Comparing the effective advertising fast-track with the creative advertising long-road”**. In: Beckmann SC, Ringberg T & Ritter T (Eds.), *The Six Senses: The Essentials of Marketing*, Proceedings from the 39th EMAC Conference, Copenhagen Business School, Denmark, 1-4 June.

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Modig, E., and Colliander, J., (2009), **“Word of Mouth Effects of Creative Advertising”**. In: Helfer J-P & Nicolas J-L (Eds.), *Proceedings from the 38th EMAC Conference*, Audencia Nantes, France, 26-29 May.

Teaching and lectures

My teaching focuses on marketing and consumer psychology with special focus on creativity and effectiveness in market communication. I teach regularly at Stockholm School of Economics, Stockholm University and Stockholm School of Entrepreneurship. Teaching takes place in either English or Swedish.

Besides teaching at universities I regularly have lectures and workshops for large Swedish and international corporations. The most common themes are how to develop effective market communication with regard to the latest findings in consumer psychology and how marketing departments can understand, plan and conduct a creative advertising strategy.

Teaching courses

- 2013 Course Director, *Consumer Marketing*, Bachelor course at Stockholm School of Economics, Stockholm.
- 2013 Course Director, *Advertising Strategy*, Bachelor course at Stockholm University, Stockholm.
- 2012 Course Director, *Category Management*, Executive education course at Stockholm School of Economics in Riga, Latvia.
- 2012 Course Director, *Consumer Marketing*, Bachelor course at Stockholm School of Economics, Stockholm.
- 2012 Contributing Teacher, *Corporate Entrepreneurship*, Master course at Stockholm School of Economics.
- 2012 Course Director, *Consumer Psychology*, Course at Företagsuniversitetet, Stockholm.
- 2012 Contributing Teacher, *Entrepreneurship/The Arts Perspective*, Master course at Royal Institute of Art, Stockholm
- 2012 Course Director, *Advertising Strategy*, Bachelor course at Stockholm University, Stockholm.
- 2012 Contributing Teacher, *Program of Cultural Management Studies*, Bachelor course at Stockholm University, Stockholm.
- 2011 Contributing Teacher, *Marketing – Operations and Strategy*, Course at Företagsuniversitetet, Stockholm.
- 2011 Contributing Teacher, *Intrapreneurship Boot camp*, Course at Stockholm School of Entrepreneurship.
- 2011 Course Director, *Planning and PR*, Bachelor course at Stockholm University, Stockholm.
- 2010 Course Director, *Managing Marketing Processes*, Master course at Stockholm School of Economics, Stockholm.

- 2009–2011 Contributing Teacher, *Consumer Marketing*, Bachelor course at Stockholm School of Economics, Stockholm.
- 2009–2011 Contributing Teacher, *Brand Management and Marketing Communication*, Master course at Stockholm School of Economics, Stockholm.
- 2007–2008 Contributing Teacher, *Professional Growth*, Bachelor course at Konstfack, Stockholm.