

CURRICULUM VITAE

(December 2018)

Elin Åström Rudberg, PhD Candidate

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Full-time positions:

Since September 2014, PhD student at the Stockholm School of Economics (SSE).

Before I started my PhD, I worked for two different companies in Sweden. From March 2007 until October 2008, I was a consultant and future strategist at Kairos Future, a consultancy in foresight, innovation and strategy. From November 2008 until June 2014 I worked as a trend analyst at Nine, an innovation and design company.

Education and academic degrees:

M.Sc. degree in economics, SSE in February 2007.

Studied to the level of B.A. in economic history and international relations at the Department of Economic History, Stockholm University. 2001-2010.

Research visits abroad:

In November and December 2018, visiting scholar at the European Institute at Columbia University in New York, USA.

Publications:

Åström Rudberg, Elin (2018). Selling the concept of brands. The Swedish advertising industry and branding in the 1920's, *Journal of Historical Research in Marketing*, Vol. 10, No. 4, pp. 494-512.

Recent and forthcoming conference papers (2016-2019):

Reappraising Nordic cooperation and Americanization in the Swedish advertising industry in the 1930s. Accepted paper to be presented at the *Annual Nordic Challenges Conference*, Copenhagen, 6-8 March, 2019.

In the service of the nation? The Swedish advertising cartel and state advertising during World War II. Paper presented at the *First Swedish Advertising Historical Meeting* (Det Första Reklamhistoriska Mötet) at Stockholm University, Sweden, 6-7 April 2017.

The advertising industry, newspaper publishers and the control of the advertisement market in Sweden 1915-1939. Paper presented at the *Sound Economic History Workshop* at Helsinki University, Helsinki, Finland, 3-4 November 2016.

Sound and Loyal Business. The cartelization of the Swedish advertising industry 1915-1935. Paper presented at the *1st World Congress on Business History / 20th Congress of the European Business History Association* in Bergen, Norway, 25-27 August 2016.

Teaching:

Seminar teacher for the 7,5-credit undergraduate course *Comparative Economic History: Theory and Evidence* (spring term 2017, 2018 and 2019) and lecturer at the 7,5-credit master level course *Financial and Business History* (spring term 2019).

Awards and Scholarships:

Winner of the *David D. Monieson Best Student Paper Award* at the 18th Biennial Conference on Historical Analysis and Research in Marketing (CHARM), Liverpool John Moores University, U.K in June 2017.

Grant from *the Torsten Söderberg Foundation*, two-year full financing for doctoral student research, in December 2016.

Leaves:

I was on maternity leave from September 2017 until the end of March 2018.