

JOHAN GRAAF, PHD

Associate Professor · Stockholm School of Economics

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PROFESSIONAL EXPERIENCE

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| 2022 – present | Associate Professor
Stockholm School of Economics, Department of Accounting |
| 2017 – present | Program Director and Faculty
Stockholm School of Economics, Executive Education |
| 2017 – 2022 | Assistant Professor
Stockholm School of Economics, Department of Accounting |
| 2010 – 2016 | Lecturer and Teacher
Stockholm Business School, Finance and Accounting |

EDUCATION

Academic degrees

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| 2011 – 2016 | Ph.D. [Ekon. Dr] in Business Administration
Stockholm Business School, Stockholm University |
| 2007 – 2011 | M.Sc. in Accounting
Stockholm Business School, Stockholm University |

Pedagogical training

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| 2025 | International Teachers Programme (ITP)
The ITP is the world's leading faculty-development programme – organised by a group of leading international business schools and EFMD Global. |
| 2015 – 2021 | Faculty Development Courses and Workshops
Teaching Executives, Stockholm School of Economics
Tutoring, Stockholm School of Economics
The Inclusive Classroom, Stockholm School of Economics
Teaching & Learning for University Teachers (UL-II), Stockholm University
Teaching & Learning for University Teachers (UL-I), Stockholm University |

ADMINISTRATION

2026 – present	Academic director Accounting Center of Excellence (ACE)
2026 – present	Member of MSc Admissions Board Stockholm School of Economics
2024 – present	Member of BSc program committee Stockholm School of Economics
2013	Member of School Board and Research Committee Stockholm Business School

ACADEMIC SERVICE

2025 – present	Associate Editor Accounting Open
2026 – present	Editorial board member Contemporary Accounting Research
2018 – present	Ad hoc reviewer for: ABS 4* or FT50 journals: Accounting, Organizations & Society; Journal of Business Ethics; The Accounting Review Other journals: Accounting, Auditing and Accountability Journal; Critical Perspectives on Accounting; Journal of Financial Services Marketing; Journal of Management and Governance; Socio-Economic Review; Qualitative Research in Accounting and Management; Qualitative Research in Financial markets <i>[Recipient of the 2020 "Outstanding reviewer" award – QRAM]</i>
2015 – present	Member of Scientific committees 2021 – 2026 EAA annual congress – interdisciplinary/critical track 2015 & 2021 Interdisciplinary perspectives on Accounting [IPA] conference
2012 – 2015	Member of Organizing committees 2015 IPA conference Stockholm, Sweden 2012 – 2013 SBS PhD candidate conferences

PUBLICATIONS

Research publications

- Forthcoming** Chua, W. F., Graaf, J., & Kraus, K. (Forthcoming). **The dynamics of rankings work – a field study of the crafting and recrafting of a soft public ranking**, *Accounting, Organizations and Society*
- 2026** Chua, W. F., Graaf, J., & Kraus, K. (2026). **"What is this thing called controllability?" A field study of the integration of the controllability principle in the redesign of a performance measurement system**, *The Accounting Review*, 101 (1): 257–284.
- 2023** Graaf, J. (2023). **Can Sell-side Analysts Compete Using Public Information? Analysts as Frame-makers Revisited**. *European Accounting Review*, 32(1), 141-167.
- 2022** Chua, W. F., Graaf, J., & Kraus, K. (2022). **Mapping and contesting peer selection in digitalized public sector benchmarking**. *Financial Accountability & Management*, 38(2), 223-251.
- 2022** Graaf, J., Kraus, K., & Strömsten, T. (2022). **The problematics of financialization—On the important (but neglected) horizontal axis of organizational action**. *Critical Perspectives on Accounting*, 89, 102339
- 2020** Graaf, J., & Johed, G. (2020). **"Reverse brokering" and the consumption of accounting: A broker desk ethnography of an investment case**. *Accounting, Organizations and Society*, 85, 101154.
- 2020** Andersson, P., Graaf, J., & Hellman, N. (2020). **Sell-side analysts and corporate acquisitions: case study findings**. *Qualitative Research in Financial Markets*, 12(4), 437-464.
- 2018** Graaf, J. (2018). **Equity market interactions: Exploring analysts' role performances at earnings presentations**. *Accounting, Auditing & Accountability Journal*, 31(4), 1230-1256.
- 2016** Graaf, J. (2016) **The Pursuit of Relevance: Studies on the Relationships between Accounting and Users**, PhD Dissertation, Stockholm Business School, Stockholm University.
- 2013** Graaf, J. (2013). **Colouring the numbers—on the role of intellectual capital in financial reporting**. *Journal of Intellectual Capital*, 14(3), 376-394.

Pedagogical publications

- 2025** **Att läsa ekonomiska rapporter: En grundkurs i det ekonomiska språket [Reading financial reports: an introduction to the financial language]**. Studentlitteratur (2025)
- 2025** **Boken om Ekonomistyrning [The Management Accounting Book]** (with Almqvist, R., Jannesson, E., Parment, A., Skoog, M. & Thomasson, A.), Studentlitteratur (5th edition, 2025)
- 2025** **Boken om Ekonomistyrning: Övningsbok med lösningar. [Book of exercises]** (with Almqvist, R., Eriksson, K. & Parment, A.) Studentlitteratur (5th edition, 2025)
- 2021** **Excel för Ekonomer [Excel for Business Administrators]** (with Borell, A.) Studentlitteratur (2021)

Other publications

- 2026** **Påverkbarhet – vad är det? Etableringen, tillämpningen och effekterna av påverkbarhetsprincipen i kommunala prestationsmätningar [Controllability – what is it? The establishment, application and effects of the controllability principle in municipal performance measurements]** (with Chua, W. F., Fredriksson, C. & Kraus, K.). Practice-oriented report of research findings, SSE Department of Accounting (2026)
- 2021** **Stöps alla rankingar i samma form? Om framväxten, utvecklingen och användningen av KKiK [Are all rankings made the same? On the emergence, development and use of KKiK]** (with Chua, W. F. & Kraus, K.). Practice-oriented report of research findings, SSE Department of Accounting (2021)
- 2021** **Digitalisering, jämförelser och motstånd - om vikten av att förstå olikheter i kunskapsbehov och organisatoriska arv [Digitization, comparisons and resistance - on the importance of understanding differences in knowledge requirements and organizational legacies]** (with Chua, W. F. & Kraus, K.). Practice-oriented report of research findings, SSE Department of Accounting (2021)
- 2017** **"Intervju med Johan Graaf"** *Organisation & Samhälle*, 2(2), 17
- 2012** **"Report on the 8th ELASM Interdisciplinary Workshop on 'Intangibles, Intellectual Capital and Extra-Financial Information'"** *EAA newsletter*, 40(4), 16-17

RESEARCH GRANTS

- 2023** **Field studies on Active Fund Management**
Handelsbankens forskningsstiftelser
SEK 1,800,000
- 2018** **Rankings, reactivity and design-deployment interaction**
Handelsbankens forskningsstiftelser (Main applicant: Kalle Kraus)
SEK 1,215,000
- 2017** **Wallander Scholarship**
Handelsbankens forskningsstiftelser
SEK 1,605,000

EXECUTIVE TEACHING

My executive teaching covers topics such as financial management, financial analysis, management accounting and control, accounting issues, financial behaviour, and financial communication. In most programs I teach modules ranging 1.5-6 full days.

Program Director		Latest program evaluation (10 max)
2026 – present	Business Performance Diploma (BPD)	N/A
2020 – present	Business Administration for Managers and Leaders [Företagsekonomi för Chefer och Ledare]	9.7
Faculty		Latest teaching evaluation (10 max)
2026 – present	FEM – Executive Management Program	9.8
2025 – present	Executive Management Program for the Public Sector [OSMP]	9.1
2023 – present	Executive Leadership Programme [ELP]	9.7
2019 – present	Manager and Leader [Chef och Ledare]	9.8
2018 – present	Business Administration for Managers and Leaders [Företagsekonomi för Chefer och Ledare]	9.9
2017 – present	Customized programs for various companies	9.3 – 9.8
2020 – 2024	Executive Management for Construction and Real Estate [SBL]	9.3
2019	Accounting and Financial Management for Insurance experts	N/A
2017 – 2019	Rapid Acceleration Management Program [RAMP]	N/A

UNIVERSITY TEACHING

My university teaching covers a broad range of topics in accounting, management control, financial management, financial analysis, valuation, research methods, and theory. This has been conducted on both bachelor, master and PhD level.

Course Director		Latest course evaluation (SSE only, 7 max)
Stockholm School of Economics		
2023 – present	3311 – Financial Communication (Master)	6.0
2022 – present	NDH302 – Accounting: How to Prepare the Numbers (Bachelor)	6.4
2018 – 2023	Degree projects in accounting & financial management (Bachelor)	N/A
Stockholm Business School, Stockholm University		
2014 – 2015	Communicating Financial & Non-Financial Information (Bachelor)	

Faculty		Latest teaching evaluation (SSE only, 7 max)
Stockholm School of Economics		
2023 – present	3311 – Financial Communication (Master)	6.4
2020 – present	NDH302 Accounting (Bachelor)	6.7
2018 – present	NDH306 Retail Accounting and Financial Management (Bachelor)	6.7
2020 – 2022	NDH214 Marketing Research (Bachelor)	6.5
2019 – 2020	NDH676 Retail Clubs & Tutorials (Bachelor)	N/A
2019 – 2020	NDH900 Degree Project in Retail Management (Bachelor)	N/A
2016 – 2017	332 Accounting and finance (Bachelor)	6.5
Stockholm Business School, Stockholm University		
2011 – 2017	Managerial Accounting II (Bachelor)	
2016	Accounting theory (Master)	
2016	Financial reporting (Bachelor)	
2016	Introduction to the research process (PhD)	
2016	Accounting for Advertising and PR (Bachelor)	
2016	Management control systems (Master)	
2016	Principles of Accounting (Bachelor)	
2016	Research Methods in Business Administration (Bachelor)	
2013 – 2016	Accounting I (Bachelor)	
2014 – 2015	Communicating Financial and Non-Financial Information (Bachelor)	
2011 – 2014	Performance Management (Master)	
2013	Financial analysis (Bachelor)	
2011 – 2012	Financial Accounting and Corporate Finance (Bachelor)	
2010 – 2011	Finance II (Bachelor)	
2010 – 2011	Calculation and Decision Analysis I (Bachelor)	

Supervision & Tutoring

2022 – present	Assistant supervisor to Anders Biörklund (PhD candidate, SSE).
2025 – 2026	Main supervisor to Johan Van Geffen (PhD candidate, SSE).
2020 – 2023	Assistant supervisor to Lars Lund (PhD candidate, SSE).
2015 – present	Supervisor of 40 MSc and BSc theses (at SSE and SBS).
2019 – 2020	Tutor for 15 students (COOP retail club, SSE Centre for Retailing).

Other

2020	Constructing digital module on double-entry bookkeeping, for BE301 Accounting I: Understanding Financial Reports.
2019 – 2020	Faculty representative for the COOP retail club (Centre for Retailing)

RECOGNITION FOR TEACHING EXCELLENCE

2026	Invited to act as Program Director for the 2026 ITP booster programme
2025	BSc Teacher of the Year, voted by the students at SSE
2023 – present	SSE Distinguished Educators' Network

PRESENTATIONS

Conferences, workshops and other research presentations

2025	40th CAR Conference, Italy
2023	European Accounting Association Annual Congress (EAA), Finland
2021	FEKIS Ämneskonferens, Gothenburg Sweden
2019	European Accounting Association Annual Congress (EAA), Cyprus
2017	Presentation at Mälardalen Högskola, Sweden
2017	Presentation at Åbo Akademi, Finland
2017	Presentation at Södertörns Högskola, Sweden
2017	European Accounting Association Annual Congress (EAA), Spain
2016	Presentation at London School of Economics and Political Science, UK
2016	European Accounting Association Annual Congress (EAA), the Netherlands
2015	Interdisciplinary perspectives on Accounting conference (IPA), Sweden
2015	IPA Emerging Scholars' Colloquium, Sweden
2015	European Accounting Association Annual Congress (EAA), UK
2014	EAA Doctoral Colloquium in Accounting, Estonia
2013	Nordic Academy of Management Conference, Iceland
2013	European Accounting Association Annual Congress (EAA), France
2012	Interdisciplinary Workshop on Intellectual Capital, France
2012	International forum on knowledge asset dynamics, Italy
2011	Nordic Workshop XVII in Management Accounting, Sweden

Other conference participation and discussant assignments

2023	Paper discussant at the EAA conference, Helsinki, Finland
2019	Discussant for Kai Krauss PhD Thesis Proposal, SSE
2019	Discussant for Yu Xiang PhD Midway Seminar, SBS
2018	Paper discussant at the 12th IPA Conference, Edinburgh, UK
2015 – 2023	Session chair: EAA Annual Congresses (various locations)

Presentation for practitioners

2025	Podcast guest, "Numbers talk" (Department of Accounting at SSE outreach podcast), Theme Investor Relations
2025	Presentation at SSE Executive Education Alumni event on Financial Communication
2025	Masterclass for SSE partner companies on Financial Communication
2025	Academic keynote speaker ACE CFO Forum, Theme Investor Relations
2025	Presentation at Cátedra Europa (conference to enhance relations between Latin America and Europe), Theme Financial Storytelling, Universidad del Norte, Colombia
2022	Presentation at SKR (Swedish Association of Local Authorities) with +350 practitioners

- 2017** Presentation at launch of Research Foundation in memory of Sven-Erik Johansson, SSE
- 2014** Presentation at Infina foundation, Hökerberg & Söderqvist Advokatbyrå