

CURRICULUM VITAE

HELGE THORBJØRNSEN

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EDUCATION

- | | |
|-----------|--|
| 2001-2003 | NHH - Norwegian School of Economics, Department of Strategy and Management
<i>Dr.Oecon</i> |
| 1998-2001 | NHH - Norwegian School of Economics, Department of Strategy and Management
<i>Cand.Merc. (Høyere Avdeling/Master of Science)</i> |
| 1994-1998 | University of Bergen, Faculty of Social Sciences
<i>Cand.mag. (Economics, Comparative politics, Statistics)</i> |

EMPLOYMENT

- | | | |
|---|--|-------------------------|
| ■ Norwegian School of Economics | | |
| • Rector | | 01.08.2025 -> |
| • Vice Vice-Rector for Research | | 01.08.2013 – 01.01.2018 |
| • Dean of Doctoral Program | | 01.08.2011 – 01.01.2018 |
| • Program Director for various Executive programs | | 01.01.2021 -> |
| ■ Norwegian School of Economics, Department of Strategy and Management | | |
| • Professor | | 15.09.2008 -> |
| • Associate Professor | | 01.06.2006 – 15.09.2008 |
| • Post doctor | | 01.01.2005 – 01.06.2006 |
| • Associate Professor | | 01.06.2003 – 01.01.2005 |
| • Research Scholar | | 01.06.2000 – 01.06.2003 |

- **SNF AS – Center for Applied Research at NHH**
 - Research Director
“Innovation, Strategy and Marketing” 01.08.2008 – 31.07.2025
 - Research Associate 01.02.1999 – 01.08.2008

- **Stockholm School of Economics**
Center for Wellbeing, Welfare and Happiness
 - Guest Professor / Affiliated Professor 01.05.2024 ->

- **The National Research School in Business Economics and Administration**
 - Director 01.01.2012 – 01.10.2013

BOARD MEMBERSHIPS

- **SNF AS – Center for Applied Research at NHH**
 - Chairman 01.08. 2017- 30.06.2025

- **AFF – Stiftelsen Administrativt Forskningsfond v/NHH**
 - Chairman 31.01.2025 - 26.06.2025
 - Board Member 01.08.2023 - 31.01.2025

- **Norwegian Consumer Council (Forbrukerrådet)**
 - Board Member 07.09.2022 - 31.07.2025

- **VIS – Vestlandets Innovasjonsselskap**
 - Board Member 01.08.2023 - 29.04.2025
15.12.2016 - 19.04.2022

- **EASE LIVE Holding**
Media-tech
 - Board member 01.04.2021 ->

- **FoodCapture AS**
Med-tech start-up, Oslo
 - Chairman 01.06.2022 - 30.06.2025

- **Colonialen AS**
 - Board Member 01.01.2018 – 19.08.2025

- **Brand Cognition AS**
Management Consulting, Oslo
 - Chairman and Partner 01.06.2003 ->

- **SNF Foundation**
Stiftelsen for Samfunns- og Næringslivsforskning
 - Chairman 03.09.2015-30.06.2021

- **SIXTY AS**
Tech/media company, Bergen
 - Chairman 01.08.2002-08.10.2020

- **Media City Bergen AS**
 - Board Member 15.04.2015-01.01.2017

- **Proaktiv Gruppen AS**
 - Board Member 01.02.2015-01.01.2022

- **Kamikaze Media AS**
Design/Web Agency, Bergen
 - Board Member 01.01.2008-15.10.2012

- **Studia AS**
University Bookstores, Bergen
 - Board Member 01.06. 2007-01.06.2009

- **Turboproduksjoner AS**
Production Company, Performing Arts/Theater
 - Chairman 01.03.2003-31.12.2006

- **Det Akademiske Kvarter / Studentkulturhuset i Bergen AS**
Student Culture House, Bergen
 - Chairman 01.01.1997 –01.01.1998

▪ INTERNATIONAL JOURNAL ARTICLES

Martuza, J., Dahlen, M., & Thorbjørnsen, H. (2025). “Not too little and not too much?” The relationships between spare time, spare money, and subjective well-being. *Journal of Positive Psychology* (in press).

Sjåstad, H., Skard, S., Thorbjørnsen, H. & Norman, E. (2025): Self-Serving Optimism in Well-Being Prediction: People Believe in a Bright Future for Themselves and Their Friends, but Not for Their Enemies, *European Journal of Social Psychology*.

Døskeland, T., Martuza, J. B., Pedersen, L. J. T., Santos, F., Sjåstad, H., & Thorbjørnsen, H. (2025). The role of social norms in retirement saving: Evidence from two natural field experiments. *Journal of Business Research*, 190.

Tatavarthy, A. D., Martuza, J., & Thorbjørnsen, H. (2025). Human Is Gold: Why Premium Customers Hate Chatbots and What to Do About It. *Journal of Interactive Marketing*.

Dahlen, M., Colliander, J., Gajic, V., Kim, O. and Thorbjørnsen, H. (2024): How do Advertised Prices affect Consumers’ Financial Wellbeing and Happiness?, *Psychology & Marketing*, 41.

Colliander, J., Dahlen, M. and Thorbjørnsen, H. (2023): Do Customer Ratings Influence Consumers Who Already Experienced a Product? How Memory Reconstruction and Conformity can Reshape Product Evaluations and Perceptions, *Journal of Advertising Research*, 63(1).

Dahlen, M. and Thorbjørnsen H. (2022): Individuals’ Assessments of Their Own Wellbeing, Subjective Welfare, and Good Life: Results From Four Exploratory Studies, *International Journal of Environmental Research and Public Health*, 19 (19).

Martuza, J.B., Skard, S.E., Løvlie, L. and Thorbjørnsen, H. (2022): Do Honesty-Nudges Really Work? A Large-Scale Experiment in an Insurance Context, *Journal of Consumer Behaviour*, 21(4).

Dahlen, M., Thorbjørnsen, H. (2022): An Infectious Silver Lining: Is There a Positive Relationship Between Recovering from a COVID Infection and Psychological Richness of Life?, *Frontiers in Psychology*, 13.

Dahlen, M., Thorbjørnsen, H., von Heideken, P., Hellström, C., Kerstis, B., Lindberg, D., Stier, J. and Elvén, M. (2022): The Comeback Effect: How Happy are People who have Recovered from a COVID-19 Infection? *International Journal of Wellbeing*, 12(2).

- Nødvedt, K., Sjøstad, H., Skard, S.R., Thorbjørnsen, H. and Van Bavel, J.J. (2021). Racial bias in the sharing economy and the role of trust and self-congruence. *Journal of Experimental Psychology: Applied*. 27(3)
- Skard, S., Knudsen, E.S., Sjøstad, H., and Thorbjørnsen, H. (2021): How virtual reality influences travel intentions: The role of mental imagery and happiness forecasting, *Tourism Management*, 87.
- Dahlen, M. and Thorbjørnsen, H. (2021): The Boost Effect: Can a COVID-19 infection increase perceived meaning in life?, *Social Inquiry into Wellbeing*, 19(2).
- Dahlen, M., Thorbjørnsen, H., Sjøstad, H., von Heideken, P., Hellström, C., Kerstis, B., Lindberg, D., Stier, J. and Elvén, M. (2021): Changes in Physical Activity are Associated with Corresponding Changes in Psychological Wellbeing: A Pandemic Case Study, *International Journal of Environmental Research and Public Health*, 18(20).
- Dahlén, M., Karsberg, J., Sagfossen, S., Thorbjørnsen, H. and Lange, F. (2020): “Advertising «On the Go»: Are Consumers In Motion More Influenced by Ads?”, *Journal of Advertising Research*, Vol. 60(4), December.
- Kristensson, P., Pedersen, P.E. and Thorbjørnsen, H. (2020): New Perspectives on Consumer Adoption and Diffusion of Innovations, *Journal of Business Research*, Vol.116.
- Dahlén, M., Rosengren, S., Colliander, J., Gemvik, A., Thorwid, C., and Thorbjørnsen, H. (2020): “We love what we do”: Exploring the effects of Communicating Passion in Advertising”, *Journal of Advertising Research*, Vol. 60(1). (Winner of Douglas C. West Advertising Creative Article 2020).
- Thorbjørnsen, H., Dahlén, M. and Lange, F. (2020): “Tomorrow never dies: Preadvertised Sequels Boost Movie Satisfaction and WOM”, *International Journal of Advertising*, Vol.39(3).
- Ketelaar, P.E., van’t Riet, J., Thorbjørnsen, H, and Buijzen, M (2018). “Positive Uncertainty: The Benefit of the Doubt in Advertising”, *International Journal of Advertising*, Vol.37(2).
- Skard, S.E. and Thorbjørnsen, H. (2017), “Closed-Ended and Open-Ended fit articulation: Communication Strategies for Incongruent Sponsorships”, *European Journal of Marketing*, Vol. 51 (7/8).

Thorbjørnsen, H., Dahlén, M. and Lee, Y.H. (2016), "The Effect of New Product Preannouncements on the Evaluation of Other Brand Products", *Journal of Product Innovation Management*, Vol. 33(3).

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Thorbjørnsen, H. Ketelaar, P., van't Riet, J. and Dahlén, M (2015), "How Do Teaser Advertisements Boost Word-of-Mouth about New Products? ", *Journal of Advertising Research*, 55(1)

Ketelaar, P.E., Konig, R., Smit, E.G. and Thorbjørnsen, H. (2015), «In Ads We Trust. Religiousness as a Predictor of Advertising Trustworthiness and Avoidance», *Journal of Consumer Marketing*, 32(3).

Skard, S. and Thorbjørnsen H. (2014), "Is Publicity Always Better Than Advertising? The Role of Brand Reputation in Communicating Corporate Social Responsibility", *Journal of Business Ethics*, 124(1).

Dahlén, M., Thorbjørnsen, H., Hansen, H., Linander, J. and Thunell, C. (2013), "What Will 'They' Think? Marketing Leakage to Undesired Audiences and the Third Person Effect", *European Journal of Marketing*, Vol 47 (11).

Nysveen, H., Pedersen, P.E. and Thorbjørnsen H. (2012), "Consumer Reactions to New Service Value Propositions", *Scandinavian Journal of Business Research. Beta*. 02/12.

Thorbjørnsen, H. and Dahlén, M. (2011). "Customer Reactions to Acquirer-Dominant Mergers & Acquisitions", *International Journal of Research in Marketing (IJRM)*, Vol. 28(4).

Dahlén, M., Thorbjørnsen, H. and Sjödin, H (2011). "A Taste of Nextopia: Does the Next Product Affect our Preferences Today?", *Journal of Advertising*, Vol.40(4).

Thorbjørnsen, H. and Supphellen, M. (2011): "Determinants of Core Value Behavior in Service Brands", *Journal of Services Marketing*, Vol 25(1).

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2009): "Categorizing Networked Services: The Role of Intrinsic-, User Network-, and Complement Network Attributes", *European Journal of Marketing*, Vol 43 (2/3).

Breivik, E and Thorbjørnsen, H (2008). "Consumer-Brand Relationships: An Investigation of Two Alternative Models", *Journal of the Academy of Marketing Science*, Vol. 36(4).

White, T.B., Zahay, D., Thorbjørnsen, H. and Shavitt, S. (2008). "Getting too Personal: Reactance to Highly Personalized E-mail Solicitations", *Marketing Letters*, Vol 19.

Thorbjørnsen, H (2008): "Personalization overload", *European Business Forum*, Vol. 32.

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2007). "This is Who I am: Identity Expressiveness and the Theory of Planned Behavior". *Psychology and Marketing*, Vol.24(9).

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Nysveen, H. Thorbjørnsen, H, and Pedersen, P.E. (2005). "Competitive Advantages for Broadcast Companies: Effect of WebTV Channel Addition on Consumer-Brand Relationships", *International Journal on Media Management*, Vol.7(3).

Thorbjørnsen, H. (2005). "Brand Extensions: Brand Concept Congruency and Feedback Effects Revisited", *Journal of Product and Brand Management*. Vol.14(4).

Nysveen, H, Pedersen, P.E and Thorbjørnsen, H. (2005). "Explaining Intention to Use Mobile Chat Services: Moderating Effects of Gender", *Journal of Consumer Marketing*, Vol. 22(5).

Jakubanečs, A, Supphellen, M. and Thorbjørnsen, H. (2005), "Slavic Brothers or Rivals? Effects of Consumer Ethnocentrism on the Trade Between The Ukraine and Russia", *Journal of East-West Business*, Vol. 10(4).

Nysveen, H., Pedersen, P.E., Thorbjørnsen, H. and Berthon, P. (2005): "Mobilizing the Brand: The Effects of Mobile Services on Brand Relationships and Main Channel Use", *Journal of Services Research*, Vol 7(3).

Thorbjørnsen, H. and Supphellen M. (2004). "The Impact of Brand Loyalty on Website usage", *Journal of Brand Management*, Vol.11(3).

Thorbjørnsen, H. (2004). "Consumer Research Online: Theoretical and Methodological Challenges". *Scandinavian Journal of Business Research, Beta, Vol.18(2)*.

Thorbjørnsen, H., Supphellen, M., Nysveen, H. and Pedersen, P.E. (2002) "Building Brand Relationships Online: A Comparison of Two Interactive Applications", *Journal of Interactive Marketing, Vol.16(3)*.

▪ INTERNATIONAL BOOKS AND BOOK CHAPTERS

Dahlen, M. and Thorbjørnsen, H. (2023). "More Numbers Every Day", *Hachette Books, New York*. (Also available in other languages).

Thorbjørnsen, H. (2017): "Launching Innovations", in *Innovating for Trust*, (red. Lüders, Andreassen, Clatworthy and Hillestad), *Edward Elgar Publishing, UK*.

Kristensson, P., Nysveen, H. and Thorbjørnsen, H. (2017): "Why Consumers do and do not switch", in *Innovating for Trust*, (red. Lüders, Andreassen, Clatworthy and Hillestad), *Edward Elgar Publishing, UK*.

Thorbjørnsen, H. and Nysveen, H. (2005): "Mobile Channel Additions vs. Internet-Based Channel Additions: Effects on Brand Usage and Consumer-Brand Relationships" in *Mobile Communications: Renegotiation of the Social Sphere* (red. Ling, R. og Pedersen, P.E.), *Springer-Verlag, London*.

▪ NORDIC BOOKS, JOURNAL ARTICLES AND BOOK CHAPTERS

Thorbjørnsen, H. and Dahlen (2025). "Tidsparadokser", *Cappelen Damm, Oslo*

Dahlén, M. and Thorbjørnsen, H. (2025). "Livs/Tid: Livet, Lyckan och Tiden", *Mondial, Stockholm*

Dahlén, M. and Thorbjørnsen, H. (2021). "Tallskalle", *Vigmostad og Bjørke, Bergen*.

Sjåstad, H. and Thorbjørnsen, H. (2018). «Når Selvkontrollen Sviker: Kan Dulting Bidra til Varig Atferdsendring», *Magma, No.8, Fagbokforlaget, Bergen*.

Skard, S., Løvlie, L. og Thorbjørnsen, H. (2018). «Dulting og Tjenestedesign: Dulting for økt Produktivitet gjennom Kundereisen», *Magma, No.8, Fagbokforlaget, Bergen*.

Thorbjørnsen, H. (2015). "Kunden som verdiskaper", *Magma, No.4.*, Fagbokforlaget, Bergen

Supphellen, M., Thorbjørnsen, H. and Troye, S. (eds.) (2014). "Markedsføring. Verdbasert Forventningsledelse», *Fagbokforlaget, Bergen*. (2nd edition in 2023)

Nysveen, H., Pedersen, P.E. and Thorbjørnsen H. (2012). "Samskaping og Innovasjon", *Magma, No.3, Fagbokforlaget, Bergen*.

Nysveen, H., Pedersen, P.E., Skard, S. and Thorbjørnsen H. (2012), "Innovasjon i Merkeopplevelsen", *Magma, No.3, Fagbokforlaget, Bergen*.

Thorbjørnsen, H. (2011). "Fusjoner og Oppkjøp. Hva med Kunden da?", *Magma, No.4.*, Fagbokforlaget, Bergen.

Gressgård, L.J, Methlie, L.B., Nysveen, H., Pedersen, P.E. and Thorbjørnsen, H. (2005): "Hvordan påvirker valg av Forretningsmodell opplevd Kunde verdi i Mobile Tjenester?", *Magma, Fagbokforlaget, Bergen*

Thorbjørnsen, H. og Breivik, E. (2004). "Merke-Person Relasjoner. (Enda) Et Nytt Perspektiv Innen Merkevarerledelse ?" i *Perspektiver på Merkevarerledelse, L.E.Hem og N.Iversen (red.). Fagbokforlaget, Bergen*.

Nysveen, H., Pedersen, P.E. og Thorbjørnsen, H. (2003). "Using SMS Channel Additions to Strengthen Brand Relationships and Main Channel Use", *SNF-Bulletin, Vol.15.(4)*.

Thorbjørnsen, H. og Breivik, E. (2002). "Merke-Person Relasjoner. (Enda) Et Nytt Perspektiv Innen Merkevarerledelse ?", *Magma, Nr.2, Fagbokforlaget, Bergen*.

Nysveen, H. og Thorbjørnsen, H. (2001). "Ny kundeatferd og Nye Kunderelasjoner via Internett", i *Fra Summetone til Informasjonsportal. SNF Årbok 2001, Svein Ulseth (red.), Fagbokforlaget, Bergen*.

Thorbjørnsen, H. (2000): "Styrking av Merkerelasjoner via Internett", *Magma, Nr.3, Fagbokforlaget, Bergen*.

▪ **Links**

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[NHH homepage](#)