

CURRICULUM VITAE

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Present position: Professor, NHH Norwegian School of Economics, Bergen

Academic Degrees Dr. Oecon (Ph.D.), NHH Norwegian School of Economics, 1995
Siviløkonom Høyere Avdeling (Business Economist, Major) NHH
Norwegian School of Economics, 1992
Siviløkonom (Business Economist), Norwegian School of Economics,
1989

WORK-IN-PROGRESS

1. Lin, Yi., Rokkan, Aksel I., Aarstad, Jarle (2025). "Network position and prosocial behavior: A study of two regional industry clusters", Paper in review (revise and resubmit), *Journal of Business-to-Business Marketing*.

INTERNATIONAL PUBLICATIONS

1. Skage, Arvid, Hjelset, Terje. and Aksel I. Rokkan (2024). "Put the blame on me? An empirical study of consumers' assignment of responsibility to a focal firm during a sustainability crisis". *International Journal of Procurement Management*, 21(3), 378-400. (AJG 1)
2. Rokkan, Aksel I. (2023), "Market orientation (once again): Challenges and a suggested solution", *AMS Review*, 13 (1-2), 71-91. (AJG 2)
3. Lin, Yi., Aarstad, Jarle and Aksel I. Rokkan (2023). "Network position and firms' exploration strategies: A study of two regional industry clusters in Norway". *International Journal of Innovation and Technology Management*, 20(07), 2350047. (AJG 1)
4. Rokkan, Aksel I. and Sven A. Haugland (2021), "A transaction cost approach for public procurement", *Journal of Business and Industrial Marketing*, 37 (2), 341-352. (AJG 2)
5. Dahlstrom, Robert, Sven A. Haugland, Arne Nygaard and Aksel I. Rokkan (2009), "Governance Structures in the Hotel Industry", *Journal of Business Research*, 62 (8), 841-847. (AJG 3)
6. Rokkan, Aksel I. and Arnt Buvik (2009), "The threat-based influence strategy and monitoring arrangements in voluntary retail chains: the conflict and control effects", *International Journal of Procurement Management*, 2 (1), 79-92. (AJG 1)
7. Heide, Jan B., Kenneth H. Wathne and Aksel I. Rokkan (2007), "Interfirm Monitoring, Social Contracts, and Relationship Outcomes", *Journal of Marketing Research*, XLIV (August), 425-433. (AJG 4*)
8. Pettersen, Inger B. and Aksel I. Rokkan (2006), "Buyer Tolerance of Conflict in Cross- National Business Relationships: An Empirical Study", in Solberg, Carl A. (editor) *Advances in International Marketing*, 16, 213-243.
9. Rokkan, Aksel I. and Arnt Buvik (2003), "Inter-firm Cooperation and the Problem of Free-riding Behavior: An Empirical Study of Voluntary Retail Chains", *Journal of Purchasing and Supply Management*, 9 (5-6), 247-256. (AJG 3)
10. Rokkan, Aksel I., Jan B. Heide and Kenneth Wathne (2003), "Specific Investments in Marketing Relationships: Expropriation and Bonding Effects", *Journal of Marketing Research*, XL (May), 1-27. (AJG 4*)

11. Rokkan, Aksel I. and Sven A. Haugland (2002), "Developing Relational Exchange: Effectiveness and Power", *European Journal of Marketing*, 36 (1/2), 211-230. (AJG 3)

NATIONAL PUBLICATIONS (all titles except the second are translated into English).

1. Rokkan, Aksel I. (2025) "Is the customer always right? A discussion based on research on market orientation ". Paper accepted for publication in *Praktisk Økonomi og Finans* (Practical Economics and Finance)
2. Rokkan, Aksel I. (2019), ""The future's so bright (I've gotta wear shades)""? Political economy in a world of zero transaction costs", in Benito, G.R.G and Lunnan, R. (editors) *Voyages of a Scholar: Navigating Companies, Channels and Clusters. A Tribute to Torger Reve*, 115-129. Bergen: Fagbokforlaget.
3. Nesheim, Torstein and Aksel I. Rokkan (2004), "Outsourcing in the Hospitality Industry in Norway", in Johnsen, Åge, Ingun Sletnes and Signy Irene Vabo (eds.), *Market Competition in the Public Sector*, Oslo: Abstrakt.
4. Dahlstrom, Robert, Sven A. Haugland, Arne Nygaard and Aksel I. Rokkan (2003), "The Prospects of the Norwegian Hotel Industry: Bankruptcy or Constructive Restructuring?» *Magma*, 6 (1), 92-100.
5. Nygaard, Arne, Sven A. Haugland and Aksel I. Rokkan (2000), "The Structure of the Norwegian Hotel Industry: A Preliminary Analysis of Agency Costs and Economies of Scale", *Beta*, 14 (2), 62-69.
6. Rokkan, Aksel I. (1999), "The Written Contract and Beyond: Relational Governance of Buyer-Seller Relationships", *Magma*, 2 (5), 55-63.
- 7.. Nesheim, Torstein og Aksel I. Rokkan (1999), "Outsourcing: Consequences for the Employees", *Sosiologisk Tidsskrift* (Journal of Sociology), 7 (3), 189-208.

CONFERENCES/PRESENTATIONS

1. Lin, Yi and Rokkan, Aksel I. (2017), "Network Centrality and Opportunistic Behavior: Power and Visibility Effects", 2017 ANZMAC Conference, Melbourne, Australia, December 2017.
2. Rokkan, Aksel I. and Buvik, Arnt (2015), "Reconsidering Market Orientation: A Critical Assessment of the Falsifiability and Utility of the Market Orientation Theory", *44th Emac Conference*, Leuven, Belgium, May 2015.

3. Buvik, Arnt, Andersen, Otto and Rokkan, Aksel I. (2013), "The Effect of Multiple Sourcing on Buyer Control in Industrial Buyer-Seller Relationships", *42th Emac Conference*, Istanbul, Turkey, June 2013.
4. Rokkan, Aksel I. and Nils Magne Larsen (2011), "Does Market Orientation Improve Firm Performance?", *40th Emac Conference*, Ljubliana, Slovenia, May 2011.
5. Larsen, Nils Magne and Aksel I. Rokkan (2008), "Factors Influencing the Performance of Retailers Involved in E-Commerce Activities: A Study of Norwegian Retailers", *37th Emac Conference*, Brighton, UK, May 2008.
6. Rokkan, Aksel I. and Arnt Buvik (2006), "Threat Influence Strategy as a Governance Mechanism in a Voluntary Retail Group: Conflict and Control Effects", *35th Emac Conference*, Athens, Greece, May 2006.
7. Pettersen, Inger B., Sven A. Haugland and Aksel I. Rokkan (2004), "Tolerance of Conflict in International Buyer-Seller Relationships: The Role of Boundary Spanner Specific Investments", *33rd EMAC Conference*, Murcia, Spain, May 2004 & ANZMAC 2004 Conference, Wellington, New Zealand, November/December 2004.
8. Dahlstrom, Robert, Sven A. Haugland, Arne Nygaard, and Aksel I. Rokkan (2003), "The Inter-Organizational Effect of Monitoring Costs, Market and Scale in the Service Industry", *19th Annual IMP Conference*, Lugano, Switzerland, September 2003.
9. Pettersen, Inger Beate, Sven A. Haugland and Aksel I. Rokkan (2003), "Effects of Specific Investments on Business Relationship Dissolution: A Multi-level View", *32th EMAC Conference*, Glasgow, UK, May 2003.
10. Rokkan, Aksel I. and Arnt Buvik (2002), "The Problem of Free-Riding Behavior and Performance Monitoring in Voluntary Retail Chains", *31st EMAC Conference*, Braga, Portugal, May 2003.
11. Nygaard, Arne, Sven A. Haugland and Aksel I. Rokkan (2001), "Governance and Control in Hotel Chains: An Empirical Study of the Norwegian Hotel Industry", *30th EMAC Conference*, Bergen, Norway, May 2001.
12. Haugland, Sven A. and Aksel I. Rokkan (1999), "Design, Strategy and Effectiveness of Alternative Retail Chain Formats", *15th IMP-Conference*, Dublin, Ireland, September 1999.
13. Rokkan, Aksel I. and Sven A. Haugland (1998), "Developing Relational Exchange: Effects of Internal Resource Restrictions in Voluntary Chains", *27th EMAC Conference*, Stockholm, Sweden, May 1998.
14. Breivik, Einar, Sverre Larsen, Rune Lines and Aksel I. Rokkan (1998), "Establishing Marketing Relationships: Deliberate Decisions or Inertia?", *27th EMAC Conference*, Stochholm, Sweden, May 1998.

15. Nesheim, Torstein and Aksel I. Rokkan (1995), "Collective Action and Inter-Organizational Coordination: Towards a Generic Typology", *Academy of Management Conference*, Vancouver, Canada, August 1995.
16. Rokkan, Aksel I. and Sven A. Haugland (1993), "The Effect of Chain Organization for Value Creation in Horizontal Member-Owned Chains", *22nd EMAC Conference*, Barcelona, Spain, May 1993.

SERVICES

Academic position evaluation committees:

NTNU Business School (2025, 2018), University of South-Eastern Norway (2018), University of Agder (2014 and 2008), Oslo and Akershus University College (2011), Harstad University College (2008).

PhD committes

AFM Jalal Ahamed (School of Business and Economics at UiT the Arctic University of Norway, 2015), Ganesh P. Neupane (NHH, 2015), Nasun Moadmuang (NHH, 2014), Roar Jakobsen (NHH, 2012), Bente Flyansvær (NHH, 2006), Inger Beate Pettersen (NHH, 2005).

Reviewer services

Conferences:

Review service for European Marketing Academy Conference (Glaskow, UK 2018, Groningen, the Netherlands 2017, Oslo, Norway 2016, Leuven, Belgium 2015, Bergen, Norway 2001), Annual IMP Conference (Copenhagen, Denmark, 2004, Lugano Switzerland, 2003, Oslo, Norway, 2001), American Marketing Association Summer Marketing Educators' Conference (2009, 2008, 2007, 2006, 2005), and the Academy of Marketing Science Annual Conference (2007).

Journals:

Review service for European Journal of Marketing (2025), Frontiers in Sustainability (2024), International Journal of Management Reviews (2021), Public Administration Review (2018), World Review of Entrepreneurship, Management and Sustainable Development (2018), Beta - Scandinavian Journal of Business Research (2021/22, 2017, 2015), International Marketing Review (2008).