

## CURRICULUM VITAE

# HELGE THORBJØRNSEN

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### EDUCATION

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

### EMPLOYMENT

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|-------------------------------------------------------------------------------|-------------------------|
| ■ <b>Norwegian School of Economics</b>                                        |                         |
| • 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 ->           |
| ■ <b>Norwegian School of Economics, Department of Strategy and Management</b> |                         |
| • 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 ->
  - Research Associate 01.02.1999 ->
  
- **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

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- **SNF AS – Center for Applied Research at NHH**
  - Chairman 01.08. 2017 ->
  
- **AFF – Stiftelsen Administrativt Forskningsfond v/NHH**
  - Chairman 31.01.2025->
  - Board Member 01.08.2023 -31.01.2025
  
- **Norwegian Consumer Council (Forbrukerrådet)**
  - Board Member 07.09.2022 ->
  
- **VIS – Vestlandets Innovasjonsselskap (former: BTO)**
  - Board Member 01.08.2023 -> and  
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 ->
  
- **Colonialen AS**
  - Board Member 01.01.2018 ->

- **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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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).

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

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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.

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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).

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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).

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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 Tjenestesign: 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. Verdidbasert 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 Merke vareledelse ?” i *Perspektiver på Merke vareledelse, 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 Merke vareledelse ?”, *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*.

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[NHH homepage](#)

