

CV

Personal information

Name : Herbjørn Nysveen (herbjorn.nysveen@nhh.no)
Address : Helleveien 30
5045 Bergen
Phone : +47 55 95 95 37 (office)

Education

1987 (Aug) – 1989 (Dec) : Tourism economy, Sogn og Fjordane University College
1990 (Aug) – 1992 (Jun) : Bachelor of commerce (Siviløkonom), Agder University College
1992 (Aug) – 1995 (Jul) : Major in economics and business administration, Norwegian School of Economics and Business Administration
1995 (Aug) – 1999 (Oct) : PhD (Dr. Oecon.), Norwegian School of Economics and Business Administration

Practice

1990 (Jan) – 1990 (Aug) : Research assistant, Western Norway Research Institute
1991 (Summer) : Research assistant, Western Norway Research Institute
1992 (Summer and Autumn) : Research assistant, Western Norway Research Institute
1993 – 1999 (Hour based) : Research assistant, Institute for Research in Economics and Business Administration.
1993 (jul) – 1995 (jun) : Scholarship (Major), Norwegian School of Economics and Business Administration.
1995 (jul) – 1997 (des) : Scholarship (PhD), Norwegian School of Economics and Business Administration.
1998 (jan) – 1999 (jul) : Lecturer, Norwegian School of Economics and Business Administration.
1999 (aug) – 2001 (des) : Researcher, Institute for Research in Economics and Business Administration
01.01.2002 - 31.12.2002 : Associate professor, Norwegian School of Economics and Business Administration
01.01.2003 - 31.12.2004 : Post doc scholarship, Norwegian School of Economics and Business Administration
(01.08.2003 - 30.05.2004: Bentley College, Boston, MA.)
01.09.1999 – 01.04.2004 : Part time position as researcher, European Tourism Research Institute

	(ETOUR), Östersund, Sweden
01.01.2005 - 15.09.2005	: Associate professor, Norwegian School of Economics and Business Administration
01.01.2005 – 31.07.2010	: Part time position as Adjunct Professor, Sogn og Fjordane University College, Sogndal, Norway.
15.09.2005 -	: Professor, Norwegian School of Economics and Business Administration (01.07.2012 – 30.06.2013: Sabbatical at Karlstad Business School) (01.07.2019 – 30.06.2020: Sabbatical – NHH)
01.08.2015– 31.07.2018	: Part time position as Professor, Sogn og Fjordane University College, Sogndal, Norway.
01.08.2014 – 31.12.2018	: Deputy chair of the Department of Strategy and Management
01.08.2021 – 31.07.2022	: Acting deputy chair of the Department of Strategy and Management

Teaching practice

Course supervisor	: MAR 314: Marketing and interactive multimedia (Master level)
Course supervisor	: SOL 319: Electronic commerce (Master level)
Course supervisor	: MIE 428: Utvikling og design av produkter og tjenester (Master level)
Course supervisor	: MIE 429: Marketing and interactive media (Master level)
Course supervisor	: MIE 428: Development and Design of Products and Services (Master level)
Course supervisor	: MBM401: Consumer Behavior (Master level)
Course supervisor	: MBM428: Product Design and Service Innovation (Master level – called Product Development and Design from 2014)
Course supervisor (shared)	: MBM432: Sustainable Marketing (Master level)
Course supervisor (shared)	: OR 685: Marknadsanalyse og merkevarestrategi – Brand management (Bachelor level - HISF)
Lectures	: MBM 426: Contemporary Topics in Consumer Behavior (Master level)
Lectures	: Bergen Branding (Master level)
Lectures	: Global eCommerce Masters (GEM) (Master level)
Lectures	: Strategisk ledelse (MASTRA) (Master level)
Lectures	: Master in Brand Leadership (Norwegian School of Management - Master level)
Lectures	: Bentley College - Consumer Focused Management for Competitive Advantage (GR 720)
Lectures	: Agder University – Interaktiv markedsføring (DAT 224) (Bachelor level)

Publications 2020 - 2025

Articles

Nysveen, H., Pedersen, P. E., and Skard, S. (2020): Ecosystem Adoption of Practices over Time (EAPT): Toward an Alternative View of Technology Adoption, *Journal of Business Research*, vol. 116 (August), pp. 542-551.

Nysveen, H. and Pedersen, P. E. (2020): Developing a Model of In-Store Location-Based Mobile Advertising Effects: Moderating Influences of Message Appeal and Product Involvement, *Scandinavian Journal of Business Research (BETA)*, vol. 34, no. 2, pp. 161-182.

Oklevik, O., Nysveen, H. and Pedersen, P. E. (2022): Exploring the Relationship between Co-creation (DART), Brand Experience Strength, and Brand Satisfaction: A Brand Engagement Perspective, *Journal of Marketing Theory & Practice*, <https://doi.org/10.1080/10696679.2022.2120013> (OUTSTANDING PAPER AWARD 2023. [2023 Society for Marketing Advances Annual Conference](#) (November 8-11, 2023), Fort Worth, TX).

Nysveen, H., Oklevik, O., and Pedersen, P. E. (2022): Exploring the Relationship between Active Learning, Student Well-Being, and Student Performance Satisfaction, *Scandinavian Journal of Business Research*, vol. 36, no. 1, pp. 1-24. <https://doi.org/10.18261/beta.36.1.7>

Skard, S., Nysveen, H., and Pedersen, P. E. (2023): Adoption of Ambient assisted living: A qualitative study based on the EAPT view, *Information Technology & People*, DOI 10.1108/ITP-06-2022-0476

Book chapters

Pedersen, P. E. and Nysveen, H. (2020): Understanding Mobile Apps as Platform Based Services in Multisided Markets. Adoption and Diffusion, in Ling, R. et al. (Eds), *Oxford Handbook of Mobile Communication and Society*, DOI: 10.1093/oxfordhb/9780190864385.013.28

Nysveen, H. and Pedersen, P. E. (2023): Produkt- og innovasjonsbeslutninger, i Supphellen, M., Thorbjørnsen, H. and Troye, S. V. (Eds). *Markedsføring – Verdibasert Forventningsledelse*, 2nd edition, Fagbokforlaget, Bergen, Norway (revised version of the chapter from 2014).

Haugland, S. A-, Nysveen, H. and Skard, S. (2023): Bærekraftig markedsføring, i Supphellen, M., Thorbjørnsen, H. and Troye, S. V. (Eds). *Markedsføring – Verdibasert Forventningsledelse*, 2nd edition, Fagbokforlaget, Bergen, Norway.