

CV

Personal information

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

PhD (Dr. Oecon.), Norwegian School of Economics

Marketing Professor, Norwegian School of Economics

Publications

Thesis (PhD)

Nysveen, H. (1999): "Ad effects on attitude towards advertised product: A comparison of ads presented in various media (in Norwegian), Norwegian School of Economics and Business Administration, Bergen.

International articles

Methlie, L. B. and Nysveen, H. (1999): Loyalty of on-line Bank Customers, *Journal of Information Technology*, vol. 14, pp. 375 – 386.

Pedersen, P. E. and Nysveen, H. (2001): Shopbot Banking: An Exploratory Study of Customer Loyalty Effects, *The International Journal of Bank Marketing*, vol. 19, no. 4, pp. 146 – 155.

Nysveen, H. and Lexhagen, M. (2001): Swedish and Norwegian tourism web-sites: The importance of reservation services and value-added services, *Scandinavian Journal of Hospitality and Tourism*, vol. 1, no. 1, pp. 38 – 53.

Supphellen, M. and Nysveen, H. (2001): Drivers of intention to re-visit the web-site of well-known companies: The role of corporate brand loyalty, *International Journal of Market Research*, vol. 43, no. 3, pp. 341 – 352.

Lexhagen, M. og Nysveen, H. (2001): An Update on the importance of reservation services and value-added services, *Scandinavian Journal of Hospitality and Tourism*, vol. 1, no. 2, pp. 162 – 166.

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, no. 3, pp. 17-34

Hem, L. E., Iversen, N., and Nysveen, H. (2002): Effects of Ad Photos Portraying Risky Vacation Situations on Intention to Visit a Tourist Destination: Moderating Effects of Age, Gender, and Nationality, *Journal of Travel & Tourism Marketing*, vol. 13, no. 4, pp. 1-26. (Martin Oppermann Memorial Award for the Best Article of the Year 2002)

Nysveen, H., Methlie, L. B., and Pedersen, P. E. (2003): Tourism web sites and value-added services: The gap between customer preferences and web sites offerings, *Information Technology and Tourism*, vol. 5, no. 3, pp. 165-174.

- Nysveen, H. (2003): The Importance of Risk Reducing Value-Added Services in Online Environments. An Exploratory Study on Various Segments of Leisure Tourists, *Information Technology & Tourism*, vol. 6, no. 2, pp 113-127.
- Nysveen, H. and Pedersen, P. E. (2004): An Exploratory Study of Customers' Perception of Web Sites Offering Various Interactive Applications. Moderating Effects of Customers' Internet Experience, *Decision Support Systems*, vol. 37, pp. 137-150.
- 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 Service Research*, vol. 7, no. 3, pp. 257-276.
- Nysveen, H., Pedersen, P. E., and Thorbjørnsen, H. (2005): Intentions to Use Mobile Services: Antecedents and Cross-Service Comparisons, *Journal of the Academy of Marketing Science*, vol. 33, no. 4, pp. 330-346.
- Nysveen, H. and Breivik, E. (2005): The Influence of Media and Ad Effectiveness: A Comparison of Internet, Print, and Radio, *International Journal of Market Research*, vol. 47, no. 4, pp. 383-405.
- 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, no. 5, pp. 247-256.
- Nysveen, H. and Pedersen, P. E. (2005): Search mode and purchase intention in online shopping behavior, *International Journal of Internet Marketing and Advertising*, vol. 2, no. 4, pp. 288-306.
- Nysveen, H., Thorbjørnsen, H., and Pedersen, P. E. (2005): WebTV Channel Additions: Channel Complementarity in the Broadcasting Industry, *The International Journal on Media Management*, vol. 7, no 3 & 4, pp. 127-137.
- Lexhagen, M., Nysveen, H. and Hem, L. E. (2005): Festival Coordination: An Exploratory Study on Intention to Use Mobile Devices for Coordination of a Festival, *Event Management*, vol. 9, no. 3, pp. 133-146.
- 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, no. 9, pp. 763-785.
- Nysveen, H. and Pedersen, P. E. (2007): Explaining intention to use an online movie service: Moderating effects of gender and age, *Scandinavian Journal of Business Research (BETA)*, no. 2, pp. 2-15.
- 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, no. 3/4, pp. 371-397.
- Methlie, L. B., Nysveen, H. and Pedersen, P. E. (2010): An Exploratory Study of Business Model Options in Heterogeneous Networks, *Scandinavian Journal of Business Research (BETA)*, vol. 24, no. 2, pp. 113-131.
- Pedersen, P. E., Nysveen, H. and Thorbjørnsen, H. (2012): Consumer Reactions to New Service Value Propositions, *Scandinavian Journal of Business Research (BETA)*, vol. 26, no. 2, pp. 105-131.
- Nysveen, H., Pedersen, P. E. and Skard, S. (2013): Brand Experiences in Service Organizations: Exploring the Individual Effects of Brand Experience Dimensions, *Journal of Brand Management*, vol. 20, no. 5, pp. 404 – 423.
- Nysveen, H. and Pedersen, P. E. (2014): Studying the Relationship between Co-creation, Satisfaction, and Loyalty: The Mediating Role of Brand Experiences, *International Journal of Market Research*, vol. 56, no. 6, pp. 807-832.
- Nysveen, H. and Pedersen, P. E. (2016): Consumer Adoption of RFID Enabled Services: Applying an Extended UTAUT Model, *Information Systems Frontiers*, vol. 18, no. 2, pp. 293-314.

Skard, S. and Nysveen, H. (2016): Trusting Beliefs and Loyalty in B-to-B Self-Services, *Journal of Business to Business Marketing*, vol. 23, no. 4, pp. 257-276.

Skard, S. E. R., Nysveen, H. and Thorbjørnsen, H. (2016): Influences of Perceived E-Service Risks: The Moderating Role of Perceived Benefits, *E-Service Journal*, vol. 10, no. 1, pp. 1-23.

Nysveen, H., Oklevik, O., and Pedersen, P. E. (2018): Satisfied Guests: Exploring the Role of Green Image, Brand Innovativeness, and Brand Experience in the Hotel Sector, *International Journal of Contemporary Hospitality Management*, vol. 30, no. 10, pp. 2908-2934.

Oklevik, O., Nysveen, H., and Pedersen, P. E. (2018): Influences of Design and Green Image on Tourists Attitudes and Recommendation Intention: An Exploratory Study of Fjord Cruise Boats, *Journal of Travel and Tourism Marketing*, vol. 35, no. 9, pp. 1187-1200.

Solbraa Bay, J., Nysveen, H. and Breivik, E. (2018): Explaining Consumer Intentions to Use Autonomous Vehicles, *Scandinavian Journal of Business Research (BETA)*, vol. 32, no. 2, pp. 181-203.

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>

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