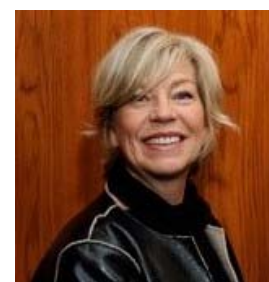


NHH



Ingeborg Astrid Kleppe
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 Discipline of Marketing
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Summary profile

Professor Ingeborg Astrid Kleppe holds an MBA and a PhD in marketing from NHH and a MS in sociology from the University of Bergen, where she was research assistant at the pioneering Institute for Women Studies in Norway. Kleppe has extensive international experience from universities in Canada, USA, Sweden, and Australia. She has also worked in the World Bank managing poverty surveys in sub-Saharan Africa. She has served as elected member of the Bergen City Council. In the late 1970s, she was a prominent member of the activist group initiating Women's refugee centres in Norway. At NHH Kleppe has held several managing positions, and lead the board for The Norwegian National Institute for Consumer Research (SIFO) for many years. Kleppe has taken her interdisciplinary and international experience into her research. Currently she is doing pioneering research on marketplace stigma and new business models in the collaborative economy. Kleppe has also published on gender, family decision making, and international marketing and teaches on topics in social media marketing and qualitative research methods.

University degrees

Title	Level	Subject area	Institution	Year
Dr.oecon.	PhD	Marketing	NHH	1990
Cand.Merc.	Master/Høyere avdeling	Marketing	NHH	1986
Cand.polit.	Master/Hovedfag	Sociology	University of Bergen	1981

Thesis works

- 1990: “Teoretisk versus subjektiv beslutningsinnflytelse. En eksperimentell studie” (Theoretical versus Subjective Decision Influence – An Experimental Study), PhD thesis present for the degree Dr. oecon. at NHH - Norwegian School of Economics.
- 1987: « Beslutninger i familien. Teori og metode» (Decision Making in the Family: Theory and Methods», Thesis presented for the degree of Cand Merc. (høyere avdeling) at NHH - Norwegian School of Economics.
- 1981: « Fra hvetebrødsdager til striskjorte og havrelefse», Master thesis/hovedfagsoppgave presented for the degree Cand.Polit. at the University of Bergen.

Research and teaching areas

- Qualitative Methods
- Collaborative Economy
- Marketplace Stigma
- Family economics and Gender

Awards

The 2015 Beta: Scandinavian Journal of Business Research “Odd Nordhaug’s minnepris” award for best paper published in 2013 and 2014.

The 2010 Association for Consumer Research Film Festival Awards:

Walk the Talk: How HIV+ Citizen-Consumers Become Public Spokes Persons to Promote Positive Living, by Marylouise Caldwell, Ingeborg Astrid Kleppe, Stephen Watson, with Kabo Mahtlo. Winner of the “People’s Choice Award” and the “Juror’s Award,” Association for Consumer Research Film Festival, Jacksonville, October.

The 2009 Family & Consumer Sciences Research Journal Best Article Award

Quote from press release from the FCSRJ: “The article was selected as the top FCSRJ article in the personal and family finance and management category and was a runner-up for the FCSRJ 2009 Outstanding Article Award. Articles were evaluated based upon the following criteria: originality of the topic, standards of research design and methodology, and potential to make a lasting contribution to theory and/or practice in family and consumer sciences.”

2007 Grant award from the Freedom of Expression Foundation, Oslo to organize the symposium “National Branding: Use of National Cultural Heritage and Literature,” October.

Ongoing work - 2017

Natalia Drozdova & Ingeborg Kleppe (2017), "Paradoxes in reward based crowdfunding," competitive paper presented at the Association for Consumer Research Latin America conference, Cali, Columbia 5-9 July.

Natalia Drozdova & Ingeborg Kleppe (2017), "Social-Commercial paradoxes in reward-based crowdfunding," competitive paper presented at Consumer Culture Theory Conference at Anaheim, California, 9-12 July.

Natalia Drozdova, Denis Utochkin, Ingeborg Kleppe (2017), "Web 2.0: Online Communities or Bla-Bla Land?," competitive paper accepted for the North American Association for Consumer Research Conference, San Diego, 3-8 November.

Selected Publications

Articles in peer reviewed journals:

Susanna Molander, Ingeborg Astrid Kleppe, and Jacob Östberg (Forthcoming 2018), "Hero shots: Involved fathers conquering new discursive territory in consumer culture", *Consumption, Markets & Culture* – special issue: "Genders after Gender: Fragmentation, Intersectionality, and Stereotyping."

Maya Kavaliouva, Farzad Virjee, Natalia Maehle, and Ingeborg Astrid Kleppe (2016), «Crowdsourcing innovation and product development: Gamification as a motivational driver,» *Cogent Business & Management*, 3: 1128132, <http://dx.doi.org/10.1080/23311975.2015.1128132>.

Caterina Presi, Natalia Maehle, Ingeborg Astrid Kleppe, (2016) "Brand selfies: consumer experiences and marketplace conversations", *European Journal of Marketing*, Vol. 50 Issue: 9/10, pp.1814-1834, <https://doi.org/10.1108/EJM-07-2015-0492>.

Kleppe, I.A., L. Mossberg, and K. Grønhaug (2014), "Country Images in News Media," *Beta*, 1 (28), 20-40, https://www.idunn.no/beta/2014/01/country_images_in_news_media.

Kleppe, Ingeborg Astrid and Kjell Grønhaug (2009), "Issue Streams and Open Solutions. A New Approach to Family-Home Decisions," *Family & Consumer Sciences Research Journal*, Vol. 38, No. 2, December, 168-85.

Caldwell, Marylouise, Ingeborg Astrid Kleppe and P. Henry (2007), "Prosuming Multiple Gender Role Identities: A Multi-country Written and Audio-visual Exploration of Contemporary Mainstream Female Achievers," *Consumption, Markets and Culture*, Vol. 10, 96-116. Link to audio-visual ethnographic video: <https://vimeo.com/40840803>. Access information: Password

Mossberg, Lena and Ingeborg Astrid Kleppe (2005), "Country and Destination Image - Different or Similar Image Concepts? (2005), *The Service Industries Journal*, Vol. 25, No. 4, June, 493-503.

Kleppe, Ingeborg Astrid, Nina Marianne Iversen and Inger G. Stensaker (2002), "Country images in marketing strategies. Conceptual issues and an empirical Asian illustration," *Journal of Brand Management*, Vol. 10, No. 1, 61-74. (Authors contributed equally)

Grønhaug, Kjell and Ingeborg Astrid Kleppe (1989), Er kvalitative metoder kvalitativt bedre? (Are Qualitative Methods Qualitatively Better?), *Beta - Tidsskrift for bedriftsøkonomi*, No. 1, 27-36.

Grønhaug, Kjell, Ingeborg Astrid Kleppe, and Willy Haukedal (1987), Observation of a strategic household purchase decision (1987), *Psychology and Marketing*, Vol. 4 (3): 238-253.

Articles in peer reviewed proceedings:

Caldwell, Marylouise and Ingeborg Astrid Kleppe (2010), "Early Adopters of an HIV/Aids Public Health Innovation in a Developing Country," in Margaret C. Campbell and Jeff Inman and Rik Pieters (eds.), *Advances in Consumer Research*, Vol. 37, 326-31.

Kleppe, Ingeborg Astrid and Lena Mossberg (2005), "Country Image: A Reflection of the Significance of the Other," in G. Menon and A.R. Rao (eds.), *Advances in Consumer Research*, Vol. 32, 295-301.

Kleppe, Ingeborg Astrid and Kjell Grønhaug (2003), "No Consumer is an Island - The Relevance of Family Dynamics for Consumer Welfare," in Keller, P.A and D.W. Rook (eds.), *Advances in Consumer Research*, Volume 30, 314-21.

Peer reviewed World Bank publication:

Ribe, H., I.A. Kleppe, J. Alwang and T. Haque (1996), *Malawi-Human Resources and Poverty. Profile and Priorities for Action*, World Bank, Report No. 15437-MAI. See attached academic merit statement from Professor Jeff Alwang, Virginia Tech University, and contribution statement from World Bank Project manager Helena Ribe.

Peer reviewed original creative work published in ABS listed Conferences:

Caldwell, M., I.A. Kleppe, and S. Watson with K. Matlho (2010). Walk the Talk, Ethnographic film presented at the 2010 *Association for Consumer Research Film Festival*, Jacksonville, Florida, USA October. The film Walk the Talk (36 minutes) can be seen here: <https://vimeo.com/album/1588479/video/15311998>

Book chapters

Kleppe, Ingeborg Astrid (2013), Case: "Fertility in Europe - What'sNext" in Solomon, M.R.,G. Bamossy, S. Askegaard, and M. K. Hogg, *Consumer Behaviour - A European Perspective*, 5th ed. Pearson, UK.

Kleppe, I.A. and M. Caldwell (2013), "Self Transformation and AIDS Poster Children," in Russel Belk and Ayalla Ruvio and R. Belk (eds.), *Routledge Companion to Identity and Consumption*, Routledge, US.

Grønhaug, Kjell and Ingeborg Astrid Kleppe (2010), "The sociological basis of marketing," in Michael J. Baker and Mike Saren (eds.), *Marketing Theory: A Student Text*, 2nd edition, SAGE Publications Ltd., London, 145-64.

Kleppe, Ingeborg Astrid and James Hosea (2008), "Connecting Local Food to Global Consumers via the Internet," in Rusten, G. and Skerratt, S. (eds), *Information and Communication Technologies in Rural Society. Being rural in a digital age*, Routledge Studies in Technology, Work and Organizations, Routledge: Abingdon, 63-82.

Kleppe, Ingeborg Astrid and Lena Mossberg (2006), "Company versus Country Branding: Same, Same but Different," in Frank Asche (ed.) *Primary industries facing global markets*, The University Press, Oslo, Norway, 217-246.

Kleppe, Ingeborg Astrid and Marylouise Caldwell (2005), "Young female achievers: Manufacturing multiple selves as adaptation to fragmenting everyday lives," in A.-M. Fuglseth and I.A. Kleppe (editors), *Anthology for Kjell Grønhaug in celebration of his 70th birthday*, Fagbokforlaget, Bergen, Norway, 207-234.

Kleppe, Ingeborg Astrid (1991), «Family Decision Making,» in Elling Borgeraas og Tormod K. Lunde (ed.): *Forbruker, marked og stat. Levekår og kreditt i 80-årene*, Statens institutt for forbruksforskning.

Book projects

Co-editor: Fuglseth, Anna-Mette and Ingeborg Astrid Kleppe (2005), *Anthology for Kjell Grønhaug in Celebration of his 70th birthday*, Fagbokforlaget, Bergen, Norway.

Contributing author to interdisciplinary team of authors (1987): *Scenarier 2000. Tre framtidbilder av Norge», (Scenarios 2000. Three Future Images of Norway)*, Andreas Hompland and Jonas Gahr Støre (eds), Universitetsforlaget, Oslo.

Editor and author: Kleppe, Ingeborg Astrid with contributions from Agnes Frølich and Turid Mattsson (1982) *Jubileumsskrift. Kvinner ved Universitetet i 100 år – Hvor langt har vi nådd?* Programkomiteen for 100-årsjubileet for kvinners adgang til Universitetet, Universitet i Bergen.

Articles published in conference proceedings:

Kleppe, I. A., M. Caldwell, and K. Matlho (2010), "Walking the Talk, Talking the Walk: Embodied Health Activism in Developing Nations," in Alan Bradshaw, Chris Hackley, and Pauline Maclaran (eds.) *European Advances in Consumer Research*, Vol. 9.

Caldwell, Marylouise and Ingeborg Astrid Kleppe (2006), "Gender Identity and Perceptions of Femininity in Everyday Life: A Multi Country Study of Contemporary Young Female Achievers," in Laura Stevens, and Janet Borgersen (eds), Proceedings of the Eight Conference on *Gender, Marketing and Consumer Behavior*, June, Edinburgh, 22-40.

Eyolfsson, B., J. Hosea, and I. A. Kleppe (2006), "Where Does our Food Come From? - The Relevance of Source of Origin in International Marketing," in K.M. Ekström and H. Brembeck (eds.), *European Advances in Consumer Research*, Vol. 7, 19-26.

Iversen, N., I.A. Kleppe, and I.G. Stensaker (1998), "Country Images in Marketing Strategies," in Kineta Hong and Kent B. Monroe (eds.) Proceedings of the Association for Consumer Research 1998 –Asia Pacific Conference, Hong Kong, June, 197-203.

Kleppe, Ingeborg Astrid (1998), "Living Standard Measurement Surveys in Developing Countries: Some Sources of Error," in Kineta Hong and Kent B. Monroe (eds.) Proceedings of the *Association for Consumer Research 1998 –Asia Pacific Conference*, Hong Kong, June, 229-35.

Kleppe, Ingeborg Astrid and Kjell Grønhaug (1997), "Life-Events During the First Stage of the Family Life Cycle: Experienced Stress and Adjustments," Proceedings from *The XXII International Colloquium of Economic Psychology (IAREP)*, Vol. II, 727-742.

Kleppe, I.A. and S.V. Troye (1987) "The Significance of Configuration of the Set of Choice Stimuli for Measuring Decision Influence in Conjugal Buying Decisions," in proceedings from *The 12th Annual Colloquium of IAREP*, September, Vol. III, p. 919-33.

Conference paper presentations without proceedings:

Kleppe, Ingeborg Astrid and Caterina Presi (2012), "Democracy on Trial. Consumer Activism in Urban Space," poster presentation at the 8th *Consumer Culture Theory Conference*, Oxford, August.

Presi, Caterina, Robert Kozinets, and Ingeborg Astrid Kleppe (2009), "Connecting through the Visual," paper presented at *Consumer Culture Theory Conference 2009*, Ross School of Business, University of Michigan, Ann Arbor MI, USA, June 11-14.

Kleppe, Ingeborg Astrid, Robert Kozinets, and Caterina Presi (2009), "Urban Space as Ideology – A Critical Case Study," paper presented at the 5th *Workshop on Interpretive Consumer Research*, Bocconi University, Milan, 2-3 April.

Kleppe, I.A. (2008), "Love Nesting, Expanding Nesting, and Recurring Nesting. The Process of Family-home Consumption," poster paper presented at the *Consumer Culture Theory Conference*, at Suffolk University, Boston, June.

Kleppe, I.A. and M. Caldwell (2007), "*Gender Identity and Modernity: How Young female achievers Traverse Gendered Life-Spaces*" 35th *EMAC* (The European Marketing Academy), Athens, May.

Taranger, B. and I.A. Kleppe (2006) "Ivar on being a citizen - Actions of care in the urban space," Ethnographic artistic video presented at the 2006 *Asia-Pacific Association for Consumer Research Conference*, Sydney. Video and video transcript can be provided upon request.

Kleppe, I.A. and L. Mossberg (2003), "Company versus Country Branding", *Academy of Marketing Science Annual Conference*, Washington, June.

Kleppe, I.A (1998), "Exploring the Impact of Life-Events on Household Transitions and Readjustments, 27th *EMAC* Conference, Marketing Research and Practice, Stockholm, June.

Kleppe, I.A. (1997), "How can we improve measures of poverty? - Challenges in the Field, presented at the *Macro Marketing Conference* in Bergen, June.

Nyhus, E.K., I.A.Kleppe, and T. Eikebrokk (1992), "*Determinants of Households Saving-behavior*," presented at *IAREP (International Association for Research in Economic Psychology)*, Frankfurt, August.

Kleppe, I.A. and S.V. Troye (1990), "An Experimental Investigation of the Accuracy of Reported Decision Influence, presented at *IAREP*, Exeter, England, June.

Kleppe, I.A and K. Gørnhaug (1991), "Micro and Macro Changes in Bank-Client Relationships Due to Unforeseen Events," presented at *IAREP*, Stockholm, June.

Reports and working papers:

Deif, M., I.B. Pettersen, I.A. Kleppe (2002), Exploring the Conceptual Domain of Country Image, France, Documentation of the Content Analysis of the French Press – Le Monde and Les Echos, Working paper No. 09/02, SNF-Institute for Research in Economics and Business Administration, Bergen, Norway.

I.B. Pettersen, M.E. Grygier, R. Grygier, and I.A. Kleppe (2002), Exploring the Conceptual Domain of Country Image, Sweden, Documentation of the Content Analysis of the Swedish

Press – Dagens Nyheter and Dagens Industri, Working paper No. 10/02, SNF-Institute for Research in Economics and Business Administration, Bergen, Norway.

Nakamoto, A. and I.A. Kleppe (2002), Exploring the Conceptual Domain of Country Image, Japan, Documentation of the Content Analysis of the French Press – ASAHI and NIKKEI, Working paper No. 11/02, SNF-Institute for Research in Economics and Business Administration, Bergen, Norway.

Kleppe, Ingeborg Astrid (1986), « Manns- og kvinneroller i familieøkonomien. Resultater fra en undersøkelse», Working paper 1, SNF- Foundation for Applied Research in Economics and Business Administration, Bergen, Norway.

Kleppe, Ingeborg Astrid (1985): «Familieøkonomi som et beslutningsanliggende. Analyseramme og metode,» Working paper 11, SNF- Foundation for Applied Research in Economics and Business Administration, Bergen, Norway.

Kleppe, Ingeborg Astrid (1985), Fakta om norske husholdningers bruk av tid og penger, (Facts on Norwegian households Use of Time and Money), Report presented to the Ministry of Consumer Affairs, Oslo.

Kleppe, Ingeborg Astrid (1978), Kvinners plass i levekårsundersøkelsen /Women in the Living Standard Survey Working paper 7/789, Published by NAVF- Norwegian Research Council, Center for Womens Research.

Selected articles in the news media

Kleppe, I.A. «Det digitale hjemmeteater/The Digital Home-theatre,» Bergen Tidende (regional newspaper) 13.06.2010. <http://paraplyen.nhh.no/paraplyen/arkiv/2010/juni/det-digita/e>

Kleppe. I.A. “Apple`s Janusansikt/Apple`s Janus Face,» Bergen Tidende (regional newspaper) 12.09.2010. <http://paraplyen.nhh.no/paraplyen/arkiv/2010/september/a-vare-mar/>

Kleppe. I.A. “Meet the Joneses,» Bergen Tidende (regional newspaper) 11.11.2010.<http://paraplyen.nhh.no/paraplyen/arkiv/2010/november/meet-the-j/>

J. Hosea and I.A..Kleppe (2007), “Some Fish are More Equal than Other Fish.” Use of “terroir”[place] in Branding of Seafood,» Norsk fiskeoppdrett, Nr. 7, Juli 2007, 30-33.

B. Eyolfsson, J. Hosea and I.A..Kleppe (2005), «Opprinnelsesmerking av laks i eksportmarkeder,» (Country of Origin Branding of Salmon in Export Markets) Norsk fiskeoppdrett, November 2005, 22-24.

Kleppe, I.A. and L. Mossberg (2004), "Familie eller fremmed: Medieoppfatninger av Norge i tre viktige eksportmarkeder,» (Family or Stranger. Media Images of Norway in Three Target Markets), SNF bulletin, Vol. 16 (1), 12-17.

Teaching and development of teaching projects

Trajectory for the NHH-Social Media Marketing teaching project 2006-2017

- 2006→ Started the elective bachelor course - VOA018 Exploring Online Consumer Communities.
- 2007 (Dec.) NHH PhD course MAR510 Consumer Communities with Professor Robert Kozinets.
- 2009 67 bachelor students complete the course VOA018-Exploring Online Consumer Communities.
- 2010 (August) 20 international PhD students attend MAT521NFB Marketing Topics: Social Media Marketing Web. 2.0. The PhD course is co-taught with Professor Kozinets and Ingeborg A. Kleppe and gets great feedback from the students from Turkey, Austria, Ireland, Switzerland, UK, Finland, Sweden, Germany Netherlands, Denmark, and Norway.
- 2011(Fall) 80 bachelor students complete the course, which now is called VOA018 Social Media Marketing Research.
- 2012 (Spring) First Master level course in MBM422 Social Media Marketing Management with 85 students.
- 2012 Phd course with Robert Kozinets and Ingeborg A. Kleppe on Social Media Marketing Research (10 PhD students from Finland, England, and Norway)
- 2015→ MBM422 – renamed to "The Collaborative Economy" focusing on three digital platform business models: Access platforms, Crowdsourcing platforms and Crowdfunding platforms.

Trajectory for the NHH teaching project to enhance the quality of teaching in research methods at the PhD level

- 2012 → Offering a PhD course with NHH adjunct professors Cornelia Otnes (University of Illinois at Urbana-Champaign) and Eileen Fisher (Schulich School of Business, York University).
The course attracts student from all the Universities in Norway with PhD programs in economics, business, anthropology, sociology, and engineering. The course also attracts students from Finland, Sweden, Denmark, and UK. The course is very impactful with about 85 PhD students who have taken the course so far.

Adviser for doctoral students

Main adviser for Natalia Drozdova: “Business Model paradoxes in the Collaborative Economy”, Ongoing.

Main adviser for Njål Siverstøl: “Online Communities for Customer Support. A Study of participation in co-creation communities.” Dissertation defence June 2015.

Co-adviser for Ellen Katrine Nyhus, "Psychological determinants of household saving behaviour." Dissertation defence October 1998.

Managerial positions

NHH-Norwegian School of Economics

- | | |
|--------------|---|
| 2009→ | Member at the board for the Department of Strategy and Management |
| 2003 -spring | Leader for the working group to propose teaching in subjects related to method and accounting for the new bachelor degree at NHH. |
| 1996-1999 | Head of the Department of Strategy and Management at NHH-Norwegian School of Economics. |
| 1996-1999 | Leader for «Høyskolerådet» - Employees Advisory Council to the Academic Board for NHH. |
| Spring 1997 | Initiated and established the “Network for women researchers in economics and business administration.” |
| 1991-1993 | Associate Dean “Section for economics and business administration”, NHH-Norwegian School of Economics. |

External positions

- | | |
|-----------|---|
| 1997-2006 | Head of the board at National Institute for Consumer Research – SIFO – Statens Institutt for Forbruksforskning. |
| 1996-2000 | Member of the board for SNF-The Foundation for Research in Economics and Business Administration. |
| 1996 | Program coordinator -The Research Council of Norway, Program for marketing research. |

Project manager

- | | |
|-------------|--|
| 1998 – 2003 | Project manager for research projects on international marketing: <ol style="list-style-type: none"> 1. SNF-Project No. 6345:”Country-of-Origin Strategies in International Marketing of Bioproducts.” 2. SNF-project No. 6490:”Building Efficient Destination Images – A Study of International Image Programs for Norway.” |
|-------------|--|

Two PhD project were successfully completed and a number of scientific articles were published. Both PhD candidates are now professors at Norwegian Universities.

- 1999-2001 Project manager for SNF-projects 6106 and 6308: “Export of Norwegian Farmed Halibut to England and Germany.”
- 1992-1993 Project manager for SNF- Project No. 827:”Bank-Customer Relation”
One PhD candidate successfully completed her degree and is now a full Professor at a Norwegian University.
- 1983-1985 Project manager for SNF(SAF)-Project No, 88, “Family Economics – Women’s Influence.” *This project funded the pilot study for my thesis presented for the degree Cand.Merc. and for my later PhD thesis work.*

Academic Assignments

Member of doctoral committees and faculty boards

- 2009 Member of pre-doctoral defence committee for Susanne Poulsson, PhD-candidate at BI-Norwegian School of Management. Title thesis: Value Creation in Experiential Consumption.
- 2007 External Examiner for Caterina Presi: Investigating Identity Communication Online in Forum-Based Virtual Communities of Consumption Comparison to Face-to-Face Interactions, Leeds Universality Business School, UK.
- 2005 Initiator and organizer of Roundtable: Political Consumerism at the European Accusation for Consumer Research Conference, European Advances in consumer Research, Vol. 7, 227.(With professor Kristin Strømsnes at the University of Bergen)
- 2005 External examiner for Annika Hallberg: Post-travel Consumption. Country – of-Origin Effects on International Travel Experiences, School of Economics and Commercial Law, Gothenburg University.
- 2003 Invited member to the Faculty for the EMAC Doctoral Colloquium, Glasgow, Scotland, May.

Chair

2017 Chairing the ACR Audio-visual track for the Association for Consumer Research

Review assignments

National Research councils:

- Scientific Academy of Sweden (2017→)
- Academy of Finland
- Norwegian Research Council

Journals:

- Consumption Markets and Culture (2017→)
- Qualitative Marketing Research: An International Journal
- European Journal of Marketing
- Journal of Interactive Marketing

Conferences:

- Association for Consumer Research
- Association for Consumer Research Film Festival

International working experience outside academia

World Bank Poverty Survey Expert (January 1994-January 1996) – Working two years as survey specialist in poverty monitoring in countries in Sub-Saharan Africa, The World Bank, Washington D.C.

Visiting scholar at universities abroad

- January-June 2011 visiting scholar at Schulich School of Business, York University, Toronto
- University of Sydney, Faculty of Economics and Business; January-March 2007, January-March 2008, December 2009-January 2010, December 2012- January 2013.
- University of Gothenburg, School of Economics, September 2003, October 2006 and October 2007.
- University of New South Wales, School of Marketing Feb 2001 – Jan 2002.
- University of Arizona, Marketing Department, Tucson. Arizona, August-December 1993.
- University of Lubbock, Marketing Department, Texas, October 1993.
- University of Illinois at Urbana Champaign, Department of marketing August 1988- June 89.

Chronological work trajectory

Title	Institution/organization	Department	Description	From	To
Professor	Norwegian School of Economics	Strategy and management		2012	→
Visiting researcher	Faculty of Economics and Business, University of Sydney	Discipline of Marketing	Collaborative research with Associate professor M. Caldwell	Dec 2009	Jan 2010
Visiting researcher	Schulich School of Business, York University, Toronto	Discipline of Marketing	Collaborative research with Professor Robert Kozinets	Jan 2011	June 2011
Visiting researcher	Faculty of Economics and Business, University of Sydney	Discipline of Marketing	Collaborative research with Associate professor M. Caldwell	Dec 2009	Jan 2010
Visiting researcher	Faculty of Economics and Business, University of Sydney	Discipline of Marketing	Collaborative research with Associate Professor M. Caldwell	Jan 2008	March 2008
Visiting researcher	Faculty of Economics and Business, University of Sydney	Discipline of Marketing	Collaborative research with Associate Professor M. Caldwell	Dec. 2006	March 2007
Visiting researcher	School of Business, Economics and Law, Gothenburg University	Department of marketing	Research collaboration with Professor Lena Mossberg	October 1, 2006	October 31, 2006
Associate professor	Norwegian School of Economics and Business administration	Department of marketing	Implementation of multimedia teaching methods (videos) at the master level	2005	2012
Visiting researcher	Rokkan centre for social studies University of Bergen		Research	2004	2005
Associate professor	Norwegian School of Economics and Business administration	Department of marketing	Developing course concepts for the implementation of the Quality	2001	2004

			reform in teaching for large classes (200+)		
Visiting researcher	University of New South Wales, Sydney, Australia	School of marketing	Research	2001	2002
Associate professor	Norwegian School of Economics and Business administration	Department of marketing	Research and teaching	1999	2000
Head of department	Norwegian School of Economics and Business administration	Department of marketing	Implementing merger of three small departments	1996	1999
Survey specialist	The World Bank, Washington D.C.	Southern Africa Region	Design of 'Poverty Monitoring Systems' for countries in Southern Africa (Malawi, Zambia, Zimbabwe, Mozambique, Kenya)	Jan 1994	Jan 1996
Visiting researcher	University of Arizona, Tucson, Arizona, USA	Department of marketing	Research	Fall	1993
Visiting scholar	University of Illinois, Urbana-Champaign, Illinois, USA	Department of marketing	Working with doctoral dissertation. Attending the "Social Cognition Group" at UIUC with prof. Rob. Wyer	1988	1989
Associate professor	Norwegian School of Economics and Business administration	Department of marketing	Research and teaching	1987	1994
Research assistant	Norwegian School of Economics and Business administration	Department of marketing		1987	1987
Research fellow	Norwegian School of Management (Oslo)		Interdisciplinary book project: Scenarios for Norway toward the year 2000.	1986	1987
Research assistant	Norwegian School of Economics and Business administration	Centre for Applied Research	Project funded by the Ministry of family affairs on economic gender roles in the family	1984	1986

Social Political Involvement

- Elected member of the City Council of Bergen during the period of 1987 - 1990
- Elected member at the Board for Public Schools in Bergen during the period of 1987 - 1990
- Public Health activist and Member of group founding the Refugee Centre for Battered Women in Bergen (1978 - 1982)