

# Curriculum Vitae

**Name:** Leif Egil Hem  
**Born:** July 18, 1967  
**Position:** Professor, NHH  
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## Education:

1992: *Cand. agric., MSc.* (Department of Forest Sciences, Business Economics and Social Economics), Agricultural University of Norway, NLH.  
1995: *Cand. merc.*, Institute of Marketing, Norwegian School of Economics and Business Administration, NHH.  
2001: *Dr. oecon* (PhD) in Marketing, Institute of Strategy and Management, Norwegian School of Economics, NHH.

## University & Other Positions:

1993-95: HAS student, 50% position as Research Associate (Institute of Marketing), Norwegian School of Economics and Business Administration.  
1993: Research Assistant, SNF, Foundation for Research in Economics and Business Administration.  
1995-98: Doctoral student, 100% position as Research Associate, (Institute of Marketing), Norwegian School of Economics and Business Administration.  
1999-00: Research fellow, SNF, Foundation for Research in Economics and Business Administration.  
2001: Associate Professor (Institute of Marketing, Norwegian School of Management, BI, 01.01.01 – 31.12.01) and Research fellow (Foundation for Research in Economics and Business Administration, SNF, 20% position).  
2002-2008: Associate Professor at NHH, Institute of Strategy and Management (Program Manager for the Executive MBA in Brand Management). Research fellow (Institute for Research in Economics and Business Administration, SNF).  
2008-: Professor at NHH  
2012-: Professor at NHH (100%) and USN (20%)  
2020-2023: Head of the Strategy and Management Department (SOL) at NHH  
2024- Distinguished Adjunct Professor at UTS, Sydney, Australia.

## Research Stays Abroad:

2000: University of Illinois at Urbana-Champaign, US, 1 ½ month, fall 2000, w/prof. Sheron Shavitt.  
2001: University of Illinois at Urbana-Champaign, US, 1 ½ month, spring 2001, w/prof. Sheron Shavitt  
2003: New York University Stern, US, 14 days, fall 2003, w/prof. Durairaj Maheswaran  
2005: HEC, Versailles, Paris, France, one week, Fall 2005, w/prof. Jean-Noël Kapferer  
2006/07: University of Birmingham, UK, 10 months, w/prof. Leslie de Chernatony  
2007: HEC, Versailles, Paris, France, one month, Fall 2007, w/prof. Jean-Noël Kapferer  
2009: University of Ohio, 4 months (April – July), w/prof. Curtis Haugtvedt  
2017/18: UTS, University of Technology Sydney, Australia, 10 months as a visiting professor  
2019/20: UTS, University of Technology Sydney, Australia, 2 months as a visiting professor  
2023/24: UTS, University of Technology Sydney, Australia, Adjunct Fellow

## Awards:

1. Best paper award at SNF:  
**Hem, L.E.**, Grønhaug, K., and Lines, R. (2000). Exploring the importance of product category similarity and selected personal correlates in brand extensions. *The Journal of Brand Management*. Vol. 7. No. 3, pp. 197-209.
2. Martin Oppermann Award for "Best Article of the Year" for the article:  
**Hem, L.E.**, Iversen, N.M. 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.
3. Best paper award at SNF:  
**Hem, L.E.**, Iversen, N.M. 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 (Number 4), pp. 1-26.
4. Best paper award in the British Food Journal for the article:  
Mæhle, N., Iversen, N., **Hem, L.E.**, Otnes, C. (2015). Exploring Consumer Preferences for Hedonic and Utilitarian Food Attributes. *British Food Journal*. Vol. 117 (Iss 12), pp. 3039 - 3063.

Google Scholar: <https://scholar.google.com/citations?hl=no&hl=no&user=CyWB93gAAAAJ>

h-index all = 24, since 2019: 14

h10 index = 25, since 2019: 16

## Research & Publications:

### A. Refereed articles and conference proceedings

1. Iversen, N. & **Hem, L.E.** (2025). Bedriftsmerker som samfunnsansvarlige «veivisere» i strategisk markedsføring. *Magma*, Nr. 11 oktober, forthcoming.
2. Oklevik, O., Kwiatkowski, G., Iversen, N.M., **Hem, L.E.**, Gøssling, S., & Sun, Y.-Y. (2025). Tourists' sensitivity to climate and cost changes in Fjord Norway. *International Journal of Tourism Research*, forthcoming.
3. Gössling, S., Humpe, A., Løseth, K., Walnum, H.J., Sun, Y.-Y., Dolnicar, S., Oklevik, O., **Hem, L.E.**, & Iversen, N.M. (2025). Economic leakage to reservation platforms: Norway. *Annals of Tourism Research*, 112, 103957.
4. Iversen, N.M., Foley, C., **Hem, L.E.**, & Bolann, E. (2025). Eudaimonic experiences: the role of life-satisfaction, goals, and values. *Johan Arndt Conference*, 22<sup>nd</sup> – 23<sup>rd</sup> of May, Oslo, Norway.
5. Sjøgren, M.H., & **Hem, L.E.** (2025). Cool for Status, Warm for Connection: The Dual Role of Temperature Cues in Luxury and Socially Oriented Consumer Services. *Johan Arndt Conference*, 22<sup>nd</sup> – 23<sup>rd</sup> of May, Oslo, Norway.
6. Hem, A.F., & **Hem, L.E.** (2025). Brand Activism – What happens when brands take a stand? *Johan Arndt Conference*, 22<sup>nd</sup> – 23<sup>rd</sup> of May, Oslo, Norway.
7. Iversen, N.M., Foley, C., & **Hem, L.E.** (2024). Feelings of Worries as Drivers of Experience Values in Tourism. *Johan Arndt Conference*, 6<sup>th</sup> – 7<sup>th</sup> of June, Oslo, Norway.
8. Sjøgren, M.H., **Hem, L.E.** & Acar-Burkay, S. (2024). Weathering the Market: A Systematic Review of Weather-Related Consumer Behavior. *Johan Arndt Conference*, 6<sup>th</sup> – 7<sup>th</sup> of June, Oslo, Norway.
9. Iversen, N.M., Foley, C., & **Hem, L.E.** (2024). Feelings of Safety/Risk as Drivers of Economic, Personal, and Social Experience Value in Nature-Based Tourism. The 34<sup>th</sup> Annual *CAUTHE Conference*, 6<sup>th</sup> – 9<sup>th</sup> of February, Hobart, Tasmania, Australia.
10. Tarannum, I., **Hem, L.E.**, & Iversen, N.M. (2023). Consequence of writing eWOM on the sender. *ANZMAC Conference*, 4<sup>th</sup> – 7<sup>th</sup> of December, Dunedin, New Zealand.
11. Sjøgren, M.H., Acar-Burkay, S., & **Hem, L.E.** (2023). The effect of extreme weather on consumers' willingness to take measures to reduce climate change. *Johan Arndt Conference*, 4<sup>th</sup> – 5<sup>th</sup> of May, Bergen, Norway.

12. Iversen, N., Bolann, E., & **Hem, L.E.** (2023). Drivers of experience value among hard-/soft-adventure tourists. *Johan Arndt Conference*, 4th – 5th of May, Bergen, Norway.
13. Iversen, N., Foley, C., & **Hem, L.E.** (2023). The Role of Immersive Festival Experiences, Identity, and Memory in Cultural Heritage Tourism. *Event Management*, Vol. 27, No. 1, 33-50.
14. Hem, A.F., & Hem, L.E. (2023). Merkeaktivisme – muligheter og utfordringer, *Magma* – Tidsskrift for økonomi og ledelse, Vol. 26 (1), 122 – 130.
15. Iversen, N.M., **Hem, L.E.**, Foley, C., Scarri, M., & Le, N. (2022). Sharing Economy – the impact of the sharing community. *ANZMAC Conference*, 4<sup>th</sup> – 7<sup>th</sup> of December, Perth, Australia.
16. Bolann, E., Iversen, N.M., Weber, K., & **Hem, L.E.** (2022). Tourism crowding in nature-based adventure destinations: Its impact on affective experience value outcome and destination appraisals. *9<sup>th</sup> International Adventure Conference*, 6<sup>th</sup> – 8<sup>th</sup> of December, Queenstown, New Zealand.
17. Bolann, E., Iversen, N.M., Weber, K., & **Hem, L.E.** (2022). Tourism crowding: The impact on destination appraisals. *ATLAS Conference*, Association for Tourism and Leisure Education and Research, Latin America conference, 20<sup>th</sup>-21<sup>st</sup> of November; Bogota, Colombia.
18. Iversen, N., **Hem, L.E.** & Olsson, U.H. (2022). Willingness to buy US products in three Southeast European countries: The effects of cognitive, affective and conative components of country-of-origin image. *Journal of East European Management Studies*, Vol. 27, No 3, 485-517.
19. Sun, Y.-Y., Gössling, S., **Hem, L.E.**, Iversen, N.M., Walnum, H.J., Scott, D., & Oklevik, O. (2022). Can Norway become a net-zero economy under scenarios of tourism growth? *Journal of Cleaner Production*, 363, 132414. <https://doi.org/10.1016/j.jclepro.2022.132414>
20. Aslan, E., **Hem, L.E.**, & Iversen, N.M. (2021). Customer-focused drivers in the sharing economy: A meta-analysis. The 10th International Conference on Monitoring and management of Visitors in Recreational and Protected Areas, Session 8B: The Sharing Economy – Supply, demand, and Consequences. *MMV10 Conference*, 17<sup>th</sup> – 19<sup>th</sup> of August, Lillehammer, Norway.
21. Iversen, N. & **Hem, L.E.** (2021). Fra statiske til dynamiske merker i en digital opplevelseskontekst. *Magma*, Nr. 2, mai. Fagbokforlaget.
22. Iversen, N. & **Hem, L.E.** (2020). Merkelogoen som virkemiddel for å utvikle sterke merker. *Magma*, Nr. 6, oktober, pp. 64-72. Fagbokforlaget.
23. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Adventure Tourists: The Role of Match with Self-image and Novelty Seeking. *ANZALS Conference*, 11<sup>th</sup> - 14<sup>th</sup> of December, Queenstown, New Zealand.
24. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Soft and Hard Adventure Tourists: The Role of Perceived Risk. *ANZMAC Conference*, 2<sup>nd</sup> – 4<sup>th</sup> of December, Wellington, New Zealand.
25. Iversen, N. & **Hem, L.E.** (2019). Hvordan påvirker været vårt forbruk? *Magma*, Nr. 4, juni, pp. 23-32. Fagbokforlaget.
26. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Soft-, Hard- and Mass Adventure Tourists: The Role of Match with Self-image and Variety Seeking. *The 7th International Adventure Conference*, 17<sup>th</sup> – 21<sup>st</sup> June 2019 Dumfries & Galloway, Scotland, UK.
27. Jacobsen, J.K.S., Iversen, N.M., & **Hem, L.E.** (2019). Hotspot crowding and over-tourism: Antecedents of destination attractiveness. *Annals of Tourism Research*, Vol. 76, 53-66.