

Curriculum Vitae

Name: Leif Egil Hem
Born: July 18, 1967
Position: Head of the Department of Strategy and Management, 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-: Head of the Strategy and Management Department (SOL) at NHH

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, 10 months as an 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.

Research & Publications:

A. Refereed articles and conference proceedings

1. Sjøgren, M.H., Acar-Burkay, S., & **Hem, L.E.** (2023). The effect of extreme weather on consumers' willing to take measures to reduce climate change. *Johan Arndt Conferense*, 4th – 5th of May, Bergen, Norway.
2. Iversen, N., Bolann, E., & **Hem, L.E.** (2023). Drivers of experience value among hard-/soft-adventure tourists. *Johan Arndt Conferense*, 4th – 5th of May, Bergen, Norway.
3. 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.
4. Hem, A.F., & Hem, L.E. (2023). Merkeaktivisme – muligheter og utfordringer, *Magma* – Tidsskrift for økonomi og ledelse, Vol. 26 (1), 122 – 130.
5. Iversen, N.M., **Hem, L.E.**, Foley, C., Scarri, M., & Le, N. (2022). Sharing Economy – the impact of the sharing community. *ANZMAC Conference*, 4th – 7th of December, Perth, Australia.
6. 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. *9th International Adventure Conference*, 6th – 8th of December, Queenstown, New Zealand.
7. Bolann, E., Iversen, N.M., Weber, K., & **Hem, L.E.** (2022). Tourism crowding: The impact on destination appraisals. ATLAS, Association for Tourism and Leisure Education and Research, Latin America conference, 20th-21st of November; Bogota, Colombia.
8. 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.
9. Sun, T.-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>
10. 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*, 17th – 19th of August, Lillehammer, Norway.
11. Iversen, N. & **Hem, L.E.** (2021). Fra statiske til dynamiske merker i en digital opplevelseskontekst. *Magma*, Nr. 2, mai. Fagbokforlaget.

12. Iversen, N. & **Hem, L.E.** (2020). Merkelogoen som virkemiddel for å utvikle sterke merker. *Magma*, Nr. 6, oktober, pp. 64-72. Fagbokforlaget.
13. 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*, 11th - 14th of December, Queenstown, New Zealand.
14. 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*, 2nd – 4th of December, Wellington, New Zealand.
15. Iversen, N. & **Hem, L.E.** (2019). Hvordan påvirker været vårt forbruk? *Magma*, Nr. 4, juni, pp. 23-32. Fagbokforlaget.
16. 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*, 17th – 21st June 2019 Dumfries & Galloway, Scotland, UK.
17. 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.
18. Bravo, R., **Hem, L.E.**, & Pina, J.M. (2018). Online Brand Expansion towards the Offline Setting: Which Way to Go? In Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions, IGI Global, pp. 69-89, DOI: 10.4018/978-1-4666-4510-3.ch004.
19. Jacobsen, J.K.S., Iversen, N.M., & **Hem, L.E.** (2018). Visitor perceptions of people density in cruise ports. *27th Nordic Symposium on Tourism and Hospitality Research*, Tourism Implications and Dilemmas, 24–26 September 2018, Alta, Norway.
20. Jacobsen, J.K.S., Iversen, N.M., & **Hem, L.E.** (2018). Perceived crowding and tourism: Promotion and prevention reactions. *2nd International Conference on Business and Industrial Research (ICBIR)*, 3rd – 4th of July 2018, Langkawi, Malaysia.
21. Iversen, N. & **Hem, L.E.** (2018). Spredning av delingstjenester: Hva påvirker delingsatferd? *Magma*, Nr. 5, desember, pp. 37-46. Fagbokforlaget.
22. Iversen, N. & **Hem, L.E.** (2018). Effects of Push and Pull Motives on Satisfaction towards Tourist Destination and Attractions. *Beta, Scandinavian Journal of Business Research*, Vol. 32, No. 2, pp. 204-233.
23. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2018). Understanding the role of the self in defining motivations of the adventure tourist traveller. *The 6th International Adventure Conference*, Segovia, Spain.
24. Mæhle, N., Otnes, C., Iversen, N.M., & **Hem, L.E.** (2017). Towards a New Framework of Eco-Food Consumption: The Importance of Contextual Drivers. *Advances in Consumer Research*, Vol. 45, 45.
25. Iversen, N., **Hem, L.E.** and Mehmetoglu, M. (2016). The Effect of Cultural Values and Travel Motives in Lifestyle Segmentation of Tourists. *Journal of Travel and Tourism Marketing*. Published online 19th of June 2015.
26. Iversen, N.M. & Hem, L.E. (2016). Markedsføring og delingsøkonomi: Muligheter og utfordringer. *Magma*, Oktober 2016, Fagbokforlaget.
27. 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.
28. **Hem, L.E.**, Iversen, N.M. & Olsen, L.E. (2014). An Empirical Examination of Effects of Product Category Characteristics on Consumer Attitudes towards Brand Extensions. *Journal of Business Research*, Vol. 67, Issue 8 (August), pp. 1589-1594.
29. Bravo, R., **Hem, L.E.**, and J.M. Pina (2014). Online Brand Expansion towards the Offline Setting: Which Way to Go? Book chapter in I. Lee (Ed.) *Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions*. ISBN13: 9781466645103, IGI Global, Chapter 4, pp 69-89. 347 p.
30. Mæhle, N., Iversen, N., **Hem, L.E.** and Otnes, C. (2014). Exploring Psychographic Differences between Preference-Based Segments in a Food Choice Situation. *Advances in Consumer Research*, Vol. 42, 798.

31. Mæhle, N., Otnes, C., Iversen, N., **Hem, L.E.** and Hartman, J. (2013). Exploring Consumer's Food Choice: Utilitarian vs. Hedonic Products. ***Advances in Consumer Research***, Vol. 41, 805.
32. Mæhle, N., Iversen, N. and **Hem, L.E.** (2012). "Classification of the Factors Influencing Ethical Consumer Choice: The Framework". ***Advances in Consumer Research***, Vol. 40, 1117.
33. Bravo, R., **Hem, L.E.** & Pina, J.M. (2012). From Online to Offline. Analysis of Feedback Effects in Brand Extensions and Alliances. ***International Journal of Electronic Commerce***, Number 1, January 2012.
34. Iversen, N. & **Hem, L.E.** (2011). Reciprocal Transfer Effects for Brand Extensions of Global or Local Origin: Evidence from Norway. ***International Marketing Review***, Vol. 28, Number 4/5, pp. 365-411.
35. Iversen, N., **Hem, L.E.** and de Chernatony, L. (2009). Brand Extensions Evaluations and Cultural Differences. ***Johan Arndt Conference***, Trondheim, TØH, 4th and 5th of June 2009.
36. Iversen, N., **Hem, L.E.** and de Chernatony, L. (2009). How to Position your Brand: Choosing a Global or Local Origin. ***Thought Leaders International Conference on Brand Management***, Athens, 6th and 7th of April 2009.
37. **Hem, L.E.** & Iversen, N. (2009). Effects of Different Types of Perceived Similarity and Subjective Knowledge in Evaluations of Brand Extensions. ***International Journal of Market Research***. Vol. 51, Issue 6, pp. 797-818.
38. Olsen, L., Iversen, N. and **Hem, L.E.** (2008). The Resistance of Strong Brands: Feedback Effects of Brand Extensions on Flagship Products. ***Scandinavian Journal of Business Research – Beta***, 2008, Issue 1, pp. 40-51.
39. Buil, I, de Chernatony, L, and **Hem, L.E.** (2008). Brand Extension Strategies: Perceived Fit, Brand Type, and Culture Influences. ***European Journal of Marketing***. Accepted for publication. In press.
40. Iversen, N. and **Hem, L.E.** (2008). Provenance associations as core values of place umbrella brands – A framework of characteristics. ***European Journal of Marketing***. Vol. 42, No. 5/6, pp. 603-626.
41. **Hem, L.E.**, Iversen, N.M. & Bolann, E. (2008). The host of brand extensions. ***Advances in Consumer Research – Latin-America***, Sao-Paulo, 31st of July – 3rd of August, Proceedings, in print.
42. Iversen, N., **Hem, L.E.** and Olsson, U.E. (2008). The Animosity Construct in Marketing: A review. ***Johan Arndt Conference***, Bergen, NHH, 5th and 6th of June 2008.
43. **Hem, L.E.** and de Chernatony, L. (2007). Brand Extensions Evaluations and the Extension Category: How to Position the Brand. ***Thought Leaders International Conference on Brand Management***, Birmingham, UK, 27th and 28th of April 2007.
44. **Hem, L.E.** and Olsen, L.E. (2007). Brand Extensions and Feedback Effects: The Importance of a Strong Original Brand. ***Thought Leaders International Conference on Brand Management***, Birmingham, UK, 27th and 28th of April 2007.
45. Buil, I, Hem, L.E. & de Chernatony, L. (2007). Estrategia De Extensión De Marca: Influencia Del Ajuste Percibido, Del Tipo De Marca Y De La Cultura Del País. ***ACEDE, Asociación Científica de Economía y Dirección de Empresas Conference***, Sevilla, Spain, September 16-18, 2007.
46. Iversen, N. and **Hem, L.E.** (2006). The role of motives and goals as drivers of satisfaction perceptions among tourist consumers. ***The 35th EMAC Conference in Athens, 2006***.
47. Lexhagen, M., Nysveen, H. & **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. 113-146.
48. **Hem, L.E.** & Iversen, N.M. (2004). How to develop a brand logo in the tourism industry: A qualitative and quantitative approach. ***Scandinavian J. of Hospitality and Tourism***. Vol. 4, No 2, December, pp. 83-106.
49. Hansen, H. and **Hem, L.E.** (2004). Brand Extension Evaluations: Effects of Affective Commitment, Involvement, Price Consciousness, and Preference for Bundling in the Extension Category". In Kahn, B.E. & Luce, M.F. (Eds.), ***Advances in Consumer Research***, Vol. XXXI, pp. 375-381.
50. Supphellen, M., Eismann, Ø. & **Hem, L.E.** (2004). Can Ads of Brand Extensions Revitalize Flagship Products? An Experiment. ***International Journal of Advertising***, Vol. 23, No. 2, pp. 173-196.
51. **Hem, L.E.**, de Chernatony, L. and Iversen, N. (2003). Factors Influencing Successful Brand Extensions. ***Journal of Marketing Management***. Vol. 19, No. 7-8 (September), pp. 781-806.

52. **Hem, L.E.**, Iversen, N.M. and Grønhaug, K. (2003). Viewers' Reaction to Advertising of Nature-Based Tourist Attractions. *Scandinavian J. of Hospitality and Tourism*, Vol. 3, No 1, pp. 48-70.
53. **Hem, L.E.** & Iversen, N.M. (2003). Effects of Advertising on Intention to Visit Tourist Destinations: The Importance of Scary Pictures. The 8th International Conference on Marketing and Development, Bangkok, Thailand, January 3-7, 2003.
54. **Hem, L.E.** & Iversen, N.M. (2003). Transfer of Brand Equity in Brand Extensions: The Importance of Brand Loyalty. In Keller, P.A. & Rook, D.W. (Eds.), *Advances in Consumer Research*, Vol. 30, pp.72-79.
55. **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.
56. **Hem, L.E.** and Iversen, N. (2002). Decomposed Similarity Measures in Brand Extensions. In S.M. Broniarczyk & K. Nakamoto (Eds.), *Advances in Consumer Research*, Vol. 29, pp. 199-206.
57. Grønhaug, K., **Hem, L.E.**, and Lines, R. (2002). Exploring the Impact of Product Category Risk and Consumer Knowledge in Brand Extensions. *Journal of Brand Management*, Vol. 9, No 6, pp. 463-476.
58. Lines, R., **Hem, L.E.**, and Grønhaug, K., (2001). Contextual Influences on Consumers' Evaluation of Brand Extensions: A quasi-Experimental Study. *ACR-Europe*, Berlin, June 20-23, Proceedings.
59. **Hem, L.E.**, Iversen, N., and Grønhaug, K. (2001). Decomposed Similarity and Brand Extensions: The Role of Brand Personality, Self-image Congruity, and Intercategory Relatedness. Accepted at the 28th International Research Seminar on *Marketing Communications and Consumer Behavior*, La Londe les Maures (French Riviera), June 5-8, Proceedings.
60. Iversen, N. and **Hem, L.E.** (2001). Country-of-Origin i internasjonal markedsføring. *Scandinavian Journal of Business Research – Beta*, No. 2, pp. 38-55.
61. **Hem, L.E.**, Grønhaug, K., and Lines, R. (2001). Perceived Risk, Involvement, and Knowledge Effects in Brand Extensions. The 30th *EMAC conference*, NHH, Bergen, Proceedings.
62. **Hem, L.E.** (2000). Merkeutvidelser. Effekter av individ, objekt og kontekst på vurdering. *Doctoral dissertation*, Norwegian School of Economics and Business Administration, Bergen, Norway.
63. **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.
64. Fjeld, D., **Hem, L.E.**, and Eikebrokk, T. (2000). Modelling Forest Operations and Sector Development in Norway's Fjord Region. *International Journal of Forest Engineering*. Vol. 11. No. 1, pp. 39-52.
65. **Hem, L.E.**, Lines, R., and Grønhaug, K. (2000). Factors influencing perceived similarity between established brands and brand extensions. The 29th *EMAC conference*, Rotterdam. Proceedings.
66. Iversen, N. and **Hem, L.E.** (2000). Country image in national umbrella branding - Conceptual issues and marketing implications. *ACR Pasific*, 16th to 19th of Mars, Proceedings.
67. **Hem, L.E.** and Lines, R. (1997). Brand extension: The impact of similarity. *IAREP XXII Conference*, Valencia, pp. 62-68, Proceedings.
68. **Hem, L.E.** (1997). Word-of-Mouth: A Framework, Further Research, and some Findings. *IAREP XXII Conference*, Valencia, Abstract published in the Proceedings.
69. **Hem, L.E.** and Eikebrokk, T. (1997). Environmentally sustainable value chains: A proposed new framework. 22nd Annual *MacroMarketing Conference*, Bergen, June 1997, Proceedings.
70. Eikebrokk, T. and **Hem, L.E.** (1997). Forest logging contractors and their contribution to the value chain: An empirical study of contractors in Western Norway. *EFI Proceedings*, No. 16. Bergen, June 1997.