

Curriculum Vitae

Professor, Dr. Oecon Magne Supphellen

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Norwegian School of Economics (NHH)
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Birthdate January 16, 1968

Education

1992 Siviløkonom (Master of Science in Business), Norwegian School of Economics, Bergen (NHH).

1995 Høyere avdelings studium i administrasjon (Cand. Oecon in Business Adm., NHH).

1998 Dr. Oecon (PhD) in Marketing, Norwegian School of Economics (NHH).

Positions

1992-1995 Research scholar, NHH

1995-1998 Stipendiat (Phd)

1996- Scientific advisor, Foundation for Research in Economics and Business Adm., Bergen

1998-2003 Associate Professor of Marketing, NHH

1997-2000 Associated consultant for D'Arcy Masius Benton & Bowles, Oslo

2000-2001 Responsible for fundraising for the 30th EMAC conference in Bergen, May 2001

2000- Partner and consultant, Brand Cognition AS

2002-2005 Head of Board, Brand Cognition AS (national market research company)

2002-2004 Head of Department, Department of Strategy and Management, NHH

2003- Professor of Marketing, NHH

2012- Board member of Blom Seafarms AS

1. RESEARCH

International refereed journal articles or papers in international conference proceedings

Maehle, N. and M. Supphellen (2013). Advertising strategies for brand image repair: The effectiveness of advertising alliances, *Journal of Marketing Communications*, 19.

Mersland, R., D'Espallier, and Magne Supphellen (2013). The Effects of Religion on Development Efforts: Evidence from the Microfinance Industry and a Research Agenda, *World Development*, vol. 41, 145-156.

Troye, Sigurd V., and Supphellen, M (2012). Consumer Coproduction: "I made it myself" effects on consumer sensory perceptions, evaluation of outcomes and input product, *Journal of Marketing*, vol. 76, 33-46.

Jakubanecs, A., and Supphellen, M. (2012). Blank Endorsement: The Added Value of Unknown Corporate Brands, *Journal of Brand Management*, 19, 788-800.

Dalgaard, B., and Supphellen, M., (2011). Entrepreneurship in Norway's economic and religious nineteenth-century transformation, *Scandinavian Economic History Review*, volume 59.

Thorbjørnsen, H. and Supphellen, M. (2011). Determinants of core value behavior in service brands, *Journal of Services Marketing*, vol. 25.

Mæhle, N., and Supphellen, M., (2011). In search of the sources of brand personality, *International Journal of Market Research*, vol. 53.

Mæhle, N., Otnes, C., and Supphellen, M., (2011). Consumers perceptions of the dimensions of brand personality, *Journal of Consumer Behavior*.

Supphellen, M., Haugland, S.A., and Oklevik, O. (2010). Entrepreneurial orientation, self-efficacy, and religious attitudes in small third-world enterprises, *Proceedings of the Strategic Management Society conference*, Rome.

Jakubanecs, A., and Supphellen, M., (2010). Brand Positioning Strategies in Russia: Regional Differences in the Importance of Corporate Endorsement and Symbolic Brand Attributes, *Journal of East-West Business*, vol. 16.

Mæhle, N., Xie, C., and Supphellen, M., (2009). Forming brand personality: Company-based versus consumer-based sources, *Advances in Consumer Research*, vol. 36.

Supphellen, M., and Troye, S. (2009), Effects of consumer co-production on perceived authenticity of consumption experience and input product, *Advances in Consumer Research*, vol. 36.

Mæhle, N., and Supphellen, M., (2008). Sources of brand personality: A survey of ten brands, *Advances in Consumer Research*, vol. 35.

Peretz, A., and Supphellen, M., (2008). The effect of brand personality on evaluations of utilitarian product benefits, *Advances in Consumer Research*, vol. 35.

Jakubanecs, A., and Supphellen, M., (2007). On the importance of non-dominant cultural dimensions: Effects of vertical individualism on consumer behavior in Norway, *Advances in Consumer Research*, vol. 34.

Nelson, M., Brunel, F., Supphellen, M., and R. V. Manchanda (2006). Effects of culture, gender, and moral obligations on responses to charity advertising across masculine and feminine cultures. *Journal of Consumer Psychology*, 16, 45-56.

Mæhle, N., and Magne Supphellen (2006), "Image Enhancement Strategies: Theoretical Framework for a Comparative Study", *Proceedings of the 35th EMAC Conference* "Sustainable Marketing Leadership: A Synthesis of Polymorphous Axioms, Strategies and Tactics", Athens, Greece, p. 138.

Jakubanecs, A., Supphellen, M., and Helge Thorbjørnsen (2005). Slavic brothers or rivals? Effects of consumer ethnocentrism on the trade between Ukraine and Russia. *Journal of East-West Business*, 10, 55-78.

Mæhle, N., and Magne Supphellen (2005), "An Experimental Study of Alternative Strategies for Revitalization of Brand Personality: Advertising vs Advertising Alliance", *Proceedings of the 34th EMAC Conference* "Rejuvenating Marketing: Contamination, Innovation, Integration", Milan, Italy p. 139.

Jakubanecs, A., and Magne Supphellen (2004). Developing and testing the cultural embeddedness of products (CEP) scale. *Advances of Consumer Research*, San Antonio, US.

Supphellen, Magne and Kjell Grønhaug (2003). Building foreign brand personalities in Russia: The moderating role of consumer ethnocentrism. *International Journal of Advertising*, 22, 203-226.

Supphellen, M., Eismann, Ø., and Leif Hem. (2003). Can brand extensions revitalize the personality of flagship products? An experiment. *International Journal of Advertising*, 23, 173-196.

Breivik, Einar and Magne Supphellen (2003). Elicitation of product attributes in an evaluation context: A comparison of three elicitation techniques. *Journal of Economic Psychology*, 24, 77-98.

Supphellen, Magne and Kjell Grønhaug (2003). The role of formal authority in buyer evaluations of business research suppliers: A Scandinavian case. *Journal of Business-to-Business Marketing*, 10, 53-78.

Jim Helgeson and Magne Supphellen (2003): A conceptual and measurement comparison of self congruity and brand personality: The impact of socially desirable responding. *International Journal of Market Research*.

Thorbjørnsen, Helge and Supphellen, Magne (2003). The impact of brand loyalty on web-site usage. *Journal of Brand Management*.

Thorbjørnsen, Helge, Supphellen Magne, Nysveen, Herbjørn and Pedersen, P. E. (2002). Building brand relationships online: A comparison of two interactive techniques. *Journal of Interactive Marketing*, 16, 17-34.

Supphellen, Magne, Nygaardsvik, Irene (2002). Testing country brand slogans: Conceptual development and empirical illustration of a simple normative model. *Journal of Brand Management*, 9, 385-395.

Thorbjørnsen, Helge, Einar Breivik and Magne Supphellen (2002). Consumer-brand relationships: A test of alternative models. *Proceedings of the AMA Winter Educator's Conference 2002*, 283-285.

Supphellen, Magne and Herbjørn Nysveen (2001). Drivers of intention to revisit the web-site of well-known companies: The role of corporate brand loyalty. *International Journal of Market Research*, 43, 341-352.

Supphellen, Magne and Terri L. Rittenburg (2001). Consumer ethnocentrism when foreign products are better. *Psychology & Marketing*, 18, 907-927.

Supphellen, Magne and Michelle R. Nelson (2001). Developing, exploring and validating a typology of private philanthropic decision making. *Journal of Economic Psychology*, 22, 573-603.

Supphellen, Magne, Sven A. Haugland and Tor Korneliussen (2001). SMBs in search of international strategic alliances: On the use of personal information sources. *Journal of Business Research*, 55, 785-795.

Supphellen, Magne (2001). Social desirability bias in responses to free elicitation techniques. In *Rethinking European marketing research*. Proceedings of the 30th EMAC conference, Bergen, Norway

Supphellen, Magne (2000). Understanding core brand equity: Guidelines for in-depth elicitation of brand associations. *International Journal of Market Research*, 42, 319-337.

Supphellen, Magne and Einar Breivik (2000). Method effects in attribute elicitation: A comparison of three techniques. *Proceedings of the 29th EMAC conference*, Rotterdam

Supphellen, Magne (1998). *The impact of anonymity in elicitation of brand associations: Theoretical and empirical developments*. Doctoral dissertation, Norwegian School of Economics and Business Administration, Bergen: Norway.

Grønhaug, Kjell and Magne Supphellen (1998). Evaluating complex experience and credence goods: The case of R&D. *Proceedings of the 1998 CEMS-conference*, Louvain La Neuve, Belgium.

Supphellen, Magne, Olav A. Kvitastein and Sven Tvedt Johansen (1997). Projective questioning and ethnic discrimination: A procedure for measuring employer bias. *Public Opinion Quarterly*, 61, 208-224.

Supphellen, Magne, Kvitastein, Olav A (1997). Cognitive responses to charitable marketing appeals: Implications for consumer welfare, public policy, and marketing management, in *Proceeding of the 22nd Annual MacroMarketing Conference*, Bergen.

Supphellen, Magne, Rune Lines and Einar Breivik (1995). Elicitation of Product Attributes: A Critical Review. In *Perspectives on Marketing and Management. A Festschrift in Honour of Kjell Grønhaug*, Bergen: Tano.

Lines, Rune, Einar Breivik and Magne Supphellen (1995). Elicitation of attributes: A comparison of preference model structures derived from two elicitation techniques. *Proceedings of the 24st EMAC conference*, Paris.

Books and book chapters

Supphellen, M., Thorbjørnsen, H. and Sigurd V. Troye (2014). *Markedsføring: Verdibasert forventningsledelse (Marketing: Value-based management of expectations)*, Fagbokforlaget, Bergen.

Supphellen, M. (2014). Effects of religious attitudes on the self-determination of small-scale entrepreneurs in the slum areas of Nairobi, in *Religion and Development in Africa – Nordic Perspectives on Involvement in Africa*, T. S. Drønen (ed.), 43-56, Peter Lang.

National publications, reports and working papers

Supphellen, M. (2013). Økonomiske effekter av religiøse holdninger til arbeid og næringsvirksomhet: Et overblikk og et rammeverk for videre forskning, *Theofilos*, 6, 48-62.

Mersland, R., D'Espallier, B., and Supphellen, M., (2011). Performance and Operation Differences between Christian and Secular Microfinance Institutions. Paper presented at the FIBE Business Conference, Bergen.

Troye, S., and Supphellen, M., (2010). Psychological effects of self-production. Paper presented at the Johan Arndt Marketing Conference, Trondheim.

Pettersen, A., and Supphellen, M., (2009). Determinants of purchase intentions for season tickets: A structural model of soccer fan perceptions. Paper presented at the Johan Arndt Marketing Conference, Trondheim.

Supphellen, M. (2007). Methodological reasons why marketers underestimate the importance of ethics and social responsibility, *MAGMA*, vol. 2.

Supphellen, Magne (2007). Three methodological reasons why marketers underestimate the importance of ethics and social responsibility. Paper presented at the FIBE Business Conference, Bergen.

Supphellen, Magne (2006). Attitudes toward TV-commercials: advertisers, consumers, and agency people contrasted. Paper presented at the FIBE Business Conference, Bergen.

Haugland, S.A., and Supphellen, M. (2002). Identifikasjon og ledelse av langsiktige merkeallianser: Et rammeverk (Identifying and managing long-term brand alliances: A framework). *Magma*, 55-63.

Supphellen, Magne and Leif Egil Hem (2001). Determinants of attitudes toward brand alliances: A comparison of three kinds of alliances. Working paper, Norwegian School of Economics.

Supphellen, Magne and Grønhaug, Kjell (1999). Buyers of business research: An exploratory study of evaluation criteria, paper presented at the FIBE Business Conference, Bergen.

Supphellen, Magne (1998). Kjenner du din egen merkevare? (Do you really know your own brand?), *Kampanje*, 12.

Supphellen, Magne and Hem, Leif (1996). Hva skal barnet hete? (On brand-naming), *Kampanje*, 2.

Supphellen, Magne (1994). Informasjon for markedsstrategiske beslutninger om utenlandske feriegjester: En eksplorativ forstudie (Information for strategic marketing decisions regarding foreign tourists in Norway: An exploratory prestudy), Centre for Research in Economics and Business Administration, working paper 23/94, Bergen.

Supphellen, Magne (1994). Markedsorientert utvikling produktkonsepter: Et metodisk overblikk (Market-oriented development of product concepts: A methodological review), Centre for Research in Economics and Business Administration, working paper 40/94, Bergen.

2. SUPERVISING AND EDITORIAL SERVICE

Supervising

Master-program:

4-8 students annually

Supervision of doctoral students:

<i>Name</i>	<i>Topic area</i>	<i>Year</i>	<i>Type of supervision</i>
Helge Thorbjørnsen	Brand relationships	2003	Major supervision
Nina Iversen	Brand personality	2003	Major supervision
Kristin Rogge Pran	Logo effects in origin	2009	Major supervision

	marketing		
Alexanders Jakubanecs	Cultural embeddedness of products	2009	Major supervision
Adrian Peretz	Learning brand personality	2007	Major supervision
Natalia Grankina	Sources of brand personality	2008	Major supervision
Ove Oklevik	Effects of brand personality	2011	Major supervision
Lê Quang Nhật	Lending of consumer experiences	current	Major supervision
Alexander Hem	Brand positioning	current	Major supervision

Editorial service

Editorial board member for
Journal of Place Branding

Ad hoc reviewer for
Journal of Consumer Psychology
Psychology & Marketing
Psychological Reports
Journal of Business Research
Journal of Brand Management
Journal of Marketing Management
International Marketing Review
European Marketing Academy
Association for Consumer Research (ACR)

3. TEACHING

1. Marketing Research Method (Responsible lecturer 1998-2001)
 - 24 hour undergraduate course, taught in the spring semester
 - 450 students (siviløkonom students)
 - plenum lectures
 - course web-site used for discussions and for distribution of notes/transparencies
 - language: Norwegian
 - three days "home-exam" (development of a detailed plan for a research project)
 - responsible for development/revisions of course plans
2. Brand Management (responsible for specific topics since 1996)
 - 4-6 hours at the undergraduate and graduate levels, taught each semester
 - 15-40 students
 - plenum lectures and group instructions (theories of brand associations and techniques for elicitation of brand associations)
 - language: Norwegian (fall) and English (spring)
 - ordinary written exam
3. Executive Brand Management Program (partly responsible 1998)
 - executive master program in Strategic Management
 - one-day seminar (8 hours) on the essentials of brand management
 - 30 business managers

- language: Norwegian
 - project and written exam
4. Developing and testing theories of marketing (responsible 1999-2003)
 - 42 hours graduate course, taught each fall semester
 - 5-12 PhD students
 - plenum lectures and group discussions
 - language: English
 - term paper and written exam
 - responsible for development of course plans
 5. Introduction to marketing (responsible since fall 2006)
 - 45 hours bachelor course
 - 380 students
 - Plenum lectures and group work
 - Term paper and written exam
 6. Reputation management (2010-2012)
 - 45 hours master elective course
 - 30-50 students
 - Plenum lectures and group work
 - Term paper and oral exam
 7. Integrated marketing communication (2006-2012)
 - 45 hours master elective course
 - 30-50 students
 - Plenum lectures and group work
 - Term paper and oral exam

In 2002, colleague Einar Breivik and I developed the first Executive Master of Brand Management Program at NHH.

4. ADMINISTRATIVE EXPERIENCE

Research management (after 2002)

Research project manager: “Understanding customers and brands in international markets: Development of qualitative and quantitative tool boxes for use in SMART”. Telenor, 2014-present

Research project manager. “Digital trust building in self-service systems.”, Tryg and NFR, 2012-present.

Research project manager: “How to ignite an interest in retirement saving: Literature review and marketing implications”, Storebrand, 2012

Board member of BIA: Bedriftenes Innovasjonsarena (open arena for innovation research), Norwegian Research Council, 2012- present.

Research project manager. Project title: “Coproduction and service innovation in the insurance industry”, Tryg Insurance, 2012-present

Research project manager; “Branding in Telenor: Development of SMART 2.0 Light” (Telenor)

Research project manager. Project title: “The consumer as coproducer”, Norwegian Research Council and Rieber & Son, 2010-2012.

Research project manager. Project title: “International positioning of the Jarlsberg brand”, Norwegian Research Council and Tine AB, 2006-2009.

Research project manager. Project title:”How should individual exporters exploit generic marketing campaigns for Norwegian sea food?”, Norwegian Research Council, 2003- 2006.

Research project manager. Project title:”Defining the associative strengths and weaknesses of the Hennig-Olsen brand”, Hennig Olsen AS, 2003.

Research project manager. Project title: “Shopping centre behavior”, Steen & Strøm Norge, 2003.

Research project manager. Project title: ”Defining the associative strengths and weaknesses of the Renault brand”, Renault Norge, 2003.

Research project manager. Project title: ”Defining the associative strengths and weaknesses of the Sparebanken 1 brand”, Sparebanken 1 Vest, 2003.

Research project manager. Project title:”Transfer effects from a new diary product on the TINE mother brand”, Tine Norske Meierier BA, 2003.

Research project manager. Project title: ”Defining and evaluating the brand essence of Toro, Vitana and Delecta”, Rieber & Søn, 2005-2006.

Research project manager. Project title: ”Will oil-drilling activities in Northern Norway harm the reputation of Norwegian fish abroad?”, Oljeindustriens Landsforbund, EFF og Fiskarlaget, 2006.

Research project manager. Project title: ”Global positioning of the Jarlsberg Brand”, TINE BA and the Norwegian Research Council (NFR), 2008-2010.

Research project manager. Project title: ”Religious attitudes and business performance in small third-world enterprises”, NHH and NFR, 2008-present.

Research project manager. Project title: “Presumption of consumer products”, Rieber & Søn, NFR. 2010 - present.

Administrative engagements at NHH

Member of the Bachelor Program Committee, 1999-2001.

Project manager for the first program of the Executive Master of Brand Management at NHH.

Project manager of internal NHH project: “A Competitive Brand Strategy for NHH”, 2003 – 2004..

Head of Department, Department of Strategy and Management, NHH, 2002- 2004.

Chair of the “Department Head Committee”, NHH, 2003- 2004.

Chair for reputation research program at SNF, Centre for Business Research, Bergen, 2008-2009

Member of the communication committee, 2011-present.

Program coordinator for the Master of Brand Management major program, 2012-2013.

Responsible for development of program and recruiting of faculty for the Hauge School of Management, Oslo (Bachelor-program in business adm.).

Responsible for study of perceptions of NHH MSc-candidates among HR-directors, 2014.

INVITED LECTURES AND CONSULTING FOR COMPANIES AND ORGANIZATIONS

10-20 lectures/seminars annually

Invited lectures in 2014:

January 29: “What do we need to know about the consumer?” FINN (Schibsted), Oslo.

February 17: “Trust and sales effectiveness”, Polar Quality, Bodø.

February 25: “Brand insight: What do we need to know?” Tine Brand Academy, Oslo.

April 2: “Effective product brand positioning”, Tine Brand Academy, Oslo.

April 5: “Religious attitudes and entrepreneurial self-efficacy in subsistence markets”, conference for development organizations, Helsinki.

Mai 14: “Reputation management: Key success factors”, Blom Seafarm, Øygarden.

June 13: “Implementation of brand management strategies”, Norwell Inc., Florø.

August 1: “Is our Christian heritage relevant in today’s business context?”, Olavsfestdagene, Trondheim.

September 26: “Brand insight: What do we need to know?” Schibsted Academy, London.

October 2: “Effective corporate brand positioning”, Trondheim og Omegn Boligbyggelag (TOBB), Trondheim.

October 16: “Corporate social responsibility and reputation management”, business conference, Fosnavåg.

November 8: “Strategic innovation in voluntary organizations”, NLA University College, Oslo.

November 11: “Brand positioning: What, why & how?” Schibsted Academy, Losby, Oslo.

November 26: “How to develop strong corporate brands: Key success factors”, Bildøy Bible College, Straume.

Consulting (2005-2014)

Consulting engagements regarding brand strategy, brand insight or innovation strategy for the following companies:

- Canal Digital
- Norwegian Seafood Export Council
- Postbanken AS
- DNB Nor
- Tine BA
- Rieber & Søn ASA
- Bergensavisen (BA)
- Esthetique AS
- Telenor
- Statoil
- Yara
- GE MoneyBank
- COOP Prix
- COOP Extra
- COOP Obs
- COOP Mega
- COOP Bygg
- VITA
- Schibsted ASA
- Vitana
- Delecta
- Kaffehuset Friele
- KIWI
- Norwell
- Lerøy
- Marine Harvest

ENGAGEMENTS AS EXPERT WITNESS IN LAWSUITS

Typically 1-2 cases annually.

2014:

August 28: Aktiv Real Estate vs. Proactive Real Estate. Expert witness on trademark confusion issues, Oslo Main Court.

November 6: Opsal Real Estate (franchisee of Aktiv Real Estate) vs. Aktiv Real Estate. Expert witness on consumer behavior issues, Oslo Main Court.

AWARDS

- 2003: The SOL publication award (with S.V. Troye), Department of Strategy and Management, NHH
- 2010: “Bronsesvampen” (student’s teaching award, the bachelor program)
- 2011: “Bronsesvampen” (student’s teaching award, the bachelor program)
- 2013: The J. Arndt excellence in publication award (with S.V. Troye), the J. Arndt conference, Oslo.
- 2013: The SOL publication award (with S.V. Troye), Department of Strategy and Management, NHH.

