

## **SVEN A. HAUGLAND**

**Office address:** NHH Norwegian School of Economics  
Department of Strategy and Management  
Helleveien 30  
N-5045 Bergen  
Norway  
E-mail: [sven.haugland@nhh.no](mailto:sven.haugland@nhh.no)

### **Current position**

Professor, NHH Norwegian School of Economics, Department of Strategy and Management, 2000 –

Deputy Head of Department and PhD Coordinator, January 2018 – July 2021, and August 2022 - June 2025

### **Previous positions**

- Adjunct Professor, School of Business, University of South-Eastern Norway, 2006-2018
- Associate Professor, NHH Norwegian School of Economics, Department of Strategy and Management, 1994-2000
- Research Fellow, Norwegian Research Centre in Organization and Management, 1991-1993
- Research Fellow, SNF Centre for Applied Research at NHH, 1989-1991
- Assistant Professor, NHH Norwegian School of Economics, 1987-1988
- Research Scholar, NHH Norwegian School of Economics, 1986-1987, 1988-1989

### **Education**

- Dr. oecon. (Ph.D.), NHH Norwegian School of Economics, 1988
- M.Sc. (Høyere avdelings siviløkonomeksamen), NHH Norwegian School of Economics, 1986
- Master of Business Administration (Siviløkonom), NHH Norwegian School of Economics, 1982

### **Visits at foreign Universities**

- Visiting Professor, School of Marketing, University of South Australia, Adelaide, Australia, November 2001 - February 2002
- Visiting Scholar, Curtis L. Carlson School of Management, University of Minnesota, Minneapolis, USA, August 1988 – April 1989

### **Editorial review board**

Associate Editor, Journal of Business Research, 2016-2022

### **Ad hoc reviewer**

Academy of Management Journal, Entrepreneurship Theory and Practice, European Journal of Marketing, International Business Review, International Journal of Technology Management, Journal of Business and Industrial Marketing, Journal of Business Research, Journal of International Business Studies, Journal of Management and Governance, Journal of Marketing Management, Journal of Product and Brand Management, Journal of Public

Procurement, Scandinavian Journal of Management, Tourism Management, Economic Geography

**Ph.D. supervision** (degree institution and degree year in parentheses)

***Principal supervisor***

- Håvard Huse (NHH Norwegian School of Economics, graduated 2019)
- Xinlu Qiu (NHH Norwegian School of Economics, graduated 2019)
- Hans Anton Stubberud (NHH, Norwegian School of Economics, 2016)
- Ganesh Prasad Neupane (NHH Norwegian School of Economics, 2015)
- Nasun Moadmuang (NHH Norwegian School of Economics, 2014)
- Roar Jakobsen (NHH Norwegian School of Economics, 2012)
- Jon Bingen Sande (Norwegian University of Life Sciences, 2008)
- Bente Merete Flygansvær (NHH Norwegian School of Economics, 2006)
- Mons Freng Svendsen (NHH Norwegian School of Economics, 2005)
- Inger Beate Pettersen (NHH Norwegian School of Economics, 2005)
- Jarle Aarstad (NHH Norwegian School of Economics, 2004)
- Trond Hammervoll (NHH Norwegian School of Economics, 2003)
- James Sallis (NHH Norwegian School of Economics, 2002)
- Håvard Ness (NHH Norwegian School of Economics, 2000)
- Boge Gulbrandsen (NHH Norwegian School of Economics, 1998)

***Co-supervisor***

- Per Anders Sunde (NHH Norwegian School of Economics, 2007)
- Lasse Lien (NHH Norwegian School of Economics, 2003)
- Randi Lunnan (NHH Norwegian School of Economics, 1999)
- Gro Ladegård (NHH Norwegian School of Economics, 1997)
- Aksel I. Rokkan (NHH Norwegian School of Economics, 1995)

**Evaluation of Ph.D. dissertations**

Audun Reiby, BI Norwegian Business School, 2024; Rebecca Glavee-Geo, Molde University College, 2020; Mariia Koval, BI Norwegian Business School, 2018; Xiaobei Wang, BI Norwegian Business School, 2016; Renger Philemon Kanani, Molde University College, 2016; Jakob Utgård, BI Norwegian Business School, 2015; Emmanuel Chao, School of Business and Law, University of Agder, 2014; Thusitha S. L. W. Gunawardana, Nord University Business School, 2013; Ove Oklevik, NHH Norwegian School of Economics, 2011; Tor Helge Aas, NHH Norwegian School of Economics, 2010; Umar Burki, Molde University College, 2009; Tobias Johansson, Göteborg University, 2006; Tore Mysen, BI Norwegian Business School, 2005; Tor Korneliussen, Nord University Business School, 2005; Lars Esbjerg, Aarhus School of Business, 2004; Arne Morten Ulvnes, BI Norwegian Business School, 2004; Eivind Farstad, NHH Norwegian School of Economics, 2003; Johannes Liebach Lüneborg, Aarhus University, 2002; Frode Nilssen, University of Tromsø, 2002; Terje I. Våland, BI Norwegian Business School, 2002; Harald Biong, NHH Norwegian School of Economics, 1999; Esa Matikainen, Helsinki School of Economics and Business Administration, 1998; Øystein Jensen, Aarhus School of Business, 1998

**Professorial committees**

- Uppsala University, Professor in Business Studies, especially Marketing (2023)
- BI Norwegian Business School, Professor in Marketing (2011)

- Norwegian Association of Higher Education Institutions, Professor in Marketing (2007)
- Copenhagen Business School, Professor in Strategic Management (2007)
- NHH Norwegian School of Economics, Professor in Knowledge-Based Value Creation in Business Firms (2006)
- BI Norwegian Business School, Professor in Management of Construction Companies (2004)
- Molde University College, Professor in Purchasing and Supply Management (2001)

## **Publications 2020 – 2025**

### ***Journal articles***

Qiu, X., Haugland, S. A., & Cassia, F. (2025). Tacit knowledge transfer in strategic alliances: The roles of theory of mind and interpersonal trust. *Journal of Business and Industrial Marketing*, DOI 10.1108/JBIM-09-2023-0555.

Ness, H., Aarstad, J., & Haugland, S. A. (2024). Structural networks and dyadic negotiations in tourism destination ecosystems. *International Journal of Contemporary Hospitality Management*, Vol. 36 (2), 379-399.

Rokkan, A.I., & Haugland, S. A. (2022). A transaction cost approach for public procurement. *Journal of Business and Industrial Marketing*, Vol. 37 (2), 341-352.

Cassia, F., Haugland, S. A., & Magno, F. (2021). Fairness and behavioral intentions in discrete B2B transactions: A study of small business firms. *Journal of Business and Industrial Marketing*, Vol. 36 (13), 129-141.

Haugland, S. A., Ness, H., & Aarstad, J. (2021). Triadic embeddedness, sources of relational rents, and interfirm performance, *Industrial Marketing Management*, Vol. 98, 271-282.

Ness, H., Haugland, S. A., & Aarstad, J. (2021). Interfirm resource integration in destination contexts. *Current Issues in Tourism*, Vol. 24 (1), 66-81.

Aarstad, J., Ness, H., & Haugland, S. A. (2020). Destination cobranding in interorganizational networks: Assessing the role of central tourism organizations. *Journal of Destination Marketing and Management*, Vol. 17, 100466.

### ***Essay in books***

Ness, H., & Haugland, S. A. (2022). Destination capabilities. In Buhalis, D. (ed.) *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, 852-855.