

**CURRICULUM VITAE**  
September 2014



*Klaus Solberg Søylen*

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Born 14.02 1968

## **A. Academic positions/degrees**

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- A. Professor in Management, Marketing, Halmstad University, 2014-
- B. Professor in Digital Marketing, Nordic International Management Institute (NIMI), Chengdu, China, 2012-
- C. Senior Editor, International Journal of Innovation Science, 2012 - 2014
- D. Editor-in-chief, Journal of Intelligence Studies in Business (JISIB), 2011-
- E. Docent (Associate Professor), School of Business and Engineering, Halmstad University, 2011-
- F. MBA Program Director, Blekinge Institute of Technology, 2004-06
- G. Universitetslektor (Assistant Professor), School of Management, Blekinge Institute of Technology. Tenured position since September 9, 2006 - 2011
- H. Doctor in Economics at Leipzig Universität, Germany, 1997 - 2005
- I. Universitetsadjunkt, School of Management, Blekinge Institute of Technology, 2002 - 2006
- J. Master in Business Administration (MBA) at Haut École de Commerce (HEC, Paris), France, 1992 - 1994
- K. Bachelor of Business Administration and Political Science at California Lutheran University, USA, 1988 - 1991

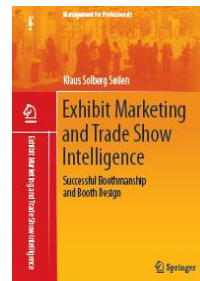
## **B. Books (monographs)**

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- 7. Solberg Søilen, K. (2013). *Exhibit Marketing & Trade Show Intelligence - Successful Boothmanship and Booth Design*. Springer Verlag, Berlin
- 6. Solberg Søilen, K. (2012). *Geoeconomics*. Ventus Publishing ApS/Bookboon, London **120.000 unique downloads in less than 3 years**
- 5. Jenster, P., Solberg Søilen, K. (2010). *Market Intelligence: Building Strategic Insight*. Shanghai Far East Publishers, Shanghai



Featured Book:  
*Market Intelligence: Building Strategic Insight*. In Chinese. CEIBS Press



Featured Book: *Exhibit Marketing & Trade Show Intelligence - Successful Boothmanship and Booth Design*. Springer Verlag

- 4. Jenster, P., Solberg Søilen, K. (2009). *Market Intelligence: Building Strategic Insight*. Copenhagen Business School Press, Denmark
- 3. Solberg Søilen, K. and Huber, S. (2006). *20 svenska studier för små och medelstora företag – pedagogik och vetenskaplig metod*. Studentlitteratur, Lund
- 2. Solberg Søilen, K. (2005). *Introduction to Public and Private Intelligence*. Studentlitteratur, Lund



Featured Book: *Market Intelligence: Building Strategic Insight*. CBS Press



Featured Book: *Introduction to Private and Public Intelligence*. Studentlitteratur

1. Solberg Søilen, K. (2004). Wirtschaftsspionage in Verhandlungen aus Informationsökonomischer Perspektive - Eine Interdisziplinäre Analyse. *Dissertation*. Wirtschaftswissenschaftlichen Fakultät Universität Leipzig, Germany

## **C. Scientific articles**

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19. Tontini, G., Solberg Søilen, K., Silveira, A. (submitted 2013). Nonlinear antecedents of customer satisfaction and loyalty in third-party logistics services. *International Journal of Logistics Management*
18. Agostino, Alessandro, Solberg Søilen, Klaus, Gerritsen, Bart (2013). Cloud solution in Business Intelligence for SMEs –vendor and customer perspectives, *Journal of Intelligence Studies in Business* Vol 3, No 3, pp. 5-28
17. Solberg Søilen, K. (2013). An overview of articles on Competitive Intelligence in JCIM and CIR. *Journal of Intelligence Studies in Business* Vol 3, No 1, pp. 44-58.
16. Solberg Søilen, K., Jenster, P. (2013). The Relationship between Strategic Planning and Company Performance – A Chinese perspective. *Journal of Intelligence Studies in Business*, Vol 3, No 1, pp. 15-30.
15. Tontini, G., Solberg Søilen, K., Silveira, A. (2013). How interactions of service attributes affect customer satisfaction: A study of the Kano model's attributes. *Total Quality Management & Business Excellence*, Volume 24, Issue 11-12, pages 1253-1271  
<http://www.tandfonline.com/eprint/mtcvBKxOsaDNKWm6HNDm/full#.UkGe-cZcUvk>
14. Solberg Søilen, K., Granquist, C., Strömberg, F. (accepted 2014). Games as a marketing channel – the impact on players and spectators. *International Journal of Electronic Business Management*
13. Solberg Søilen, K., Nerme, P., Stemström, C., Darefelt, N. (2013). Usage of internet banking among different segments – trust and information needs. *Journal of Internet Banking and Commerce*, Vol 18, No 2, pp. 2-18
12. Fri, W., Pehrsson, T., Solberg Søilen, K. (2013). How the phases of cluster development are associated with innovation – the case of China. *International Journal of Innovation Science*, Vol. 5, Nr. 1, pp. 31-43.
11. Hansson, L., Wrangmo, A. Solberg Søilen, K. (2013). Optimal ways for companies to use Facebook as a marketing channel. *Journal of Information, Communication and Ethics in Society*. Vol. 11 Iss: 2, pp. 112 – 126.
10. Solberg Søilen, K. Hasslinger, A. (2012). Factors shaping vendor differentiation in the Business Intelligence software industry. *Journal of Intelligence Studies in Business*, Vol 2, No 3, pp. 48-54.
9. Yasmina, A., Solberg Søilen, K., Vriens, D. (2012). Using the SSAV model to evaluate Business Intelligence Software. *Journal of Intelligence Studies in Business*, Vol 2, No 1, pp. 29-40.

8. Solberg Søylen, K., Tontini, G. (2013). Knowledge Management systems and Human Resource Management policies for Innovation benchmarking: a study at ST Ericsson. *Internatinal Journal of Innovation Science*, Vol 5, No 3, pp. 159-171.
7. Sabanovic, A., Solberg Søylen, K. (2012). Customers' Expectations and Needs in the Business Intelligence Software Market. *Journal of Intelligence Studies in Business*, Vol 2, No 1, pp. 5-20.
6. Solberg Søylen, K. (2012). The Fallacy of the Service Economy. *European Business Review*, Vol 24, Iss: 4, pp. 308-319.
5. Solberg Søylen, K, Kovacevic, M. A., Jallouli, R. (2012). Key Success Factors for ST-Ericsson using Value Chain model. *Journal of Business Research*. Volume 65, Issue 9, pp. 1335-1345.
4. Solberg Søylen, K., Baback Alipour, P. (2011). A Knowledge Model for Global Catastrophic Risk. *Knowledge Organization* 38, No 5, pp. 438-455.
3. Solberg Søylen, K. (2010). Management Implementation of Business Intelligence Systems/Gestion de la implementacion de sistemas de inteligencia de negocios. *Inteligencia y seguridad*, No. 9, December 2010- May 2011, pp. 46-67.
2. Solberg Søylen, K. (2010). Boosting Innovation and Knowledge through Delocalization: Market Intelligence at Trade Shows. *Problems and Perspectives in Management*, Iss 3, pp. 200-208.
1. Solberg Søylen, K. (2009). Life style welfare: How the New Class has transformed the Scandinavian Welfare State. *Telos*, No. 148, pp. 73-85.

## **D. Book chapters**

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7. Tontini, G., Solberg Søylen, K. (upcoming 2014). Innovation Management, in Su Mi Dahlgaard-Park (Ed.), *Encyclopedia of Quality and the Service Economy*, Sage Publications, Thousand Oaks, CA.
6. Gerritsen, Bart H.M, Solberg Søylen, K. et al. (2014) *Product Development in the Socio-sphere - Game Changing Paradigms for 21st Century Breakthrough Product Development and Innovation*. Ch. 7. Social Media Coming to the Mall: A Cross-Channel Response. Springer. [http://link.springer.com/chapter/10.1007%2F978-3-319-07404-7\\_7](http://link.springer.com/chapter/10.1007%2F978-3-319-07404-7_7)
5. Solberg Søylen, K. (2014). Benchmarking innovation (chapter 10), in Gupta, Praveen and Trusko, Brett (Eds.), *Global Innovation Science Handbook*. McGraw-Hill, New York, PP. 141-158



### Featured Chapter:

*Innovation  
Benchmarking, Ch 10.*  
McGraw-Hill



Featured Chapter:

*Product Development in the Socio-sphere - Game Changing Paradigms for 21st Century Breakthrough Product Development and Innovation. Ch. 7. Springer*

4. Solberg Søilen, K. (2011). Exhibit Intelligence. In Haton, J-P, M., Sidhom, S., Ghenima, M., Benzakour, K. (Eds). *Information Systems & Economic Intelligence*, Marrakech, PP. 18-25
3. Solberg Søilen, K. (2008). Management Implementation of Business Intelligence Systems. In Flory, A., Ghenima, M., Sidhom, S. (Eds). *Systemes d'information & Intelligence Economique*. I.H.E. editions: Tunis. PP. 358-371
2. Jenster, P., Solberg Søilen, K. (2010). Business Marketing Intelligence: Analysis and Tools. In Jenster et al. *HManaging Business Marketing & Sales*. Shanghai Far East Publishers, Shanghai



Featured Book:

*Managing Business Marketing & Sales. (In Chinese). CEIBS Press*

1. Jenster, P., Solberg Søilen, K. (2005). Business Marketing Intelligence: Analysis and Tools. In Jenster et al. *Managing Business Marketing & Sales*. Copenhagen, Denmark: Copenhagen Business School Press, PP. 77-119

## **E. Other articles and books**

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13. Solberg Søilen, K. (2013). *In Search of a Methodological Basis for the Critique of Neoclassical Economics*. Book review, David A. Westbrook, *Out of Crisis: Rethinking our Financial Markets*. Boulder: Paradigm Publishers, 2010. Telos No 165, pp. 185-188
12. Solberg Søilen, K. (2013). *Skurups by – det gamla Skurup*. Skurups Biblioteks Skriftserie, Skurup, 56 pages
11. Solberg Søilen, K. (2012). *Tegelarkitekturen i Skurups tätort – kulturhistoria och rundvandringar*. Skurups Bibliotek Skriftserie, Skurup, 104 pages
10. Solberg Søilen, K. (2010). Skuderup borg: Skurup under 1400-talet och fram till det att Svaneholm Slott byggs år 1530. *Skurup biblioteks Skrifter*. 34 pages.
9. Solberg Søilen, K. (2009). Macklean som ekonom. *Svaneholms Årsbok 2009*, ISSN 0284-8023, PP. 37-48
8. Solberg Søilen, K. (2000). Grunnleggerne av Det Moderne Teater – Ibsen møter teaterhertugen George II. Av Sachsen-Meiningen, *Die Brücke*, nr 1, PP. 20-36

7. Solberg Søilen, K. (2000). Kompetanse – en forutsetning. *Travel News* Nr. 1, P. 26
6. Solberg Søilen, K. (1996). Det offentlige i Sjakk. *Kronikk, Klassekampen*, 29 July, P. 2
5. Solberg Søilen, K. (1995). Regionenes Europa. *F.EKS*. nr. 4, S. 56
4. Solberg Søilen, K. (1994). Veien fra pappegøveläring til nysgjerrighet i matematikken. *Skolenytt*, 7, nr. 8, PP. 12-13
3. Solberg Søilen, K. (1994). Hvorfor filosofi bör være eget valgfag. *Skolenytt*, 7, nr. 7, PP. 10-12
2. Solberg Søilen, K. (1994). Hvor kommer matematikken fra – og hva brukes den til? *Skolenytt*, 7, Nr. 6. PP. 8-9
1. Solberg Søilen, K. (1994). Hva gikk tapt fra Euklid “Elementer” til läreverket “Origo”? *Skolenytt*, unpublished.

## **F. Text books, Compendium**

2. Solberg Søilen, K. (2001). HAI 141: International Business Operations. Bachelor of Science in International Business Compendium of readings. *Copenhagen Business School*. ISBN 87-593-6734-2. I Kommisson hos Samfundslitteratur, Copenhagen
1. Solberg Søilen, K. (2001). HAI 242: International Business Organization. Bachelor of Science in International Business Compendium of readings. *Copenhagen Business School*. ISBN 87-593-6735-0. I Kommisson hos Samfundslitteratur, Copenhagen

## **G. Full length conference papers**

18. Vriens, D., Solberg Søilen, K., (upcoming 2015). Disruptive Intelligence. ICI, Strasbourg
17. Tontini, G., Solberg Søilen, K., (2014). *How to use Improvement Gap Analysis to identify which Incremental Innovations should be incorporated into Products: managerial recommendations*. ICMIT2014, Singapore 21-22 September
16. Tontini, G., Solberg Søilen, K., Silveira, A. (2013). *How interactions of service attributes affect customer satisfaction: A study of the Kano model's attributes*. POMS (Production and Operations Management) 2013, Denver, CO
15. Solberg Søilen, K. (2012). *The Service Economy Fallacy - A Materialist Perspective*. Cambridge Business & Economics Conference (CBEC), Murray Edwards College, Cambridge University, Cambridge, UK June 27-28
14. Solberg Søilen, K. (2012). *Chengdu-Chongqing as a major battlefield of global industrial competition in the first half of the 21<sup>st</sup> century – A Geoeconomic analysis*. May 24-25, Ajaccio, Corsica
13. Solberg Søilen, K. (2011). *Competing at the Heart of the Industrial World*. Seminaire sur les Science de l'Information et leurs Application. September 30, Ajaccio, Corsica
12. Solberg Søilen, K. (2011). *How Competitive Intelligence can help improve the economic performance of Burkina Faso*. Competitive Intelligence: Innovation and Competitiveness Strategies. Competitive Intelligence Network project (CIN). September 12-13, Ouagadougou, Burkina Faso
11. Solberg Søilen, K., Baback Alipour, P. (2011). *A Knowledge Model for Global Catastrophic Risk*. 1st. International Symposium ISKO-Magreb, Hammamet, 13-14 May
10. Solberg Søilen, K. (2011). *Exhibit Intelligence: Competitive Intelligence at Trade Shows*, SIIE 2011, Marrakech, 16-19 February (**Best Paper Award**)
9. Solberg Søilen, K. (2011). *Understanding Homo Rationalis, the Language of Power and Systems of Lies*. The Telos Conference, New York, 14-16 January

8. Solberg Søilen, K. (2010). *Competitive Intelligence at Trade Shows*, VSST 2010, Toulouse, 25-29 October
7. Solberg Søilen, K. (2010). *The shift from Geopolitics to Geoeconomics and the failure of our modern Social Sciences*. The Telos Conference, New York, 15-17 January
6. Solberg Søilen, K., Hasslinger, A. (2009). *How application integration, security issues and pricing strategies in business intelligence shape vendor differentiation*. European Competitive Intelligence Symposium, Stockholm 11-12 June
5. Amara, Y., Solberg Søilen, K., Vriens D., Jenster P. (2009). *Evaluating Business Intelligence Software - Testing the SSAV Model*. European Competitive Intelligence Symposium, Stockholm 11-12 June
4. Solberg Søilen, K. (2008). *Towards the approaching of different Academic Intelligence Traditions: A place for Geopolitics*. The European Competitive Intelligence Symposium, Lisbon 27-28 March
3. Solberg Søilen, K. (2008). *Management implementation of Business Intelligence Systems*. 1st International Conference on Information System and Economic Intelligence SIIE'2008, Hammamet 14-16 February (Best Paper Award)
2. Solberg Søilen, K. (2007). *Using case studies in physical meetings in distance education for increased interactivity and lower drop-out rates*. NFF Conference, Bergen, August 9-12
1. Solberg Søilen, K. (2007). *Increased Interactivity to reduce drop-out rate on distance learning programs - The Case of Blekinge institute of technology, Sweden*. EDEN Conference, Naples, June 13-16

## **H. Book manuscript (unpublished)**

1. Solberg Søilen, K. (1997). *Vitenskapelig metode: Logikkens Prinsipper*. Translation from English, original 1912

## **I. Case-studies**

21. Solberg Søilen, K., Huber, Stefan (2004). *Fotfavoriten AB*. Case study. KRAFT Program; Jönköping International Business School.
20. Solberg Søilen, K., Huber, Stefan (2004). *Mikkens Måleri i Ådalen AB*. Case study. KRAFT Program; Jönköping International Business School.
19. Solberg Søilen, K., Huber, Stefan (2004). *Bräcke Trähuskomponenter AB*. Case study. KRAFT Program; Jönköping International Business School.
18. Solberg Søilen, K., Huber, Stefan (2004). *ADC of Sweden*. Case study. KRAFT Program; Jönköping International Business School.
17. Solberg Søilen, K., Huber, Stefan (2004). *Glimåkra Akvamatik AB*. Case study. KRAFT Program; Jönköping International Business School.
16. Solberg Søilen, K., Huber, Stefan (2004). *TOMVA AB*. Case study. KRAFT Program; Jönköping International Business School.
15. Solberg Søilen, K., Huber, Stefan (2004). *Berglunds Mekaniska AB*. Case study. KRAFT Program; Jönköping International Business School.
14. Solberg Søilen, K., Huber, Stefan (2004). *Mercatus Engineering AB*. Case study. KRAFT Program; Jönköping International Business School.

13. Solberg Søilen, K., Huber, Stefan (2004). *Nipsoft AB*. Case study. KRAFT Program; Jönköping International Business School.
12. Solberg Søilen, K., Huber, Stefan (2004). *MSG*. Case study. KRAFT Program; Jönköping International Business School.
11. Solberg Søilen, K., Huber, Stefan (2005). *SMF*. Case study. Blekinge Institute of Technology.
10. Solberg Søilen, K., Huber, Stefan (2005). *Lars Höglund*. Case study. Blekinge Institute of Technology.
9. Solberg Søilen, K., Huber, Stefan (2005). *Zetterbergs*. Case study. Blekinge Institute of Technology.
8. Solberg Søilen, K., Huber, Stefan (2005). *MSA Sordin*. Case study. Blekinge Institute of Technology.
7. Solberg Søilen, K., Huber, Stefan (2005). *Music Link*. Case study. Blekinge Institute of Technology.
6. Solberg Søilen, K., Huber, Stefan (2005). *Nymek*. Case study. Blekinge Institute of Technology.
5. Solberg Søilen, K., Huber, Stefan. (2005). *Rönngard*. Case study. Blekinge Institute of Technology.
4. Solberg Søilen, K., Huber, Stefan (2005). *Waltergruppen*. Case study. Blekinge Institute of Technology.
3. Solberg Søilen, K., Huber, Stefan (2005). *Odlarna*. Case study. Blekinge Institute of Technology.
2. Solberg Søilen, K., Huber, Stefan (2005). *Unident*. Case study. Blekinge Institute of Technology.
1. Solberg Søilen, K., Huber, Stefan (2004). *Mercatus Engineering AB*. Case study: Teacher's Questions. KRAFT Program; Jönköping International Business School

## **J. External academic engagements: Conferences, journals, etc.**

### **1. Conference presentations**

- ECIS 2014, Bad Nauheim
- Paoli 2013, Ajaccio
- ASAC 2013, Pretoria
- CBEC 2012, Cambridge
- Paoli 2012, Ajaccio
- CIN 2012, Burkina Faso
- ISKO-Maghreb 2011, Hammamet
- ECIS 2011, Bad Nauheim
- SIIE 2011, Marrakech
- VSST 2010, Toulouse
- SIIE 2010, Sousse
- SIIE 2008, Hammamet
- ECIS 2009, Stockholm, Chair Scientific Committee

### **2. Organizing committee/Scientific committee**



- ECIS 2015, Scientific chair, Strasbourg
- SIIE 2015, Scientific Committee, Hammamet
- ECIS 2014, Scientific Committee, Bad Nauheim
- ICCI 2012, Organizing Committee, Beijing
- CICI 2012, Organizing Committee, Chengdu
- INOSA 2012, Scientific Committee, Berlin
- ECIS 2012, Chair Organizing Committee, Chengdu
- ECIS 2009, Co-chair Organizing Committee, Stockholm

### **3. Peer reviewed Journals: Editorial board member**

- Intelligences Journal (IsJ), 2013-
- International Journal of Innovation Science, Senior Editor, 2012-
- Journal of Global Business and Technology, 2011-
- Member Editorial Board 2011-2014
- Journal of Digital Enterprise, 2011-
- Journal of Intelligence Studies in Business (JISIB), Editor-in-chief, 2011-

### **4. Peer reviewed journals: Reviewer**

- European Business Review, 2013-
- Intelligences Journal (IsJ), 2013-
- International Journal of Innovation Science, 2010-
- Journal of the American Society for Information Science and Technology, 2010- (2,3 Impact Factor)
- International Journal of Information Management, 2010- (0,7 Impact Factor)
- Marketing Intelligence and Planning, Emerald 2008-2010
- Problems and Perspectives in Management, 2009 –

### **5. Peer reviewed journals: Ad-hoc reviewer/Special issue reviewer**

- Document Numérique, 2012
- Information Science, Elsevier, 2009
- European Journal of Marketing, 2008 (0,75 Impact Factor)

### **6. Editor-in-chief**

Journal of Intelligence Studies in Business (JISIB)

### **7. Visiting Scholar**

- University of Education, Kumasi, Ghana, 3 weeks 2014
- Université de Paris, 1 week 2013
- FURB, Brazil, 3 months 2013
- NIMI/Sichuan University, China, 2 months 2012
- FHNW, Switzerland, 1 week 2011
- Stanford University, US, 3 months 2009

- CEIBS, Shanghai, China, 3 months 2008
- HAUST, Luoyang, China, 2008
- HUFE, Zhengzhou, China, 2008

## **8. Key note Speaker and Panel discussion leader International Conferences**

- KIMO (Knowledge and Information Management in Organizations), Barcelona Oct 4 2013, Panel discussion "*Territorial and Competitive Intelligence, to support sustainable territorial development*".
- ECIS 2011, Bad Nauheim, Presentation and leading Panel: "*The journal project for Competitive Intelligence, Business Intelligence and Information Systems*"
- SIIE 2011, Marrakech, Organizing and Leading the Panel Discussion: "*Competitive Intelligence research in Europe*"
- VSST 2010, Toulouse, Key note Speaker: Veille Stratégique Scientifique & Technologique, "*The language of Intelligence Analysis*"
- SIIE 2010, Sousse, Key note Speaker: "*How to navigate in a jungle of Intelligence related terms – the current status of Private Intelligence studies*"

## **9. Professional and Academic Organizations**

- Awarded the title "Fellow of Burgon Society" (FBS), Burgon Society, Charterhouse London, October 11-13, 2013
- Visiting lecturer at Université de Paris, "Stevan Dedijer lectures on Economic Intelligence", April 2-3, 2013
- Visiting lecturer at SYDGYM Ystad, Ekonomiprogrammet "100 viktiga saker att veta för en ekonom", 5 May, 2012
- Board member, International Advisory Council for the Marketing Profession (IACMP). See [www.theiimp.org](http://www.theiimp.org)

## **10. Other**

- Affärsutvecklingsprogrammet KRAFT, JIBS/KK-Stiftelsen: Contact person at BTH for KRAFT Project, financed by the Knowledge Foundation (KK-Stiftelsen), [www.kraftprov.nu](http://www.kraftprov.nu) (organized by Handelshögskolan i Jönköping v/Anders Melander). Consultant in different KRAFT groups between 2002-2006 Lead a KRAFT group in Blekinge in 2005/06, the ICT (*Information Communication Technology*) Group, consisting of 5 companies. Exchange trip to Stanford University, Silicon Valley, and study tour to the CES in Las Vegas.

## **11. Awarded Research Grants**

- *EU Erasmus 2013*: Applied for a project with Delft University, Alemende B. V., Ecole Central de Nantes, University of Linz, Wageningen University. Amount asked: 30 mill.
- *Knowledge Foundation/KK-Stiftelsen 2013*: Applied for two HÖG projects, one for a guest professor. Amount asked 4.5 mill + 1,4 mill = 6,9 mill.

- *Swedish Research Council/VR*, 2009: Obtained research grant from Swedish research council for project with Prof. Russell Berman, Stanford University
- *Knowledge Foundation/KK-Stiftelsen*, 2004: Obtained 1 million SEK for Entrepreneurship Project in Blekinge through KRAFT and Region Blekinge. BUDGET: 385.000 SEK per group consisting of 6 companies each.

## **K. Other Academic employment**

**A. Services conducted at the MBA Program, Sichuan University, 2012. a. Student courses:**  
Internet Marketing

**B. Services conducted at the Department of Business Studies, HKR, 2008** (*External teacher, 10% position*), **a. Student courses:** Internet Marketing, Competitive Intelligence, Master Thesis course, **b. Tutor (student):** Supervisor for 10 students. Master Thesis

**C. Service conducted at the Department of Management, BTH, since 2002**  
(*Full time from 2003*). **a. Student courses:**

- Kvalificerat underättelsearbete på Internet, PU77U1, given first time 08 -
- Introduction to Marketing, FEA039, given once a year
- Advertising, FEC010, given once a year
- Internet Marketing, FE1101, given once a year
- Advanced topic in Marketing, given once a year
- MBA Thesis, FEC066, given once a year
- Entrepreneurship, FEA005, given once a year
- Business Intelligence, FED017, given once a year
- Scientific Methods, FEB011, given one time
- Financial Accounting, given one time

**b. Tutor and examiner (student): PhD and Master/D level only**

- Co-Supervisor PhD Student  
*Sabrina Luthfa*, Halmstad University, 2013-
- Co-Supervisor PhD Student  
*Hossam Deraz*, Halmstad University, 2013-
- Examiner PhD student:  
*Haddadi, Anass* (2011). Fouille multidimensionnelle sur les données textuelles visant à extraire les réseaux sociaux et sémantiques pour leur exploitation via la téléphonie mobile. L'Université Toulouse III – Paul Sabatier. Defended December 9.
- Co-Supervisor and Examiner PhD student:  
*Guéneq, Nadège* (2009). Méthodologies pour la création de connaissances élaborées relatives au marché chinois dans une démarche d'intelligence Economique ; application dans le domaine des biotechnologies agricoles. Université Paris-Est, Defended July 2.
- Examiner PhD student:

Loublier, Eloise (2009). Analyse et visualization de données relationnelles par morphing de graph pregnant en compte la dimension temporelle. L'Université Toulouse III – Paul Sabatier. Defended October 9.

- Supervisor for MBA Master Thesis in International Business, Marketing, Strategy, Business Intelligence (approx. 15 MBA and MsC Theses each year), 2004-2010.
- Coordinator of Master Thesis courses at MAM, BTH, full- and part time (50-100 students a year), 2004-2010.
- So far, about 15 Master Thesis supervised at HH.
- 52 Master Thesis supervised at BTH:

| Author                                     | Title   | Year | Doc.type        |
|--|---|------|-----------------|
| ■ Kathleen A. Abel                         | <a href="#">Using GIS as a Supply Chain Risk Management Tool: A Survey of Global Business Decision Makers</a>               | 2009 | Master thesis   |
| ■ Vladimir Zunkovic, Fredrik Dahlin        | <a href="#">Yes Logo</a>  | 2006 | Bachelor thesis |
| ■ Olusoji Daniel                           | <a href="#">Perception and patient satisfaction: a case study of olabisi onabanjo university teaching hospital, Nigeria</a> | 2009 | Master thesis   |
| ■ Mauricio Aracena Kovacevic               | <a href="#">Key Success Factors for Ericsson Mobile Platforms using Porter's Value Chain model</a>                          | 2007 | Master thesis   |
| ■ Feng Li                                  | <a href="#">"Red Envelop" incentive measure for chinese employees</a>   | 2008 | Master thesis   |
| ■ Hossain Md. Jakir                        | <a href="#">The Use of Promotional Activities in the Tourism Industry: The Case of Bangladesh</a>                           | 2006 | Master thesis   |
| ■ Niklas Ambrus, Peter Lundström           | <a href="#">Om personalförmaner motiverar de anställda</a>  | 2003 | Bachelor thesis |
| ■ Dr Lilit Axner                           | <a href="#">HOW TO MAKE ANALYSIS WORK IN BUSINESS INTELLIGENCE SOFTWARE</a>   | 2009 | Master thesis   |
| ■ Nitin Panchanathan                       | <a href="#">Trends in Internet Marketing</a>  | 2005 | Master thesis   |
| ■ Torbjörn Dahlgren, Fredrik Hultberg      | <a href="#">Så påverkar vinstdelningssystemet Oktogonen motivationen i Handelsbanken</a>                                    | 2003 | Bachelor thesis |
| ■ Bibri Mohamed                            | <a href="#">Corporate Sustainability/CSR Communications and Value Creation: A Marketing Approach</a>                        | 2008 | Master thesis   |
| ■ Christer Gordon, Torbjörn Sandstedt      | <a href="#">Skapa och leverera kundvärde i ett teknikkonsultföretag /</a>   | 2008 | Master thesis   |
| ■ Jaunty Aidamenbor and Chikanayo Mgbemena | <a href="#">Valuing Companies in Emerging Markets - The Case of Nigeria</a>   | 2008 | Master thesis   |
| ■ Melissa Engelke                          | <a href="#">Internationalisation of the Swedish higher</a>  | 2008 | Master          |

|   |   |   |      |                 |
|---|---|---|------|-----------------|
|   |   | <a href="#">education system: An impact analysis on student and employee satisfaction</a>   |      | thesis          |
| ■ | Björn Olsson                                      | <a href="#">Trender inom Business Intelligence</a>  | 2007 | Master thesis   |
| ■ | Omar Saleem Chishti                               | <a href="#">Evolution of Product Management in Web 2.0</a>  | 2009 | Master thesis   |
| ■ | Symeon Papadopoulos                               | <a href="#">Key Success Factors in Internet Advertising</a>   | 2009 | Master thesis   |
| ■ | Yecenia Rivera-Ortiz, Nghi Tran                   | <a href="#">Rewarding and Recognizing Employees: How IT professionals in Sweden and in Finland are motivated and prefer to be rewarded</a>    | 2007 | Master thesis   |
| ■ | Franck Emmerich                                   | <a href="#">Profitable business model for an open source, freeware</a>  | 2005 | Bachelor thesis |
| ■ | Francis Tontoh                                    | <a href="#">Evaluation of Money Laundering Regulations in Ghana</a>   | 2008 | Master thesis   |
| ■ | Gabriella Lotthagen                               | <a href="#">Managing Global Distribution &amp; Warehouse Organizations in an Agile Environment - A case study of Ericsson</a>                 | 2009 | Master thesis   |
| ■ | Magnus Cejie                                      | <a href="#">E-handel med Kläder - en marknadsundersökning</a>   | 2004 | Master thesis   |
| ■ | Maria Limberg, Helena Olofsson, Madeleine Persson | <a href="#">Kollektiv belöning som motivationsfaktor</a>  | 2003 | Bachelor thesis |
| ■ | Zenja Stanic                                      | <a href="#">Konkurrensen i dagligvaruhandeln. En studie av konkurrens på en lokal marknad vid nyetablering av en lågpriskedja.</a>            | 2004 | Bachelor thesis |
| ■ | Yanni Shizhou, Shishang Gu                        | <a href="#">Competing in the Chinese Instant Noodle Market– A market research on the “Present Wheater”brand of the Hualong Group Co., Ltd</a> | 2005 | Master thesis   |
| ■ | Yasmina Amara                                     | <a href="#">Business Intelligence Software Evaluation Testing the SSAV Model</a>  | 2008 | Master thesis   |
| ■ | Christofer Bengtsson, Johan Wahlström             | <a href="#">Vilka strategiska åtgärder krävs av 3G-mobiloperatörerna för att locka till sig konsumenter?</a>                                  | 2004 | Bachelor thesis |
| ■ | Camilla Hansson, Linda Johansson, Johan Persson   | <a href="#">Samband mellan mål och belöningssystem</a>  | 2003 | Bachelor thesis |
| ■ | Sayed Mohamed J E Kadhem                          | <a href="#">Developing Motivational and Coaching Skills in Telecom Companies. A comparative study between Batelco and Zain, Bahrain</a>       | 2009 | Master thesis   |
| ■ | Patrick Aspenberg, Oscar Nilsson                  | <a href="#">Hur utformar företagen sina belöningssystem?</a>  | 2003 | Bachelor thesis |

|   |   |  |      |               |
|---|---|--|------|---------------|
| ■ | Christina Lim,<br>Emily Lui                       | <a href="#"><u>Trends for Leisure Travelling and Tourism in Singapore</u></a>  | 2009 | Master thesis |
| ■ | Sara Rezaee<br>Vessal                             | <a href="#"><u>Partnership Management in Project Based Companies – the case of Iranian OGP Industry</u></a>  | 2010 | Master thesis |
| ■ | Summer Goh,<br>Xavier Low                         | <a href="#"><u>Viral Marketing Communication - A study on consumer perception and consumer response</u></a>  | 2009 | Master thesis |
| ■ | Syed Salar<br>Hussain Naqvi                       | <a href="#"><u>Using Value Chain Analysis to Manage Consumer Confidence in IT Knowledge Services</u></a>   | 2008 | Master thesis |
| ■ | Abdul Razzaq                                      | <a href="#"><u>Key Account Management Practices in Home Appliance Industry of Pakistan</u></a>   | 2007 | Master thesis |
| ■ | Linda Palmer                                      | <a href="#"><u>Assessment of SOX implementation - from an Internal Audit perspective</u></a>   | 2007 | Master thesis |
| ■ | FRANCIS<br>OWUSU YAW                              | <a href="#"><u>HEALTH DELIVERY SERVICE IN GHANA: CONSUMER PROTECTION AND SATISFACTION - Performance Assessment at the Komfo Anokye Teaching Hospital - Kumasi</u></a>                      | 2007 | Master thesis |
| ■ | Owolabi Y. Lawal<br>and Chukwuma<br>K Chukwuebuka | <a href="#"><u>Evaluation of leadership and organizational performance in small scale industries in Nigeria: a case of selected small scale industries in Aba, Abia state, Nigeria</u></a> | 2007 | Master thesis |
| ■ | Mohammad Turk                                     | <a href="#"><u>Data Mining and Mobile CRM: An Update</u></a>   | 2007 | Master thesis |
| ■ | Kesiena Atuyota-<br>Ejughemre                     | <a href="#"><u>Promoting Mobile Financial Transactions - A Case Study Zain Sierra Leone</u></a>  | 2009 | Master thesis |
| ■ | Reuben Aziz                                       | <a href="#"><u>THE REDENOMINATIO OF THE GHANAIAN CURRENCY(2007)- A STUDY OF ITS IMPACT ON THE BUSINESS OF THE FINANCIAL INSTITUTIONS IN GHANA</u></a>                                      | 2009 | Master thesis |
| ■ | Vittorio<br>Fougatsaro                            | <a href="#"><u>A Study of Open Source ERP Systems</u></a>  | 2009 | Master thesis |
| ■ | Emeka<br>Onuzuruike                               | <a href="#"><u>Telecom Infrastructure Sharing as a Strategy for Cost Optimization and Revenue Generation : A Case Study of MTN Nigeria/Zain Nigeria Collocation</u></a>                    | 2009 | Master thesis |
| ■ | Carina Persson                                    | <a href="#"><u>Hur varumärkeskapital kan byggas via apotek - En fallstudie av Ferrosans varumärkeskommunikationsstrategi</u></a>   | 2009 | Master thesis |
| ■ | Patrick Onuorah                                   | <a href="#"><u>THE ROLE OF SMALL AND MEDIUM SIZED ENTERPRISES FOR ECONOMIC GROWTH - A CASE STUDY OF MATORI LGA IN LAGOS, NIGERIA</u></a>   | 2009 | Master thesis |

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|---|--------------------------------------|--|------|---------------|
| ■ | Mohammad Arshad Sheikh               | <a href="#"><u>Conversion Rate Problem of SMEs in Internet Marketing - a Developing Country Perspective</u></a>  | 2009 | Master thesis |
| ■ | Asare Baffour                        | <a href="#"><u>The Compliance or Non-Compliance of the Internal Audit Department of Organisations with the Guidelines Specified by the Institute of Internal Auditors(IIA) A Case Study of Star Assurance Company Ltd.</u></a> | 2009 | Master thesis |
| ■ | Steven Roan, Maria Jernelid          | <a href="#"><u>Six Sigma strategy applied to the pharmaceutical industry - how customers benefit</u></a>   | 2009 | Master thesis |
| ■ | Yawar Saeed Khan                     | <a href="#"><u>STRATEGIES OF HIGHER EDUCATION IN PAKISTAN BASED ON ENDOGENOUS GROWTH</u></a>   | 2009 | Master thesis |
| ■ | Zhanna Abzaltynova & Janice Williams | <a href="#"><u>Developments in Business Intelligence Software</u></a>  | 2009 | Master thesis |
| ■ | Carina Asplund                       | <a href="#"><u>Outsourcing – på vilka grunder? En fallstudie av underlagen vid outsourcingbeslut</u></a>   | 2009 | Master thesis |

Supervised more than 100 C level thesis at CBS, BTH, Malmö University, HKR, HH

### c. Faculty engagements

- Responsible for *CIEL* Conferences (Centrum för Innovations-, Entreprenörskaps- och Lärandeforskning), 2012-2013, 2013-2014, 2014-
- Responsible for developing the *International Bachelor program in Business & Economics*, Halmstad University, 2012 –
- Coordinator for *Marketing department*, Halmstad University, 2011 –  
Created courses: Internet Marketing, Market Intelligence, General Education, Geoeconomics
- Initiated and helped develop the MBA Program at BTH in 2004
- MBA Program Director, 2004-06
- Coordinator for Marketing Courses. Course responsible for marketing courses.  
Created courses (with Thomas Michel): Advanced topics in Marketing, Advertising, Public Relations and Sponsorship, Business Intelligence, Internet Marketing and Sales and Negotiations.
- Teaching, 2011-:
  - Introduction to Marketing FÖ2014
  - History of Marketing thought FÖ4004
  - Internet Marketing FÖ4004
  - Scientific Method FÖ4007
  - International Marketing Planning FÖ4027
  - International Marketing Planning FÖ4005
  - Strategic Marketing FÖ6009
  - Analytical Marketing FÖ6017

- Business Administration FÖ6011
- C level thesis FÖ6011

**D. Service conducted at the Faculty of Health and Science, Malmö University, 2002-2003**  
(Full time)

**a. Student courses, International Business Program**

- Omvärldsanalys/Business Intelligence

**E. Service conducted at the Department of International Economics and management**  
**Copenhagen Business School (INT), 2001-2002** (Full time)

**a. Student courses**

- International Business Operations
- International Business organizations

**E. Service conducted at NKS Høyskolen, Oslo, 2000** (Full time)

**a. Student courses**

- Marketing, B2B Marketing, Service Marketing

**L. Pedagogical Education (*pedagogical requirements completed*)**

- Pedagogik, fortsättningskurs, 30 högskolepoäng, HT-07, BTH, Spring 07
- Forskarhandledarutveckling i Sydost 2006, given by Växjö Universitet
- Pedagogik, grundkurs, 30 högskolepoäng, HT-07, BTH, Fall 06

**M. Non-Academic Employment**

- 2000 -, Board of directors at *Adhou Communications AB, LagerZoo AS, Ann-Charlotte Oredsson förvaltning AB*
- 2000 -, Business Consultant for more than 50 companies, among them: *Ericsson Mobile Platform (EMP), ST Ericsson, Novozymes, Novo Nordisk, HKR, Ronneby Vårdcentral, Högstensskolan, Sweden Rock Festival, Lagerzoo AS, Glimåkra Akvamatik AB, TOMVA AB, Tyringe, Åberg & Söner, Fotfavoriten ABH, Mikkes Måleri i Ådalen AB, Bräcke Trähuskomponenter AB, ADC of Sweden, Glimåkra Akvamatik AB, Mercatus Engineering AB, Nipsoft AB, SMF, MSG, Lars Höglund, H Zetterbergs, MSA Sordin, Music Link, Nymek, Rönnegård, Waltergruppen, Odlarna, Unident, Mercatus Engineering AB, ILT Solutions AB, Velocity Tech AB, EC-Passage AB, Adhou Communications AB, Flux AB, Singleton AB, Velocity AB*
- 1997-2000, Auditor at KPMG, Oslo, for clients such as, *Siemens, TDK, Norwegian Dairy, Norwegian Meat, Fjordland AS, Villeroy & Bock, SIBA*. Responsibilities: Auditing, Due Dilligence, Litigation
- 1996, Head Accountant at the Norwegian Farmers Organization, Oslo
- 1995, Assistant Accountant at Norwegian Concert Institute, Oslo

**M. Non-Academic Employment other (Internships)**

- 1991, Advertising, *L'imprimerie de L'informatique, Aulney Sous Bois, France, Internship, 1 year*



- 1989-91, Marketing Research, Marketing & Financial Management in Woodland Hills, California for clients such as *GM, Mitsubishi Motors, 3M, Vons, The Walt Disney Company*, *Internship* 1 ½ year
- 1990, Public Relations, Ventura Police Department, Simi Valley, U.S.A., *Internship*, 3 month, worked on the Drug Abuse Resistance Program (DARP)
- 1990, Advertising & Sales, Dodge & Mansfield, Simi Valley, U.S.A., for clients such as *Xircom*, numerous hospitals and arms producers, *Internship*, 3 months
  - 1989-90, Market Research, Twentieth Century Fox Film Corporation, Beverly Hills, U.S.A., *Internship*, 1 year, Responsible for audience demographics in five movie theatres.

## **N. Other Education & Training**

- A. 1995, Pre-doctoral Program, Norwegian School of Management. Followed courses in Philosophy of Science and Methodology at University of Oslo
- B. 1994, Studies in Italian language at SDA Bocconi, Milan, exchange student from HEC, 6 months. Master Thesis on Option theories for the department of research at the Milano Stock Exchange
- C. 1991, Studies in French language at Alliance Francaise and Sorbonne, Paris, 1 year
- D. 1987-88, Military service at Sola Royal Norwegian Air force, Corporal Rank, Physical Exercise Instructor
  - *Physical exercise instructor* for approximately 100 soldiers and officers a day, 1 year
  - *Physical exercise instructor* for the 330 Squadron, HSearch And RescueH (SAR), HAir AmbulanceH,H disaster reliefH and SSpecial OperationsH Support
  - Diving course, PADI
  - Basic training/"booth camp" at the Royal Norwegian Air Force at Gardermoen
  - Special training, Gardermoen: ABC warfare
  - Non-military education while in service:
    - i. Courses in PASCAL programming and Computer Science at KNM Harald Haarfagre, the HRoyal Norwegian NavyH Base in Madla, HStavangerH.
    - ii. University courses in Philosophy *examen philosophicum* (Logic, Argumentation, Semantics) at the University of Oslo during military service.
    - iii. Distance Education courses at NKS: Philosophy, Journalism, Personal Planning
- E. 1986-87, high-school at St. Olav videregående skole, Stavanger, Norway
- F. 1984-86, high-school at Lillehammer videregående skole, Norway

## **O. Peer reviewed Student Evaluations**

- A. For all courses at HH since 2012 -
- B. Implemented for all courses at BTH since 2007 -2011
- C. For courses in International Business, Copenhagen Business School, 2001

## **P. Societal Engagements (*Pro Bono*)**

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- A. Judge SM i Ekonomi/Swedish championship in Economics, questions in Marketing and Organizational Behaviour, 2013. May 16-19
- B. Chairman, Kulturrådet Skurups Kommun/Arts Council Skurup Municipality, 2010-
- C. Auditor Svaneholm Andelsförening, Svaneholm Slott, Svaneholm Museer, 2006-
- D. Auditor Ystad Kallbadhus förening, 2002-
- E. Auditor Hälsopunkten, Skurup, 2002-05