

CURRICULUM VITAE
April 2015



Klaus Solberg Søylen

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Born 14.02 1968

A. Academic positions/degrees

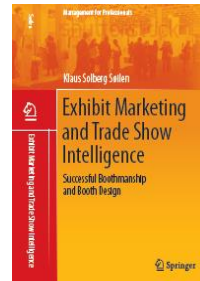
- A. Professor in Management, Marketing, Halmstad University, 2014-
- B. Professor in Digital Marketing, Nordic International Management Institute (NIMI), Chengdu, China, 2012-
- C. Senior Editor, International Journal of Innovation Science, 2012 - 2014
- D. Editor-in-chief, Journal of Intelligence Studies 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)

- 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

25. David Gedda, Billy Nilsson, Zebastian Såthén, Solberg Søilen, Klaus (submitted 2015). Crowdfunding: Finding the optimal platform for funders and entrepreneurs. *Venture Capital*.
24. Solberg Søilen, Klaus (submitted 2015). An assessment of Customer Shared Value in the restaurant industry. *The International Journal of Human Resource Management*
23. Granquist, C., Strömberg, F., Solberg Søilen, K. (accepted 2015). Games as a marketing channel – the impact of players and spectators. *International Journal of Electronic Business Management*, Vol. 13, No. 1,
22. Vriens, Dirk, Solberg Søilen, Klaus (2014). Disruptive Intelligence - How to gather Information to deal with disruptive innovations. *Journal of Intelligence Studies in Business*, Vol. 4, No 3, pp. 63-78
21. Solberg Søilen, Klaus (2014). A survey of users' perspectives and preferences as to the value of JISIB – A spot-check. *Journal of Intelligence Studies in Business*, Vol. 4, No 2, pp. 61-65
20. Svensson, B., Frestad Solér, M. Solberg Søilen, K. (2014). [Bara segrar bygger inga varumärken](#), *Svensk Idrottsforskning*, Nr 3, pp. 14-19
19. Tontini, G., Solberg Søilen, K., Silveira, A. (submitted 2014). Nonlinear antecedents of customer satisfaction and loyalty in third-party logistics services. *Transportation Journal*
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 Søylen, 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 Søylen, 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
14. Solberg Søylen, 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 Søylen, 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 Søylen, 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 Søylen, 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 Søylen, 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 Søylen, 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. *International 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

7. Tontini, G., Solberg Søilen, K. (September 2015). 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 Søilen, 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, PP. 169-235.
http://link.springer.com/chapter/10.1007%2F978-3-319-07404-7_7
5. Solberg Søilen, 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



The book received honorable mention in the category of Engineering and Technology for the prestigious Prose award, 2015.



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. *Managing Business Marketing & Sales*. Shanghai Far East Publishers, Shanghai

Featured Book:
Managing Business Marketing & Sales. (In Chinese). CEIBS Press



1. Jenster, P., Solberg Søylen, 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

D2. Contributions in Economics – all categories

17. Solberg Søylen, 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
16. Solberg Søylen, K. (2012). *Geoeconomics*. Ventus Publishing ApS/Bookboon, London
15. Solberg Søylen, K. (2012). The Fallacy of the Service Economy. *European Business Review*, Vol 24, Iss: 4, pp. 308-319.
14. Solberg Søylen, K. (2012). *The Service Economy Fallacy - A Materialist Perspective*. Cambridge Business & Economics Conference (CBEC), Murray Edwards College, Cambridge University, Cambridge, UK June 27-28
13. Solberg Søylen, K. (2012). *Chengdu-Chongqing as a major battlefield of global industrial competition in the first half of the 21st century – A Geoeconomic analysis*. May 24-25, Ajaccio, Corsica
12. Solberg Søylen, K. (2011). *Competing at the Heart of the Industrial World*. Seminaire sur les Science de l'Information et leurs Application. September 30, Ajaccio, Corsica
11. Solberg Søylen, 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
10. Solberg Søylen, K., Baback Alipour, P. (2011). *A Knowledge Model for Global Catastrophic Risk*. 1st. International Symposium ISKO-Magreb, Hammamet, 13-14 May
9. Solberg Søylen, K. (2011). *Understanding Homo Rationalis, the Language of Power and Systems of Lies*. The Telos Conference, New York, 14-16 January
8. Solberg Søylen, K., Baback Alipour, P. (2011). *A Knowledge Model for Global Catastrophic Risk*. *Knowledge Organization* 38, No 5, pp. 438-455.
7. Solberg Søylen, 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 Søylen, K. (2009). Life style welfare: How the New Class has transformed the Scandinavian Welfare State. *Telos*, No. 148, pp. 73-85.
5. Solberg Søylen, K. (2009). Macklean som økonom. *Svaneholms Årsbok* 2009, ISSN 0284-8023, PP. 37-48
4. Solberg Søylen, 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. (2000). Kompetanse – en forutsetning. *Travel News* Nr. 1, P. 26
 2. Solberg Søilen, K. (1996). Det offentlige i Sjakk. *Kronikk, Klassekampen*, 29 July, P. 2
 1. Solberg Søilen, K. (1995). Regionenes Europa. *F.EKS*. nr. 4, P. 56

E. Other articles and books

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, P. 56
4. Solberg Søilen, K. (1994). Veien fra pappegöyeläring 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, Editorial notes

12. Solberg Søilen, K. (2014). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 4, No 3, pp. 1-4.
11. Solberg Søilen, K. (2014). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 4, No 2, pp. 1-4.
10. Solberg Søilen, K. (2014). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 4, No 1, pp. 1-4.
9. Solberg Søilen, K. (2013). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 3, No 1, pp. 1-4.
8. Solberg Søilen, K. (2013). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 3, No 1, pp. 1-4.
7. Solberg Søilen, K. (2013). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 3, No 1, pp. 1-4.

6. Solberg Søilen, K. (2012). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 2, No 1, pp. 1-4.
5. Solberg Søilen, K. (2012). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 2, No 3, pp. 1-4.
4. Solberg Søilen, K. (2012). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 2, No 2, pp. 1-4.
3. Solberg Søilen, K. (2011). Editorial Notes. *Journal of Intelligence Studies in Business*, Vol 1, No 1, pp. 1-4.
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., (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 21st 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). *Brücke 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). *Rönngård*. 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. Reviews

Råde, Olle (2013) Han har knäckt Mässkoden. *Mässans Tidning*. Book Review, Exhibit Marketing and Trade Show Intelligence. No. 6, p. 16
http://issuu.com/rivista_ab/docs/massanstidning_6_2013/17?e=7806783/5950722

K. External academic engagements: Conferences, journals, etc.

1. Conference presentations

- ECIS 2015, Strasbourg
- 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-
- Journal Problems and Perspectives in Management, 2005-2009

4. Peer reviewed journals: Reviewer

- International Journal of Logistics Management, 2015-
- Journal of Information, Communication & Ethics in Society, 2013-
- European Business Review, 2013-
- European Journal of Management, 2014
- Intelligences Journal (IsJ), 2013-
- International Journal of Innovation Science, 2010-
- European Journal of International Management (EJIM), 2008
- Journal of the American Society for Information Science and Technology, 2010- (2,3 Impact Factor)
- Journal of Service Research, 2011
- International Journal of Information Management, 2010- (0,7 Impact Factor)
- The International Journal of Human Resource Management
- Marketing Intelligence and Planning, Emerald 2008-2010
- Journal Problems and Perspectives in Management, 2004-2009
- Knowledge organization, 2010
- Long Range Planning, 2009
- Problems and Perspectives in Management, 2009 –
- Review of Radical Political Economy, 2010
- Telos, 2004-2011
- Transportation Journal, 2015-
- Total Quality Management & Business Excellence, 2013

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/Lectures

- BUCT, Beijing, 2 days 2015
- Xihua, Chengdu, 2 days, 2015
- Jinscheng College of Sichuan University, Chengdu, 2 days, 2015
- 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

- ECIS 2015, Strasbourg. March 25-27. *"Innovation Benchmarking"*
- ECIS 2014, Bad Nauheim, March 20-22. *"Trade Show Intelligence"*
- 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

10. Other

- Affärsutvecklingsprogrammet KRAFT, JIBS/KK-Stiftelsen:
 - Contact person at BTH for KRAFT Project, financed by the Knowledge Foundation (KK-Stiftelsen), www.kraftprov.nu (organized by Handelshögskolan i Jönköping v/Anders Melander).
 - Consultant in different KRAFT groups between 2002-2006
 - Led 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

- *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.

L. 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

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

- Supervisor

- *Maryam Lashgari*, KTH, 2015-
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.
- Supervised 48 C and D level thesis at HH:

1. Andersen, E. & Selsmark, A. (2013). Produktplaceringens effekter på svenska konsumenter: en fallstudie av TV-serien Solsidan.. (Student paper). Högskolan i Halmstad.
2. Andrade, D. M. & Prada, D. F. (2014). Customer Value Creation: How do external factors influence SME's customer value creation in a new foreign market? A case study of Axelent A.B.. (Student paper). Högskolan i Halmstad.
3. Aubineau, C. & Sarboni, E. (2012). Sensory marketing: Give a sense to your brand: Based on the case study of Nature & Découvertes. (Student paper). Högskolan i Halmstad.
4. Babac, R. (2011). IMPACT OF SOCIAL-MEDIA USE ON BRAND EQUITY OF MAGAZINE BRANDS: A Qualitative Study of Vogue Turkey. (Student paper). Högskolan i Halmstad.
5. Behrami, J. (2012). Placerad produktreklam i modebloggar: - En studie om placerad produktreklam i svenska modebloggar och dess påverkan på bloggläsarna.. (Student paper). Högskolan i Halmstad.
6. Bengtsson, D. & Evertsson, P. (2012). Word of Mouth - En studie i konsumenters kommunikation varandra emellan i samband med ett köp. (Student paper). Högskolan i Halmstad.

7. Benon, H. & Hedvig, E. G. (2014). "Den ægte" storskaliga livsmedelsföretaget – Småskaligt producerad med mycket kärlek: En studie om hur storskaliga och småskaliga livsmedelsföretag framhäver sin varumärkesidentitet.. (Student paper). Högskolan i Halmstad.
8. Benson, C. & Hedrén, M. (2013). Online Brand Communities - a Route to Brand Loyalty?. (Student paper). Högskolan i Halmstad.
9. Berggren, E., Fri, W. & Lindström, N. (2013). Konsumenters påverkan av produktplacering i film - En fallstudie om Hamilton - I nationens intresse. (Student paper). Högskolan i Halmstad.
10. Berta, Krulj, T. I. (2013). Ålderns påverkan på användningen av mobila betalningar- En kvantitativ studie.. (Student paper). Högskolan i Halmstad.
11. Birkedal, M. & Meister, G. (2014). Brand loyalty towards cell phones: A study of Generation Y in Sweden. (Student paper). Högskolan i Halmstad.
12. Bourgeois, M. & Lefebvre, A. (2012). The role of the sensory marketing and its four main senses in attracting and keeping customers. (Student paper). Högskolan i Halmstad.
13. Cánovas, A. & Ibañez, I. (2012). THE CHANGES ON THE SPANISH CONSUMER BEHAVIOUR AFTER THE FINACIAL CRISIS 2007: Applied towards a switch to store branded products. (Student paper). Högskolan i Halmstad.
14. Darefelt, N. & Stenström, C. (2012). Företags incitament till produktplacering i film och tv-serie: en fallstudie om Toyota Lexus och Volvo. (Student paper). Högskolan i Halmstad.
15. Ekholm, E. & Cottman, L. (2012). Att skapa en framgångsrik mobilapplikation: En fallstudie om hur tjänsteföretag kan få ökad lojalitet. (Student paper). Högskolan i Halmstad.
16. Eklöv, S. & Nilsson, M. (2012). Är Sveriges detaljhandelsmonopol av alkohol en enda stor relationsfråga?: En uppsats om relationen mellan Systembolaget och dess leverantörer. (Student paper). Högskolan i Halmstad.
17. El-Garhi, S. & Ericsson, R. (2014). Consumers' attitude towards mobile advertisement: A study within the smartphone era among Ghanaian consumers. (Student paper). Högskolan i Halmstad.
18. Frestad Solér, M. & Svensson, B. (2014). Fler Kvinnor På Läktarna, tack.: En studie om hur Allsvenska fotbollsklubbar kan göra för att övertyga fler kvinnor att gå på Allsvenska matcher.. (Student paper). Högskolan i Halmstad.

19. Granquist, C. & Grönesjö, O. (2014). The balancing act of customer involvement for product innovation: - A case study of Electrolux and Volvo Cars. (Student paper). Högskolan i Halmstad.
20. Gunnarsson, M. & Lindbom, I. (2014). Podcasting, topp eller flopp?: - En undersökning av lyssnarnas attityder till sponsring inom podcasting. (Student paper). Högskolan i Halmstad.
21. Hallgren, M., Lago, A. & Ericson, J. (2014). Innehållsmarknadsföring på sociala medier: En studie om Generation Y:s mottaglighet i sociala mediekkanaler. (Student paper). Högskolan i Halmstad.
22. Hallgren, M., Lago, A. & Ericsson, J. (2014). Innehållsmarknadsföring på sociala medier: En studie om Generation Y:s mottaglighet i sociala mediekkanaler. (Student paper). Högskolan i Halmstad.
23. Hammal, G. (2011). The effect of establishing a middle east office on company's marketing activities and sales growth. A case study of Getinge Middle East and Africa.. (Student paper). Högskolan i Halmstad.
24. Hiot, C. & Baguette, F. (2013). The use of Gamification in Marketing. (Student paper). .
25. Holst, M. & Pettersson, F. (2012). Standardisering VS anpassning- En fallstudie om Electrolux. (Student paper). Högskolan i Halmstad.
26. HUBRECHTS, L. & Kocktürk, B. (2012). Effects of visual merchandising on young consumers' impulse buying behaviour. (Student paper). Högskolan i Halmstad.
27. Inha, E. & Laiho, M. (2012). Brand Image and Brand Awareness. Case Study: Finnair in Indian Market. (Student paper). .
28. Johansson, D. & Westin, M. (2013). CRM-En fallstudie av Nordea Private Banking. (Student paper). Högskolan i Halmstad.
29. Joly, L. & Tous, G. J. (2012). THE ROLE OF COMMUNICATION IN THE REPOSITIONING STRATEGY OF A TOURISM DESTINATION. A CASE STUDY OF A FRENCH SKI RESORT: AVORIAZ. (Student paper). Högskolan i Halmstad.
30. Karlsson, E. & Kristiansson, O. (2012). QR-koden: ett nytt marknadsföringsverktyg med potential. (Student paper). Högskolan i Halmstad.
31. Karlström, K. & Jonsson, S. (2013). Sinnesmarknadsföring: Ge liv åt ditt varumärke!. (Student paper). Högskolan i Halmstad.

32. Lagström, P. & Stenlund, G. (2014). A study of how the Brick and Mortar business can utilize Location-based Marketing in Sweden.: Technologies, Strategies, Privacy & Integrity and Receptiveness from a consumer and expert perspective.. (Student paper). Högskolan i Halmstad.
33. Larsson Nyheim, R. & Larsson Nyheim, K. (2012). THE CAPITAL REQUIREMENT DIRECTIVE IV: A study of national divergences in Sweden, Denmark and Germany's financial markets and the ability to implement the CRD IV. (Student paper). Högskolan i Halmstad.
34. Maia, G. M. & Lima, G. M. (2011). Internationalization strategies of Brazilian companies in the textile industry. (Student paper). Högskolan i Halmstad.
35. Martin, N. & Lacroix, K. (2013). How people react to product placement: A comparative study between normal product placement and non-ethical product placement.. (Student paper). .
36. Nelles, M. & Ladsous, L. (2014). The impact of online advertising on the Belgian, English and French tourism sector. (Student paper). .
37. Nordenståhl, Viklund, A. J. (2013). "Generation Y" Do their belonging to a generation determine choice of communication tool?. (Student paper). Högskolan i Halmstad.
38. Nyblom, M. & Nikkilä, T. (2012). Produktplacering i videospel och dess påverkan på spelarnas attityd, återkallelse samt uppmärksamhet gentemot varumärken.. (Student paper). Högskolan i Halmstad.
39. Proust, M. & Di Folco, M. (2014). Colour trends in Marketing: The case of companies' logos. (Student paper). .
40. Renkema, M. & Schöfer, E. (2014). Investigating the country of origin effect on consumers' perception regarding consumer products – the case of India. (Student paper). Högskolan i Halmstad.
41. RENOUF, M. & MANIGLIER, S. (2013). Main factors influencing online consumer behaviour changes. (Student paper). .
42. Rydqvist, A. & Lundmarck, E. (2012). Därför onlinevideo: En engagerande historia. (Student paper). Högskolan i Halmstad.
43. Serrato, D. & Morales, D. (2014). Internationalization in Emerging Markets- The Case of Absolent AB entering Thailand. (Student paper). Högskolan i Halmstad.
44. Thomas, S. & Alexandre, V. (2012). Luxury Sector in China: Behaviours toward French Luxury Brands. (Student paper). Högskolan i Halmstad.

45. Trevik, A. & Garnäs, F. (2012). Butikskoncept: Ett modernt sätt att förmedla och stärka ett varumärke. (Student paper). Högskolan i Halmstad.
46. Turesson, E. (2012). STRATEGIC INTERNET MARKETING FOR MUSIC FESTIVALS IN OSLO: A qualitative case study on two music festivals practise of strategic Internet marketing. (Student paper). Högskolan i Halmstad.
47. Wernant, P. & Purontaka, J. (2013). Nespresso - Ett koncept att sträva efter. (Student paper). Högskolan i Halmstad.
48. Wrangmo, A. & Hansson, L. (2013). Ge och ta: En studie om hur e-handelsföretag använder sig av lojalitetsprogram. (Student paper). Högskolan i Halmstad.

- Supervised 58 Master Thesis at BTH:

Name	Title	Year	
Kathleen A. Abel	<u>Using GIS as a Supply Chain Risk Management Tool: A Survey of Global Business Decision Makers</u>	2009	Master thesis
Mauricio Aracena Kovacevic	<u>Key Success Factors for Ericsson Mobile Platforms using Porter's Value Chain model</u>	2007	Master thesis
Vladimir Zunkovic, Fredrik Dahlin	<u>Yes Logo</u>	2006	Bachelor thesis
Olusoji Daniel	<u>Perception and patient satisfaction: a case study of olabisi onabanjo university teaching hospital, Nigeria</u>	2009	Master thesis
Hossain Md. Jakir	<u>The Use of Promotional Activities in the Tourism Industry: The Case of Bangladesh</u>	2006	Master thesis
Feng Li	<u>"Red Envelop" incentive measure for chinese employees</u>	2008	Master thesis
Niklas Ambrus, Peter Lundström	<u>Om personalförmåner motiverar de anställda</u>	2003	Bachelor thesis
Björn Olsson	<u>Trender inom Business Intelligence</u>	2007	Master thesis
Nitin Panchanathan	<u>Trends in Internet Marketing</u>	2005	Master thesis
Dr Lilit Axner	<u>HOW TO MAKE ANALYSIS WORK IN BUSINESS INTELLIGENCE SOFTWARE</u>	2009	Master thesis
Torbjörn	<u>Så påverkar vinstdelningssystemet Oktogonen</u>	2003	Bachelor

Dahlgren, Fredrik Hultberg	<u>motivationen i Handelsbanken</u>	thesis
Melissa Engelke	<u>Internationalisation of the Swedish higher education system: An impact analysis on student and employee satisfaction</u>	2008 Master thesis
Bibri Mohamed	<u>Corporate Sustainability/CSR Communications and Value Creation: A Marketing Approach</u>	2008 Master thesis
Christer Gordon, Torbjörn Sandstedt	<u>Skapa och leverera kundvärde i ett teknikkonsultföretag /</u>	2008 Master thesis
Yecenia Rivera- Ortiz, Nghi Tran	<u>Rewarding and Recognizing Employees: How IT professionals in Sweden and in Finland are motivated and prefer to be rewarded</u>	2007 Master thesis
Jaunty Aidamenbor and Chikanayo Mgbemena	<u>Valuing Companies in Emerging Markets - The Case of Nigeria</u>	2008 Master thesis
Symeon Papadopoulos	<u>Key Success Factors in Internet Advertising</u>	2009 Master thesis
Yanni Shizhou, Shishang Gu	<u>Competing in the Chinese Instant Noodle Market- A market research on the "Present Wheater"brand of the Hualong Group Co., Ltd</u>	2005 Master thesis
Gabriella Lotthagen	<u>Managing Global Distribution & Warehouse Organizations in an Agile Environment - A case study of Ericsson</u>	2009 Master thesis
Maria Limberg, Helena Olofsson, Madeleine Persson	<u>Kollektiv belöning som motivationsfaktor</u>	2003 Bachelor thesis
Magnus Cejie	<u>E-handel med Kläder - en marknadsundersökning</u>	2004 Master thesis
Franck Emmerich	<u>Profitable business model for an open source, freeware</u>	2005 Bachelor thesis
Omar Saleem Chishti	<u>Evolution of Product Management in Web 2.0</u>	2009 Master thesis
Francis Tontoh	<u>Evaluation of Money Laundering Regulations in Ghana</u>	2008 Master thesis
Zenja Stanic	<u>Konkurrensen i dagligvaruhandeln. En studie av konkurrens på en lokal marknad vid nyetablering av en lågpriskedja.</u>	2004 Bachelor thesis
Christofer Bengtsson, Johan Wahlström	<u>Vilka strategiska åtgärder krävs av 3G-mobiloperatörerna för att locka till sig konsumenter?</u>	2004 Bachelor thesis
Yasmina Amara	<u>Business Intelligence Software Evaluation Testing the SSAV Model</u>	2008 Master thesis

Thao Pham and Marta Hnevkovska Kubisova	<u>Internal Corporate Governance Controls and Its Impact on Business Ethics</u>	2011 Master thesis
Patrick Aspenberg, Oscar Nilsson	<u>Hur utformar företagen sina belöningsystem?</u>	2003 Bachelor thesis
Camilla Hansson, Linda Johansson, Johan Persson	<u>Samband mellan mål och belöningsystem</u>	2003 Bachelor thesis
Sayed Mohamed J E Kadhem	<u>Developing Motivational and Coaching Skills in Telecom Companies. A comparative study between Batelco and Zain, Bahrain</u>	2009 Master thesis
Tibebu Berhanu Nega	<u>Model Mix Planning and Assembly Sequencing with SAP - APO Automotive Module</u>	2011 Master thesis
Mohammad Turk	<u>Data Mining and Mobile CRM: An Update</u>	2007 Master thesis
Abdul Razzaq	<u>Key Account Management Practices in Home Appliance Industry of Pakistan</u>	2007 Master thesis
FRANCIS OWUSU YAW	<u>HEALTH DELIVERY SERVICE IN GHANA: CONSUMER PROTECTION AND SATISFACTION - Performance Assessment at the Komfo Anokye Teaching Hospital - Kumasi</u>	2007 Master thesis
Linda Palmer	<u>Assessment of SOX implementation - from an Internal Audit perspective</u>	2007 Master thesis
Christina Lim, Emily Lui	<u>Trends for Leisure Travelling and Tourism in Singapore</u>	2009 Master thesis
Juber Ahmed	<u>Client Information Needs of MFIs - A Case Study of ASA Bangladesh</u>	2010 Master thesis
Vittorio Fougatsaro	<u>A Study of Open Source ERP Systems</u>	2009 Master thesis
Syed Salar Hussain Naqvi	<u>Using Value Chain Analysis to Manage Consumer Confidence in IT Knowledge Services</u>	2008 Master thesis
Summer Goh, Xavier Low	<u>Viral Marketing Communication - A study on consumer perception and consumer response</u>	2009 Master thesis
Owolabi Y. Lawal and Chukwuma K Chukwuebuka	<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>	2007 Master thesis
Reuben Aziz	<u>THE REDENOMINATION OF THE GHANAIAN CURRENCY(2007)- A STUDY OF ITS IMPACT ON THE BUSINESS OF THE FINANCIAL INSTITUTIONS IN GHANA</u>	2009 Master thesis
Sara Rezaee Vessal	<u>Partnership Management in Project Based</u>	2010 Master

	<u>Companies – the case of Iranian OGP Industry</u>		thesis
Kesiena Atuyota- Ejughemre	<u>Promoting Mobile Financial Transactions - A Case Study Zain Sierra Leone</u>	2009	Master thesis
Carina Persson	<u>Hur varumärkeskapital kan byggas via apotek - En fallstudie av Ferrosans varumärkeskommunikationsstrategi</u>	2009	Master thesis
Emeka Onuzuruike	<u>Telecom Infrastructure Sharing as a Strategy for Cost Optimization and Revenue Generation : A Case Study of MTN Nigeria/Zain Nigeria Collocation</u>	2009	Master thesis
Desmond Dellor	<u>Entrepreneurial Risk taking propensity and Performance: A case study of Owner-Managed companies in the Ghana Club 100.</u>	2009	Master thesis
Szymon Adamala, Linus Cidrin	<u>Key Success Factors in Business Intelligence</u>	2011	Master thesis
Mohammad Arshad Sheikh	<u>Conversion Rate Problem of SMEs in Internet Marketing - a Developing Country Perspective</u>	2009	Master thesis
Douglas Acquah- Hagan, Spencer Aggrey-Bosu	<u>The impact of the Audit Commission on the management control systems of local authorities - The case of London Borough of Lambeth</u>	2011	Master thesis
Patrick Onuorah	<u>THE ROLE OF SMALL AND MEDIUM SIZED ENTERPRISES FOR ECONOMIC GROWTH - A CASE STUDY OF MATORI LGA IN LAGOS, NIGERIA</u>	2009	Master thesis
Asare Baffour	<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>	2009	Master thesis
Linus Hammarstrand, Anna Hedberg	<u>Interdependency of Culture, Strategy and Management Control Systems in an R&D Context</u>	2011	Master thesis
Steven Roan, Maria Jernelid	<u>Six Sigma strategy applied to the pharmaceutical industry - how customers benefit</u>	2009	Master thesis
Yawar Saeed Khan	<u>STRATEGIES OF HIGHER EDUCATION IN PAKISTAN BASED ON ENDOGENOUS GROWTH</u>	2009	Master thesis
Carina Asplund	<u>Outsourcing – på vilka grunder? En fallstudie av underlagen vid outsourcingbeslut</u>	2009	Master thesis
Zhanna Abzaltynova & Janice Williams	<u>Developments in Business Intelligence Software</u>	2009	Master thesis

Supervised C level thesis at CBS, Malmö University and HKR additionally.

E. Faculty engagements

- Board of Library Services, Halmstad University, 2014-
- 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

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

a. Student courses, International Business Program

- Omvärldsanalys/Business Intelligence

G. 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

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

a. Student courses

- Marketing, B2B Marketing, Service Marketing

M. 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

N. 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, Högastensskolan, 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 Diary, 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

O. 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.*

P. Other Education & Training

- 1995, Pre-doctoral Program, Norwegian School of Management. Followed courses in Philosophy of Science and Methodology at University of Oslo
- 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
- 1991, Studies in French language at Alliance Francaise and Sorbonne, Paris, 1 year
- 1987-88 (18 months), Military service at Sola Royal Norwegian Air force, Corporal Rank, Physical Exercise Instructor

- Physical exercise instructor for approximately 100 soldiers and officers per day, 1 year
 - Physical exercise instructor for the 330 Squadron, Search And Rescue (SAR), Air Ambulance, disaster relief and Special Operations Support
 - Diving course, PADI
 - Basic training/"booth camp" at the Royal Norwegian Air Force at Gardermoen
 - Special training, Gardermoen: ABC warfare assistant
 - 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

Q. 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

R. Societal Engagements (*Pro Bono*)

- 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