

Curriculum Vitae (30 January 2019)

**KENNETH FJELL**

Synningavegen 27, 5259 Hjellevad, Norway.

Work: +47-55959687. Private: +47-97068386. Fax: +47-55959230. E-mail: [kenneth.fjell@nhh.no](mailto:kenneth.fjell@nhh.no)

Homepage: <https://www.nhh.no/en/employees/faculty/kenneth-fjell/>

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**Education**

Ph.D. Economics, University of Wisconsin - Milwaukee (1998)

M.A. Economics, University of Wisconsin - Milwaukee (1993)

B. A. Business administration, University of Wisconsin - Milwaukee (1991)

**Professional experience**

Vice Rector for Research and Dean of the Doctoral Program, Norwegian School of Economics – NHH (60 % position, 2018-present)

Dean of master programs, Norwegian School of Economics – NHH (60 % position, 2011-2015)

Professor,

- Department of Accounting, Auditing, and Law, Norwegian School of Economics – NHH (100 % position, 2013 – present)
- Trondheim Business School, Norwegian University of Science and Technology – NTNU (20 % position, 2013-present)

Associate Professor,

- Department of Accounting, Auditing, and Law, Norwegian School of Economics – NHH (100 % position, 2002 – 2014)
- Trondheim Business School (20 % position, 2008-2013)
- Department of Finance and Management Science, Norwegian School of Economics – NHH (40 % position, 2000 – 2002)

Senior Advisor, Norwegian Competition Authority (2006)

Research Economist/Program Coordinator, Institute for Research in Economics and Business Administration – SNF (1998-2001)

Teaching Assistant, Department of Economics, University of Wisconsin – Milwaukee (1995-1997)

**Research fields and interests**

Management Accounting, Industrial Organization, Management Science, Competition Policy, Telecommunications

**Current research (work in progress)**

“What is the cost of the next pizza? A multiple method approach to estimating marginal cost” (with T. Bjørnenak)

**Publications in refereed journals**

1. “On repeated myopic use of the inverse elasticity pricing rule.” Economics Letters, volume 175 (2019): 22-24 (with D. Pal).
2. "On the choice of royalty rule to cover fixed costs in input joint ventures." International Journal of the Economics of Business, 22.3 (2015): 393-406 (with Ø. Foros and H.J. Kind).

3. "On the performance of endogenous access pricing." Journal of Regulatory Economics, 2013, volume 44, issue 3, pp 237-250 (with Debashis Pal and David E.M. Sappington).
4. "On-line advertising: Pay-per-view versus pay-per-click with market power." Journal of Revenue & Pricing Management, 2010, 9, 198–203.
5. "Endogenous Average Cost Based Access Pricing." Review of Industrial Organization, 2010, volume 36, issue 2, 149-162 (with Ø. Foros and D. Pal).
6. "On-line advertising: Pay-per-view or pay-per-click – a comment." Journal of Revenue & Pricing Management, Apr 2009, Vol. 8 Issue 2/3, 200-206.
7. "Access regulation and strategic transfer pricing." Management Accounting Research, 19, 2008, 18-31 (with Ø. Foros).
8. "How to test for abuse of dominance?" European Competition Journal, volume 2, Special Issue, July 2006 (with L. Sørgaard).
9. "Can exclusive territories limit strategic location downstream?" Papers in Regional Science, volume 84, issue 2, 221-237, 2005 (with J.S. Heywood).
10. "Mixed Oligopoly, Subsidization and the Order of Firm's Moves: The Relevance of Privatization," Economics Letters 83, 411-416, 2004 (with J.S. Heywood).
11. "Are interactive TV-viewers and surfers different breeds? Broadband demand and asymmetric cross-price effects." Review of Industrial Organization, 25, 295-316, 2004 (with K. Andersson and Ø. Foros).
12. "Elasticity based pricing rules - a cautionary note." Applied Economics Letters, vol. 10, no. 12, October 2003.
13. "Public Stackelberg Leadership in a Mixed Oligopoly with Foreign Firms." Australian Economic Papers, September 2002 (with J.S. Heywood).
14. "Internal Pricing in Supply Chains," in Klose, A., M. Grazia Speranza, Luk N. Van Wassenhove (eds.) "Quantitative Approaches to Distribution Logistics and Supply Chain Management", Lecture Notes in Economics and Mathematical Systems 519, 2002 (with K. Jørnsten).
15. "A Cross-subsidy Classification Framework." Journal of Public Policy, 21, 3, 2001, 265-282.
16. "A Mixed Oligopoly in the Presence of Foreign Private Firms." Canadian Journal of Economics, XXIX No. 3, August 1996 (with D. Pal).

### **Non-refereed publications**

1. "Employing endogenous access pricing to enhance incentives for efficient upstream operation." SNF Working paper; 09/13 (with D. Pal, and David E.M. Sappington): <https://brage.bibsys.no/xmlui/handle/11250/166794>
2. The economics of social networks: The winner takes it all? SNF Working Paper No. 42/10 (with Ø. Foros and F. Steen).
3. Online advertising: Pay-per-view versus pay-per-click with market power. SNF Working Paper 32/09.
4. Pricing of on-line advertising: Pay-per-view or pay-per-click? SNF Working Paper 27/07.

5. Taking ABC to court – A Research Note on Cost Oriented Access Prices in Telecom, SNF Working Paper 74/05 (with T. Bjørnenak).
6. Are TV-viewers and surfers different breeds? Broadband demand and asymmetric cross-price effects, SNF Working Paper No. 14/03, 2003, with K. Andersson and Ø. Foros.
7. Elasticity based pricing rules in telecommunications - a cautionary note, SNF Working Paper No. 19/02, 2002.
8. "Krysssubsidiering" (Cross-subsidization), SNF Bulletin, No. 1, 2000 (with G.M. Johansen).
9. "Står det siste monopolet for fall?" (Will the Last Monopoly Fall?), MAGMA, No. 5, 2000.
10. Utfordringer for politikk og samfunn – hvor går veien videre? (Challenges for politics and society – where to next?), ed. Svein Ulset, Fra summetone til informasjonsportal, SNF Årbok, Fagbokforlaget, 2001
11. "Krysssubsidiering - operasjonaliserbar definisjon og samfunnsøkonomisk ønskelige tiltak" (Cross-subsidies - an operational definition and welfare implications), SNF-rapport 19/00, 2000 (with K.P. Hagen and G.M. Johansen).
12. "Samfunnsøkonomiske virkninger av den statlige virkemiddelbruken på postområdet" (Welfare effects of government intervention into the Norwegian Postal sector), SNF-rapport 06/00, 2000 (with K.P. Hagen, G. Rusten and A. Bjorvatn).
13. "Telenor - bare lave priser? Drøfting av Telenors rabattstruktur utfra et bedriftsøkonomisk og samfunnsøkonomisk perspektiv" (Telenor - only low prices? A discussion of Telenor's price structure from a business and social perspective) SNF-rapport 23/99, Bergen, 1999 (with Ø. Foros, K.P. Hagen, and L. Sjørgard).
14. "Problemstillinger for videre forskning på prising av teletjenester" (Topics for further research in pricing of telecommunications services), SNF-rapport 27/99, 1999 (with O. Foros, T.S. Gabrielsen, K.P. Hagen, L. Sjørgard, and S. Vagstad).
15. "Oversikt over forskningsprogrammet i teleøkonomi ved SNF: 1996-1998" (Survey of the research program in telecommunications economics at SNF: 1996-1998), SNF-rapport 26/99, 1999 (with K.P. Hagen).
16. Two Essays in the Theory of Industrial Organization: I) Strategic Downstream Location in the Presence of Exclusive Territories; II) Public Stackelberg leadership in a mixed oligopoly with foreign firms, doctoral dissertation, University of Wisconsin - Milwaukee, 1998.
17. Domestic Strategy in a Mixed Oligopoly, master thesis, University of Wisconsin – Milwaukee, 1993.

#### **Referee for professional journals**

Australian Economic Papers  
 Bulletin of Economic Research  
 Canadian Journal of Economics  
 Eastern Economic Journal  
 Economic Theory  
 Economics Bulletin  
 European Accounting Review  
 FinanzArchiv: Public Finance Analysis  
 International Journal of Industrial Organization

Journal of Agricultural & Food Industrial Organization  
Journal of Applied Economics  
Journal of Economics  
Journal of the Operational Research Society  
Journal of Revenue and Pricing Management  
Pennsylvania Economic Review  
Praktisk Økonomi og Finans  
Regional Science and Urban Economics  
Southern Economic Journal  
Telecommunications Policy

### **Teaching experience**

#### Executive MBA seminars:

Strategic Pricing, Norwegian School of Economics and Business Administration (MØST, 2003-present).

Outsourcing, Competitive Tendering and Competition Exposure,

- MASTRA, Norwegian School of Economics and Business Administration (2000-present)
- MØST, Norwegian School of Economics and Business Administration (2001-2003)
- MPM, Norwegian School of Economics and Business Administration (2003-2006)
- Norwegian Naval Academy (Sjøforsvarets forvaltningsskole, 2004-present)

Market Performance & Managerial Economics, Catholic University at Louvain, Belgium, (2006-2010).

Management Accounting, Baltic Management Institute, (2003-2010).

Managerial Economics, Baltic Management Institute, (2002-2010).

Competition and Entry Barriers, Norwegian School of Economics and Business Administration (MASTRA DnB NOR, 2004 – 2011).

#### Full-time MSc courses

Advanced Management Accounting (2009-2017)

Strategic profitability analysis and pricing (2004-present).

Outsourcing and franchising (2009-2011).

Capital budgeting (2002-2005).

#### Bachelor courses (large audience)

Management accounting

Operations management

Microeconomics

Macroeconomics

### **Supervision of Ph.D. dissertations**

Veronica Araoz (co-supervisor 2009-2012)

Massarra Chaari (temporary supervisor 2008)

## **Presentations & conference participation**

“On continued myopic use of the inverse elasticity pricing rule.” 41<sup>st</sup> EAA Annual Congress, 2018, Milan, Italy.

“Employing Endogenous Access Pricing to Enhance Incentives for Efficient Upstream Operation.” EARIE, Évora, August 2013.

“Joint venture royalties based on ex post output.” FIBE, Bergen, January 2013.

“Management Strategies in the Presence of Super-users on Social Networks.” FIBE, Bergen, January 2011.

"Industrial Pricing: How Cost Based is it?" European Accounting Association, Tampere, May 2009.

“Online advertising: Pay-per-view or Pay-per-click?” FIBE, Bergen, January 2008.

“A Reconciliation of Cost Concepts in Accounting and Economics.”

- European Accounting Association, Lisbon, April 2007.
- FIBE, Bergen, January 2006.

“Endogenous Average Cost Based Access Pricing.”

- European Accounting Association, Dublin, March 2006.

“Access Price Regulation Facilitates Strategic Transfer Pricing.”

- European Accounting Association, Dublin, March 2006.
- 4<sup>th</sup> Accounting Research Workshop, Bern, June 2005.
- 2<sup>nd</sup> International Conference on Industrial Organization, Economics, and Law, Athen, June 2005.
- NORIO V, Reykjavik, June 2005.

“Strategic transfer pricing and access regulation in the telecommunications industry.”

- FIBE, Bergen, January 2005.
- ITS, Berlin, September 2004.

“Attributable costs, Activity Based Costing and cross-subsidization in telecom services”

- FIBE, Bergen, January 2004.
- EAA, Sevilla, Spain, April 2003.

“Are TV-viewers and surfers different breeds? Broadband demand and asymmetric cross-price effects,”

- EARIE, Helsinki, August 2003.
- Nordic Econometric Meeting, Bergen, May 2003.
- FIBE, Bergen, January 2003.
- Forskermøtet, Samfunnsøkonomenes Forening, Bergen, January 2003.

“Elasticity based pricing rules in telecommunications – a cautionary note”,

- ITS 13<sup>th</sup> regional conference, Madrid, Spain, September 2002.

“Elasticity based pricing rules – a cautionary note”, ITS 14<sup>th</sup> biennial conference, Seoul, Korea, August 2002.

“Cross-subsidization – from Definition to Types”,

- NHH staff-seminar, 2001.
- SNF-seminar, Oslo, 2000.

“An Analysis of Norwegian Telecommunications Regulation”, NHH staff-seminar, 2000.

“The Economic Prospect for the City of Bergen”, Næringslivsdager, Norwegian School of Management, Bergen (1999).

“A Mixed Oligopoly in the Presence of Foreign Private Firms”

- Staff seminar, University of Bergen (1999)
- Staff seminar, Norwegian School of Economics and Business Administration (1998)
- Graduate Economics Forum, UW-Milwaukee (1997)

“Strategic Downstream Location in the Presence of Exclusive Territories”, Graduate Economics Forum, UW-Milwaukee (1997).

“Introduction to the System of National Accounts”, guest lecture at Graduate Seminar, UW-Milwaukee (1997).

### **Other positions**

SMF Invest as, (non-listed investment company) managing director and chair of the board (2005-present).

Member of the board of Bergen Bygg og Eiendom (Bergen County’s property company, 2005-2007).

Fjell-Simonsen as (non-listed investment company); managing director (2000-2003) and member of the board (2000-present).

Aanderaa Instruments A/S, Norway (international marketing, full-time 1993-1994, part-time 1995-1998).

### **Consultancy**

“Økonomisk vurdering av indirekte tap for Apotek 1 Husnes”, June 2018, analysis for Husnes Storsenter AS.

“En økonomisk vurdering av ikke-diskriminering mellom eksterne tilbydere”, December 2017, co-author: Frode Steen, analysis for Regjeringsadvokaten.

”Kommentarer til Peppes Pizza sine pris-grensekostmarginer i forbindelse med foretakssammenslutning mellom Peppes Pizza (ved Umoe Restaurants AS) og Dolly Dimple's Norge AS”, August 2016, co-author: Trond Bjørnenak, analysis for Umoe Restaurants AS.

“Kommentarer til selvkostvurderinger for Kippermoen Treningssenter”, July 2016, analysis for Frisk 3 AS.

“Vurdering av implisitt og indirekte tap for TDC grunnet ulovlig overprising av MVNO-tilgang”, December 2015, co-author: Frode Steen, analysis for TDC.

“Kommentarer til tapsberegning fremlagt av Fjord Line A/S i forbindelse med stevning av Kristiansand Havn”, December 2012, co-author: Øystein Foros, analysis for Kristiansand Havn.

”Noen kommentarer til samfunnsøkonomisk lønnsomhet av et tredje mobilnett i Norge”, November 2010, co-authors: Øystein Foros and Frode Steen, analysis for Tele2/Network Norway.

”Tilgangsregulering i det norske mobilmarked: ikke-diskriminering og regnskapsmessig skille”, Co-authors: Øystein Foros and Frode Steen, November 2010, analysis for Tele2/Network Norway.

”Kampen om nettborgere: Økonomisk analyse av Blink versus Nettby”, Co-authors: Øystein Foros and Frode Steen, February 2010, analysis for DB Medielab.

”Avskrivninger og kapitalkostnader i forhold til elektrisitetsnett”, December 2008, analysis for EBL & Hafslund.

“Report on the Sector Inquiry into Business Insurance in the territory of the EFTA States”, July 2008, analysis for EFTA Surveillance Authority.

**Activities**

Deputy member of the City Council, Finance Committee (elected for Høyre), Bergen, Norway (2007-2011).

Member of the executive commission, Bergen Høyre, Bergen, Norway (2004-2008).

Deputy member of Fana Town Council (for Høyre), Bergen, Norway (2000-2003).

Deputy member of the board of the Foundation for Research in Economics and Business Administration (2000).

Deputy member of the board of Bergen Social Economics Association (1999-2000).

Milwaukee Graduate Assistants Association, Bargaining Committee (1997).

Finmark Incorporated, business fraternity, President of Marketing (1991).