

Curriculum Vitae

Name: Leif Egil Hem
Born: July 18, 1967
Position: Professor, NHH
Office: Department of Strategy and Management, Norwegian School of Economics,
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Education:

1992: *Cand. agric., MSc.* (Department of Forest Sciences, Business Economics and Social Economics), Agricultural University of Norway, NLH.
1995: *Cand. merc.*, Institute of Marketing, Norwegian School of Economics and Business Administration, NHH.
2001: *Dr. oecon* (PhD) in Marketing, Institute of Strategy and Management, Norwegian School of Economics, NHH.

University & Other Positions:

1993-95: HAS student, 50% position as Research Associate (Institute of Marketing), Norwegian School of Economics and Business Administration.
1993: Research Assistant, SNF, Foundation for Research in Economics and Business Administration.
1995-98: Doctoral student, 100% position as Research Associate, (Institute of Marketing), Norwegian School of Economics and Business Administration.
1999-00: Research fellow, SNF, Foundation for Research in Economics and Business Administration.
2001: Associate Professor (Institute of Marketing, Norwegian School of Management, BI, 01.01.01 – 31.12.01) and Research fellow (Foundation for Research in Economics and Business Administration, SNF, 20% position).
2002-2008: Associate Professor at NHH, Institute of Strategy and Management (Program Manager for the Executive MBA in Brand Management). Research fellow (Institute for Research in Economics and Business Administration, SNF).
2008-: Professor at NHH
2012-: Professor at NHH (100%) and USN (20%)
2020-: Head of the Strategy and Management Department (SOL) at NHH

Research Stays Abroad:

2000: University of Illinois at Urbana-Champaign, US, 1 ½ month, Fall 2000, w/prof. Sheron Shavitt.
2001: University of Illinois at Urbana-Champaign, US, 1 ½ month, Spring 2001, w/prof. Sheron Shavitt
2003: New York University Stern, US, 14 days, Fall 2003, w/prof. Durairaj Maheswaran
2005: HEC, Versailles, Paris, France, one week, Fall 2005, w/prof. Jean-Noël Kapferer
2006/07: University of Birmingham, UK, 10 months, w/prof. Leslie de Chernatony
2007: HEC, Versailles, Paris, France, one month, Fall 2007, w/prof. Jean-Noël Kapferer
2009: University of Ohio, 4 months (April – July), w/prof. Curtis Haugtvedt
2017/18: UTS, University of Technology Sydney, Australia, 10 months as a visiting professor
2019/20: UTS, University of Technology Sydney, Australia, 2 months as a visiting professor

Awards:

1. Best paper award at SNF:
Hem, L.E., Grønhaug, K., and Lines, R. (2000). Exploring the importance of product category similarity and selected personal correlates in brand extensions. *The Journal of Brand Management*. Vol. 7. No. 3, pp. 197-209.
2. Martin Oppermann Award for "Best Article of the Year" for the article:
Hem, L.E., Iversen, N.M. and Nysveen, H. (2002). Effects of Ad Photos Portraying Risky Vacation Situations on Intention to Visit a Tourist Destination: Moderating Effects of Age, Gender, and Nationality. *Journal of Travel & Tourism Marketing*, Vol. 13 (No. 4), pp. 1-26.
3. Best paper award at SNF:
Hem, L.E., Iversen, N.M. and Nysveen, H. (2002). Effects of Ad Photos Portraying Risky Vacation Situations on Intention to Visit a Tourist Destination: Moderating Effects of Age, Gender, and Nationality. *Journal of Travel & Tourism Marketing*, Vol. 13 (Number 4), pp. 1-26.
4. Best paper award in the British Food Journal for the article:
Mæhle, N., Iversen, N., **Hem, L.E.**, Otnes, C. (2015). Exploring Consumer Preferences for Hedonic and Utilitarian Food Attributes. *British Food Journal*. Vol. 117 (Iss 12), pp. 3039 - 3063.

Research & Publications:

A. Refereed articles and conference proceedings

1. Iversen, N., Foley, C., & **Hem, L.E.** (2021). Viking festivals and experience economy. *Scandinavian Journal of Hospitality and Tourism*, In process.
2. Iversen, N., **Hem, L.E.** & Olsson, U.H. (2021). Effects of Country Image, Animosity and Consumer Ethnocentrism on Purchase Intentions towards Foreign Products: An Integrative Approach. *Journal of East European Management Studies*, Conditionally accepted.
3. Aslan, E., **Hem, L.E.**, & Iversen, N.M. (2021). Customer-focused drivers in the sharing economy: A meta-analysis. The 10th International Conference on Monitoring and management of Visitors in Recreational and Protected Areas, Session 8B: The Sharing Economy – Supply, demand, and Consequences. *MMV10 Conference*, 17th – 19th of August, Lillehammer, Norway.
4. Iversen, N. & **Hem, L.E.** (2021). Fra statiske til dynamiske merker i en digital opplevelseskontekst. *Magma*, Nr. 2, mai. Fagbokforlaget.
5. Iversen, N. & **Hem, L.E.** (2020). Merkelogoen som virkemiddel for å utvikle sterke merker. *Magma*, Nr. 6, oktober, pp. 64-72. Fagbokforlaget.
6. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Adventure Tourists: The Role of Match with Self-image and Novelty Seeking. *ANZALS Conference*, 11th - 14th of December, Queenstown, New Zealand.
7. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Soft and Hard Adventure Tourists: The Role of Perceived Risk. *ANZMAC Conference*, 2nd – 4th of December, Wellington, New Zealand.
8. Iversen, N. & **Hem, L.E.** (2019). Hvordan påvirker været vårt forbruk? *Magma*, Nr. 4, juni, pp. 23-32. Fagbokforlaget.
9. Iversen, N.M., Bolann, E., & **Hem, L.E.** (2019). Drivers of Experience Value among Soft-, Hard- and Mass Adventure Tourists: The Role of Match with Self-image and Variety Seeking. *The 7th International Adventure Conference*, 17th – 21st June 2019 Dumfries & Galloway, Scotland, UK.
10. Jacobsen, J.K.S., Iversen, N.M., & **Hem, L.E.** (2019). Hotspot crowding and over-tourism: Antecedents of destination attractiveness. *Annals of Tourism Research*, Vol. 76, 53-66.
11. Bravo, R., **Hem, L.E.**, & Pina, J.M. (2018). Online Brand Expansion towards the Offline Setting: Which Way to Go? In Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions, IGI Global, pp. 69-89, DOI: 10.4018/978-1-4666-4510-3.ch004.

12. Jacobsen, J.K.S., Iversen, N.M., & Hem, L.E. (2018). Visitor perceptions of people density in cruise ports. *27th Nordic Symposium on Tourism and Hospitality Research*, Tourism Implications and Dilemmas, 24–26 September 2018, Alta, Norway.
13. Jacobsen, J.K.S., Iversen, N.M., & Hem, L.E. (2018). Perceived crowding and tourism: Promotion and prevention reactions. *2nd International Conference on Business and Industrial Research (ICBIR)*, 3rd – 4th of July 2018, Langkawi, Malaysia.
14. Iversen, N. & Hem, L.E. (2018). Spredning av delingstjenester: Hva påvirker delingsatferd? *Magma*, Nr. 5, desember, pp. 37-46. Fagbokforlaget.
15. Iversen, N. & Hem, L.E. (2018). Effects of Push and Pull Motives on Satisfaction towards Tourist Destination and Attractions. *Beta, Scandinavian Journal of Business Research*, Vol. 32, No. 2, pp. 204-233.
16. Iversen, N.M., Bolann, E., & Hem, L.E. (2018). Understanding the role of the self in defining motivations of the adventure tourist traveller. *The 6th International Adventure Conference*, Segovia, Spain.
17. Mæhle, N., Otnes, C., Iversen, N.M., & Hem, L.E. (2017). Towards a New Framework of Eco-Food Consumption: The Importance of Contextual Drivers. *Advances in Consumer Research*, Vol. 45, 45.
18. Iversen, N., Hem, L.E. and Mehmetoglu, M. (2016). The Effect of Cultural Values and Travel Motives in Lifestyle Segmentation of Tourists. *Journal of Travel and Tourism Marketing*. Published online 19th of June 2015.
19. Iversen, N.M. & Hem, L.E. (2016). Markedsføring og delingsøkonomi: Muligheter og utfordringer. *Magma*, Oktober 2016, Fagbokforlaget.
20. Mæhle, N., Iversen, N., Hem, L.E., Otnes, C. (2015). Exploring Consumer Preferences for Hedonic and Utilitarian Food Attributes. *British Food Journal*. Vol. 117 (Iss 12), pp. 3039 - 3063.
21. Hem, L.E., Iversen, N.M. & Olsen, L.E. (2014). An Empirical Examination of Effects of Product Category Characteristics on Consumer Attitudes towards Brand Extensions. *Journal of Business Research*, Vol. 67, Issue 8 (August), pp. 1589-1594.
22. Bravo, R., Hem, L.E., and J.M. Pina (2014). Online Brand Expansion towards the Offline Setting: Which Way to Go? Book chapter in I. Lee (Ed.) *Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services, and Business Transactions*. ISBN13: 9781466645103, IGI Global, Chapter 4, pp 69-89. 347 p.
23. Mæhle, N., Iversen, N., Hem, L.E. and Otnes, C. (2014). Exploring Psychographic Differences between Preference-Based Segments in a Food Choice Situation. *Advances in Consumer Research*, Vol. 42, 798.
24. Mæhle, N., Otnes, C., Iversen, N., Hem, L.E. and Hartman, J. (2013). Exploring Consumer's Food Choice: Utilitarian vs. Hedonic Products. *Advances in Consumer Research*, Vol. 41, 805.
25. Mæhle, N., Iversen, N. and Hem, L.E. (2012). "Classification of the Factors Influencing Ethical Consumer Choice: The Framework". *Advances in Consumer Research*, Vol. 40, 1117.
26. Bravo, R., Hem, L.E. & Pina, J.M. (2012). From Online to Offline. Analysis of Feedback Effects in Brand Extensions and Alliances. *International Journal of Electronic Commerce*, Number 1, January 2012.
27. Iversen, N. & Hem, L.E. (2011). Reciprocal Transfer Effects for Brand Extensions of Global or Local Origin: Evidence from Norway. *International Marketing Review*, Vol. 28, Number 4/5, pp. 365-411.
28. Iversen, N., Hem, L.E. and de Chernatony, L. (2009). Brand Extensions Evaluations and Cultural Differences. *Johan Arndt Conference*, Trondheim, TØH, 4th and 5th of June 2009.
29. Iversen, N., Hem, L.E. and de Chernatony, L. (2009). How to Position your Brand: Choosing a Global or Local Origin. *Thought Leaders International Conference on Brand Management*, Athens, 6th and 7th of April 2009.
30. Hem, L.E. & Iversen, N. (2009). Effects of Different Types of Perceived Similarity and Subjective Knowledge in Evaluations of Brand Extensions. *International Journal of Market Research*. Vol. 51, Issue 6, pp. 797-818.

31. Olsen, L., Iversen, N. and **Hem, L.E.** (2008). The Resistance of Strong Brands: Feedback Effects of Brand Extensions on Flagship Products. *Scandinavian Journal of Business Research – Beta*, 2008, Issue 1, pp. 40-51.
32. Buil, I, de Chernatony, L, and **Hem, L.E.** (2008). Brand Extension Strategies: Perceived Fit, Brand Type, and Culture Influences. *European Journal of Marketing*. Accepted for publication. In press.
33. Iversen, N. and **Hem, L.E.** (2008). Provenance associations as core values of place umbrella brands – A framework of characteristics. *European Journal of Marketing*. Vol. 42, No. 5/6, pp. 603-626.
34. **Hem, L.E.**, Iversen, N.M. & Bolann, E. (2008). The host of brand extensions. *Advances in Consumer Research – Latin-America*, Sao-Paulo, 31st of July – 3rd of August, Proceedings, in print.
35. Iversen, N., **Hem, L.E.** and Olsson, U.E. (2008). The Animosity Construct in Marketing: A review. *Johan Arndt Conference*, Bergen, NHH, 5th and 6th of June 2008.
36. **Hem, L.E.** and de Chernatony, L. (2007). Brand Extensions Evaluations and the Extension Category: How to Position the Brand. *Thought Leaders International Conference on Brand Management*, Birmingham, UK, 27th and 28th of April 2007.
37. **Hem, L.E.** and Olsen, L.E. (2007). Brand Extensions and Feedback Effects: The Importance of a Strong Original Brand. *Thought Leaders International Conference on Brand Management*, Birmingham, UK, 27th and 28th of April 2007.
38. Buil, I, Hem, L.E. & de Chernatony, L. (2007). Estrategia De Extensión De Marca: Influencia Del Ajuste Percibido, Del Tipo De Marca Y De La Cultura Del País. *ACEDE, Asociación Científica de Economía y Dirección de Empresas Conference*, Sevilla, Spain, September 16-18, 2007.
39. Iversen, N. and **Hem, L.E.** (2006). The role of motives and goals as drivers of satisfaction perceptions among tourist consumers. *The 35th EMAC Conference in Athens, 2006*.
40. Lexhagen, M., Nysveen, H. & **Hem, L.E.** (2005). Festival coordination: An exploratory study on intention to use mobile devices for coordination of a festival. *Event Management*. Vol. 9, No. 3, pp. 113-146.
41. **Hem, L.E.** & Iversen, N.M. (2004). How to develop a brand logo in the tourism industry: A qualitative and quantitative approach. *Scandinavian J. of Hospitality and Tourism*. Vol. 4, No 2, December, pp. 83-106.
42. Hansen, H. and **Hem, L.E.** (2004). Brand Extension Evaluations: Effects of Affective Commitment, Involvement, Price Consciousness, and Preference for Bundling in the Extension Category”. In Kahn, B.E. & Luce, M.F. (Eds.), *Advances in Consumer Research*, Vol. XXXI, pp. 375-381.
43. Supphellen, M., Eismann, Ø. & **Hem, L.E.** (2004). Can Ads of Brand Extensions Revitalize Flagship Products? An Experiment. *International Journal of Advertising*, Vol. 23, No. 2, pp. 173-196.
44. **Hem, L.E.**, de Chernatony, L. and Iversen, N. (2003). Factors Influencing Successful Brand Extensions. *Journal of Marketing Management*. Vol. 19, No. 7-8 (September), pp. 781-806.
45. **Hem, L.E.**, Iversen, N.M. and Grønhaug, K. (2003). Viewers’ Reaction to Advertising of Nature-Based Tourist Attractions. *Scandinavian J. of Hospitality and Tourism*, Vol. 3, No 1, pp. 48-70.
46. **Hem, L.E.** & Iversen, N.M. (2003). Effects of Advertising on Intention to Visit Tourist Destinations: The Importance of Scary Pictures. The 8th *International Conference on Marketing and Development*, Bangkok, Thailand, January 3-7, 2003.
47. **Hem, L.E.** & Iversen, N.M. (2003). Transfer of Brand Equity in Brand Extensions: The Importance of Brand Loyalty. In Keller, P.A. & Rook, D.W. (Eds.), *Advances in Consumer Research*, Vol. 30, pp.72-79.
48. **Hem, L.E.**, Iversen, N.M. and Nysveen, H. (2002). Effects of Ad Photos Portraying Risky Vacation Situations on Intention to Visit a Tourist Destination: Moderating Effects of Age, Gender, and Nationality. *Journal of Travel & Tourism Marketing*, Vol. 13 (No. 4), pp. 1-26.
49. **Hem, L.E.** and Iversen, N. (2002). Decomposed Similarity Measures in Brand Extensions. In S.M. Broniarczyk & K. Nakamoto (Eds.), *Advances in Consumer Research*, Vol. 29, pp. 199-206.
50. Grønhaug, K., **Hem, L.E.**, and Lines, R. (2002). Exploring the Impact of Product Category Risk and Consumer Knowledge in Brand Extensions. *Journal of Brand Management*, Vol. 9, No 6, pp. 463-476.
51. Lines, R., **Hem, L.E.**, and Grønhaug, K., (2001). Contextual Influences on Consumers’ Evaluation of Brand Extensions: A quasi-Experimental Study. *ACR-Europe*, Berlin, June 20-23, Proceedings.

52. **Hem, L.E.**, Iversen, N., and Grønhaug, K. (2001). Decomposed Similarity and Brand Extensions: The Role of Brand Personality, Self-image Congruity, and Intercategory Relatedness. Accepted at the 28th International Research Seminar on Marketing Communications and Consumer Behavior, La Londe les Maures (French Riviera), June 5-8, Proceedings.
53. Iversen, N. and **Hem, L.E.** (2001). Country-of-Origin i internasjonal markedsføring. Scandinavian Journal of Business Research – Beta, No. 2, pp. 38-55.
54. **Hem, L.E.**, Grønhaug, K., and Lines, R. (2001). Perceived Risk, Involvement, and Knowledge Effects in Brand Extensions. The 30th EMAC conference, NHH, Bergen, Proceedings.
55. **Hem, L.E.** (2000). Merkeutvidelser. Effekter av individ, objekt og kontekst på vurdering. Doctoral dissertation, Norwegian School of Economics and Business Administration, Bergen, Norway.
56. **Hem, L.E.**, Grønhaug, K., and Lines, R. (2000). Exploring the importance of product category similarity and selected personal correlates in brand extensions. The Journal of Brand Management. Vol. 7. No. 3, pp. 197-209.
57. Fjeld, D., **Hem, L.E.**, and Eikebrokk, T. (2000). Modelling Forest Operations and Sector Development in Norway's Fjord Region. International Journal of Forest Engineering. Vol. 11. No. 1, pp. 39-52.
58. **Hem, L.E.**, Lines, R., and Grønhaug, K. (2000). Factors influencing perceived similarity between established brands and brand extensions. The 29th EMAC conference, Rotterdam. Proceedings.
59. Iversen, N. and **Hem, L.E.** (2000). Country image in national umbrella branding - Conceptual issues and marketing implications. ACR Pasific, 16th to 19th of Mars, Proceedings.
60. **Hem, L.E.** and Lines, R. (1997). Brand extension: The impact of similarity. IAREP XXII Conference, Valencia, pp. 62-68, Proceedings.
61. **Hem, L.E.** (1997). Word-of-Mouth: A Framework, Further Research, and some Findings. IAREP XXII Conference, Valencia, Abstract published in the Proceedings.
62. **Hem, L.E.** and Eikebrokk, T. (1997). Environmentally sustainable value chains: A proposed new framework. 22nd Annual MacroMarketing Conference, Bergen, June 1997, Proceedings.
63. Eikebrokk, T. and **Hem, L.E.** (1997). Forest logging contractors and their contribution to the value chain: An empirical study of contractors in Western Norway. EFI Proceedings, No. 16. Bergen, June 1997.