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**Current position** Professor  
NHH Norwegian School of Economics,  
Department of Strategy and Management, 2000 -

**Nationality** Norwegian

**Previous positions** Adjunct Professor  
University of South-Eastern Norway,  
School of Business, 2006 - 2018

Research Director  
Institute for Research in Economics and Business Administration  
(SNF), Center for Strategy and Management, 1998 - 2001

Associate Professor  
NHH Norwegian School of Economics,  
Department of Strategy and Management, 1994 - 2000

Research Fellow  
Norwegian Research Centre in Organization and Management,  
1991 – 1993

Research Fellow  
Institute for Research in Economics and Business Administration  
(SNF), 1989 - 1991

Assistant Professor  
NHH Norwegian School of Economics, 1987-1988

Research Scholar  
NHH Norwegian School of Economics, 1986-1987, 1988-1989

Research Associate  
Center for Applied Research, NHH Norwegian School of Economics,  
1985-1986

Research Assistant  
NHH Norwegian School of Economics, 1983-1985

**Visits at foreign Universities**

Visiting Professor  
School of Marketing, University of South Australia, Adelaide,  
Australia, November 2001 – February 2002

Visiting Scholar  
Curtis L. Carlson School of Management, University of Minnesota,  
Minneapolis, USA, August 1988 – April 1989

**Education**

Dr. oecon. (Ph.D.), NHH Norwegian School of Economics, 1988

M.Sc. (Høyere avdelings siviløkonomeksamen),  
NHH Norwegian School of Economics, 1986

Master of Business Administration (Siviløkonom),  
NHH Norwegian School of Economics, 1982

**Publications***Articles in refereed journals*

Cassia, F., Haugland, S. A., & Magno, F. (2021). Fairness and behavioral intentions in discrete B2B transactions: A study of small business firms. *Journal of Business and Industrial Marketing*, DOI: 10.1108/JBIM-12-2019-0538.

Rokkan, A.I., & Haugland, S. A. (2021). A transaction cost approach for public procurement. *Journal of Business and Industrial Marketing*, DOI: 10.1108/JBIM-09-2019-0393.

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

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

Qiu, X., & Haugland, S. A. (2019). The role of regulatory focus and trustworthiness in knowledge transfer and leakage in alliances. *Industrial Marketing Management*, Vol. 83, 162-173.

Aastad, J., Ness, H., Haugland, S. A., & Kvitastein, O. A. (2018). Imitation strategies and interfirm networks in the tourism industry: A structure-agency approach. *Journal of Destination Marketing & Management*, Vol. 9, 166-174.

Xie, C., & Haugland, S. A. (2016). Formation of reputation in business markets. *Journal of Business-to-Business Marketing*, Vol. 23(1), 25-45.

Aarstad, J., Ness, H., & Haugland, S. A. (2015). Network position and firms' co-branding practice. *Journal of Business Research*, Vol. 68(8), 1667-1677.

- Sande, J. B., & Haugland, S. A. (2015). Strategic performance effects of misaligned formal contracting: The mediating role of relational contracting. *International Journal of Research in Marketing*, Vol. 32(2), 187-194.
- Aarstad, J., Ness, H., & Haugland, S. A. (2015). Innovation, uncertainty, and inter-firm shortcut ties in a tourism context. *Tourism Management*, Vol. 48, 354-361.
- Ness, H., Aarstad, J., Haugland, S. A., & Grønseth, B. O. (2014). Destination Development: The Role of Inter-Destination Bridge Ties. *Journal of Travel Research*, Vol. 53(2), 183-195.
- Svendsen, M. F., & Haugland, S. A. (2011). Host Country Institutional Pressures and Cross-Border Relationship Governance. *International Business Review*, Vol. 20, 324-337.
- Svendsen, M. F., Haugland, S. A., Grønhaug, K., & Hammervoll, T. (2011). Marketing Strategy and Customer Involvement in Product Development. *European Journal of Marketing*, Vol. 45(4), 513-530.
- Haugland, S. A., Ness, H., Grønseth, B. O., & Aarstad, J. (2011). Development of Tourism Destinations: An Integrated and Multilevel Perspective. *Annals of Tourism Research*, Vol. 38(1), 268-290.
- Hillestad, T., Xie, C., & Haugland, S. A. (2010). Innovative Corporate Social Responsibility: The Founder's Role in Creating a Trustworthy Corporate Brand Through 'Green Innovation'. *Journal of Product and Brand Management*, Vol. 19(6), 440-451.
- Aarstad, J., Haugland, S. A., & Greve, A. (2010). Performance Spill-Over Effects in Entrepreneurial Networks: Assessing a Dyadic Theory of Social Capital. *Entrepreneurship: Theory & Practice*, Vol. 34(5), 1003-1019.
- Haugland, S. A. (2010). The Integration-Responsiveness Framework and Subsidiary Management: A Commentary. *Journal of Business Research*, Vol. 63, 94-96.
- Gulbrandsen, B., Sandvik, K., & Haugland, S. A. (2009). Antecedents of Vertical Integration: Transaction Cost Economics and Resource-Based Explanations. *Journal of Purchasing and Supply Management*, Vol. 18, 89-102.
- Dahlstrom, R., Haugland, S. A., Nygaard, A., & Rokkan, A. I. (2009). Governance Structures in the Hotel Industry. *Journal of Business Research*, Vol. 62, 841-847.
- Lunnan, R., & Haugland S. A. (2008). Predicting and Measuring Alliance Performance: A Multidimensional Analysis. *Strategic Management Journal*, Vol. 29, 545-556.
- Flygansvær, B. M., Gadde, L. E., & Haugland, S. A. (2008). Coordinated Action in Reverse Distribution Systems. *International Journal of Physical Distribution & Logistics Management*, Vol. 38, 5-20.
- Haugland, S. A., Myrtveit, I., & Nygaard, A. (2007). Market Orientation and Performance in the Service Industry: A Data Envelopment Analysis. *Journal of Business Research*, Vol. 60, 1191-1197.

- Ness, H., & Haugland, S. A. (2005). The Evolution of Governance Mechanisms and Negotiation Strategies in Fixed-Duration Inter-Firm Relationships. *Journal of Business Research*, Vol. 58, 1226-1239.
- Olsen, B. E., Haugland, S. A., Karlsen, E., & Husøy, G. (2005). Governance of Complex Procurements in the Oil and Gas Industry. *Journal of Purchasing and Supply Management*, Vol. 11, 1-13.
- Buvik, A., & Haugland, S. A. (2005). Allocation of Specific Assets, Relationship Duration, and Contractual Safeguarding. *Scandinavian Journal of Management*, Vol. 21, 41-60.
- Grønhaug, K., & Haugland, S. A. (2005). A Transaction Cost Approach to a Paradox in International Marketing. *Scandinavian Journal of Management*, Vol. 21, 61-76.
- Vaaland, T. I., Haugland, S. A., & Purchase, S. (2004). Why do Business Partners Divorce? *Journal of Business-to-Business Marketing*, Vol. 11, 1-19.
- Supphellen, M., Haugland, S. A., & Korneliussen, T. (2002). SMBs in Search of International Strategic Alliances: Perceived Importance of Personal Information Sources. *Journal of Business Research*, Vol. 55, 785-795.
- Rokkan, A. I., & Haugland, S. A. (2002). Developing Relational Exchange: Effectiveness and Power. *European Journal of Marketing*, Vol. 36(1/2), 211-230.
- Nygaard, A., Haugland, S. A., & Rokkan, A. I. (2002). The Structural Development within the Norwegian Hotel Industry: A Preliminary Empirical Analysis of Agency Costs and Scale Economies (in Norwegian: Strukturell utvikling i norsk hotellvirksomhet: en preliminær empirisk analyse av agentkostander og skalafortrinn). *BETA*, 2002(2), 62-69.
- Haugland, S. A. (1999). Factors Influencing the Duration of International Buyer-Seller Relationships. *Journal of Business Research*, Vol. 46(3), 273-280.
- Haugland, S. A. (1998). The Cultural Dimension of International Buyer-Seller Relationships. *Journal of Business-to-Business Marketing*, Vol. 4(4), 3-33.
- Reprinted in:  
Kotabe, M., & Mol, M. J. (eds.), *Global Supply Chain Management*, Vol. II, Edward Elgar Publishing, 2006, 254-284.
- Haugland, S. A., & Grønhaug, K. (1996). Cooperative Relationships in Competitive Markets. *Journal of Socio-Economics*, Vol. 25(3), 359-371.
- Haugland, S. A., & Reve, T. (1994). Price, Authority and Trust in International Distribution Channel Relationships. *Scandinavian Journal of Management*, Vol. 10(3), 225-244.
- Grønner, B., & Haugland, S. A. (1994). A Contractual Perspective on Organization and Governance (in Norwegian: Et kontrakteteoretisk perspektiv på organisering og styring). *BETA*, 1994(2), 11-20.

Haugland, S. A., & Reve, T. (1993). Relational Contracting and Distribution Channel Cohesion. *Journal of Marketing Channels*, Vol. 2(3), 27-60.

Haugland, S. A., & Grønhaug, K. (1988). Quality Perceptions in International Distribution Channels. *The Finnish Journal of Business Economics*, 1988(2), 107-115.

### ***Essays in books***

Haugland, S. A. (2019). The governance perspective in interorganizational research. In Benito, G. R. G., & Lunnan, R. (eds.) *Voyages of a scholar: Navigating companies, channels, and clusters - A tribute to Torger Reve*, Fagbokforlaget, 79-94.

Qiu, X., & Haugland, S. A. (2018). Micro-foundation thinking in alliance learning: Role of boundary spanners' theory of mind. In Zhang, M. (ed.) *Trust Building and Boundary Spanning in Cross-border Management*, *Routledge Studies in Trust Research*, Routledge Taylor & Francis Group, 135-156.

Aarstad, J., Ness, H., & Haugland, S. A. (2015). Destination Evolution and Network Dynamics: New Research Agendas. In Chambers, D., & Rakic, T. (eds.) *Tourism Research Frontiers: Beyond the Boundaries of Knowledge*, *Tourism Social Science Series*, Vol. 20, Emerald Group Publishing Ltd., 141-164.

Haugland, S. A. (2014). Value Chain Decisions (in Norwegian: Verdikjedebeslutninger). In Supphellen, M., Thorbjørnsen, H., & Troye, S. V. (eds.) *Markedsføring: Verdibasert forventningsledelse*, Fagbokforlaget, 489-512.

Svendsen, M. F., & Haugland, S. A. (2006). Internationalization and Business-to-Business Cooperation in the Wood Products Industry. In Asche, F. (ed.) *Primary Industries Facing Global Markets*, Norwegian University Press.

Ness, H., & Haugland, S. A. (2002). Chain Organization and Chain Power in Grocery Retailing: A Comparative Study of Norway, Great Britain and Switzerland (in Norwegian: Kjedeorganisering og kjedemakt i dagligvarehandelen: En sammenligning av Norge, Storbritannia og Sveits). In Rommetvedt, H. (ed.) *Matmakt: Politikk, forhandling og marked*, Fagbokforlaget, 253-272.

Lunnan, R., & Haugland, S. A. (1996). Core Competencies in a Network Organization. In Falkenberg, J., & Haugland, S. A. (eds.) *Rethinking the Boundaries of Strategy*, Copenhagen Business School Press.

Haugland, S. A., & Grønhaug, K. (1995). Authority and Trust in Network Relationships. In Håkanson, H., & Snehotka, I. (eds.) *Developing Relationships in Business Networks*, Routledge.

### ***Books***

Haugland, S. A. (2004). *Cooperation, Alliances and Networks*, second edition (in Norwegian: *Samarbeid, allianser og nettverk*). Oslo, Norway: Norwegian University Press.

Reve, T., Haugland, S. A., & Grønhaug, K. (1995). *The International Competitiveness of Firms* (in Norwegian: *Internasjonalt konkurransedyktige bedrifter*). Oslo, Norway: Tano-Aschehoug.

Falkenberg, J., & Haugland, S. A. (eds.) (1996). *Rethinking the Boundaries of Strategy*. Copenhagen, Denmark: Copenhagen Business School Press.

### ***Dissertation***

Haugland, S. A. (1988). Relational Contracting in Distribution Channels (in Norwegian: Relasjonskontrakter i distribusjonskanaler), (247 p.).

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

### ***Principal supervisor***

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

### ***Co-supervisor***

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

**Evaluation of PhD dissertations** (degree institution and degree year in parantheses)

- Rebecca Glavee-Geo (Molde University College, 2020)
- Mariia Koval (BI Norwegian Business School, 2018)
- Xiaobei Wang (BI Norwegian Business School, 2016)
- Renger Philemon Kanani (Molde University College, 2016)
- Jakob Utgård (BI Norwegian Business School, 2015)
- Emmanuel Chao (School of Business and Law, University of Agder, 2014)

- Thusitha S. L. W. Gunawardana (Nord University Business School, 2013)
- Ove Oklevik (NHH Norwegian School of Economics, 2011)
- Tor Helge Aas (NHH Norwegian School of Economics, 2010)
- Umar Burki (Molde University College, 2009)
- Tobias Johansson (Göteborg University, 2006)
- Tore Mysen (BI Norwegian Business School, 2005)
- Tor Korneliussen (Nord University Business School, 2005)
- Lars Esbjerg (Aarhus School of Business, 2004)
- Arne Morten Ulvnes (BI Norwegian Business School, 2004)
- Eivind Farstad (NHH Norwegian School of Economics, 2003)
- Johannes Liebach Lüneborg (Aarhus University, 2002)
- Frode Nilssen (UiT The Arctic University of Norway, 2002)
- Terje I. Våland (BI Norwegian Business School, 2002)
- Harald Biong (NHH Norwegian School of Economics, 1999)
- Esa Matikainen (Helsinki School of Economics and Business Administration, 1998)
- Øystein Jensen, (Aarhus School of Business, 1998)

#### **Editorial review board**

- Associate Editor, Journal of Business Research, 2016 -