

CURRICULUM VITAE

HELGE THORBJØRNSEN

25.10.1975

EDUCATION

- 2001-2003** **NHH - Norwegian School of Economics, Department of Strategy and Management**
Dr.Oecon
- 1999-2000** **NHH - Norwegian School of Economics, Department of Strategy and Management**
Cand.Merc. in Marketing ("Høyere Andeling"/Master of Science)
- 1994-1998** **University of Bergen, Faculty of Social Sciences**
Cand.mag. (Economics, Comparative politics, Statistics)

EMPLOYMENT

- **Norwegian School of Economics**
 - Vice Rector for Research 01.08.2013 – 01.01.2018
 - Dean of Doctoral Program 01.08.2011 – 01.01.2018

- **Norwegian School of Economics, Department of Strategy and Management**
 - Professor 15.09.2008 ->
 - Associate Professor 01.06.2006 – 15.09.2008
 - Post doctor 01.01.2005 – 01.06.2006
 - Associate Professor 01.06.2003 – 01.01.2005
 - Research Scholar 01.06.2000 – 01.06.2003

- **SNF AS – Center for Applied Research at NHH**
 - Research Director
“Service Innovation and Brand Management” 01.08.2008 ->
 - Research Associate 01.02.1999 ->

■ **The National Research School in Business Economics and Administration**

- Director 01.01.2012 – 01.10.2013

BOARD MEMBERSHIPS AND CONSULTANCY

■ **SIXTY AS**

Tech/media company, Bergen

- Chairman and Partner 01.08.2002 -08.10.2020

■ **Brand Cognition AS**

Management Consulting, Oslo

- Chairman and Partner 01.06.2003 ->

■ **SNF Foundation**

Stiftelsen for Samfunns- og Næringslivsforskning

- Chairman 03.09.2015 -30.06.2021

■ **SNF AS – Center for Applied Research at NHH**

- Chairman 01.08. 2017 ->

■ **EASE LIVE Holding**

Media-tech

- Board member 01.04.2021 ->

■ **VIS – Vestlandets Innovasjonsselskap (former: BTO)**

- Board Member 15.12.2016 ->

■ **Colonialen AS**

- Board Member 01.01.2018 ->

■ **Media City Bergen AS**

- Board Member 15.04.2015-01.01.2017

■ **Proaktiv Gruppen AS**

- Board Member 01.02.2015 ->

■ **Kamikaze Media AS**

Design/Web Agency, Bergen

- Board Member 01.01.2008-15.10.2012

■ **Studia AS**

University Bookstores, Bergen

- Board Member

01.06.07 – 01.06.09

■ **Turboproduksjoner AS**

Production Company, Performing Arts/Theater

- Chairman

01.03.03 - 31.12.06

PUBLICATIONS

■ **INTERNATIONAL JOURNAL ARTICLES**

Nødvedt, K., Sjøstad, H., Skard, S.R., Thorbjørnsen, H. and Van Bavel, J.J. (2021). Racial bias in the sharing economy and the role of trust and self-congruence. *Journal of Experimental Psychology: Applied*. Advance online publication. <https://doi.org/10.1037/xap0000355>

Skard, S., Knudsen, E.S., Sjøstad, H., and Thorbjørnsen, H. (2021): How virtual reality influences travel intentions: The role of mental imagery and happiness forecasting, *Tourism Management*, Volume 87. <https://doi.org/10.1016/j.tourman.2021.104360>

Dahlén, M., Karsberg, J., Sagfossen, S., Thorbjørnsen, H. and Lange, F. (2020): “Advertising «On the Go»: Are Consumers In Motion More Influenced by Ads”, *Journal of Advertising Research*, Vol. 60(4), December.

Kristensson, P., Pedersen, P.E. and Thorbjørnsen, H. (2020): New Perspectives on Consumer Adoption and Diffusion of Innovations, *Journal of Business Research*, Vol.116.

Dahlén, M., Rosengren, S., Colliander, J., Gemvik, A., Thorwid, C., and Thorbjørnsen, H. (2020): “We love what we do”: Exploring the effects of Communicating Passion in Advertising”, *Journal of Advertising Research*, Vol. 60(1). *Winner of Douglas C. West Advertising Creative Article 2020.*

Thorbjørnsen, H., Dahlén, M. and Lange, F. (2020): “Tomorrow never dies: Preadvertised Sequels Boost Movie Satisfaction and WOM”, *International Journal of Advertising*, Vol.39(3).

Ketelaar, P.E., van't Riet, J., Thorbjørnsen, H, and Buijzen, M (2018). "Positive Uncertainty: The Benefit of the Doubt in Advertising", *International Journal of Advertising*, Vol.37(2).

Skard, S.E. and Thorbjørnsen, H. (2017), "Closed-Ended and Open-Ended fit articulation: Communication Strategies for Incongruent Sponsorships", *European Journal of Marketing*, Vol. 51 (7/8).

Thorbjørnsen, H., Dahlén, M. and Lee, Y.H. (2016), "The Effect of New Product Preannouncements on the Evaluation of Other Brand Products", *Journal of Product Innovation Management*, Vol. 33(3).

Skard, S.E., Nysveen, H. and Thorbjørnsen, H. (2016). "Influences of Perceived E-Service Risks: The Moderating Role of Perceived Benefits", *e-Service Journal*, 10(1)

Thorbjørnsen, H. Ketelaar, P., van't Riet, J. and Dahlén, M (2015), "How Do Teaser Advertisements Boost Word-of-Mouth about New Products? ", *Journal of Advertising Research*, 55(1)

Ketelaar, P.E., König, R., Smit, E.G. and Thorbjørnsen, H. (2015), «In Ads We Trust. Religiousness as a Predictor of Advertising Trustworthiness and Avoidance», *Journal of Consumer Marketing*, 32(3).

Skard, S. and Thorbjørnsen H. (2014), "Is Publicity Always Better Than Advertising? The Role of Brand Reputation in Communicating Corporate Social Responsibility", *Journal of Business Ethics*, 124(1).

Dahlén, M., Thorbjørnsen, H., Hansen, H., Linander, J. and Thunell, C. (2013), "What Will 'They' Think? Marketing Leakage to Undesired Audiences and the Third Person Effect", *European Journal of Marketing*, Vol 47 (11).

Nysveen, H., Pedersen, P.E. and Thorbjørnsen H. (2012), "Consumer Reactions to New Service Value Propositions", *Scandinavian Journal of Business Research. Beta*. 02/12.

Thorbjørnsen, H. and Dahlén, M. (2011). "Customer Reactions to Acquirer-Dominant Mergers & Acquisitions", *International Journal of Research in Marketing (IJRM)*, Vol. 28(4).

Dahlén, M., Thorbjørnsen, H. and Sjödin, H (2011). "A Taste of Nextopia: Does the Next Product Affect our Preferences Today?", *Journal of Advertising*, Vol.40(4).

Thorbjørnsen, H. and Supphellen, M. (2011): "Determinants of Core Value Behavior in Service Brands", *Journal of Services Marketing*, Vol 25(1).

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2009): "Categorizing Networked Services: The Role of Intrinsic-, User Network-, and Complement Network Attributes", *European Journal of Marketing*, Vol 43 (2/3).

Breivik, E and Thorbjørnsen, H (2008). "Consumer-Brand Relationships: An Investigation of Two Alternative Models", *Journal of the Academy of Marketing Science*, Vol. 36(4).

White, T.B., Zahay, D., Thorbjørnsen, H. and Shavitt, S. (2008). "The Role of Personalization in Increasing the Response Rate of Email Solicitations", *Marketing Letters*, Vol 19.

Thorbjørnsen, H (2008): "Personalization overload", *European Business Forum*, Vol. 32.

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2007). "This is Who I am: Identity Expressiveness and the Theory of Planned Behavior". *Psychology and Marketing*, Vol.24(9).

Nysveen, H., Pedersen, P.E. and Thorbjørnsen, H. (2005): "Intention to Use Mobile Services: Antecedents and Cross-Service Comparisons", *Journal of the Academy of Marketing Science*, Vol.33(3).

Nysveen, H. Thorbjørnsen, H, and Pedersen, P.E. (2005). "Competitive Advantages for Broadcast Companies: Effect of WebTV Channel Addition on Consumer-Brand Relationships", *International Journal on Media Management*, Vol.7(3).

Thorbjørnsen, H. (2005). "Brand Extensions: Brand Concept Congruency and Feedback Effects Revisited", *Journal of Product and Brand Management*. Vol.14(4).

Nysveen, H, Pedersen, P.E and Thorbjørnsen, H. (2005). "Explaining Intention to Use Mobile Chat Services: Moderating Effects of Gender", *Journal of Consumer Marketing*, Vol. 22(5).

Jakubanecs, A, Supphellen, M. and Thorbjørnsen, H. (2005), "Slavic Brothers or Rivals? Effects of Consumer Ethnocentrism on the Trade Between The Ukraine and Russia", *Journal of East-West Business*, Vol. 10(4).

Nysveen, H., Pedersen, P.E., Thorbjørnsen, H. and Berthon, P. (2005):
"Mobilizing the Brand: The Effects of Mobile Services on Brand
Relationships and Main Channel Use", *Journal of Services Research*, Vol 7(3).

Thorbjørnsen, H. and Supphellen M. (2004). "The Impact of Brand
Loyalty on Website usage", *Journal of Brand Management*, Vol.11(3).

Thorbjørnsen, H. (2004). "Consumer Research Online: Theoretical and
Methodological Challenges". *Scandinavian Journal of Business Research, Beta*, Vol.18(2).

Thorbjørnsen, H., Supphellen, M., Nysveen, H. and Pedersen, P.E. (2002)
"Building Brand Relationships Online: A Comparison of Two
Interactive Applications", *Journal of Interactive Marketing*, Vol.16(3).

■ INTERNATIONAL BOOK CHAPTERS

Thorbjørnsen, H. (2017): "Launching Innovations", in *Innovating for Trust*, (red.
Lüders, Andreassen, Clatworthy and Hillestad), Edward Elgar Publishing, UK.

Kristensson, P., Nysveen, H. and Thorbjørnsen, H. (2017): "Why Consumers do
and do not switch", in *Innovating for Trust*, (red. Lüders, Andreassen, Clatworthy
and Hillestad), Edward Elgar Publishing, UK.

Thorbjørnsen, H. and Nysveen, H (2005): "Mobile Channel Additions vs.
Internet-Based Channel Additions: Effects on Brand Usage and Consumer-Brand
Relationships" i *Mobile Communications: Renegotiation of the Social Sphere*
(red. Ling, R. og Pedersen, P.E.), Springer-Verlag, London.

■ NORWEGIAN BOOKS, JOURNAL ARTICLES AND BOOK CHAPTERS

Dahlén, M. and Thorbjørnsen, H. (2021). "Tallskalle", Vigmostad og Bjørke,
Bergen.

Sjåstad, H. and Thorbjørnsen, H. (2018). «Når Selvkontrollen Sviker: Kan Dulting
Bidra til Varig Atferdsendring», *Magma*, No.8, Fagbokforlaget, Bergen.

Skard, S., Løvlie, L. og Thorbjørnsen, H. (2018). «Dulting og Tjenestedesign:
Dulting for økt Produktivitet gjennom Kundereisen», *Magma*, No.8, Fagbokforlaget,
Bergen.

- Thorbjørnsen, H. (2015). "Kunden som verdiskaper", *Magma, No.4., Fagbokforlaget, Bergen*
- Supphellen, M., Thorbjørnsen, H. and Troye, S. (eds.) (2014). "Markedsføring. Verdibasert Forventningsledelse», *Fagbokforlaget, Bergen.*
- Nysveen, H., Pedersen, P.E. and Thorbjørnsen H. (2012). "Samskaping og Innovasjon", *Magma, No.3, Fagbokforlaget, Bergen.*
- Nysveen, H., Pedersen, P.E., Skard, S. and Thorbjørnsen H. (2012), "Innovasjon i Merkeopplevelsen", *Magma, No.3, Fagbokforlaget, Bergen.*
- Thorbjørnsen, H. (2011). "Fusjoner og Oppkjøp. Hva med Kunden da?", *Magma, No.4., Fagbokforlaget, Bergen.*
- Gressgård, L.J, Methlie, L.B., Nysveen, H., Pedersen, P.E. and Thorbjørnsen, H. (2005): "Hvordan påvirker valg av Forretningsmodell opplevd Kunde verdi i Mobile Tjenester?", *Magma, Fagbokforlaget, Bergen*
- Thorbjørnsen, H. og Breivik, E. (2004). "Merke-Person Relasjoner. (Enda) Et Nytt Perspektiv Innen Merkevarerledelse ?" i *Perspektiver på Merkevarerledelse, L.E.Hem og N.Iversen (red.). Fagbokforlaget, Bergen.*
- Nysveen, H., Pedersen, P.E. og Thorbjørnsen, H. (2003). "Using SMS Channel Additions to Strengthen Brand Relationships and Main Channel Use", *SNF-Bulletin, Vol.15.(4).*
- Thorbjørnsen, H. og Breivik, E. (2002). "Merke-Person Relasjoner. (Enda) Et Nytt Perspektiv Innen Merkevarerledelse ?", *Magma, Nr.2, Fagbokforlaget, Bergen.*
- Nysveen, H. og Thorbjørnsen, H. (2001). "Ny kundeatferd og Nye Kunderelasjoner via Internett", i *Fra Summetone til Informasjonsportal. SNF Årbok 2001, Svein Ulseth (red.), Fagbokforlaget, Bergen.*
- Thorbjørnsen, H. (2000): "Styrking av Merkerelasjoner via Internett", *Magma, Nr.3, Fagbokforlaget, Bergen.*

■ SELECTED RESEARCH REPORTS

Gabrielsen, T. et al. (2015). Konkurransmessige virkninger av noen utvalgte NRK-tjenester. SNF Rapport 02/15. *Samfunns og Næringslivsforskning AS (SNF), Bergen*

Pedersen, P.E., Methlie, L.B., Gressgård, L., Nysveen, H. and Thorbjørnsen, H. (2005). An Exploratory Study of the Relationships Between Mobile Data Services Business Models and Consumer Value. SNF-Rapport 13/05, *Samfunns og Næringslivsforskning AS (SNF), Bergen*

Nysveen, H., Thorbjørnsen, H. and Pedersen, P.E. (2003). Effects of WebTV on Consumer-Brand Relationships, SNF-working paper 45/03, *Samfunns og Næringslivsforskning AS (SNF), Bergen*

Nysveen, H., Pedersen, P.E. and Thorbjørnsen, H. (2003). Using mobile services to strengthen brand relationships: The effects of SMS and MMS channel additions on brand knowledge, satisfaction, loyalty and main channel use. *SNF-rapport 22/03. Samfunns og Næringslivsforskning AS (SNF), Bergen*

Pedersen, P.E., Nysveen, H. and Thorbjørnsen, H. (2003). Identity expression in the adoption of mobile services: The case of multimedia messaging services. *SNF Working Paper No. 26/03. Samfunns og Næringslivsforskning AS (SNF), Bergen*

Pedersen, P.E., Nysveen, H. and Thorbjørnsen, H. (2002): The Adoption of Mobile Services: A Cross Service Study, *Rapport 31/02, Samfunns og Næringslivsforskning AS (SNF), Bergen*

Fernström, G., Hellman, P., Lexhagen, M., Lindqvist, L.J., Nysveen, H., Pedersen, P.E. and Thorbjørnsen, H. (2002). Kan turistnäringen bygga varumärkesrelationer Via Internet ? *Rapport R 2002:8, European Tourism Research Institute, Östersund, Sweden*

Nysveen, H., Pedersen, P.E and Thorbjørnsen, H. (2001): ”Merkerelasjoner via Internett. En sammenlikning av statisk nettsted, nettsted med kundefelleskap og Personalisert nettsted som applikasjoner for å bygge merkerelasjoner via Internett”, *Rapport 12/01, Samfunns og Næringslivsforskning AS (SNF), Bergen*

Nysveen, H. Pedersen, P.E and Thorbjørnsen, H. (2000): ”Hvordan kan reiselivsbedrifter bygge merkerelasjoner via Internett”, *Rapport 37/00, Samfunns og Næringslivsforskning AS (SNF), Bergen*

Methlie, L., Nysveen, H. and Thorbjørnsen, H. (1999):”Implikasjoner av interaktive multimedier for kommunikasjon og distribusjon i reiselivsnæringen. Teoretiske rammeverk, *Rapport 48/99, Samfunns og Næringslivsforskning AS (SNF), Bergen*

■ SELECTED CONFERENCE PAPERS / PROCEEDINGS

Nødvedt et al, (2018), “Biased Sharing: Racial Discrimination on Peer-to-peer platforms”, *Frontiers in Service*, Austin, Texas, June.

Skard, S.E et al (2017), “Virtual Reality (VR) effects in the travel industry”, *Frontiers in Service*, New York, June.

Jakubanecs, A. et al. (2017), “Effects of Return on Time (RoT) on Adoption of Services: The Moderating Role of Need for Cognition”, *Frontiers in Service*, New York, June.

Sjåstad, H. and Thorbjørnsen, H. (2016), “Nudging in Services: How to boost Pension Saving”, *Frontiers in Service*, Bergen, June.

Dahlén, M., Kirmani, A., Rosengren, S. Smit, E. and Thorbjørnsen, H. (2012), “I’m Smart Enough to Not Want It”: Underestimating Consumers Intelligence in Advertising Signals Less Customer Care, *ICORLA, The 11th International Conference in Research in Advertising, Stockholm, June 28-30.*

Thorbjørnsen, H., Dahlén, M. and Omland, A.L. (2012), “Nextopia Does Not Fade: The Enduring Effect of Prelaunch Advertising”, *EMAC, Lisbon, May 22-25.*

Skard, S. and Thorbjørnsen, H. (2011). “Leveraging Social Sponsorships. The Moderating Role of Brand Reputation”, *Johan Arndt Konferansen, Bergen, June.*

Pedersen, P.E., Nysveen H. and Thorbjørnsen, H. (2010). “Identifying the Moderators of Choice Overload: Theory and Research Design”, *Johan Arndt Konferansen, Honefoss, June*

Pedersen P.E., Thorbjørnsen, H., Bogen, T., and Tollefsen, H. (2010). ”Consumer Reactions to Contract Periods in Telecommunication Services”, *Johan Arndt Konferansen, Honefoss, June.*

Thorbjørnsen, H. and Dahlén, M (2010). “Reconsidering the Present Bias: Consumers Unrealistic Optimism About Future Products”, *Fibe 2010, Bergen.* (Best paper award)

Thorbjørnsen, H and Breivik, E. (2009): “Conceptualizing and Testing Consumer-Brand Relationship Models”, *Fibe, 2009, Bergen*

White, T.B, Zahay D., Thorbjørnsen, H. and Shavitt, S. (2007): ”We know where you live”: Personalization Reactance in Email Solicitations”, *World Marketing Conference in Verona, Italia., Juli 2007.*

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2007). “The Relationship Between Mobile Service Attributes and Customer Value”, *Johan Arndt-konferansen, Handelshøyskolen BI, Oslo.*

Thorbjørnsen, H., Pedersen, P.E. and Nysveen, H. (2007). "This is Who I am: Identity Expressiveness and the Theory of Planned Behavior". *Fibe 2007, Bergen*.

Thorbjørnsen, H. and Herbjørn, H. (2004). "Effects of SMS and Web-TV channel additions on Brand Usage: The Role of Consumer-Brand Relationship Ties and Channel Characteristics", *Nordic ICT Workshop, Helsinki, 19.-20. Aug, 2004*.

White, T.B, Zahay D., Thorbjørnsen, H. and Shavitt, S. (2004). "Beyond Permission Marketing: Improving E-mail Response Rate with Appropriate Personalization.", *16th Annual, Direct Marketing Educational Foundation Robert B. Clarke Educator's Conference, April 17, 2004*

Zahay, D., Thorbjørnsen, H. and White, T.B. (2003). "The Role of Personalization in Increasing the Response Rate of Email Solicitations", *World Marketing Conference in Perth, Australia., June 2003*.

Thorbjørnsen, H, Breivik, E. and Supphellen, M. (2002). "Consumer-Brand Relationships. A Test of Alternative Models", *AMA Conference Proceedings of the American Marketing Association Winter Educators' Conference in Austin, Texas. Vol. 13*.

Pedersen, P.E, Methlie, L.B. and Thorbjørnsen, H. (2002). Understanding mobile commerce end-user adoption: A Triangulation perspective and suggestions for an exploratory service evaluation framework. *Proceedings of HICSS-35, Hawaii, US, Jan 7-10, 2002*.

■ **Doctoral Dissertation**

Thorbjørnsen, H. (2003): Building Brand Relationships Online: The Role of Interactivity, Relationship Motives and Internet Experience. *Doctoral Dissertation, Norwegian School of Economics and Business Administration, Bergen, Norway*.

■ **Awards**

Johan Arndts Pris for Fremragende Markedspublikasjon, 2011
FIBE-prisen 2010, Cappelen Akademisk Forlag
Johan Arndts Pris for Fremragende Markedspublikasjon, 2008
Johan Arndts Pris for Fremragende Markedspublikasjon, 2005
Teaching Award, Department of Strategy and Management, NHH, 2004
Research endowment, Accenture Research Fund, 2002

- **Links**

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