

# CV

**Name** Sigurd Villads Troye

**Date of Birth** 110748

**Affiliation** SOL, Norwegian School of Economics and Business Administration

**Position** Professor (since 1988)

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**Education**

Sivil.økon	1974	Norwegian School of Economics and Bus.Adm
Siv.øk HAS	1977	-“-
Ph.d	1983	University of Illinois at Urbana/Champaign

**Dissertation** Evoked Set Formation from the Perspective of Decision Making as an Instance of Categorization (supervisor Jagdish N.Sheth)

**Research interests**

1. The intersection of philosophy of science and methodology
2. services marketing
3. consumer behaviour
4. satisfaction – quality - complaint
5. coproduction: the role of the customer in the value-chain
6. value-based marketing

**Chairman of ph.d dissertations (1986-present)** Ove Jacobsen, Fred Selnes, Ingeborg A.Kleppe, Morten Heide, Ulf H. Olsson, Inge-Jan Henjesand, Einar Breivik, Alhassan Abdul-Muhmin, Ole Skalpe, Herbjørn Nysveen, Torvald Øgaard, Eivind Farstad, Even Lanseng, Bendik Samuelsen, Chunyan Xie, Marit Gundersen Engeset, Cathrine von Ibenfeldt Trelease, Burak Tunca, Jie Zhang ,Van Thao (Natalie) Nguyen Truong

**Awards** Shell Research Award (with Inge Jan Henjesand and Einar Breivik) 1999  
Johan Arndt prisen (with Magne Supphellen) 2013  
Publication Award, NHH (with Magne Supphellen) 2012

**Adjunct positions** NIM, Norwegian Institute of Marketing (1989-1990)  
Norwegian School of Hotel Management (1990-1992)  
Norwegian Agricultural University (1992- 1995)  
BI, Norwegian School of Management (1997-2003)  
University of Agder (2007-2013)

**Visiting positions** Texas Tech University (1989, 2005-2006),  
Emory University (1996-7)

**Some publications (excluding Norwegian articles, research reports, and conference papers)**

**Books;**

1. Troye, Sigurd V. (1990/1993) *Markedsføring: Styring av kvalitet* (Marketing: Managing Quality), Oslo: Universitetsforlaget (250 pages)
2. Troye, Sigurd V. (1994) *Teori- og forskningsevaluering: Et kritisk realistisk perspektiv* (Theory- and research evaluation: A critical realist perspective), Oslo: TANO (360 pages)
3. Troye, Sigurd V. (1996) *Markedsorientering av servicebedrifter: Med fokus på reiselivet* (Market orientation of service firms with a focus on the tourism industry), Oslo: TANO (200 pages)
4. Troye, Sigurd V. (1999) *Marketing: Forventninger, Tilfredshet, Kvalitet*, (Marketing: Expectations, Satisfaction, Quality). Bergen: Fagbokforlaget, 550 pages)
5. Supphellen, Magne; Thorbjørnsen, Helge and Troye, Sigurd V. (2015) *Markedsføring: Verdibasert forventningsledelse* (Marketing: Value-based Expectation Management), Bergen: Fagbokforlaget (600 pages)

**Book chapters**

6. Troye, Sigurd V. (1984) Situationist theory and consumer behaviour. *Research in Consumer Behavior*, Jagdish N. Sheth (editor), Greenwich, Ct: JAI Press, Inc.
7. Troye, Sigurd V. and Øgaard, Torvald (1999) The Many Effects of Service: An Empirical Study of Service and Product Quality in the Hospitality Industry, ) in *The Nordic School of Quality Management*, Edvardsson, Bo and Anders Gustafsson (eds), Lund: Studentlitteratur, 1999“
8. Troye, Sigurd V. and Howell, Roy D. (2003) Toward a New Understanding of Marketing: Gaps and Opportunities (with Roy D. Howell) (2003) *Rethinking Marketing: Developing a New Understanding of Markets*; Håkan Håkansson, Debbie Harrison, Alexandra Waluszewski (editors), John Wiley & Sons, Ltd
9. Troye, Sigurd V. (2012) Applying Hunt (1976) on Hunt’s Concept of True and False Theories, *Legends in Marketing: Marketing Theory: Philosophy of Science Controversies in Marketing*, SAGE Press
10. Troye, Sigurd V.; Supphellen, Magne; and Jacubaneccs, Alexander (2012) “The Consumer as a Co-Producer and Prosumer: Consumer Food Marketing” ). *Diversity in European Marketing*; Rudolph, Th., Schlegelmilch, B.B., Bauer, A., Franch, J., Meise, J.N. (Eds.); Wiesbaden: Gabler Verlag/Springer Fachmedien, pp. 179-192

**Articles**

11. Arndt, Johan, Grønhaug, Kjell and Troye, Sigurd V. (1980) Information exchange among scientists: A two-step sociometric study, *Sociology*, pp441-448
12. Selnes, Fred and Troye, Sigurd V. (1989) Buying expertise, information search, and problem solving, *Journal of Economic Psychology*, 10 (3), pp 411-428
13. Olsson, Ulf H.; Troye, Sigurd V. and Howell, Roy D. (1999) Theoretic Fit and Empirical Fit: The Performance of Maximum Likelihood versus Generalized Least Squares in Structural Equation Models, *Multivariate Behavioral Research*, 34, 1, 31-59, 1999
14. Olsson, Ulf H.; Tron Foss, Troye, Sigurd V. and Roy D. Howell (2000) The Performance of Maximum Likelihood, Generalized Least Squares and Weighted Least Squares Estimation in Structural Equation Modeling under Conditions of Misspecification and Non-normality, *Structural Equation Modeling*, 7 (4), pp 557-595
15. Olsson, Ulf H.; Foss, Trond and Troye, Sigurd V. (2003) Does the ADF fit function decrease when the kurtosis increases? *British Journal of Mathematical and Statistical Psychology*, November 56 (2), pp.289-303

16. Xie, Chunyan; Bagozzi, Richard and Troye, Sigurd V.(2008) Trying to prosume: Toward a theory of consumers as co-creators of value (2008) , *Journal of the Academy of Marketing Science (JAMS)*, 36, (1),pp.109-122.
17. Aarstad, Jarle.;Selart, Marcus and Troye, Sigurd V. (2011) Advice seeking network structures and the learning organization” (2011), *Problems and Perspectives in Management*, Volume (9),2
18. Troye, Sigurd V.; and Supphellen, Magne (2012) Consumer Participation in Co-Production: “I made it myself“ Effects on Consumers’ Evaluations of Brand, Outcome and Input Product” (2012) (with Magne Supphellen) , *Journal of Marketing*, 76 (2),pp. 33-46