

CURRICULUM VITAE

HELGE THORBJØRNSEN

25.10.1975

EDUCATION

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- 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. ("Høyere Avdeling"/Master of Science)*
- 1994-1998**      **University of Bergen, Faculty of Social Sciences**  
*Cand.mag. (Economics, Comparative politics, Statistics)*

EMPLOYMENT

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- **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  
“Innovation, Strategy and Marketing”        01.08.2008 ->
  - Research Associate                                01.02.1999 ->

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

- Director 01.01.2012 – 01.10.2013

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BOARD MEMBERSHIPS AND CONSULTANCY

- **FoodCapture AS**

*Med-tech start-up, Oslo*

- Chairman 01.06.2022 ->

- **Brand Cognition AS**

*Management Consulting, Oslo*

- Chairman and Partner 01.06.2003 ->

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

- Chairman 01.08. 2017 ->

- **EASE LIVE Holding**

*Media-tech*

- Board member 01.04.2021 ->

- **Norwegian Consumer Council (Forbrukerrådet)**

- Board Member 07.09.2022 ->

- **Colonialen AS**

- Board Member 01.01.2018 ->

- **AFF – Stiftelsen Administrativt Forskningsfond v/NHH**

- Board Member 01.08.2023 ->

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

- Board Member 01.08.2023 -> and  
15.12.2016 –19.04.2022

- **SIXTY AS**

*Tech/ media company, Bergen*

- Chairman and Partner 01.08.2002-08.10.2020

- **SNF Foundation**

*Stiftelsen for Samfunns- og Næringslivsforskning*

- Chairman 03.09.2015-30.06.2021

- **Media City Bergen AS**
  - Board Member 15.04.2015-01.01.2017
  
- **Proaktiv Gruppen AS**
  - Board Member 01.02.2015-01.01.2022
  
- **Kamikaze Media AS**

*Design/Web Agency, Bergen*

  - Board Member 01.01.2008-15.10.2012
  
- **Studia AS**

*University Bookstores, Bergen*

  - Board Member 01.06. 2007-01.06.2009
  
- **Turboproduksjoner AS**

*Production Company, Performing Arts/Theater*

  - Chairman 01.03.2003-31.12.2006

## PUBLICATIONS

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### ■ INTERNATIONAL JOURNAL ARTICLES

Colliander, J., Dahlen, M. and Thorbjørnsen, H. (2023): Do Customer Ratings Influence Consumers Who Already Experienced a Product? How Memory Reconstruction and Conformity can Reshape Product Evaluations and Perceptions, *Journal of Advertising Research*, 63(1).

Dahlen, M. and Thorbjørnsen H. (2022): Individuals' Assessments of Their Own Wellbeing, Subjective Welfare, and Good Life: Results From Four Exploratory Studies, *International Journal of Environmental Research and Public Health*, 19 (19).

Martuza, J.B., Skard, S.E., Løvlie, L. and Thorbjørnsen, H. (2022): Do Honesty-Nudges Really Work? A Large-Scale Experiment in an Insurance Context, *Journal of Consumer Behaviour*, 21(4).

Dahlen, M., Thorbjørnsen, H. (2022): An Infectious Silver Lining: Is There a Positive Relationship Between Recovering from a COVID Infection and Psychological Richness of Life?, *Frontiers in Psychology*, 13.

Dahlen, M., Thorbjørnsen, H., von Heideken, P., Hellström, C., Kerstis, B., Lindberg, D., Stier, J. and Elvén, M. (2022): The Comeback Effect: How Happy are People who have Recovered from a COVID-19 Infection? *International Journal of Wellbeing*, 12(2).

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*. 27(3)

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*, 87.

Dahlen, M. and Thorbjørnsen, H. (2021): The Boost Effect: Can a COVID-19 infection increase perceived meaning in life?, *Social Inquiry into Wellbeing*, 19(2).

Dahlen, M., Thorbjørnsen, H., Sjøstad, H., von Heideken, P., Hellström, C., Kerstis, B., Lindberg, D., Stier, J. and Elvén, M. (2021): Changes in Physical Activity are Associated with Corresponding Changes in Psychological Wellbeing: A Pandemic Case Study, *International Journal of Environmental Research and Public Health*, 18(20).

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., Konig, 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). "Getting too Personal: Reactance to Highly Personalized E-mail 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).

Jakubanečs, 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 BOOKS AND BOOK CHAPTERS

Dahlen, M. and Thorbjørnsen, H. (2023). "More Numbers Every Day", *Hachette Books, New York*. Also available in other languages.

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. Verdbasert Forventningsledelse», *Fagbokforlaget, Bergen*. (2nd edition in 2023)

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 Kundeverti 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.

- **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.*

- **Links**

[Google Scholar profile](#)

[Researchgate profile](#)

[NHH homepage](#)