



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Johan Hagberg

Department of Business Administration
Marketing
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Academic degrees

2015	Associate Professor, Business Administration, University of Gothenburg
2008	Ph.D., Business Administration, University of Gothenburg
1997	Master, Business Administration, University of Borås
1996	Bachelor, Business Administration, University of Borås

Positions within academia:

2019 -	Professor, University of Gothenburg
2010 -	Senior lecturer (lektor), University of Gothenburg
2011 - 2015	Director, Centre for Retailing, University of Gothenburg
2011 - 2012	Board member, Business Administration, University of Gothenburg
2001 - 2010	Lecturer (adjunkt), University of Borås
2008 - 2010	Postdoctor, University of Gothenburg
2006 - 2010	Programme Coordinator, Master programme in Business Administration with a specialization in Direct Marketing, University College of Borås

Main research fields:

Marketing, Retailing, Consumption

Main teaching fields:

Marketing, Retailing, Consumption

Academic experience

Research projects:

2018 - 2020	Försäkringsbolaget i de digitala ekosystemen - nya former av intermediering
2018 - 2019	Retail shopping and the last mile transport: past, present and future transformations
2014 - 2018	Digcon: Digitalizing consumer culture
2014 - 2016	Handelns digitalisering

Head of research project:

- 2018 - 2020 Försäkringsbolaget i de digitala ekosystemen - nya former av intermediering
- 2012 - 2015 Centre for Retailing: Traders' Research Foundation in Gothenburg.
- 2011 - 2012 Centre for Retailing publishing activities: The Swedish Retail and Wholesale Development Council

International research projects:

- 2014 - 2018 Digcon - Digitalizing consumer culture, Magdalena Peterson McIntyre, University of Gothenburg Lena Hansson, University of Gothenburg Niklas Hansson, University of Gothenburg Hans Kjellberg, Stockholm School of Economics Franck Cochoy, Université de Toulouse II - Le Mirail CERTOP, UMR CNRS Jan Smolinski, CERTOP, UMR CNRS
- 2010 - 2013 Consumer Logistics, Helene Brembeck, University of Gothenburg Franck Cochoy, Université de Toulouse II - Le Mirail Daniel Normark, Karolinska Institutet Niklas Hansson, University of Gothenburg Ulrika Holmberg, University of Gothenburg Roland Canu, Université de Toulouse II - Le Mirail Michèle Lalanne, Université Jean-François Champollion d'Albi Cédric Calvignac, Université de Toulouse II - Le Mirail

Supervision of PhD students:

- 2015 - Robin Bankel, University of Gothenburg (Co-supervisor)
- 2015 - Misty Rawls, University of Gothenburg (Head supervisor)
- 2015 - 2019 Bianca Koroschetz, University of Gothenburg (Co-supervisor)
- 2014 - 2019 Hanna Borgblad, University of Gothenburg (Head supervisor)
- 2013 - 2016 Eva Maria Jernsand, University of Gothenburg (Co-supervisor)

Opponent and/or examiner of PhD and licentiate theses:

- 2019 Angelica Blom, One size fits all? Understanding shopper responses towards integration activities in omnichannel retailing, Stockholm School of Economics (Member of examining committee)
- 2019 Gabriella Wulff, Behind the Scenes of Transparency: A Study of a Swedish Denim Company, University of Gothenburg (Member of examining committee)
- 2019 Riikka Murto, An App for Women? Exploring the Performance of Gender and Diversity in Market Practice, Stockholm School of Economics (Member of examining committee)
- 2018 Johan Kaluza, Sjukskrivnas arbetsböda: Arbetande medborgare möter en kundorienterad byråkrati, Karlstad University (Member of examining committee)
- 2018 Ida de Wit Sandström, Kärleksaffären: Kvinnor och köpenskap i kustens kommers, Lund university (Member of examining committee)
- 2017 Ingrid Stigzelius, Producing Consumers: Agencing and Concerning Consumers to Do Green in Everyday Food Practices, Stockholm School of Economics (Opponent)
- 2016 Elin Nilsson, Where to shop? – Consumers' choices of grocery stores, Umeå University (Opponent)

Reviewer assignments:

Qualitative Market Research, Marketing Theory, International Journal of Retail & Distribution Management, Journal of Historical Research in Marketing, Qualitative Market Research: An International Journal, Urban Geography, Journal of Retailing and Consumer Services, International Journal of Quality and Service Sciences, Industrial Marketing Management, Urban Studies, Marketing Theory, Scandinavian Journal of Management

Academic assignments:

- 2018 - Associate editor: Consumption Markets & Culture (Editor)
2017 - Special issue editor: Consumption Markets & Culture (Editor)
2018 Stilling som dosent i markedsføring
2016 - 2017 Special issue editor: Journal of Retailing and Consumer Services (Editor)
2017 Opprykksøknad til dosent innen markedsføring

Awards, distinctions or commissions of trust:

- 2017 International Journal of Retail & Distribution Management Outstanding Paper Award for the article "The digitalization of retailing: An exploratory framework", Emerald Literati Network Awards for Excellence
2016 Journal of Historical Research in Marketing Highly Commended Award for the article "From Basket to Shopping Bag: Retailers' Role in the Transformation of Consumer Mobility in Sweden, 1941-1970", Emerald Literati Network Awards for Excellence

Pedagogical training:

- 2012 Supervision in Postgraduate Programmes (Handledning i forskarutbildning), HPE201, 5 ECTS, University of Gothenburg.
2010 Teaching and learning in higher education (Högskolepedagogisk grundutbildning), 15 ECTS, Centrum för lärande och undervisning, University College of Borås.

Teaching in executive education or other professional settings:

- 2015 - Organizational change, School of Executive Education

International academic experience:

- 2015 - 2015 Visiting scholar Université Toulouse Jean-Jaurès

Other experience

Experience outside of academia within field:

- 1998 - 2000 Administration Manager, Total Logistik (Sweden) AB
1997 - 1998 Controller, Total Logistik (Sweden) AB

Board member in corporation or public entity:

- 2017 - Board member, Entreprenörprogrammets Vänner
2012 - Board Member, Handelsakademin, E-business management
2004 - Board Member, Claes Hagberg Consulting AB
2012 - 2016 Reference group board member, Hvitfeldtska Business program
2011 - 2015 Board Member, Handelsakademin. Store manager and Visual merchandiser
2008 - 2010 Board Member, Folkpartiet Borås
2004 - 2007 Board Member, Photo Solutions
2004 - 2006 Deputy Member, Borås Municipal Committee for Education

Writing in journal for practitioners:

2017 - Market
2016 - Nord-emballage
2013 - Transportnytt
2009 - Market

Participation in international (non-academic) networks:

2015 - 2015 Researcher, Charisma
2014 - 2015 Member of conference steering group, Nordic Retail and Wholesome Conference (NRWC)

Publications

Journal article (peer-reviewed)

Hagberg, Johan, Kjellberg, Hans, Cochoy, Franck (2020) The Role of Market Devices for Price and Loyalty Strategies in 20th Century U.S. Grocery Stores. *Journal of Macromarketing*,

Caboni, Federica, Hagberg, Johan (2019) Augmented reality in retailing: a review of features, applications and value. *International Journal of Retail & Distribution Management*, 47:11, p. 1125-1140.

Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2019) Price display technologies and price ceiling policies: governing prices in the WWII and postwar US economy (1940–1953). *Socio-Economic Review*,

Fuentes, Christian, Hagberg, Johan, Kjellberg, Hans (2019) Soundtracking. *European Journal of Marketing*, 53:3, p. 483-503 (S1).

Normark, Daniel, Cochoy, Franck, Hagberg, Johan (2019) Funny bikes. *Visual Studies*, 34:1, p. 13-27.

Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2018) The ethno-graphy of prices: On the fingers of the invisible hand (1922-1947). *Organization*,

Hagberg, Johan, Fuentes, Christian (2018) Retail formations: tracing the fluid forms of an online retailer. *Consumption, markets & culture*,

Normark, Daniel, Cochoy, Franck, Hagberg, Johan, Ducourant, H el ene (2018) Mundane intermodality: a comparative analysis of bike-renting practices. *Mobilities*,

Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2018) The technologies of price display: mundane retail price governance in the early twentieth century. *Economy and Society*,

Soutjis, Bastien, Cochoy, Franck, Hagberg, Johan (2017) An ethnography of Electronic Shelf Labels: The resisted digitalization of prices in contemporary supermarkets. *Journal of Retailing and Consumer Services*,

Hagberg, Johan, Kjellberg, Hans, Cochoy, Franck (2017) Managing leaks: Shoplifting in US grocery retailing 1922–1969. *European Management Journal*,

Cochoy, Franck, Hagberg, Johan, Normark, Daniel, Ducourant, H el ene, Holmberg, Ulrika, Calvignac, C edric (2017) Bicycles, cyclists and loads: a comparative analysis of cycling practices in Gothenburg and Toulouse. *Applied Mobilities*,

Hagberg, Johan, Holmberg, Ulrika (2017) Travel modes in grocery shopping. *International Journal of Retail & Distribution Management*,

Hagberg, Johan (2016) Agencing practices: a historical exploration of shopping bags. *Consumption, markets & culture*, 19:1, p. 111-132.

Hagberg, Johan, Kjellberg, Hans (2016) Ständigt slölyssnande: Om digitaliseringens påverkan på musikkonsumtionen. *Kulturella perspektiv - Svensk etnologisk tidskrift*, 25:2, p. 16-23.

Hagberg, Johan, Sundström, Malin, Egels-Zandén, Niklas (2016) The digitalization of retailing: an exploratory framework. *International Journal of Retail & Distribution Management*, 44:7, p. 694-712.

Cochoy, Franck, Hagberg, Johan, Canu, Roland (2015) The forgotten role of pedestrian transportation in urban life: Insights from a visual comparative archaeology (Gothenburg and Toulouse, 1875–2011). *Urban Studies*, 52:12, p. 2267-2286.

Hagberg, Johan, Normark, Daniel (2015) From basket to shopping bag. *Journal of Historical Research in Marketing*, 7:4, p. 452-475.

Hagberg, Johan, Kjellberg, Hans (2015) How much is it? Price representation practices in retail markets. *Marketing Theory*, 15:2, p. 179-199.

Fuentes, Christian, Hagberg, Johan (2013) Socio-cultural Retailing. *International Journal of Quality and Service Sciences*, 5:3, p. 290-308.

Hagberg, Johan, Normark, Daniel (2013) Fyrkantifieringen av handeln. *Kulturella perspektiv - Svensk etnologisk tidskrift*, 22:3-4, p. 19-26.

Hagberg, Johan, Styhre, Alexander (2013) The production of social space: shopping malls as relational and transductive spaces. *Journal of Engineering, Design and Technology*, 11:3, p. 354-374.

Hagberg, Johan (2011) Acheter à domicile en Suède. *Revue d'Histoire Nordique*, 2011:12, p. 49-68.

Hagberg, Johan, Kjellberg, Hans (2010) Who performs marketing? Dimensions of agential variation in market practice. *Industrial Marketing Management*, 39:6, p. 1028-1037.

Sundström, Malin, Hagberg, Johan (2010) Bridging marketing theory and practice for consumer behaviour Master's students. *Industry & Higher Education*, 24:5, p. 377-380.

Journal article (other academic)

Hagberg, Johan, Kjellberg, Hans (2020) Digitalized markets. *Consumption Markets & Culture*, 23:2, p. 97-109.

Hagberg, Johan, Jonsson, Anna, Egels-Zandén, Niklas (2017) Retail digitalization: Implications for physical stores. *Journal of Retailing and Consumer Services*,

Hagberg, Johan, Jonsson, Anna (2017) Debatt: Sätt digitaliseringen i rätt ljus. *Market*, :7-8.

Hagberg, Johan (2016) Bärkassen - Hur blev den outhärlig för oss?. *Nord-emballage*, 82:2, p. 36-41.

Mason, Katy, Kjellberg, Hans, Hagberg, Johan (2015) Exploring the performativity of marketing: theories, practices and devices. *Journal of Marketing Management*, 31:1-2, p. 1-15.

Hagberg, Johan (2013) Glöm inte konsumenten i logistikkedjan. *Transportnytt*, 56:6.

Hagberg, Johan (2009) Debatt: Ordning i butiken?. *Market*, :18 mars.

Journal article (pop. science, debate)

Hagberg, Johan (2020) Retailing: a growing field of research. *The Link*, :350.

Book chapter

Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2020) The Tower of Labels: Labelling Goods in the US Grocery Store (1922–2018). In *Labelling the Economy, Qualities and Values in Contemporary Markets*. edited by B. Laurent and A. Mallard, p. 233-270. Singapore : Palgrave Macmillan.

Kjellberg, Hans, Hagberg, Johan, Cochoy, Franck (2019) Thinking market infrastructure: Barcode scanning in the US grocery retail sector, 1967–2010. In *Research in the Sociology of Organizations*, p. 207-232. Emerald Publishing.

Hagberg, Johan (2019) E-handel: vilken frekvens?. In *Konsumtionsrapporten 2019 [Orosmoln]*, John Magnus Roos (red), p. 39-51. Göteborg : Centrum för Konsumtionsvetenskap.

Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena, Sörum, Niklas (2017) Digitalizing consumption: Introduction. In *Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena & Sörum, Niklas. (2017). Digitalizing Consumption: How devices shape consumer culture*, p. 1-19. Routledge.

Hagberg, Johan, Kjellberg, Hans (2017) Digitalized music: Entangling consumption practices. In *Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena & Sörum, Niklas. (2017). Digitalizing Consumption: How devices shape consumer culture*, p. 167-189 . Routledge.

Hagberg, Johan, Jonsson, Anna (2016) Framtiden. In *Hagberg, Johan & Jonsson, Anna (red) Handelns digitalisering - Undran inför framtidens affärer*, p. 135-146. Lund : Studentlitteratur.

Cochoy, Franck, Hagberg, Johan (2016) Win, Earn, Gain: Gamification in the History of Retailing. In *The Business of Gamification: A Critical Analysis*, edited by Dymek, Mikolaj and Zackariasson, Peter, p. 81-98. London & New York : Routledge.

Hagberg, Johan (2016) Format. In *Hagberg, Johan & Jonsson, Anna (red) Handelns*

digitalisering - Undran inför framtidens affärer, p. 59-75. Lund : Studentlitteratur.

Hagberg, Johan, Jonsson, Anna (2016) Digitalisering. In *Hagberg, Johan & Jonsson, Anna (red) Handels digitalisering - Undran inför framtidens affärer*, p. 19-28. Lund : Studentlitteratur.

Hagberg, Johan, Jonsson, Anna (2016) Affären. In *Hagberg, Johan & Jonsson, Anna (red) Handels digitalisering - Undran inför framtidens affärer*, p. 29-37. Lund : Studentlitteratur.

Hagberg, Johan, Jonsson, Anna (2016) Introduktion. In *Hagberg, Johan & Jonsson, Anna (red) Handels digitalisering - Undran inför framtidens affärer*, p. 11-17. Lund : Studentlitteratur.

Holmberg, Ulrika, Hagberg, Johan (2013) Konsumenters logistik vid matinköp. In *Lennart Weibull, Henrik Oscarsson & Annika Bergström (red) Vägska*, p. 387-400. Göteborg : University of Gothenburg.

Hagberg, Johan (2013) Tid och rytm på Veljekset Keskinen. In *Ekström, Karin M. (Red.) Veljekset Keskinen: Finlands mest besökta shoppingdestination*, p. 59-71. Högskolan i Borås.

Hagberg, Johan, Holmberg, Ulrika, Sundström, Malin, Walter, Lars (2012) Nordic retail research. In *Nordic retail research: Emerging diversity*, p. 19-32. Göteborg : BAS Publishers.

Hagberg, Johan (2010) Exchanging agencies: The Case of NetOnNet. In *Luis Araujo, John Finch & Hans Kjellberg (Eds.) Reconnecting Marketing to Markets*, p. 50-73. Oxford : Oxford University Press.

Gustavsson, Eva, Hagberg, Johan, Holmén, Christer, Javefors, Håkan (2010) Visioner och praktik - om examensarbetet i professionslärosätet. In *Peter Sigrén (red.) PUH - Pedagogiska utvecklingsprojekt i högskolan 2010, Rapport från Västra Götalands högskolor*, p. 15-25. Borås : Högskolan i Borås.

Hagberg, Johan (2010) Att få det att flyta på Gekås Ullared. In *Karin M. Ekström (red.) Fenomenet Ullared - en förstudie*, p. 31-42. Borås.

Hagberg, Johan, Sundström, Malin (2008) Att handla dagligvaror. In *Sundström, Malin & Hagberg, Johan (Red.) ICA-Citykunderna i Borås: Fältstudier av konsumentbeteende i dagligvarubutiker*, p. 8-13.

Doctoral thesis

Hagberg, Johan (2008) *Flytande identitet*. Doct. thesis, Högskolan i Borås ; Handelshögskolan vid Göteborgs Universitet.

Conference paper

Egels-Zandén, Niklas, Hagberg, Johan, Jonsson, Anna (2016) Digitalizing IKEA: From a strategy-as-practice perspective. *The 5th Nordic Retail and Wholesale Conference, Aarhus Denmark, 9-10 November*.

Lammgård, Catrin, Sundström, Malin, Hagberg, Johan (2016) The challenge of building customer value in delivery of online grocery-a comparison between a pure player and a multichannel grocery chain. *ACRA Conference, April 13-16, Secaucus, New jersey, USA*.

Soutjis, Bastien, Cochoy, Franck, Hagberg, Johan (2016) How Electronic Shelf Labels 'coopete' with paper price display: on the resistible digitization of prices in contemporary supermarkets. *23rd International Conference EIRASS, Edinburgh, 11-14 July 2016*.

- Thomé, Karim, Hagberg, Johan, Kjellberg, Hans (2016) Digitalisation diffusion in grocery retailing: a tropicalization case. *The 5th Nordic Retail and Wholesale Conference, Aarhus Denmark, 9-10 November*.
- Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2016) Fixing, sticking and computerising prices: a contemporary archaeology of price tags. *The 4th Interdisciplinary Market Studies Workshop, School of Management, University of St Andrews, St Andrews, 8-10 June 2016*.
- Hagberg, Johan, Kjellberg, Hans, Cochoy, Franck (2016) Loyalty and price mediations: Tracing devices in the history of US grocery retailing. *2nd workshop on the evolution of the retail trade in the 20th century, Uppsala, Sweden, 22-23 September*.
- Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2016) On the digitalization of price tags: looking at the mundane fingers of the (in)visible hand (1922-2015). *4S/EASST Conference 2016: Science and Technology by Other Means, Barcelona, 31 August - 3 September*.
- Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2016) On the origins and challenges of price digitization. *The 5th Nordic Retail and Wholesale Conference, Aarhus Denmark, 9-10 November*.
- Cochoy, Franck, Hagberg, Johan, Kjellberg, Hans (2016) The Tower of Labels: 'Labeling' in the US grocery store (1922-2016). *Labelling and the politics of markets, LaPin workshop, The Ecole des Mines de Paris, 6-7 October 2016*.
- Cochoy, Franck, Normark, Daniel, Hagberg, Johan, Ducourant, H el ene (2016) Funny bikes . *IVSA 2016 Annual Conference Visualizing Sustainability: Imagined Futures, Lillehammer, Norway June 22-24, 2016*.
- Hagberg, Johan, Sundstr om, Malin, Egels-Zand en, Niklas (2015) Digitalization of retailing. *18th EAERCD Conference Rennes, France 1-3 July 2015*.
- Hagberg, Johan, Lammg ard, Catrin (2015) Retailing, digitalization and urban freight: A multiple case study of consumer logistics innovations in urban areas. *Metrans International Urban Freight Conference 21-23 October 2015 Long Beach, CA*.
- Lammg ard, Catrin, Hagberg, Johan (2015) Changing urban goods distribution due to the digitalisation of retailing: a conceptual framework of sustainable city logistics. *NECTAR (Network of European Communications and Transportation Academic Researchers) Cluster 3 workshop*.
- Hagberg, Johan, Sundstr om, Malin, Egels-Zand en, Niklas (2014) Digitalization of retailing. *4th Nordic Retail and Wholesale Conference, Stockholm 5-6 November 2014*.
- Hagberg, Johan, Holmberg, Ulrika (2014) Caring about carrying: Retailers' role in assisting their customers to perform consumer logistics. *4th Nordic Retail and Wholesale Conference, Stockholm 5-6 November 2014*.
- Holmberg, Ulrika, Hagberg, Johan (2014) Consumers' logistics in grocery shopping. *3rd Nordic Conference on Consumer Research, Vaasa Finland 21-22 May 2014*.
- Holmberg, Ulrika, Hagberg, Johan (2013) Consumer logistics – portability and mobility during shopping trips. *22nd Nordic Academy of Management Conference. University at Iceland, Reykjavik, August 21-23, 2013*.
- Lammg ard, Catrin, Hagberg, Johan (2013) Designing for sustainable logistics in urban areas– What do we know?. *World Conference on Transport Research (WCTR), Rio de Janeiro 2013*.

- Hagberg, Johan, Kjellberg, Hans (2013) Exploring the performativity of price representation practices in retailing. *38th Macromarketing Conference, Toronto*.
- Hagberg, Johan (2013) Agencing mobile consumers: An exploration of the shopping bag and the shaping of consumer agencies in retailing. *ESF Exploratory Workshop "Agencing Markets", Institut d'Etudes Scientifiques de Cargèse (IESC) – FRANCE, 17-20 September*.
- Cochoy, Franck, Ducourant, Hélène, Calvignac, Cédric, Canu, Roland, Hagberg, Johan, Normark, Daniel (2013) 'Funny bikes': A comparative/quantitative video analysis of biker logistics (Göteborg and Toulouse). *Mobility Futures, Global Conference, 4-6 September 2013, Lancaster University, UK*.
- Cochoy, Franck, Hagberg, Johan, Canu, Roland (2012) "Cityzen" logistics: A visual archaeology of consumer logistics. *Making Sense of Consumption 2nd Nordic Conference on Consumer Research May 30 - June 1, 2012 Gothenburg, Sweden*.
- Hagberg, Johan (2012) Get a life(style)! – Marketing efforts to shape lifestyles and to satisfy their demands. *2nd Interdisciplinary Market Studies Workshop, Dublin, Ireland June 7-8, 2012*.
- Hagberg, Johan, Holmberg, Ulrika (2012) Exploring student's assemblages involved in consumer logistics. *Nordic Retail and Wholesale Conference (NRWC) 2012, Lund 7-8 November*.
- Holmberg, Ulrika, Hagberg, Johan (2012) Performing consumer logistics: Students as co-researchers exploring mundane practices. *Making Sense of Consumption 2nd Nordic Conference on Consumer Research May 30 - June 1, 2012 Gothenburg, Sweden*.
- Normark, Daniel, Hagberg, Johan (2012) Counter, encounter. *Nordic Retail and Wholesale Conference (NRWC) 2012, Lund 7-8 November*.
- Normark, Daniel, Hagberg, Johan (2011) From basket to paper-bag: the reconfiguration of the housewife assemblage in the transformation of shopping mobility, urban infrastructures and retailing in the 20th century Sweden. *9th International T2M Conference, Berlin, October 6-9, 2011*.
- Hagberg, Johan, Normark, Daniel (2011) Consumer Logistics: Equipping the consumers as human-container-thing assemblages. *CRESC Annual Conference 2011 - Framing the City, The University of Manchester/Open University, 6-9 September*.
- Hagberg, Johan, Kjellberg, Hans (2011) Cheapest on the market? Representing prices in retail trade. *27th IMP Conference, University of Strathclyde, Glasgow, 31 August - 3 September 2011*.
- Hagberg, Johan, Kjellberg, Hans (2011) Cheapest on the market?. *Market Encounters Workshop, Copenhagen Business School, 10-12 March 2011*.
- Hagberg, Johan (2010) Cheapest, largest and best. *1st Interdisciplinary Market Studies Workshop, 3-4 June, Sigtuna*.
- Hagberg, Johan, Haraldson, Sandra, Lind, Mikael (2010) Long Tails and Lean Chains. *2nd Nordic Retail and Wholesale Conference, Gothenburg 10-11 November*.
- Salomonson, Nicklas, Hagberg, Johan (2009) The order of the order.
- Hagberg, Johan, Kjellberg, Hans (2009) Who's doing what? Exploring market practices and practitioners. *25th IMP-conference in Marseille, France*.
- Hagberg, Johan (2008) Retail change and the practice of classification. *Nordic Retail and Wholesale Conference at Stockholm School of Economics - The Nordic School of Retail*

Management, Norrtälje, November 6-7, 2008.

Hagberg, Johan, Lind, Mikael, Salomonson, Nicklas (2008) Energy customers in dialogue.

Edström, Anders, Hagberg, Johan, Hjelm, Sara (2001) On-line retailing in consumer electronics - The case of NetonNet. "*The Structural (r)Evolution in Retailing Conference*", Göteborg, October 1, 2001.

Report

Petersson McIntyre, Magdalena, Johansson, Barbro, Sörum, Niklas, Fuentes, Christian, Karlsson, Henric, Hagberg, Johan, Egels-Zandén, Niklas, Cochoy, Franck (2019) *Hur konsumtionen digitaliseras*. Göteborg: Centrum för konsumtionsvetenskap.

Jonsson, Anna, Egels-Zandén, Niklas, Hagberg, Johan, Lamngård, Catrin, Sundström, Malin (2017) *Handelns digitalisering och förändrade affärer*. Stockholm: Handelsrådet.

Diedrich, Andreas, Eriksson-Zetterkvist, Ulla, Ewertsson, Lena, Hagberg, Johan, Hallin, Anette, Lavén, Fredrik, Lindberg, Kajsa, Raviola, Elena, Rindzeviciute, Egle, Walter, Lars, Eriksson-Zetterquist, Ulla (2013) *Exploring the Performativity Turn in Management Studies*. Göteborg: University of Gothenburg.

Sundström, Malin, Hagberg, Johan (2010) *Undervisning i en ICA-butik*. Högskolan i Borås.

Review

Hagberg, Johan (2017) Recension: Digitalisering (BeGreppbart), Mathias Cöster och Alf Westelius, Liber, 2016. *Organisation & Samhälle*, 2017:2.

Editorial collection

Cochoy, Franck, Hagberg, Johan, Petersson McIntyre, Magdalena, Sörum, Niklas (ed.) (2017) *Digitalizing Consumption: How Devices Shape Consumer Culture*. Routledge.

Mason, Katy, Kjellberg, Hans, Hagberg, Johan (ed.) (2017) *Marketing Performativity: Theories, practices and devices*. Routledge.

Hagberg, Johan, Jonsson, Anna (ed.) (2016) *Handelns digitalisering - Undran inför framtidens affärer*. Lund: Studentlitteratur.

Hagberg, Johan, Holmberg, Ulrika, Sundström, Malin, Walter, Lars (ed.) (2012) *Nordic retail research*. Göteborg: BAS Publishers.

Sundström, Malin, Hagberg, Johan (ed.) (2008) *ICA-Citykunderna i Borås: Fältstudier av konsumentbeteende i dagligvarubutiker*.