



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Eva Maria Jernsand

Department of Business Administration  
Marketing  
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### Academic degrees

2016 Ph.D., Marketing, University of Gothenburg  
2010 Master, Business & Design, University of Gothenburg  
2007 Bachelor, Accounting, University of Gothenburg

### Positions within academia:

2016 - University representative in management group, TRAC - certified travel consultant, YRGO - Göteborgs Stad Utbildning

### Main research fields:

Place branding, Experience Innovation, Sustainable Tourism, Design, Transdisciplinary Research

### Main teaching fields:

CSR in Tourism and Events, Experience Innovation, Place Branding, Transdisciplinary Research

## Academic experience

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### Research projects:

2017 - 2019 Maritim utveckling i Bohuslän  
2012 - 2016 Mistra Urban Futures KLIP-GOLIP collaboration: marketplaces and ecotourism

### International research projects:

2012 - 2016 Mistra Urban Futures KLIP-GOLIP collaboration: marketplaces and ecotourism, Jaramogi Oginga Odinga University of Science and Technology; Kenya; Maseno University, Kenya

### Reviewer assignments:

Place Branding and Public Diplomacy, Tourism Recreation Research, Place Branding and Public Diplomacy

**Arranging conference, symposium, seminar or workshop:**

- 2018 Innovation arenas for tourism - two scenarios, 2018-10-17  
2017 On Co-creation, co-innovation, co-production, 2017-09-13  
2017 International Congress on Coastal and Marine Tourism CMT 2017, 2017-06-13--17  
2016 17th Network-Association of European Researchers on Urbanisation in the South (N-AERUS) conference, 2016-11-17--19

**Awards, distinctions or commissions of trust:**

Best paper award AIRTH conference 2017, AIRTH - Alliance for Innovators and Researchers in Tourism and Hospitality

**Pedagogical training:**

- 2017 HPE103

**Pedagogical projects and development:**

- 2017 The development of an innovation arena for maritime tourism

**Other experience**

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**Experience outside of academia within field:**

- 2017 - 2017 Centrum för Turism, Göteborgs stads program för besöksnäringens utveckling fram till 2030  
2010 - 2012 Owner and Business Designer, Kangeri AB  
2001 - 2008 Accounting Manager, BIM Kemi Sweden AB  
1995 - 2002 Financial manager, Bardexa Norden AB

**Board member in corporation or public entity:**

- 2010 - Board member, Kangeri AB

**Publications**

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**Journal article (peer-reviewed)**

Jernsand, Eva Maria (2017) Engagement as transformation: Learnings from a tourism development project in Dunga by Lake Victoria, Kenya. *Action Research*, 15:1, p. 81-99.

**Book chapter**

Jernsand, Eva Maria, Kraff, Helena (2017) Democracy in participatory place branding: a critical approach. In *Inclusive place branding; critical perspectives on theory and practice*, p. 11-22. Abingdon, Oxon; New York, NY : Routledge.

Jernsand, Eva Maria, Kraff, Helena (2016) Collaborative PhDs. In *Co-production in action: towards realising just cities*, p. 74-83. Göteborg : Mistra Urban Futures.

**Doctoral thesis**

Jernsand, Eva Maria (2016) *Inclusive place branding – What it is and how to progress towards it*.

## Conference paper

Jernsand, Eva Maria (2018) A space of multiplicity, heterogeneity and co-creation: developing an innovation arena for tourism. *ATLAS Annual Conference 2018, Copenhagen, Denmark, 26-29 September*.

Jernsand, Eva Maria (2018) Scary seafood: an experience-based view on sustainable food production and consumption. *Tomorrow's Food Travel (TFT) conference, Centre for Tourism, University of Gothenburg, 8-10 October*.

Rinaldi, Chiara, Jernsand, Eva Maria, Mossberg, Lena (2018) Co-creation methodologies for students' employability in the food sector: some evidence from the FOODbiz project. *27th Nordic Symposium on Tourism and Hospitality Research, Alta, Norway, 24-26 September*.

Jernsand, Eva Maria, Kraff, Helena (2017) Collaboration across borders. *Mistra Urban Futures' annual conference: Realising just cities - learning through comparison*.

Jernsand, Eva Maria (2017) Place branding and (co-)innovation in a west Sweden context. *The 26th Nordic Symposium of Tourism and Hospitality Research, Falun 4-6 October 2017*.

Goolaup, Sandhiya, Jernsand, Eva Maria (2017) Learning through extraordinary tourism experiences: the case of oyster safaris in Lysekil and the oyster bar on Kåringön. *Abstract presented at the 9th International Congress on Coastal and Marine Tourism (CMT2017), University of Gothenburg, Sweden, 13-16 June*.

Jernsand, Eva Maria (2017) Innovation as a vital part of place branding. *Proceedings AIRTH 2017 – Innovation in Tourism and Hospitality – Preparing for the Future, Portoroz, Slovenia, 23-25 March 2017*.

Jernsand, Eva Maria (2016) Transformational tourism. *25th Nordic Symposium on Tourism and Hospitality Research in Turku, Finland, September 28-30, 2016*.

Jernsand, Eva Maria, Kraff, Helena (2016) Multiple identities in place branding - embracing transculturalism. *Abstract presented at the Inaugural Annual Conference of the International Place Branding Association (IPBA) in London (Middlesex University) 7-9 December 2016*.

Kraff, Helena, Jernsand, Eva Maria (2013) Participatory Design in a Destination Branding Process. *10th European Academy of Design Conference, Crafting the Future, April 17-19 in Gothenburg*.

## **Other publication**

Kraff, Helena, Jernsand, Eva Maria (2016) Time as an issue of power in development research. *Development research conference (DEVRES) 2016: Global visions and local practices, 22-24 August 2016, Stockholm University.*

Jernsand, Eva Maria, Kraff, Helena (2015) Democracy in participatory place branding: a critical approach. *Critical management studies - 9th International conference: Is there an alternative - management after critique. Leicester 8-10 July.*

Jernsand, Eva Maria (2015) Participation in educational tourism: transforming individuals, communities and societies by stakeholder involvement. *24th Nordic Symposium in Tourism and Hospitality: Responsible tourism, Reykjavik, October 1-3.*

Jernsand, Eva Maria, Kraff, Helena (2015) Participatory place branding through design: the case of Dunga beach in Kisumu, Kenya. *Place Branding and Public Diplomacy, 11:3, s. 226-242.*

Jernsand, Eva Maria, Kraff, Helena, Mossberg, Lena (2015) Tourism Experience Innovation Through Design. *Scandinavian Journal of Hospitality and Tourism, 15:1, s. 98.*

Kraff, Helena, Jernsand, Eva Maria (2015) Unequal distributions of time in transdisciplinary research. *The 1st biennial reserch conference on time.*

Jernsand, Eva Maria (2014) A marketing design approach to destination development [Elektronisk resurs].

Jernsand, Eva Maria, Kraff, Helena (2014) Value co-creation in tourism experiences. *23rd Nordic Symposium in Tourism and Hospitality Research: Values of tourism, October 1-4, Copenhagen.*

Kraff, Helena, Jernsand, Eva Maria (2014) Designing For or Designing With?. *Proceedings of the 19th DMI: Academic Design Management Conference, s. 1596-1611.*

Kraff, Helena, Jernsand, Eva Maria (2014) From disciplines to common ground and actions: reflections on a transdisciplinary project in Kisumu, Kenya. *Design with the other 90%: Cumulus Johannesburg Conference Proceedings, s. 88-93.*

Jernsand, Eva Maria, Kraff, Helena (2013) Community-based tourism development - a designerly approach to destination branding. *Proceedings of the 22nd Nordic Symposium in Tourism and Hospitality Research: Innovation and value creation in experience-based tourism, September 24-27, Bodö and Lofoten Islands.*

Kraff, Helena, Jernsand, Eva Maria (2013) Participatory Design Tools in Place Branding. *Proceedings of the 10th European Academy of Design Conference, Crafting the Future, April 17-19 in Gothenburg.*