

# Maria Norbäck

## Curriculum Vitae

B.Sc., PhD

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### **Professional correspondence:**

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<b>Date of Birth</b>	August 23 <sup>th</sup> , 1978
<b>Place of Birth</b>	Göteborg, Sweden

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## 1. Academic degrees

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| 2012 Jan  | PhD in Business Administration. PhD thesis entitled <i>Making Public Service Television – A study of institutional work in collaborative TV productions</i> . (Opponent professor Renate Meyer, University of Vienna) |
| 2003 June | Bachelor degree in Media- and Communication studies, Studies in Business Administration, Gothenburg University, Sweden.   |

## 2. Academic positions

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| 2019 Sept – present | Associate Professor at the department for Business Administration, management and organization section, at Gothenburg School of Business, Economics and Law, Sweden |
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2012 Nov – 2019 Sept	Assistant Professor at the department for Business Administration, management and organization section, at Gothenburg School of Business, Economics and Law, Sweden (Parental leave April 2014– Jan 2015)
2012 Sept - 2012 Nov	Lecturer and researcher at the department for Business Administration at Gothenburg School of Business, Economics and Law, Sweden
2012 Feb - 2012 Sept	Lecturer and researcher at Jönköping International Business school, Sweden
2003 Aug - 2012 Jan	PhD Candidate (70%) and lecturer (30%) in Business Administration, employed at the Media Management and Transformation Centre, Jönköping International Business School, Sweden (Parental leave Oct 2009 – Aug 2010)

### 3. Publications

#### Peer reviewed articles

**Norbäck, M., & Zapata Campos, M. J.** (2022). The market made us do it: Public procurement and collaborative labour market inclusion governance from below. *Social Policy & Administration*, 1– 16. (ABS2, equal work)

**Norbäck, Maria & Styhre, Alexander** (2021) On the Precarity-Spectrum: Exploring Different Levels of Precariousness in Market-Mediated Professional Work. *Mrev: management revue*. Vol. 32 (3) 266 – 295 (ABS2, majority of the work)

Norbäck, M. (2021). Back to the future of journalist work? Entrepreneurial subjectivity and freelance journalism in Sweden. *Journalism*, 14648849211033131. (Cristin 2)

Norbäck, M. (2021). Glimpses of resistance: Entrepreneurial subjectivity and freelance journalist work. *Organization*, 28(3), 426-448. (ABS3)

**Norbäck, Maria & Styhre, Alexander** (2019) Making it work in free agent work: The coping practices of Swedish freelance journalists. *Scandinavian Journal of Management*, 35(4), 101076. (ABS2, majority of the work)

Arman, Rebecka, Gillberg, Nanna & **Norbäck, Maria** (2019) Alone at work: Isolation, competition, and co-dependency in flexibilized retail. *Economic and industrial democracy* Online first. (ABS3) (equal work)

Brorström, Sara & **Norbäck, Maria** (2019) 'Keeping politicians at arm's length': How managers in a collaborative organization deal with the administration-politics interface. *International Review of Administrative Sciences* Vol. 86 (4) 2020, onlineFirst April 2019.) (ABS3) (equal work)

Styhre, Alexander & **Norbäck, Maria** (2018) The passion and the interests in life science venturing: Choosing economic insecurity and creative challenges over predictable careers. *European Journal of Innovation Management*, 22(1), 175-192.  
(ABS1, 2019 Emerald literati outstanding paper award) (minority of the work)

Norbäck, Maria (2019) Recycling Problems and Modernizing the Solution: Doing Institutional Maintenance Work on Swedish Public Service Television. *Journal of Management Inquiry*, Vol 27, no 4, (published on-line first 2017, published in print (2019) Vol 28(1), 94-112.) (ABS3)

**Norbäck, Maria**, Helin, Jenny & Raviola, Elena (2014) Stabilizing Movements: How Television Professionals Use Other People's Voices to Cope with New Professional Practices During Times of Change. *Journal of change management*. Vol 14, no 4, pages 434-452 (2014) (ABS1) (Majority of the work)

Raviola, Elena, & **Norbäck, Maria**. (2013) Bringing technology and meaning into institutional work: Making news at an Italian business newspaper. *Organization Studies*. Vol 34, no 8, pages 1171-1194, (2013) (ABS4) (40% of the work)

Lundin, Rolf & **Norbäck, Maria** (2009). Managing projects in the TV production industry – The case of Sweden. *Journal of media business studies*, vol 6, no 4 (2009) (ABS 1) (equal work)

Fagerling, Marita & **Norbäck, Maria** (2005). Newsroom identities: Group configurations and Transforming Boundaries during the Introduction of a Web Edition. *Intervention research: International journal of culture, organization and management*. Vol 1, Issue 2, 2005 (ABS 0) (equal work)

### Books

Norbäck, Maria (2012) *Making Public Service Television – A study of institutional work in collaborative TV productions*. PhD Dissertation no 73, Jibs dissertation series.

### Edited books

Borgström, Benedikte; Helin, Jenny; **Norbäck, Maria**; Raviola, Elena (2015) *Skrivande om skrivande*. Studentlitteratur, Lund. (Equal work)

### Book chapters

**Maria Norbäck & Linda Wedlin** (2020) Institutional theory. In Eriksson –Zetterquist, Hansson, Nilsson (eds) *Theories and Perspectives in Business Administration*. Studentlitteratur, Lund

**Maria Norbäck & Lars Walter** (2019) *Towards a social model 2.0?* Chapter in Semenza, R. and Pichault, F. (eds) *The Challenges of Self-Employment in Europe*. Edward Elgar. (Equal work)

Elena Raviola, **Maria Norbäck & Rolf Lundin** (2019) Projects as containers of future hopes and dreams: Organizing innovation projects in the newspaper field. Chapter in *Media Management and Digital Transformation* (eds, Bygdås, Clegg, Hagen). Edward Elgar. (40% of the work)

Rolf A. Lundin & **Maria Norbäck** (2015) Projectification in the Media Industries. In G.F. Lowe & C. Brown (eds) *Managing Media Firms and Industries. What's So Special About Media Management?* Springer, NY (Equal work)

**Norbäck, Maria** (2015) Det berättande journalistiska reportaget: ett samtal mellan Björn af Kleen och Maria Norbäck. In *Skrivande om skrivande*, Borgström, Benedikte; Helin, Jenny; Norbäck, Maria; Raviola, Elena (eds). Studentlitteratur, Lund.

**Norbäck, Maria** (2015) Att skriva och tänka, själv och ihop med andra. In *Skrivande om skrivande*, Borgström, Benedikte; Helin, Jenny; Norbäck, Maria; Raviola, Elena (eds). Studentlitteratur, Lund.

Borgström, Benedikte; Helin, Jenny; **Norbäck, Maria**; Raviola, Elena (2015) Introduktion. In *Skrivande om skrivande*, Borgström, Benedikte; Helin, Jenny; Norbäck, Maria; Raviola, Elena (eds). Studentlitteratur, Lund. (Equal work)

**Norbäck, Maria & Raviola, Elena** (2013) "Digitization of newspaper and magazine publishing: The contribution of technology to the construction of the world". in *Business Innovation and Disruption in Publishing*, Vol. 1, DeFillippi, Robert and Wikström, Patrik (eds.) Media XXI Formalpress (Equal work)

Norbäck, Maria (2010). Collaborative Financing and Production: Making Public Service Content at SVT Sweden. In Gregory Ferrell Lowe (ed) *The Public in Public Service*. RIPE@2010. Nordicom, Gothenburg

Achtenhagen, Leona & **Norbäck, Maria** (2010). Entertainment Research and Organization Theories. In Altmeppen, Lantzsich & Will (eds) *The business of entertaining: Acquisition and Production of TV Entertainment*. VS Verlag für sozialwissenschaften, Wiesbaden (Equal work)

**Norbäck, Maria & Ots, Mart** (2007). One format fits all – Development of commercial radio in Nordic countries. Lars-Åke Engblom & Karl-Erik Gustafsson (eds.) *Mönster i*

*nordisk medietveckling*. Insikt 2007:3 Vetenskapliga rapporter från Högskolan för lärande och kommunikation, Högskolan i Jönköping. (Equal work)

Norbäck, Maria (2006). The staging of ‘Captain Outrageous versus the Australian scumbag’ – An analysis of the feud between media moguls Ted Turner and Rupert Murdoch.” Lucy Küng (ed.) “*Leadership in the Media Industry- Changing Contexts, Emerging Challenges*”. JIBS research reports No 2006:1, Jönköping International Business School, Jönköping

Norbäck, Maria (2005) Cross promotion and branding of media product portfolios. Picard, R.G. (ed) *Media product portfolios – Issues in management of multiple products and services*. (2005) Laurence Erlbaum Associates, New Jersey

### Reports, conference proceedings and popular writings

Emma Ek Österberg, **Maria Norbäck**, Patrik Zapata och María José Zapata Campos (2021) *Kommunen som upphandlare, entreprenör och arbetsgivare i arbetsmarknadsintegration av utrikesfödda*. Förvaltningshögskolans rapporter nummer 161. [https://gupea.ub.gu.se/bitstream/2077/69836/1/gupea\\_2077\\_69836\\_1.pdf](https://gupea.ub.gu.se/bitstream/2077/69836/1/gupea_2077_69836_1.pdf)

**Norbäck, Maria** (2020) Bokrecension av Arbete och välfärd – ledning, personal och organisationsmodeller i Sve-rige, Åke Sandberg (red.). Studentlitteratur 2019. Publicerad i *Organisation & Samhälle*, 2020:1

**Norbäck, Maria** (2018) *Frihet eller inget kvar att förlora? – Om frilansjournalister och frihetens paradox*. Blog for GRI spring 2018: <http://gri-bloggen.se/freedoms-just-another-word-for-nothing-left-to-lose-om-frilansjournalister-och-frihetens-paradox/>

**Norbäck, Maria & Sundin, Elisabeth** (2018) “Tillbaka till framtiden: vad är nytt i det nya arbetslivet” Editing two special issues for the journal *Organisation och samhälle*, no 2, 2017 and no 1, 2018

Norbäck, Maria (2012) ‘Ekonomi är jåkligt intressant’ in Tidskriften Folkuniversitetet issue 2-3, 2012. (A column on how to make academic writing more interesting)

Humphreys, Edward & **Norbäck, Maria** (2011) Can public service be owned? A story of noble ideals, legal tensions, and the 140 300 SEK question of what public service really is and who has the right to use it as a brand. JIBS working paper series no. 2011-2. Jönköping International Business School, Jönköping University

Lundin, Rolf & **Norbäck, Maria** (2008). Projektkompetens i TV-produktion. *Projektvärlden* nr 3 2008 (September issue)

Grönlund, Mikko, **Norbäck, Maria** & Pönni, Veijo (2006). *Financial Performance of Commercial Radio in Sweden*” JIBS working paper series No 2006:1, Jönköping International Business school

**Norbäck, Maria** & Ots, Mart (2005) *A game with no winners - The policing of Commercial Local Radio in Sweden*. In “Radio in the World: Papers from the 2005 Melbourne Radio Conference”. Available at <http://search.informit.com.au>

Hang, Min; Herler, Alfred; **Norbäck, Maria** & Ots, Mart (2004) *Dominance over Swedish Advertising Expenditures: Changes in a Crucial Media Resource 1980-2003*. Research Report, Jönköping International Business School, Sweden, 2004.