



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Maria Norbäck

Department of Business Administration  
Management and Organisation  
031-7866664  
[maria.norbäck@handels.gu.se](mailto:maria.norbäck@handels.gu.se)

### Academic degrees

2012 Ph.D., Business Administration, Jönköping International Business School  
2003 Bachelor, Media and communication studies, University of Gothenburg

### Positions within academia:

2012 - 2012 Researcher, Jönköping International Business School  
2003 - 2012 Doctoral student, Jönköping International Business School

### Main research fields:

Organization studies, Media studies, Media management, Management

### Main teaching fields:

Organization theory, Leadership, Management

## Academic experience

---

### Supervision of PhD students:

2015 - Sara Ekberg, Jönköping International Business School (Co-supervisor)

### Reviewer assignments:

Journal of media business studies

### Pedagogical training:

2013 Handledning i forskarutbildning  
2013 International faculty programme  
2012 Grundläggande högskolepedagogik  
2012 Fördjupningskurs i högskolepedagogik

### International academic experience:

2015 - 2015

## **Other experience**

---

### **Participation in media:**

- |      |  |
|------|--|
| 2016 | Interviewed about public service financing, as well as other media-business related issues |
| 2015 | Interviewed about public service financing, as well as other media-business related issues |
| 2014 | Interviewed about public service financing, as well as other media-business related issues |
| 2012 | Folkuniversitetets tidning   |

### **Professional training:**

- |      |  |
|------|--|
| 2013 | International faculty programme, IESE, Spain |
|------|--|

### **Other experience:**

- |      |   |
|------|---|
| 2018 | Member of Mediestödsnämnden (media subsidy board) |
|------|---|

## **Publications**

---

### **Journal article (peer-reviewed)**

Norbäck, Maria (2019) Glimpses of resistance: Entrepreneurial subjectivity and freelance journalist work. *Organization*,

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.

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*,

Arman, Rebecka, Gillberg, Nanna, Norbäck, Maria (2019) Alone at work: Isolation, competition and co-dependency in flexibilised retail. *Economic and Industrial Democracy*,

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, p. 175-192.

Norbäck, Maria (2017) Recycling Problems and Modernizing the Solution: Doing Institutional Maintenance Work on Swedish Public Service Television. *Journal of management inquiry*,

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*, 14:4, p. 434-452.

Raviola, Elena, Norbäck, Maria (2013) Bringing Technology and Meaning into Institutional Work: Making News at an Italian Business Newspaper. *Organization Studies*, 34:8, p. 1171-1194.

Lundin, Rolf A., Norbäck, Maria (2009) Managing projects in the TV production industry. *Journal of Media Business Studies*, 6:4, p. 103-121.

Norbäck, Maria, Fagerling, Marita (2005) Newsroom Identities. *Intervention Research*, Vol. 1:2, p. 191-207.

### **Journal article (pop. science, debate)**

Norbäck, Maria, Lundin, Rolf A. (2008) Projektkompetens i TV-produktion. *Projektvärlden*, :3, p. 24-25.

### **Book chapter**

Raviola, Elena, Norbäck, Maria, Lundin, Rolf (2019) Projects as containers of future hopes and dreams. In *Media management and digital transformation* edited by Arne L. Bygdås, Stewart Clegg and Aina Landsverk Hagen, p. 51-62. Abingdon, Oxon : Routledge.

Lundin, Rolf A., Norbäck, Maria (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?*, p. 367-382. New York : Springer.

Norbäck, Maria (2015) Att skriva och tänka, själv och ihop med andra. In *Skrivande om skrivande*, p. 61-71. Lund : Studentlitteratur.

Norbäck, Maria (2015) Det berättande journalistiska reportaget: ett samtal mellan Björn af Kleen och Maria Norbäck. In *Skrivande om skrivande*, p. 277-286. Lund : Studentlitteratur.

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

Norbäck, Maria, Raviola, Elena (2012) Producing new audiences, disrupting old models. How new audience measurements change business models in publishing. In *DeFilippi, Robert and Wikström, Patrik (eds) Business Innovation and Disruption in Publishing, Vol.1, Media XXI*.

Achtenhagen, Leona, Norbäck, Maria (2010) Entertainment Firms and Organization Theories. In *Handbuch Unterhaltungsproduktion : Beschaffung und Produktion von Fernsehunterhaltung*, p. 52-66. Wiesbaden : VS Verlag für Sozialwissenschaften.

Norbäck, Maria (2010) Collaborative financing and production. In *The Public in Public Service Media*, p. 243-256. Gothenurg : Nordicom.

Norbäck, Maria, Ots, Mart (2007) One format fits all. In *Insikt, 2007:3 \, Mönster i nordisk medieutveckling*, p. 77-104. Jönköping : Högskolan för lärande och kommunikation (HLK).

Norbäck, Maria (2006) The staging of 'Captain Outrageous versus the Australian scumbag' . In *JIBS Research Reports ; 2006:1 \, Leadership in the Media Industry : Changing Contexts, Emerging Challenges*, p. 195-202. Jönköping : Media Management and Transformation Centre, Jönköping International Business School.

Norbäck, Maria, Ots, Mart (2005) A Game With No Winners. In *Radio in the World : Papers from the 2005 Melbourne Radio Conference*, p. 160-171. Melbourne : RMIT Publishing.

Norbäck, Maria (2005) Cross-promotion and branding of media product portfolios. In *Media product portfolios : Issues in management of multiple products and services*, p. 139-166. Mahwah, N.J. : Laurence Erlbaum.

### **Doctoral thesis**

Norbäck, Maria (2012) *Making Public Service Television*. Doct. thesis, Jönköping International Business School.

## Conference paper

- Norbäck, Maria (2017) Temporary organizing in the gig-economy: The temporariness of freelance work.
- Norbäck, Maria, Raviola, Elena (2013) An old solution and recycled problems: Doing institutional work on Swedish public service television. *29 th EGOS Colloquium Bridging Continents, Cultures & Worldviews July 4–6, 2013 Montréal, Canada.*
- Raviola, Elena, Norbäck, Maria (2012) Institutions as ‘permanent’ solutions to ‘permanent’ problems – The power of defining problems and their solutions. *EGOS 2012, Helsinki, Finland.*
- Norbäck, Maria, Raviola, Elena (2011) Bringing materiality in institutional theory. An ethnographic study of a newspaper. *International Symposium on Process Organization Studies, Corfú, Greece June 2011/Track: Materiality.*
- Norbäck, Maria, Raviola, Elena (2011) Here is the solution: where is the problem? Bringing agencement into institutional theory. *EGOS Colloquium 2011, Gothenburg, Sweden July 2011/Track: Institutions, Technology, Meanings.*
- Helin, Jenny, Norbäck, Maria (2011) "Like we always have said in this house, I think...".
- Norbäck, Maria (2010) Collaborative Financing and Production.
- Norbäck, Maria (2008) The making of public service in collaborative content production.
- Norbäck, Maria, Humphreys, Edward (2008) Brand ownership of ‘public service’.
- Norbäck, Maria (2006) In-house or out-house: same same but different.
- Norbäck, Maria (2006) Producing public service.
- Norbäck, Maria (2005) The staging of Captain Outrageous versus the Australian Scumbag.
- Fagerling, Marita, Norbäck, Maria (2005) Managing Professionals versus Managing Experts - A Narrative of Newsroom Groups during the Development of a Web Edition. *Paper for the 18th Scandinavian Academy of Management Conference (NFF), August 18-20, Aarhus.*
- Fagerling, Marita, Norbäck, Maria (2005) Newsroom Identities: Group Configurations and Transforming Boundaries during the Introduction of a Web Edition. *Paper for the 21st EGOS Colloquium, June 30 – July 2, Berlin.*
- Norbäck, Maria, Ots, Mart (2005) “A game with no winners - The policing of Commercial Local Radio in Sweden”. *European Academy of Management Conference.*
- Norbäck, Maria, Fagerling, Marita (2005) Newsroom identities. *Paper presented at the 21st Egos Colloquium, Freie Universität Berlin, Germany, June 30-July2, 2005.*
- Norbäck, Maria, Fagerling, Marita (2005) Managing professionals versus managing experts . *Paper presented at the 18th Scandinavian Academy of Management Meeting (NFF) : Aarhus School of Business, Denmark, 18-20 August, 2005.*

## **Report**

Grönlund, Mikko, Norbäck, Maria, Pönni, Veijo (2006) *Financial Performance of Commercial Radio in Sweden*. Jönköping: Jönköping International Business School.

Norbäck, Maria, Ots, Mart, Hang, Min (2004) *Dominance over Swedish Advertising Expenditures*. Jönköping: Media Management and Transformation Centre, Jönköping International Business School.

## **Editorial collection**

Borgström, Benedikte, Helin, Jenny, Norbäck, Maria, Raviola, Elena (ed.) (2015) *Skrivande om skrivande*. Lund: Studentlitteratur.