



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Lena Hansson

Department of Business Administration
Marketing
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Academic degrees

2006 Ph.D., Business Administration, University of Gothenburg
2000 Master, Business Administration, University of Gothenburg

Positions within academia:

2015 - Director, Centre for Retailing, Business Administration, School of
Business, Economics & Law, University of Gothenburg

Main research fields:

Digitalization of consumption, Retailing, Devices, Accessibility, Design

Main teaching fields:

Branding & Consumption, Consumer behaviour

Academic experience

International research projects:

2013 - 2016 Digcon - digitalizing consumer culture, Professor Franck Cochoy,
Université Toulouse II, France Associate professor Hans Kjellberg,
Stockholm School of Economics Associate professor Magdalena
Petersson McIntyre, Centre for Consumer Science Dr Niklas Hansson,
Centre for Consumer Science Dr Johan Hagberg, Center for Retailing

Supervision of PhD students:

2015 - 2020 Irina Balog, School of Business, Economics & Law, University of
Gothenburg (Co-supervisor)

Opponent and/or examiner of PhD and licentiate theses:

- 2018 Mia Münster, Intention vs. Perception of Designed Atmospheres in Fashion Stores, Copenhagen Business School (Member of examining committee)
- 2014 Katarina Wetter-Edman, HDK, University of Gothenburg (Member of examining committee)
- 2011 Elin Olander, Institutionen för Designvetenskaper, Lunds Tekniska Högskola (LTH) (Member of examining committee)
- 2008 Monika Hestad, AHO (Arkitektur- og designhøgskolen i Oslo), Norge (Member of examining committee)
- 2008 Monika Hestad, AHO (Arkitektur- og designhøgskolen i Oslo), Norge (Opponent)

Reviewer assignments:

Journal of Cultural Economy, Design Research Journal

Awards, distinctions or commissions of trust:

- 2016 Philippe de Woot Award, Antwerpen Management School (Student: Anna Sellén Runefjell, Master of Science in Marketing and Consumption)
- 2015 Board member, Handelsakademin

Pedagogical training:

- 2010 Handledning i forskarutbildningen, 5hp, Institutionen för pedagogisk utveckling och interaktivt lärande vid Göteborgs Universitet
- 2007 Högskolepedagogik, 10p, Institutionen för pedagogik och didaktik vid Göteborgs Universitet

Other experience

Board member in corporation or public entity:

- 2015 - 2016 Board member, Handelsakademin

Publications

Journal article (peer-reviewed)

Hansson, Lena (2011) Le "Design pour tous": un design adapté à la diversité humaine, a l'intégration sociale et à l'égalité. *Revue d'histoire Nordique*, 2011:12, p. 113-134.

Jahnke, Marcus, Hansson, Lena (2010) Innovation of meaning through design – An analysis of gender bending design process. *Design Research Journal*, :2/10, p. 26-33.

Book chapter

Hansson, Lena (2017) Promoting ethical consumption: The construction of smartphone apps as 'ethical' choice prescribers. In *Digitalizing Consumption: How Devices Shape Consumer Culture*, p. 103-121. Routledge.

Hansson, Lena (2013) Making sense of consumption - an introduction. In *Making sense of consumption. Selections from the 2nd Nordic Conference on Consumer Research 2012*, p. 11-21. Göteborg : Centre for Consumer Science, University of Gothenburg.

Hansson, Lena (2011) En tillgänglig butik – marknadsplats för konsumtionsmakt. In *Konsumtionsmakt. Centrum för konsumtionsvetenskap 10 år*, p. 53-62. Göteborg : University of Gothenburg.

Hansson, Lena, Jahnke, Marcus (2010) Gender Bending Through Design – an Account of a Student Project on Gender. In *New Perspectives in Design Management – Selected Writings from Business and Design Lab 2007-2010*, Göteborg : Business & Design Lab Publication.

Hansson, Lena, Mörck, Magnus, Petersson McIntyre, Magdalena (2009) Design, gender and competitiveness. In *I: John Bryson and Grete Rusten (eds.) Industrial Design and Competitiveness: Spatial and Organizational Dimensions*, p. 169-194. Palgrave Macmillan.

Ekström, Karin M., Hansson, Lena (2009) Establishing a Healthy Drinking Culture, Systembolaget – Alcohol Monopoly and Public Health. In *In: Hong Cheng, Philip Kotler & Nancy Lee (ed.) Social Marketing for Public Health: Global Trends and Success Stories*, Jones and Bartlett.

Hansson, Lena (2007) The Power of Design - Allies Fighting Design Exclusion. In *Little Monsters (De)coupling assemblages of consumption*, p. 15-28. Berlin : LIT Verlag.

Doctoral thesis

Hansson, Lena (2006) *Universal design - a marketable or utopian concept?*.

Conference paper

Holmberg, Ulrika, Hansson, Lena (2018) Mobile phone practices – the smartphone as in-store shopping assistance. *Nordic Retail and Wholesale Conference, Reykjavik, 7-9 November 2018*.

Hansson, Lena (2018) Fashion shopping apps and their enrollment of consumers to fast fashion consumption. *Presented at ESA (RN05 - Sociology of Consumption - Midterm Conference), Copenhagen, August 28-September 1*.

Hansson, Lena (2017) The performative agency of fashion apps on gender construction. *ESA (RN05 – Sociology of Consumption – Gender and consumption), Athens, August 29-September 1*.

Petersson McIntyre, Magdalena, Hansson, Lena (2017) Feminism and femininity in commercial lifestyle blogs and fashion apps. *Paper presented at the workshop Digitalization of markets and consumption, Gothenburg, May 18-19 2017*.

Hansson, Lena (2017) Devising consumption: smartphone apps as devices for fashion consumption. *ACSYS 2017 Symposium "Mobilising Cultural Studies", Norrköping, June 19-21*.

Hansson, Lena (2017) Devising fashion: Fashion apps' role in consumers' practices as cultural mediators. *CMiDA - the Symposium of Cultural Mediators in the Digital Age, King's College, London, September 4*.

Hansson, Lena (2016) From personal shoppers to self-service styling tools – how fashion apps re-shape marketing and consumption practices. *4th Nordic Conference on Consumer Research. 18-19 May, 2016. Aarhus University, Aarhus, Denmark.*

Hansson, Lena (2016) Fashion apps as market devices - personal shoppers and self-service styling tools. *Nordic Retail and Wholesale Conference.*

Petersson McIntyre, Magdalena, Fuentes, Christian, Hansson, Lena (2016) Packaging Gender and Gendering Packages: Marketing Artifacts at Work. *13th Conference on Gender, Marketing, and Consumer Behavior. 4-6 July, 2016. ESCP Europe, Paris, France.*

Hansson, Lena (2014) Enhancing consumer power? A case study of the construction of ethical mobile consumption apps. *4th Nordic Retail and Wholesale Conference, Stockholm 5-6 November.*

Hansson, Lena (2012) Going shopping – Older consumers' experiences of accessibility in retail stores. *NRWC2012.*

Hansson, Lena (2012) The construction of accessibility: temporary consumer-assemblages meeting store-assemblages. *Making Sense of Consumption, 2nd Nordic Conference on Consumer Research, May 30 - June 1, 2012 Gothenburg, Sweden.*

Hansson, Lena (2010) Aging with grace? Images of older consumers in Swedish women's lifestyle magazines. *Nordic Conference on Consumer Research, 10-11 June, Vaasa Finland*

Hansson, Lena (2010) Finding, reaching and comprehending-How accessibility in retailing can be enhanced for older consumers. *NRWC 2010, 2nd Nordic Retail and Wholesale Conference, Gothenburg, Sweden, 10-11 November 2010. School of Business, Economics & Law, University of Gothenburg.*

Jahnke, Marcus, Hansson, Lena (2010) Implicit innovation – Radical symbolic and functional innovations as a result of design-driven explorations of gender issues. *European Group for Organization Studies (EGOS) Colloquium, Lisbon, Portugal, June 30-July 3.*

Hansson, Lena, Jahnke, Marcus (2009) Gender bending through design - an account of a student project on gender. *NORDES : Nordic Design Research.*

Hansson, Lena (2007) Universal Design to Make a Difference. *Nordic Consumer Policy Research Conference. Helsinki 3-5 October 2007.*

Hansson, Lena (2006) Designing for Inclusion rather than Exclusion. *European Advances in Consumer Research.*

Hansson, Lena (2004) Universal design - Utopia or a marketable design concept? A study of how different actors are experiencing Universal design. *Doktorandworkshopen Fek.dok@Skagen III 2004.*

Editorial collection

Hansson, Lena, Holmberg, Ulrika, Brembeck, Helene (ed.) (2013) *Making sense of consumption. Selections from the 2nd Nordic Conference on Consumer Research 2012.* Göteborg: Centre for Consumer Science, University of Gothenburg.